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“How to Open & Manage a Profitable Bakery” Resource List

We've combed libraries, bookstores and the Internet to find resources to help you make your new or existing bakery operation a success. Check your local libraries or bookstores to find these sources, or contact the publisher directly. Periodical publishers offer sample copies for you to examine and the Internet resources contain a wealth of information. IDDBA products are highlighted with a box for easy identification and ordering. Good Luck!

BOOKS/MANUALS

Beginning/Managing a Bakery Business

The Baker's Trade: A Recipe for Creating the Successful Small Bakery, Zachary Schat, published by Acton Circle Publishing, 1998.

Baking for Profit: Starting a Small Bakery, George Bathie, Intermediate Technology, 2001.

Entrepreneur Magazine's 168 More Businesses Anyone Can Start and Make a Lot of Money, (chapter on “Bakery”), Bantam Books, 1991.

Gourmet-To-Go: A Guide to Opening and Operating a Specialty Food Store, Robert Wemischner and Karen Karp, John Wiley & Sons, 1997.

How to Open a Financially Successful Bakery, Sharon Fullen and Douglas R. Brown, Atlantic Publishing Co., 2004.

The Recruiting Handbook: A Complete Guide to Recruiting Entry-Level Associates, Food Marketing Institute, 1998.

Small Business Sourcebook, Gale Research. Check local libraries for this directory of resources for small businesses. Specific information for “Bakery.”

Bakery Products

***Bakery Random Weight UPC Item Numbering System*, International Dairy-Deli-Bakery Association, 1991. Print copy -- \$10; Online – no charge.**

Available from:
IDDBA, P.O. Box 5528, Madison, WI 53705, 608-310-5000, www.iddba.org

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Research/Reports

***Battle of the Brands: Winning the War in the Mind of the Consumer*, International Dairy-Deli-Bakery Association, 2002. \$395 member/\$795 nonmember**

***Boomers & Beyond: Marketing Food to the Over-fifties*, International Dairy-Deli-Bakery Association, 2001. \$395 member/\$795 nonmember**

***Category Management for In-Store Bakery & Service Deli*, International Dairy-Deli-Bakery Association, 1997. \$45 member/\$85 nonmember**

***Consumers in the Bakery: Who, What, When, Why and Where they Buy and How to Get Them to Buy More*, International Dairy-Deli-Bakery Association, 2004. \$395 member/\$795 nonmember**

***Foodservice Opportunities*, International Dairy-Deli-Bakery Association, 2006. \$395 member/\$795 nonmember**

***Health & Wellness: The Purpose-Driven Consumer*, International Dairy-Deli-Bakery Association, 2008. \$395 member/\$795 nonmember**

***The Hispanic Consumer: Attitudes, Buying Behavior, & Purchase Drivers*, International Dairy-Deli-Bakery Association, 2000. \$395 member/\$795 nonmember**

***The New Value Shopper*, International Dairy-Deli-Bakery Association, 2009. \$395 member/\$795 nonmember**

***The Sandwich Study*, International Dairy-Deli-Bakery Association, 2003. \$395 member/\$795 nonmember**

***The Snacking Study*, International Dairy-Deli-Bakery Association, 2005. \$395 member/\$795 nonmember**

***What's In Store: Supermarket Dairy, Deli/Foodservice, Cheese, and Bakery Trends*, International Dairy-Deli-Bakery Association, annual. \$99 member/\$399 nonmember**

**All above reports available from:
IDDBA, P.O. Box 5528, Madison, WI 53705, 608-310-5000, www.iddba.org**

Food Industry Review, The Food Institute, 1 Broadway, Elmwood Park NJ 07407, www.foodinstitute.com, 201-791-5570, annual.

The Food Retailing Industry Speaks, Food Marketing Institute, 2345 Crystal Drive, Suite 800, Arlington VA 22202, 202-452-8444, www.fmi.org, annual.

U.S. Grocery Shopper Trends, Food Marketing Institute, 2345 Crystal Drive, Suite 800, Arlington VA 22202, 202-452-8444, www.fmi.org, annual.

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General Business

There are hundreds of small business start-up guides. Here are a few:

The Business Start-up Checklist & Planning Guide, Stephanie Chandler, Aventine Press, 2005.

The Business Start-up Kit, Steven Strauss, Kaplan Business, 2002.

The Complete Idiot's Guide to Starting Your Own Business, 5th edition, Edward Paulson, MacMillan, 2007.

Entrepreneur's Desk Reference, Jane Applegate, Bloomberg Press, 2003.

How to Really Start Your Own Business, David Gumpert, Lauson Publishing, 2003.

The McGraw-Hill Guide to Starting Your Own Business: A Step-by-Step Blueprint for the First-Time Entrepreneur, Stephen C. Harper, McGraw-Hill, 2003.

The Small Business Start-Up Guide, Hal Root & Steve Koenig, Sourcebooks Inc., 2006.

The Small Business Start-up Kit, Peri Pakroo & Barbara Kate Repa, Nolo, 2006.

Small Business for Dummies, 3rd ed., Eric Tyson & Jim Schell, For Dummies, 2008.

