



Packed the Food Entrepreneur` Guide : How to Get Noticed and How to be Loved

Stuart Tessa



Are you a food producer entrepreneur? Then this book is for you! How did the founders of innocent drinks, GNOSH and MOMA! beat thousands of other fabulous food entrepreneurs to win a space on supermarket shelves? And once they were there, how did they win the battle to convince sceptical, time-strapped shoppers to try them over more established brands? Tessa Stuart knows how, because she helped them do it. In this practical, inspirational book, she draws on her 15 years in the food industry to reveal a tried and tested set of principles for getting you from idea, to a product on the shelf, and to being THE next household name. Got a great food or drink product that no one knows about? Need to grow sales? This book will show you how to ROCK your packs on-shelf impact, to give your business the very best chance of being seen, heard, noticed and bought. Charlotte Knight, founder and owner of GNOSH Dips

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