



RTL FOOD CONSULTING
Ready to Launch

Ready to Launch Online Food Courses Rtlfoodconsulting.com

Christine Welch rtlfoodconsulting@gmail.com

See the website calendar for dates & times.

The Basics

Wholesale Readiness - Part 1

What You Need to Come to Market

1-hour

Part 1 - Wholesale Readiness This course offers a high-level overview covering topics that you will need to successfully and legally prepare to launch your food product.

Topics covered in Part 1 include:

- Setting up Your Company (Incorporate, obtain FEIN, etc.)
- Register with your State (sales tax if selling direct to consumer)
- Standard Forms Required: W-9 and Certificates of Resale
- Insurance – What Coverage is Needed
- FDA Registration and Compliance
- State and Local Regulations and Requirements
- Food Labeling, Nutrition Panel, and Barcodes*
- Food Certifications: Who, What, Why, and How Much*

*NOTE: Topics are or will be offered as in-depth courses.

Wholesale Readiness - Part 2

What You Need to Come to Market

1-hour

Part 2 - Wholesale Readiness This course continues by preparing you on what is needed at a high level to bring your food product to market. *Part 1 is not a prerequisite to taking Part 2.*

Topics covered in Part 2 include:

- Selling: Wholesale, Retail, Direct to Consumer*
- Pricing for Profit*
- Scaling – How to Source a Co-Packer*
- Good Manufacturing Practices
- Writing Basic HACCP Plan
- Food Recall Process and Procedures*
- When to Hire a Distributor and/or Food Broker

*NOTE: Topics are or will be offered as in-depth courses.

Wholesale Readiness - Part 1 & 2

2-hour

This 2-hour course combines Part 1 & Part 2 topics. Only offered on Saturdays.

Please see the course calendar on our website.

Food Labeling, Nutrition Panel, and Barcodes

1-hour

This course reviews the current FDA laws and resources that assist you with creating your food label and what you need to ensure your nutrition information is accurate. We address what GTINs are, why you need them, and how to source barcodes and get them registered. We provide resources for you to manage or outsource your nutrition and ingredient information

Pricing for Profit

1-hour

This course will provide a simple tool to assist with the various components you need to help you identify fixed and variable costs and ways to model to help you become profitable.



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Regulatory/Legal

Food Certifications: Who, What, Why, How, and How Much **1.5-hour**

This course discusses the various food certifications, the costs associated, the benefits of having them, and the ongoing work that is involved to keep your product certified. Certifications discussed in-depth include Gluten Free, Vegan, and Kosher. Other certifications are identified that might need to be considered.

HACCP, GMP: What and Why it Matters **1.5-hour**

This course provides templates to help you create a HACCP/ GMP plan for your food product/s. It uncovers the gaps before you invest in 3rd Party Vendors for certifications that larger food service and retailers will require. Sample HACCP Plan, Standard Operating Procedures (SOPs), Critical Control Points (CCPs), and Flow Charts are provided as tools and guidelines to ensure you are starting with the best processes in place.

Food Recall Processes and Procedures **1-hour**

This course reviews the steps needed to conduct a successful product recall. It includes an outline and worksheet to help you keep information at your fingertips to move quickly and minimize disruption.

Future Course: **FDA, State, and Local Regulations** **1-hour**

This course goes deeper into FDA, State, and Local Regulations that you will need to sell your products online, or Wholesale (Food Service or Retailers). We also address other licenses you may need to sell at farmers markets or for renting shared kitchens.

Future Course: **Writing a Food Defense Plan - It's a Must** **1-hour**

This course has a working document that will help you write a food defense plan. Only needed if you are doing your own production, and a good tool to review with your co-packer to understand what they have in place.

Reminder: Our 3rd quarter courses begin July 2023.

“ Thank you for connecting me with your sphere of people, making sure my product is following all regulatory guidelines, and helping my vision to become reality. “

- Ivan Gutierrez Zamo/Tierra Negra Salsa



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Marketing

Selling: Wholesale, Retail, Direct to Consumer **1-hour**

This course discusses the differences between retail, food service, and direct-to-consumer. Marketing, packaging and pricing are components of this class. We also provide tools and resources to help with order fulfillment for e-commerce and how to best service wholesale and retailers without a distributor.

E-Commerce - All Things to Consider **1-hour**

This course is about selling your products online, what you should consider when building your shopping cart, distribution, fulfillment, and various tools that make your job easier.

Future Course: **Packaging - The Face of Your Product/Brand** **1-hour**

This course brings top of mind “your story” and how to create brand awareness. It will cover what packaging is right for you now, and what you may need to consider for the future. Touches on sell sheets and other documents needed to help you sell into food service and retail accounts more quickly.

Future Course: **Get your Name Out!** **1-hour**

This course discusses the various avenues (that are easy and affordable) to get your name out there with little to no investment (other than time and samples).

Covering social media, networking, trade shows, pitching your company, press releases, and more.

Future Course: **Selling on Amazon, Affiliates, etc.** **1-hour**

This course teaches what you need to sell on Amazon or other shopping sites. What is an affiliate, and how does that work?

Future Course: **Finding and Hiring a Distributor** **1-hour**

This course reviews what you need in place before a distributor will consider working with you. You’ll need margins, clients, and a certain amount of revenue.

Future Course: **Finding and Hiring a Food Broker** **1-hour**

This course explains what a food broker does, what you should expect from them, and what they expect from you.



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Manufacturing

Pros and Cons of Manufacturing vs Co-Packer **1-hour**

This course talks about the pros and cons of manufacturing your own product vs finding and hiring a co-packer. It digs into the start-up costs of manufacturing your own product vs the higher production costs and possible limitations when using a co-packer.

Ingredient Sourcing and Traceability **1-hour**

This course discusses the importance of sourcing your ingredients and the information that you need to document and trace all your ingredients. This course touches on new FDA regulations and the information you need to have in case of a recall. Plus we will discuss the various sources that are often overlooked.

Tools for Production **1-hour**

This course provides the various tools to help track inventory, schedule people resources, documenting your processes (formulas), track your ingredients per batches, and identify % of loss per production run.

Future Course: **How to Source a Co-Packer** **1-hour**

This course provides direction on how to work with a co-packer, the questions you need to ask, and setting the right expectations to keep things running smoothly.

Future Course: **Sourcing Equipment** **1-hour**

This course addresses the best sources for buying equipment, as well as whether you rent, lease, or buy used. And the option of trying before you buy.

Sign up for all courses at: Rtlfoodconsulting.com

**If there is a subject you want to learn about, let us know.
Not all classes are on the 3rd quarter schedule.**



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Consulting

FREE CONSULTATION

Your first 1/2 hour consultation is FREE. Please complete the form on our website "Consulting Page" to get your consultation scheduled. (This is also a chance to discuss what options below are best for you.)

Consulting

Schedule your Consulting Session on our Course Calendar. 1-hour blocks are available online.

Consulting Packages

Consulting Packages (10 hours or more) are offered at a discounted price. Please contact us for more information. rtlfoodconsulting@gmail.com

One-on-One Intensive Training

Please contact us for more information and/or to schedule one-on-one training. Pricing for one-on-one training is higher than offered courses. Please email us at: rtlfoodconsulting@gmail.com

RTL Food Consulting helps identify what you need to launch your food product.

Some of our consulting services include:

- Sourcing of shared kitchen/contract manufacturing facilities, ingredients, or supplies
- Sourcing and identifying equipment
- Writing a HACCP/ GMP and/or Recall Plan
- Helping with Certification processes (Gluten Free, Vegan, Organic, Kosher)
- Batch processing
- Pricing and more