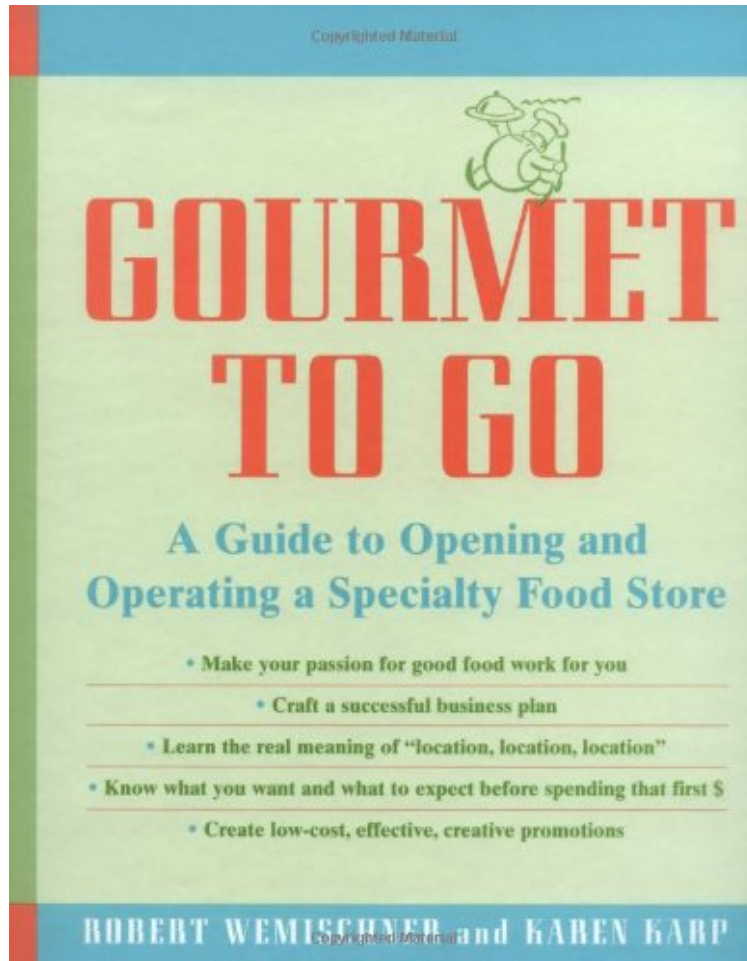


# Gourmet to Go: A Guide to Opening and Operating a Specialty Food Store

*Robert Wemischner, Karen Karp*  
audiobook / \*ebooks / Download PDF / ePub / DOC



#1244107 in Books 1997-10-28Original language:EnglishPDF # 1 9.40 x .70 x 7.40l, 1.73 #File Name: 0471139394336 pages | File size: 19.Mb

**Robert Wemischner, Karen Karp : Gourmet to Go: A Guide to Opening and Operating a Specialty Food Store** before purchasing it in order to gage whether or not it would be worth my time, and all praised Gourmet to Go: A Guide to Opening and Operating a Specialty Food Store:

1 of 1 people found the following review helpful. Good but DatedBy BrentonI haven't completed this book 100%. The information is useful but is very dated and some of it isn't really relevant anymore. Good jumping off point but definitely need something a little more current.21 of 22 people found the following review helpful. Good for starting stores or providing to stores.By Andy Anderson aka Travis C.This is an excellent treatise of starting a specialty food store or, perhaps is even more beneficial to one who wishes to wholesale food products to place in food stores or delis..People wanting to cash in on the current trend towards take-out convenience need this book, as well as From

