

It's up to you whether
you succeed or fail.
So why not **succeed?**

YOUR GUIDE TO CREATING A
SUCCESSFUL FOOD BUSINESS.



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If the idea of starting your own food business ignites an internal spark...

Whether you are looking for a new full time gig or a side hustle, here are 6 reasons why you should do it.

Creative control

By starting your own food business, you have the opportunity to showcase your culinary skills and express your unique creativity. You can design your own menu, experiment with new flavours and ingredients, and create a food experience that reflects your personal style and vision.

Independence and autonomy

Owning a food business allows you to be your own boss. You can make decisions independently, from choosing the concept to setting the prices and managing the day-to-day decisions. This level of autonomy can be appealing if you want to have full control over your culinary career.

Entrepreneurial opportunities

Starting a food business opens up entrepreneurial opportunities. You can build your brand, expand your reach, and scale your business beyond Adelaide. You can explore catering services, food trucks, online delivery, or even product lines such as sauces or cookbooks, leveraging your culinary expertise to diversify your income streams.

Personal fulfilment

If you dream of seeing your own culinary creations come to life, starting a food business allows you to pursue your passion and share your love for food with a broader audience. The satisfaction of seeing happy customers enjoying your food can be incredibly rewarding.

Financial potential

A successful food business has the potential for financial success. By delivering exceptional food, creating a loyal customer base, and effectively managing costs, you can generate profits and build a

sustainable business. Additionally, owning a food business can provide opportunities for partnerships, sponsorships, and collaborations, further increasing income potential.

Flexibility and work-life balance

Owning a food business offers the potential for more flexibility and work-life balance compared to working in a traditional restaurant setting. You can set your own schedule, prioritise your personal and family commitments, and design your work environment to align with your desired lifestyle.

Let's get started!

This document is comprehensive but don't let any of this put you off - always remember why you want to create your own food business. Take each step at a time and you will have a successful food business before you know it!

Here are the steps to get your food business idea out of your head and into the bellies of customers.

Notify your local council

When you start a food business, it is important to notify your local council of your intention to operate. This might seem like an unnecessary bureaucratic task but it's really important - and here are three reasons why it's a small but critical task to undertake!

1. It's **free** to notify council about your business! And it's a huge fine if you don't notify and the local authority finds out you are operating a food business without notifying. Why risk it? It only takes a couple of minutes and you'll sleep easy knowing your business has the tick from the local health authority.
2. Health authorities are food specialists and they can provide you with a tonne of **helpful advice**. The food industry is strongly regulated in Australia and having someone on your team who can help you navigate regulations is a big help. These specialists are happy to provide free advice to help you and your food business.
3. It gives **confidence** to your customers about the safety of your food. Selling food to the public requires trust from your customers that your food is prepared and stored safely, hygienically and without risk of contamination. If you are a registered food business, your customers have confidence that you are adhering to food safety regulations.

Running a food business can be incredibly rewarding and it's important that you take the necessary steps to set up your business for success from the very first day of trade. All food businesses, regardless of where the food is produced, need to comply with the *Food Act 2001*, *Food Regulations 2002*, and the *Food Safety Standards*.

The local health authority for Norwood Commercial Kitchen is the Eastern Health Authority.

The *Food Act 2001* requires that businesses handling or selling food must complete a Food Business Notification form and submit it to the Eastern Health Authority no less than a fortnight before commencing business. You can submit this form directly online by clicking [here](#).

You can read more about food safety here <https://www.eha.sa.gov.au/food-safety/food-businesses>. The EHA has a lot of excellent resources and we recommend you check out their website for a comprehensive understanding of food safety.

Register your business

When you register your business name with the Australian Government, you will be issued an Australian Business Number (ABN). This number is required anytime you buy from wholesalers and when you are handling paperwork associated with your business.

