



# 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/51772>

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



## Fundamental FETA II Series Workshop Schedule:

Classes will be held Tuesdays and Thursdays, February 6 – March 7, 2024, from 6:00 to 8:00 PM.

Course Number	Date	Days	Topic	Instructor	Title
1	2/6/2024	Tuesday	Profitable Food Business Ideas and Trends	Nancy Mangold	Executive Director East Bay SBDC
2	2/8/2024	Thursday	Food Industry Exploration	Mani Niall	NorCal SBDC Restaurant Program Advisor
3	2/13/2024	Tuesday	Feasibility Analysis, Does It Work?	Vincent McCoy	Luvent, Inc.
4	2/15/2024	Thursday	Financial Model	Vincent McCoy	Luvent, Inc.
5	2/20/2024	Tuesday	Marketing Food business	Sneha Lundia	East Bay SBDC Advisor
6	2/22/2024	Thursday	Alameda County License, Permits & Food Business Regulations	Kristin Perrault Rodrigo Orduna Rodel Villa	Alameda County ECD Planning Department Environmental health
7	2/27/2024	Tuesday	Funding for Food Entrepreneurs	Paul Bozzo	East Bay SBDC Advisor
8	2/29/2024	Thursday	Menu & Recipe Costs	Shawn Walker-Smith	NorCal SBDC Restaurant Program Advisor
9	3/5/2024	Tuesday	Catering & Events Food Business	Shawn Walker-Smith	NorCal SBDC Restaurant Program Advisor
10	3/7/2024	Thursday	Business Presentation Networking, Certificates	Nancy Mangold	Exec. Director East Bay SBDC