Kitchen To Market and How To Get Your Product Into Supermarkets. The three books are invaluable for overlapping reasons. A prospective store operator needs to understand how to setup his or her store and, just as important, how their competition operates. Beginning store operators also need to understand their industry in detail not merely from the viewpoint of their competition and from their customers, but from their suppliers position. Gourmet To Go does a great job from a narrow viewpoint. Probably the only topic not sufficiently explored is the hands'-on advice. Perhaps the next edition will detail the possibilities for including rollergrills, microwaves and how to earn what the industry refers to as "Plus-sales." I'm speaking of the technique in all fast food chains and convenience stores to get customers to spend more money. Other hands-on topics that should be discussed are controlling theft and the experience of many store operators who have lost significant chunks of money in providing lottery tickets. I know of a few whose losses exceeded \$10,000. Adding insult to injury, lottery only reimburses stores from one to three percent of gross sales and pay-outs for winning tickets. Despite such a poor return on investment, many stores consider it mandatory to provide lottery. Further, computerizing the store could be considered, as well as installing UPC readers. It is not uncommon to see even the smallest store using such equipment. Yet, those installing such systems all seem to have to reinvent the wheel. Again, buy this book but augment it with From Kitchen To Market and with How To Get Your Product Into Supermarkets so you can keep up with and, perhaps, improve upon your competition and keep customers, suppliers and yourself happy! 9 of 9 people found the following review helpful. Primer on Contemplating Gourmet Store Venture By rodboomboom Having some experience with new product projects for major corporations, this somewhat smaller scale, but nonetheless similar principled look at the operations and craft of specialty food store biz is well-done. It is full of relevant and cogent thoughts for anyone interested in this market niche. What I found very well done is the sections of writing the biz plan and the steps therein critical to putting together and then implementing such. Also included are fairly thorough lists of resources such as consultants, trade journals, suppliers, etc. What could possibly have been additionally useful was stress on two key areas: concentration on obstacles and their probability of happening (i.e. scenario plotting) and finding and use of two key players from the outset: attorney and accountant/tax specialist.

"In this book we will communicate just how competitive and serious the business of specialty food retailing is today. We will provide you with a comprehensive overview of the industry, the market today, tools to [enable you] to make a commitment to go ahead, a thorough outline for your business plan, checklists for the most important planning stages, anecdotes and recommendations from the top players in the industry, and tips and insights into the intangibles of what makes good businesses good. You will have a better chance of success by being well armed and taking all the right precautions through careful preopening research and development. And you will see that, for success, it is not just information and organization but ample funding that will give your new business a fighting chance to ripen, develop, and succeed. Guided by this text and the accumulated wisdom of sage retailers who've paved the way, and fueled by your own enterprising spirit and imagination, dream big, plan carefully, and proceed with confidence to success." -- From the Preface of Gourmet to Go It begins with a dream, a longing for the independence, self-reliance, and creative freedom of running your own specialty take-out food store. But if you want that dream to become a reality, you can't rely solely on your expertise as a chef, manager, or owner of a previous business -- you'll need to develop all of those skills and more. You need a comprehensive, reliable information source that shows you what to expect and prepares you to deal with the unexpected. You need to learn from the successes and failures of others how to envision, plan, finance, establish, and run a successful gourmet retail operation. You need Gourmet to Go. This full-spectrum guide offers solid direction on every aspect of the retail specialty food industry. Making liberal use of case studies, Robert Wemischner and Karen Karp lead you step by step through each phase of the development and operation of a take-out gourmet store. They help you find the concept that's right for you, write a business plan, and secure the financing you'll need. Next, you'll discover what to look for in choosing your location; how to communicate with designers, builders, and contractors; and the ins and outs of legal structure and complying with government regulations. You'll learn how to select graphic designs, purchase and price merchandise, hire and train employees, set store policies, and manage your cash. Each of these issues is presented in a clear, forthright style that enables you to understand your options and make informed choices. You'll also learn how to: \* Market and promote your store and build a steady clientele \* Exceed your customers' expectations for quality and service \* Use in-store signage and irresistible merchandise displays to increase sales \* Expand or convert an existing business \* Fine-tune your business to promote growth Whether you're a foodservice professional yearning for independence or a retailer looking to expand or transform your current business; whether you're a caterer wanting to offer your creations to a broader public or a successful manager in search of a great business opportunity, Gourmet to Go helps you start strong and guides you every step of the way, until your dream comes true.

