



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/52870>

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



Fundamental FETA II Series Workshop Schedule:

Classes will be held Tuesdays and Thursdays, February 11 – March 13, 2025, from 6:00 to 8:00 PM.

Course Number	Date	Days	Topic	Instructor	Title
1	2/11/2025	Tuesday	Profitable Food Business Ideas and Trends	Nancy Mangold	Executive Director East Bay SBDC
2	2/13/2025	Thursday	Food Industry Exploration	Mani Niall	NorCal SBDC Restaurant Program Advisor
3	2/18/2025	Tuesday	Starting a Food Business	Nancy Mangold	Executive Director East Bay SBDC
4	2/20/2025	Thursday	Marketing Fundamentals for the Food Industry	Sneha Lundia	East Bay SBDC Advisor
5	2/25/2025	Tuesday	Content, Engagement & Pricing Foundations for Food Businesses	Sneha Lundia	East Bay SBDC Advisor
6	2/27/2025	Thursday	Alameda County License, Permits & Food Business Regulations	Kristin Perrault Rodrigo Orduna Rodel Villa	Alameda County ECD Planning Department Environmental health
7	3/4/2025	Tuesday	Funding for Food Entrepreneurs	John DeGaetano	East Bay SBDC Advisor
8	3/6/2025	Thursday	Menu & Recipe Costs	Shawn Walker-Smith	NorCal SBDC Restaurant Program Advisor
9	3/11/2025	Tuesday	Catering & Events Food Business	Shawn Walker-Smith	NorCal SBDC Restaurant Program Advisor
10	3/13/2025 (In-Person)	Thursday	Business Presentation Networking, Certificates	Nancy Mangold	Exec. Director East Bay SBDC

