



Starting a business can be the most stressful and the most rewarding professional experience of your life.

The food industry has a notoriously high cost of entry. Rocky Mountain Commissary (RMC) is here to provide your business access to commercial kitchen equipment, space to produce at scale and support your business goals.

RMC wants to help you survive and flourish during this start-up and growth period. This packet offers an array of small business and industry specific information to help your company succeed.

Registering Your Business

All businesses need to register with:

1. Colorado Secretary of State

2. Obtain a Federal Employer Identification Number (FEIN) with the Internal Revenue Service *(You may want to consult a business attorney and/or accountant before you do so or have an attorney do it for you)*

3. File your business with the State of Colorado.

Food Businesses will need additional licenses, registrations, and certifications.

Colorado Farm To Market

A helpful web resource to determine the license, registrations and certifications based on your business type. www.cofarmtomarket.com

Basically there are 2 types:

Retail food operations (selling directly to the public)–For Caterers/ Food Trucks/ Food Cart

Wholesale Manufacturing–For food producers selling at farmers markets

The following are links to county health departments for registering as a Retail food Vendor:



www.jeffco.us/public-health/certificates-and-health-data/environmental-health-services-forms-and-applications/



www.tchd.org/445/Food-Trucks-Push-Carts



www.denvergov.org/content/denvergov/en/denver-business-licensing-center/business-licenses/retail-food-mobile-license.html

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Helpful Links and Companies

Rocky Mountain Commissary wants to be sure you are aware of some important and helpful websites:



Colorado Department of Agriculture: Your one stop shop for everything regarding food processing and Farmers Markets. The page below has a checklist just for you to see if your ready to get started: Look to this page for links to Small Business Administration, Food and Drug Administration, Colorado Business Assistance Center, Colorado Farm To Table, Food Safety and More!

www.colorado.gov/pacific/agmarkets/checklist-start-food-processors



Colorado Proud: More than 90% of Coloradans would buy more Colorado grown and produced products if they were available and identified as being from Colorado. There are many benefits to using the Colorado Proud logo and best of all registering and using the logo is all FREE! Learn more at:

www.coloradoproud.org



Food Liability Insurance Program (FLIP): works with personal chefs, caterers food carts/trucks, concessions and small food producers to provide insurance.

www.flipprogram.com



Colorado State University-Health & Human Services: Problem solving for Colorado food industries and/or entrepreneurs by providing: consulting, analytical services including food testing/analysis for labeling, on-site visits and referrals.

www.fshn.chhs.colostate.edu/outreach/food-support.aspx



National Association for Catering and Events: Provides Catering Professionals educational opportunities, resources and discounts.

www.nacedenver.com



Naturally Boulder: Networking Community with the mission to bring entrepreneurs, innovators, investors and advocates in the natural foods business together. Offers on-line educational resources, networking nights and more.

www.naturallyboulder.org



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Food Safety

A kitchen on it's own is not licensed. Though you may work out of a shared kitchen that meets all the requirements for licensing - your company will not be licensed until you demonstrate safe food handling practices.

Below are some basics, but you and/or your kitchen manager should also take a ServSafe Course.



CLEAN

Wash Hands often
Wash and sanitize
all surfaces

Sanitize
equipment -
Dishwasher or
3 Compartment
Sinks to soak,
rinse, sanitize



SEPARATE

Don't Cross
Contaminate. Use
separate cutting
boards for raw
meats and a
different one for
vegetables. Never
place cooked food
on a plate that
held raw meats.

Separate your
raw meats and
vegetables in your
shopping and in
your refrigerator.



COOK

Food is safely
cooked when it
reaches a high
enough internal
temperature to kill
harmful bacteria
that cause
foodborne illness.



CHILL

Cold
Temperatures
slow the growth
of bacteria; as
does piping hot!
The "Danger
Zone" is between
5 degrees Celsius
& 60 degrees
Celsius.

***Rocky Mountain
Commissary has
monitors that alert us
whenever any of our
coolers or freezers rise
into the danger zone, so
that we can protect your
food 24 hours a day.*



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Marketing Your Food Product

Marketing is one of the most important tools in building a company. Yet it is the most ignored.

Studies show that the best marketing ROI (return on your investment) are:

60.7%

Email Marketing

48.9%

Social Media

40.2%

Mobile Marketing

38.3%

Search (SEO/PPC)

Some things to consider when marketing your food product and/or your small business are:

PRODUCT

You might think the product is your food. That's just part of your product equation. It's a bundle of goods and services, that includes appearance of food, how it is served, customer service, ordering and more. How are you going to differentiate yourself? Strive for uniqueness. It can be the menu items, the way you serve, staff knowledge, being open at the right time, or having a unique customer base.

PLACEMENT

This is where and how you deliver your "product". This can be the farmers market, delivery, internet orders, phone orders, from a cart/kiosk, a mobile truck, or catering. Make it easy and offer the most options for ordering. Customers buy what is convenient. Products placed lower than knee-level or above eye level are less visible and less likely to be sold.

PACKAGING

- be distinctive, attractive, and capable of 'differentiating' your product.
- It must be suitable for display, maximize shelf-life, and require minimum shelf space
- It must be designed to add convenience for carrying and handling the product.
- remember that the heavier it is the higher your shipping costs will be if you start working with a distributor

APPEAL TO THE SENSES

We don't often think about the ways our senses of sight, taste, feel, smell and hearing offer marketing opportunities. People use their eyes to select and make a decision to purchase an item. Poor or so-so visual displays will discourage buyers or keep them looking elsewhere. The quality and visual display of your product can convince a person to become a buyer.



Get Found Online

INTERNET MARKETING GURUS

SERVICES

Search Engine Optimization
Pay Per Click Advertising
Web Design
Video Marketing
Analytics Consulting

Why JEMSU?

- » Google Adwords certified
- » Dedicated account manager
- » More than 11 years in local & national marketing services
- » Rated #1 in customer service
- » Monthly reporting
- » 100% Google compliant
- » More than 300 local & national clients
- » 300% ROI pledge

PRICING

- » Complimentary SEO & Web Evaluations **[\$250 Value]**
- » Local SEO starts at \$300/month
- » Regional SEO starts at \$500/month
- » National SEO starts at \$800/month
- » Google Adwords-Certified PPC Management
 - PPC IS month to month
 - 20% Adwords Management with no hidden fees
 - 100% Transparency
 - Full rights to your Google Adwords Account

JEMSU™



"SEO has affected my business in a huge way... You've got to make the investment to make the phone ring, and JEMSU will make the phone ring for you."

GREG ELSON,
CENTENNIAL CUSTOM DECKS



"I was looking for someone who... could consistently get us highly ranked, which is exactly what (JEMSU) has done."

JASON PFAFF,
THE KITCHEN SHOWCASE

COMPLEMENTARY WEB
& SEO EVALUATION

[\$250 Value]

CALL JEFF AMSLER:
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