



Kalamata, Al Dente and their Taste Buds at Chobani want to take you on a new adventure to show you what it would be like to build your own food business. Learn how you can cook up a company in the kitchen, start your very own store or flex your produce prowess with a farmers market. Ready to get started, Food Founder?

On this adventure you'll figure out your:

- 1 **Decide on your business type**
- 2 **Name your business**
- 3 **Design a sign**
- 4 **Create your signature item**
- 5 **Build your team**
- 6 **Give back**
- 7 **Make your pitch**
- 8 **Get the word out**



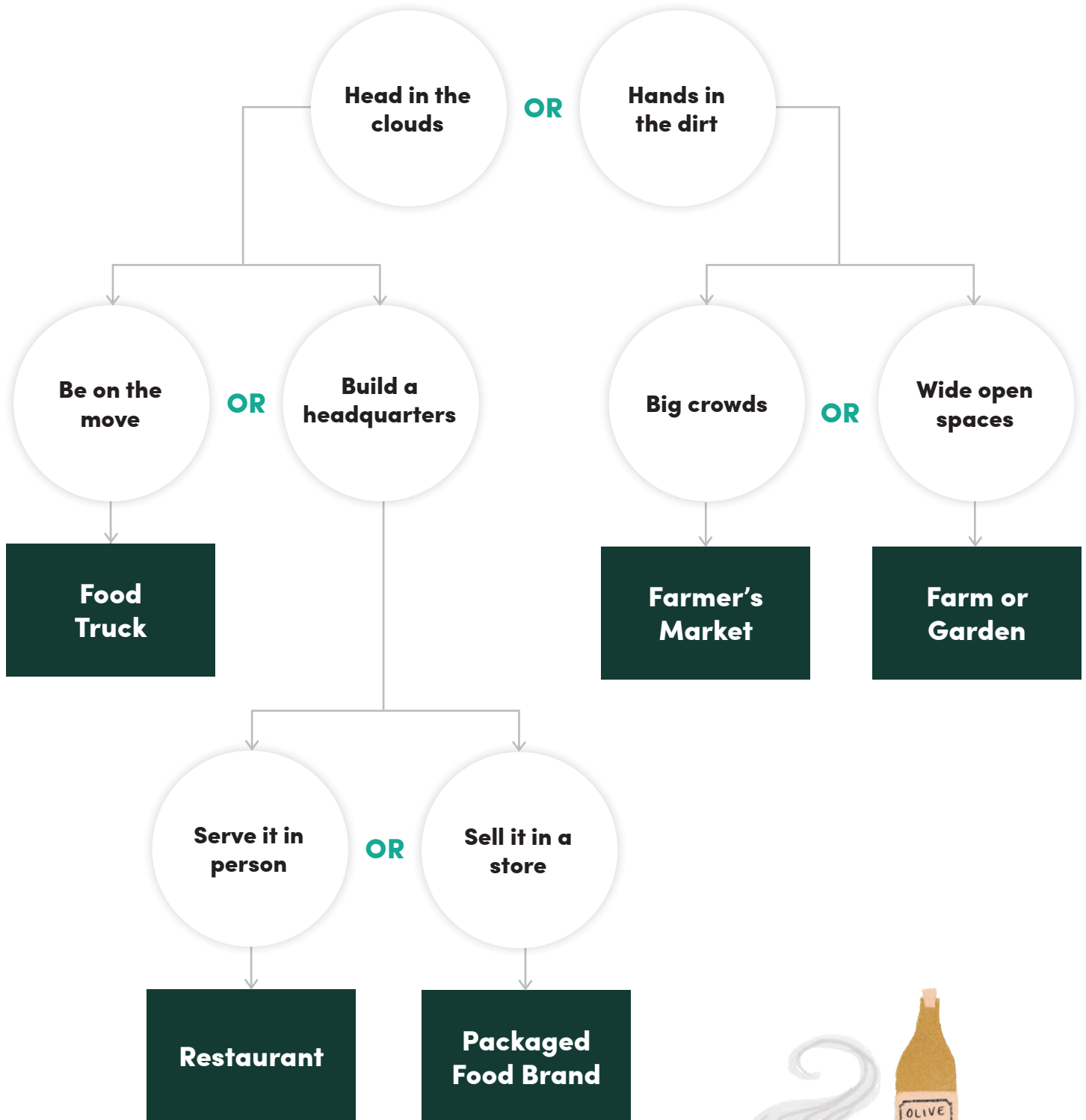
Share what you come up with using [#MindOpenForkReady](#) for a chance to win a special surprise!