Specialty Shop Retailing, 3rd ed., Carol Schroeder, John Wiley & Sons, 2007.

Start Your Own Business, Rieva Lesonsky, editor, Entrepreneur Media, 2004.

Steps to Small Business Start Up, Linda Pinson & Jerry Jinnett, Kaplan Business, 2006.

Successful Business Planning in 30 Days, Peter Patsula, Patsula Media, 2004.

TRAINING

***Bakery Training & Certificate Program*, International Dairy-Deli-Bakery Association, 1994-95. Five-course VHS video/workbook/certificate program covering customer service, product knowledge, food handling and safety, merchandising, and bakery management. Set \$295 member/\$795 nonmember**

***IDDBACast*, series of informational and instructional podcasts on various industry topics. Free.
www.iddba.org/iddbacast.aspx**

***IDDBA Job Guides*, dozens of one-page information sheets on product knowledge, customer service, and food safety. Free.
www.iddba.org/jobguides.aspx.**

***Prepare to Sell Fresh Perishables*, online training for customer service and product knowledge of all perishables departments, focusing on meal solutions. Call IDDBA for pricing.**

***Service U VHS video series: Bakery Merchandising 101, Customer Service 101, Suggestive Selling 101, Food Safety 101, Cleanliness 101*, International Dairy-Deli-Bakery Association, 2001. Each \$15 member/\$50 nonmember**

***SuperSkills VHS video series: Successful Food Demonstrations & Sampling or Supercharge Your Freshness Image*, VHS video, International Dairy-Deli-Bakery Association, 2003. Each \$35 member/\$100 nonmember**

**All programs above available from:
IDDBA, P.O. Box 5528, Madison, WI 53705, 608-310-5000, www.iddba.org**

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PERIODICALS

Annual Industry Reports

“Bakery Operations Review,” *Progressive Grocer*.

“Supermarket Bakery Trends” / “Retail Bakery Trends” (alternate years), *Modern Baking*

Magazines

Bakers Journal

888-599-2228

www.bakersjournal.com

Gourmet News

207-775-2372

www.gourmetnews.com

Modern Baking

<http://modern-baking.com>

Baking Management

<http://baking-management.com>

The Gourmet Retailer

646-654-4539

www.gourmetretailer.com

Progressive Grocer

646-654-4500

www.progressivegrocer.com

Baking & Snack

816-756-1000

www.bakingbusiness.com

InStore Buyer

816-756-1000

www.instorebuyer.com

Specialty Food Magazine

212-482-6440

www.specialtyfoodmagazine.com

Baking Buyer

816-756-1000

www.bakingbusiness.com

Milling & Baking News

816-756-1000

www.bakingbusiness.com

Supermarket News

212-204-4359

www.supermarketnews.com

INTERNET

www.iddba.org — International Dairy-Deli-Bakery Association Web site; information on IDDBA membership, products and services, podcasts, annual expo and seminar, links to other food sites.

www.aibonline.org — AIB International Web site; information on training programs, seminars, bakery resource lists

www.americanbakers.org – American Bakers Association Web site; deals with legislative issues concerning bakery industry

www.bakery-net.com — everything for the baker: buyer’s guide, company listing, associations, industry news, want ads, schools

www.fmi.org — Food Marketing Institute Web site. Information on FMI membership, events, publications, industry & consumer matters, press releases.

www.rbanet.com — Web site of the Retail Bakers of America. Information on programs and publications.

www.sba.gov — Small Business Administration online resource for information and publications.

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ASSOCIATIONS

AIB International
785-537-4750
www.aibonline.org

American Bakers Association
202-798-0300
www.americanbakers.org

American Pie Council
www.piecouncil.org

Baking Association of Canada
905-405-0288
www.baking.ca

BEMA The Bakery Industry Suppliers Association
913-338-1300
www.bema.org

Bread Bakers Guild of America
412-823-2080
www.bbga.org

Dairy Deli Bakery Council of So. California
562-947-7016
www.ddbcocal.org

Eastern Perishable Products Association
973-831-4100
www.eppainc.org

Food Marketing Institute
202-452-8444
www.fmi.org

OTHER

Small Business Administration
800-U-ASK-SBA, www.sba.gov (for directory of local offices)
Online courses, library, training events.

Contact your local government offices for help with zoning, licensing, and other small business assistance.

Independent Bakers Association
202-333-8190
www.mindspring.com/independentbaker/

International Dairy-Deli-Bakery Association
608-310-5000
www.iddba.org

National Assn. for the Specialty Food Trade
212-482-6440
www.nasft.org

National Grocers Association
703-516-0700
www.nationalgrocers.org

National Restaurant Association
202-331-5900
www.restaurant.org

National Specialty Gift Association
813-671-4757
www.nsgaonline.com

Perishable Foods Council of
Northern California/Nevada
www.perishablefoodscouncil.com

Retail Bakers of America
703-610-9035
www.rbanet.com

**For more information on IDDBA membership or to order any IDDBA products listed, contact IDDBA:
Phone: 608-310-5000 FAX: 608-238-6330 E-mail: education@iddba.org Web: www.iddba.org**

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