



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/52848>

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



Fundamental FETA Series Workshop Schedule:

Classes will be held Tuesdays and Thursdays, September 17 – October 17, 2024, from 6:00 to 8:00 PM.

Course Number	Date	Days	Topic	Instructor	Title
1	9/17/2024	Tuesday	Profitable Food Business Ideas and Trends	Nancy Mangold	Executive Director East Bay SBDC
2	9/19/2024	Thursday	Food Industry Exploration	Mani Niall	NorCal SBDC Restaurant Program Advisor
3	9/24/2024	Tuesday	Marketing Fundamentals for the Food Industry	Sneha Lundia	Advisor, East Bay SBDC
4	9/26/2024	Thursday	Content, Engagement & Pricing Foundations for Food Businesses	Sneha Lundia	Advisor, East Bay SBDC
5	10/1/2024	Tuesday	Starting a Food Business	Nancy Mangold	Executive Director East Bay SBDC
6	10/3/2024	Thursday	Alameda County License, Permits & Food Business Regulations	Kristin Perrault Rodrigo Orduna Rodel Villa	Alameda County ECD Planning Department Environmental health
7	10/8/2024	Tuesday	Funding for Food Entrepreneurs	Blair Abee	East Bay SBDC Advisor
8	10/10/2024	Thursday	Menu & Recipe Costs	Shawn Walker-Smith	NorCal SBDC Restaurant Program Advisor
9	10/15/2024	Tuesday	Catering & Events Food Business	Shawn Walker-Smith	NorCal SBDC Restaurant Program Advisor
10	10/24/2024	Thursday	Business Presentation Networking, Certificates	Nancy Mangold	Exec. Director East Bay SBDC