+ **Chobani**®

1 Decide on Your Business Type

The first step in making your own business is figuring out what kind of business you're going to have! There are so many delicious ways to become a Future Food Founder. And if a business type looks like fun, just choose that, there's no wrong way to create the future of food!



2 Name Your Business

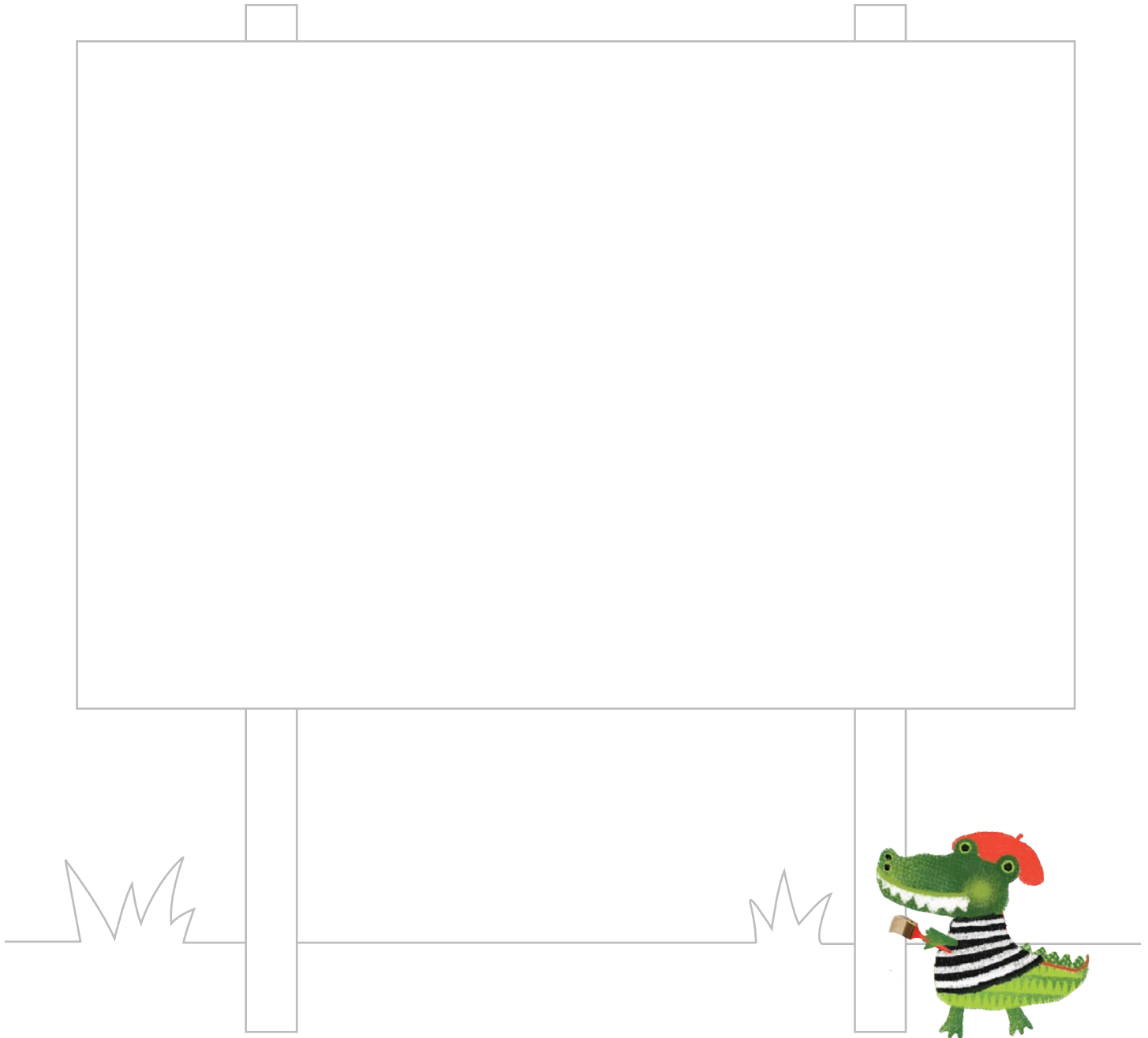
Now that you have the type of business, you need a name. Your name should give your guests a flavor of who you are, or what you do. Choose some common name types below to make your own!

