



Harlem Community
Development
Corporation



Launching Your Food Brand

This free workshop will help you learn how to identify industry trends and launch new food brands and products.

Topics include:

- Defining powerful product positioning
- Understanding the importance of proper packaging
- The importance of using food scientists and shelf-life testing in your restaurant
- Creating production, pricing and sales distribution strategies
- How to outline criteria for your marketing strategy

Wednesday, January 16, 2019
9:30 AM – 12:00 PM

Location: Adam Clayton Powell, Jr. State Office Building
163 West 125th Street, 2nd Floor Community Room
(You will need a photo ID to enter the building)

Space is limited. Please register for this free workshop by contacting Harlem CDC at 212-961-4100 or harlemcdc@esd.ny.gov.

Harlem CDC is a Subsidiary of Empire State Development