“How to Open & Manage a Profitable Deli"
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 Deli Business


How to Start a Restaurant and Five Other Food Businesses (chapter on Sandwich Shop/Deli), Jacquelyn Lynn, Entrepreneur Press, 2006.


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


Deli Products


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

Research/Reports


*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


*Foodservice Opportunities*, International Dairy-Deli-Bakery Association, 2006. $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


General Business

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


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


TRAINING


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


Prepare to Sell: Fresh Perishable Foods, Cheese, and Deli Meat, online training for customer service and product knowledge of perishables departments. Call IDDBA for pricing.


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

Annual Industry Reports


Magazines

<table>
<thead>
<tr>
<th>Magazine</th>
<th>Phone</th>
<th>Website</th>
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<tbody>
<tr>
<td>Deli Business</td>
<td>561-944-1118</td>
<td><a href="http://www.delibusiness.com">www.delibusiness.com</a></td>
</tr>
<tr>
<td>InStore Buyer</td>
<td>816-756-1000</td>
<td><a href="http://www.instorebuyer.com">www.instorebuyer.com</a></td>
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<tr>
<td>Specialty Food Magazine</td>
<td>212-482-6440</td>
<td><a href="http://www.specialtyfoodmagazine.com">www.specialtyfoodmagazine.com</a></td>
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<tr>
<td>Gourmet News</td>
<td>207-775-2372</td>
<td><a href="http://www.gourmetnews.com">www.gourmetnews.com</a></td>
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<tr>
<td>Progressive Grocer</td>
<td>646-654-4500</td>
<td><a href="http://www.progressivegrocer.com">www.progressivegrocer.com</a></td>
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<tr>
<td>Supermarket News</td>
<td>212-204-4359</td>
<td><a href="http://www.supermarketnews.com">www.supermarketnews.com</a></td>
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<tr>
<td>The Gourmet Retailer</td>
<td>646-654-4539</td>
<td><a href="http://www.gourmetretailer.com">www.gourmetretailer.com</a></td>
</tr>
<tr>
<td>Refrigerated and Frozen Foods Retailer</td>
<td>847-405-4000</td>
<td><a href="http://www.rffretailer.com">www.rffretailer.com</a></td>
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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.fmi.org — Information on FMI membership, events, publications, industry & consumer matters, press releases.

www.restaurant.org — National Restaurant Association Web site; trends, government issues, foodservice training, quality control, research, industry links.

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

American Meat Institute                      National Assn. for the Specialty Food Trade
202-587-4200                                  212-482-6440
www.meatami.com                               www.nasft.org

Cheese Importers Association of America       National Cheese Institute
202-547-0899                                  202-737-4332
www.theciaa.org                               www.idfa.org

Dairy Deli Bakery Council of So. California   National Grocers Association
562-947-7016                                   703-516-0700
www.ddbcsoical.org                            www.nationalgrocers.org

Eastern Perishable Products Association       National Restaurant Association
973-831-4100                                  202-331-5900
www.eppainc.org                               www.restaurant.org

Food Marketing Institute                      National Specialty Gift Association
202-452-8444                                  813-671-4757
www.fmi.org                                   www.nsgaonline.com

International Dairy-Deli-Bakery Association   Perishable Foods Council of
608-310-5000                                  Northern California/Nevada
www.iddba.org                                  www.perishablefoodscouncil.com

International Foodservice Manufacturers Association Refrigerated Foods Association
312-540-4400                                  770-452-0660
www.ifmaworld.com                             www.refrigeratedfoods.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.

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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