Business Name:



3 Design a Sign

Now it's time to make the sign for your business. Most signs include the business name and some design like stars, balloons, fancy lines or even a character. And don't forget color, especially if your sign is neon! Draw your sign in the space below. Get creative!



Share what you come up with using **#MindOpenForkReady** for a chance to win a special surprise!

4 Create Your Signature Item

Every business worth their salt has something they're known for. Sometimes it's an Italian Restaurant's famous spaghetti, or a shop that gives out stickers, or the unbelievable honey at a farmer's market. What are you going to be famous for?

Name of Signature Item:

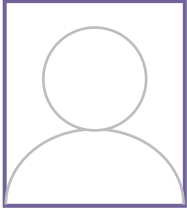
Draw Your Signature Item:



What makes it special?

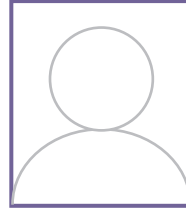
5 Build Your Team

Teams are one of the most important parts of a business. Who is going to help you make your business a success? Choose different people so no one has to do two jobs!



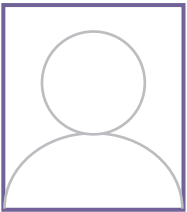
Founder

Your name goes here because this is your business!



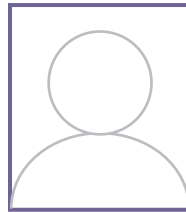
Chief of Staff or General Manager

Who is the person who always helps you do everything?



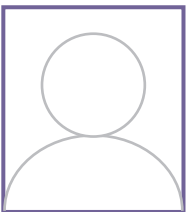
Executive Chef or Food Manager

Who is the best chef you know (or one you don't know but look up to!)



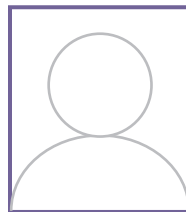
Server or Customer Service

Who is the happiest person you know? They'd be great at interacting with customers.



Spokesperson

Who is the most courageous person you know? Or a hero you've never met who could help you get the word out?



Super Special Helper

Add the name of someone with a special skill, like a tall person to stock your shelves or a musician to write your jingle.

6 Give Back

When you create a business, one of the best things you can do is give back to your community. And there are so many ways you can do that! Check all of the boxes that show what you plan to do with your business. Or write in your own idea, we'd love to hear it!

Donate food to a food bank

Volunteer time to clean up a park

Create a scholarship for people trying to start their own business or become a chef

Source local ingredients

Serve free meals to those who need it

Donate your space for community organizations to hold events

Create a buy one give one business. Every time someone buys an item, you donate an item to someone

Other:



7 Make Your Pitch

When you have a good business idea, it's important to have a good business pitch. What's a business pitch? It's a few short sentences that highlight what is special about what you do. Fill in the blanks and you've got your pitch!

At _____ , we're the
Business Name

best _____ there is in town! We are
Business Type

the only place that has _____
Signature Item

and our team is the best around. We have
_____ **on our side, and maybe**
Super Special Helper

you've heard, that _____
Server or Customer Service Helper

is here to help, so just say the word. We give back by

One item from Giving Back

and _____
One item from Giving Back

each and every day. And our business is here to bring you
yummy food, good service and help in every way.

Share what you come up with using [#MindOpenForkReady](#) for a chance to win a special surprise!

8 Get the Word Out

Now that you've whipped up your business and your pitch, how will you let people know about it? There are so many ways to get the word out, some businesses even write words in the sky with a plane!

Draw a picture of what you're going to do. Or, better yet, record your commercial, radio spot or jingle with a grownup's help. See some ways to get the word out below!



Video Commercial



Radio Ad



Song / Jingle



T-Shirts



Painted Car

Draw a picture:

Share what you come up with using **#MindOpenForkReady** for a chance to win a special surprise!