



# Fundamental **F.E.T.A.**

Food Entrepreneurship Training Academy



Thinking of launching a food product or opening a restaurant/cafe?  
Learn how to start and succeed in the food business!

East Bay Small Business Development Center and Alameda County Economic & Civic Development Department offer a **FREE** 10-part series

## Food Entrepreneurship Training Academy

Register at <https://nc.ecenterdirect.com/events/51438>

Zoom Link for FETA I Classes: [Fundamental FETA I](#)



## Fundamental FETA Series Workshop Schedule:

Classes will be held Tuesdays and Thursdays, September 12 – October 12, 2023, from 6:00 to 8:00 PM.

Course Number	Date	Days	Topic	Instructor	Title
1	9/12/2023	Tuesday	Profitable Food Business Ideas and Trends	Nancy Mangold	Executive Director East Bay SBDC
2	9/14/2023	Thursday	Food Industry Exploration	Mani Niall	NorCal SBDC Restaurant Program Advisor
3	9/19/2023	Tuesday	Feasibility Analysis, Does It Work?	Vincent McCoy	Comm Development City of Berkeley
4	9/21/2023	Thursday	Financial Model	Vincent McCoy	Comm Development City of Berkeley
5	9/26/2023	Tuesday	Marketing Food business	Sneha Lundia	East Bay SBDC Advisor
6	9/28/2023	Thursday	Alameda County License, Permits & Food Business Regulations	Kristin Perrault Rodrigo Orduna Rodel Villa	Alameda County ECD Planning Department Environmental health
7	10/3/2023	Tuesday	Funding for Food Entrepreneurs	Paul Bozzo	East Bay SBDC Advisor
8	10/5/2023	Thursday	Menu & Recipe Costs	Shawn Walker-Smith	NorCal SBDC Restaurant Program Advisor
9	10/10/2023	Tuesday	Catering & Events Food Business	Shawn Walker-Smith	NorCal SBDC Restaurant Program Advisor
10	10/12/2023	Thursday	Business Presentation Networking, Certificates	Nancy Mangold	Exec. Director East Bay SBDC