There are a lot of businesses who charge a fee for registering your business but you can do it for free directly with the government. This is the link to the government website:

<https://www.abr.gov.au/business-super-funds-charities/applying-abn>

When you registered for an ABN, you are also able to register for GST. If your business earns less than \$75,000 per year, you do not need to register for GST. If you earn more than \$75,000 you must register and pay GST but you are also able to claim the GST you spend on your business. For example anything that you purchase for the business (including time in a commercial kitchen for example), the GST can be claimed back from the ATO.

Public Liability Insurance

Insurance is critical for food businesses. You don't need to google for long to find horror stories of people who have lost their homes after being sued. Protect yourself and your family. It isn't expensive and will give you peace of mind. There are many insurance companies and brokers that can find the right cover for you.

Undertake a Food Safety Plan

A food safety plan will help ensure you are preparing food in a safe manner. Here's a simplified outline of a food safety plan that you can adapt to your specific needs:

1. Introduction

- Provide an overview of your food establishment.
- Explain the importance of food safety.
- Mention the purpose and scope of the food safety plan.

2. Food Safety Team

- Identify individuals responsible for food safety.
- Outline their roles and responsibilities.
- Specify their qualifications or training related to food safety.

3. Hazard Analysis

- Identify potential biological, chemical, and physical hazards in your food processes.
- Assess the severity and likelihood of each hazard occurring.
- Determine critical control points (CCPs) where hazards can be controlled or eliminated.

4. Critical Control Points (CCPs)

- For each CCP, establish critical limits (e.g., temperature, time, pH).
- Specify monitoring procedures to ensure CCPs are under control.
- Define corrective actions to be taken if a CCP is not within the critical limit.
- Establish verification procedures to confirm the effectiveness of control measures.

5. Preventive Measures

- Develop and document Standard Operating Procedures (SOPs) for each process step.
- Include procedures for cleaning and sanitizing equipment, handling ingredients, and controlling temperature.
- Ensure staff training and competency in following SOPs.
- Implement a pest control program.

6. Food Allergen Control

- Identify allergenic ingredients used in your recipes.
- Implement procedures to prevent cross-contamination of allergens.
- Label allergenic ingredients clearly on product packaging.

7. Supplier Control

- Establish criteria for selecting and approving suppliers.
- Ensure suppliers meet food safety and quality standards.
- Verify and document supplier compliance regularly.

8. Recall Plan

- Develop a recall plan detailing steps to take in the event of a product recall.
- Assign responsibilities for executing the plan.
- Maintain records of all products and their distribution.

9. Training and Education

- Train employees on food safety principles, including hygiene, cross-contamination prevention, and allergen management.
- Maintain records of employee training.

10. Record Keeping

- Maintain detailed records of food safety activities, including monitoring, corrective actions, and verification.
- Keep records for a specified duration (usually at least two years).

11. Auditing and Review

- Schedule regular internal audits to evaluate the effectiveness of your food safety plan.
- Review and update the plan as needed in response to audit findings, changes in regulations, or incidents.

12. Communication

- Establish a communication plan to inform employees, suppliers, and customers about food safety issues.
- Include contact information for reporting concerns.

13. Documentation and Reporting

- Maintain all food safety-related documentation in an organized manner.
- Report any food safety incidents or concerns to the appropriate authorities as required by local regulations.

14. Continuous Improvement

- Commit to ongoing improvement of food safety practices based on feedback, audits, and emerging best practices.

Remember that this is a general template, and you should tailor it to your specific food establishment and local food safety regulations. Regularly update and review your food safety plan to ensure it remains effective in safeguarding the health of your customers and the reputation of your business.

Marketing

When it comes to marketing your business, there are lots of places to sell your products. You can consider markets, direct to customers online through your website or social media stores, direct to retailers, through fundraising initiatives at schools, kindergartens, childcare centres, workplaces and community centres or through your own shop front, food truck, pop up shop or food cart.

Remember to be authentic as you are the best person to sell your product!

