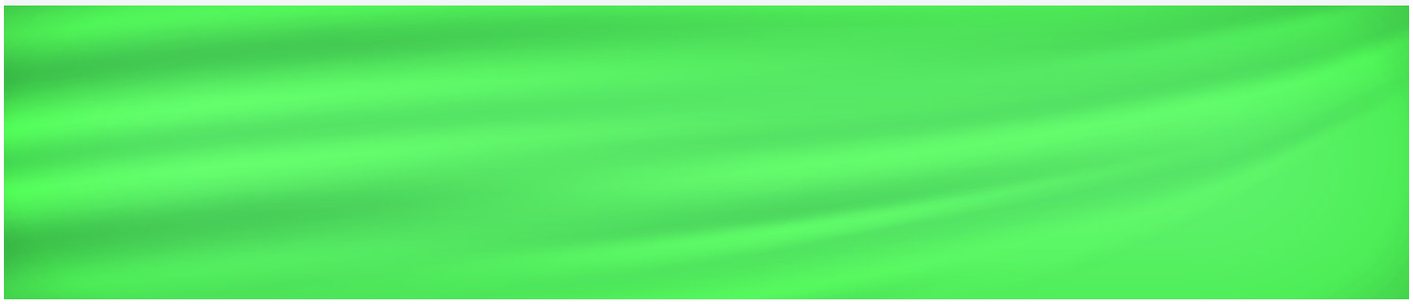


A line of handmade and all natural spices, sauces and marinades

My name is Lee, a Chef located in Baltimore Maryland. I have a business idea for a line of handmade spices, sauces and marinades.

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Description

I'd like to think that I have a knack for sauces as I always make all of my sauces for my dishes from scratch; NEVER store bought. I am of Caribbean origin so these products will be backed by my island influences. They will be small batch production and all handmade from start to finish.

So far I have a list of 3 sauces and 3 spices to begin my line and I now have to go about developing the recipes a bit more, test (flavours, shelf life etc), pricing and sizes. This is ultimately a dream of mine and my main goal is to provide my current and potential clients and by extension to public with sauces and spices that are all natural and also Vegan. No GMOs or unnatural additives that are pretty much bad for our health.

I plan to market by creating recipes centered around each sauce and posting and sharing them to by personal food blog. I will also distribute a couple samples to friends and family so that they can try and share their feedback. I have friends in the industry who are Chefs and would share from another perspective and might be more in depth. My ultimate goal is to have my products on the shelves of my favourite supermarkets, but one step at a time.

I would love some general feedback on how to go about launching a product line such as this and also how to raise capital. Thanks very much in advance.

Peace

-Lee

Problem

The number one challenge would be financing this venture. Along with this, developing a marketing campaign/ system

Solution

1. Host fundraisers

2. Probably view other small spice lines and somewhat mimic their marketing system/ strategy

Please share any other solutions as well

User or Customer Base

Home-cooks- persons who just enjoy cooking for their family and friends but also like to use quality ingredients.

Chefs- professionals in the industry who like to use quality ingredients.

Unique Value Proposition

The most unique thing about my product line is that it is of Caribbean influence and ingredients. Most if not all ingredients are going to be fresh and local, herbs dried by myself, quality oils or any other ingredients that might be necessary.

In comparison to other brands that just re-arrange store bought spices and claim as their own "handmade" blend.