From the Publisher An in-depth examination of the process that prospective specialty food entrepreneurs must follow to open and operate a successful business in today's economic climate. Provides readers with a substantial grounding in the realities of planning for success in this highly dynamic, demanding and trend-driven industry. Contains highly

instructive and illuminating stories behind several of the most influential stores along with insightful quotes from retailers, large and small, who are pacesetters in the field. Describes how to write a persuasive and thorough business plan; raise capital; negotiate a lease; find, train and retain key staff; and build customer loyalty. Includes current developments in mail order, private label distribution and Internet marketing.

From the Back Cover "In this book we will communicate just how competitive and serious the business of specialty food retailing is today. We will provide you with a comprehensive overview of the industry, the market today, tools to [enable you] to make a commitment to go ahead, a thorough outline for your business plan, checklists for the most important planning stages, anecdotes and recommendations from the top players in the industry, and tips and insights into the intangibles of what makes good businesses good. You will have a better chance of success by being well armed and taking all the right precautions through careful preopening research and development. And you will see that, for success, it is not just information and organization but ample funding that will give your new business a fighting chance to ripen, develop, and succeed. Guided by this text and the accumulated wisdom of sage retailers who've paved the way, and fueled by your own enterprising spirit and imagination, dream big, plan carefully, and proceed with confidence to success." From the Preface of *Gourmet to Go*

It begins with a dream, a longing for the independence, self-reliance, and creative freedom of running your own specialty take-out food store. But if you want that dream to become a reality, you can't rely solely on your expertise as a chef, manager, or owner of a previous business you'll need to develop all of those skills and more. You need a comprehensive, reliable information source that shows you what to expect and prepares you to deal with the unexpected. You need to learn from the successes and failures of others how to envision, plan, finance, establish, and run a successful gourmet retail operation. You need *Gourmet to Go*. This full-spectrum guide offers solid direction on every aspect of the retail specialty food industry. Making liberal use of case studies, Robert Wemischner and Karen Karp lead you step by step through each phase of the development and operation of a take-out gourmet store. They help you find the concept that's right for you, write a business plan, and secure the financing you'll need. Next, you'll discover what to look for in choosing your location; how to communicate with designers, builders, and contractors; and the ins and outs of legal structure and complying with government regulations. You'll learn how to select graphic designs, purchase and price merchandise, hire and train employees, set store policies, and manage your cash. Each of these issues is presented in a clear, forthright style that enables you to understand your options and make informed choices. You'll also learn how to:

- Market and promote your store and build a steady clientele
- Exceed your customers' expectations for quality and service
- Use in-store signage and irresistible merchandise displays to increase sales
- Expand or convert an existing business
- Fine-tune your business to promote growth

Whether you're a foodservice professional yearning for independence or a retailer looking to expand or transform your current business; whether you're a caterer wanting to offer your creations to a broader public or a successful manager in search of a great business opportunity, *Gourmet to Go* helps you start strong and guides you every step of the way, until your dream comes true.

About the Author **ROBERT WEMISCHNER** is a Los Angeles-based caterer and baking instructor at Los Angeles Trade Technical College who received his culinary training at LeNotre and with the famed Troisgros brothers in France. He specializes in cross-cultural cooking using ethnic ingredients in unorthodox combinations. He has published numerous articles on food and cooking in the popular press and is the author of *The Vivid Flavors Cookbook*. He pioneered the concept of gourmet to go in the mid-1970s when he owned Le Grand Buffet in Beverly Hills. **KAREN KARP** is President of Karp Resources, a consulting firm based in New York City. The company specializes in business planning and economic development. Her innovative style and focus on detail have helped make New York City restaurants and shops such as T-Salon, Flavors, and Cub Room a success. Ms. Karp guest lectures at several culinary and economic development conferences each year on the topics of business development and entrepreneurship.