Once you've done the legalities, the fun really starts! Here are your next steps:

Get confident with your recipes

You'll want to be really confident that your recipes can produce consistent, excellent results and know that they can be replicated at volume. Volume is key to creating a successful business so ensure when you multiply your recipes for bigger volumes that you get the same awesome flavour of your original product.

Secure a kitchen

In the start-up phase of a food business, it can be difficult to know whether you can create your magic from your home or whether the investment in renting time in a commercial kitchen is worth the outlay.

There are pros and cons for both, especially when cash flow is worrying in the early stages. Let's look at the pros and cons for an efficient, professional and safe food business.

Pros of using your home kitchen:

- reduced start-up costs
- familiarity with your equipment and space

Cons of using your home kitchen:

- potential adjustments to your home kitchen to meet legal health requirements for food preparation
- limited space for storage of cold and dry goods separate from your family food
- limited commercial equipment might hinder the types of food you can prepare
- the length of time it takes to cook in your home kitchen compared to a commercial space when you can produce volume in the same time might make your cost per hour too high
- distractions of home life might mean less focus for your business
- hidden costs of increased electricity, gas and water usage plus the costs associated with cleaning your kitchen and equipment and maintaining your equipment

Commercial kitchens have plenty of workspace so you can allocate space for each stage of the creation process. Walk in fridges, large freezers, commercial ovens and dishwashers all make the cooking process efficient and cost effective. The one low hourly rate covers your outgoings so you always know your costs before you start.

Renting a commercial kitchen space will have an influential impact on the growth and success of your food business. Norwood Commercial Kitchen is a cost effective and easy way for you to meet your legal requirements, control your costs and work in an efficient, safe and productive way to make your food business successful.

Here is what you will find at our kitchen:

- 5 tray combi oven
- 60L brat pan
- 6 range burner
- static oven
- 20L planetary mixer
- walk in cool room
- pass through dishwasher
- meters of bench space

Packaging

Think about how you want to present your food and source the packaging. Simple is often best, especially when you are starting out. Keep it easy and cost effective.

Make your product!

Now is the time to get in the kitchen, create magic and share it with the world!

Still not sure about where to make your product?

Here are three reasons why investing in time in Norwood Commercial Kitchen will pay dividends for your business:

1. Professional equipment that is efficient, reliable and food safe

At Norwood Commercial Kitchen you have access to professional equipment that is efficient making you more productive and delivering reliable results every time. No more wasted food, no more waiting around to put tray after tray into a small oven, no more hiring an extra fridge to keep food at food safe temperatures or overloading your home fridge desperately hoping it keeps it's cool (see what we did there?). Circling back to my painting, I didn't know that 'cutting in' is a job that actually takes quite a lot of time when you are painting if you don't have the right brushes and technique.

2. Clean up is so quick and easy

While your food is cooling your dishes are in the commercial dishwasher and done in 2 minutes. Everything is put back in your tubs, benches are wiped clean, floors are swept and you are done. You can go home with your produce (or store it for delivery later in our commercial cool room) and leave work at work. While you are calmly driving home, think about me still cleaning out paint trays and washing brushes at 9pm having destroyed my once lovely little garden.

3. Your investment is a tax deduction

In the same way that paying for time in a commercial kitchen will return dividends for your business, me paying a painter to paint my house would have been a much smarter investment of my time and money. And unlike painting my house, your investment in a commercial kitchen is tax deductible which is a nice little cash bonus at tax time! Commercial kitchens are designed for high output, large spaces for commercial equipment and ample cold and dry storage. They also have excellent ventilation systems and hygienic surfaces that are required for food businesses.

Running your own food business can be rewarding and flexible work. We are here to help you start your own food business and take that food idea out of your head and into the bellies of your customers.

If you have any questions please do not hesitate to get in touch - hello@norwoodcommercialkitchen.com.au.

We look forward to working with and helping you to share your awesomeness with the world.

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