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## **“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**

*1001 Ideas for Retail Excitement*, Edgar A. Falk, Prentice Hall, 2003.

*From Kitchen to Market: Selling Your Gourmet Food Specialty*, Stephen F. Hall, Dearborn Trade Publishing, 2005.

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

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

*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 “Delicatessen.”

*Starting a Food Business*, Center for Food Safety and Applied Nutrition, U.S. Food and Drug Administration, [www.cfsan.fda.gov/~comm/foodbiz.html](http://www.cfsan.fda.gov/~comm/foodbiz.html).

*Deli Trays Around the World with Nora Mitchell: An Instructional Guide to Deli Tray Making*, Nora Mitchell, 1990.

*Start and Run a Profitable Gift Basket Business: Your Step-by-Step Business Plan*, by Mardi Foster-Walker, Self-Counsel Press, 2003.

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## Deli Products

***Deli Weight UPC Item Numbering System*, International Dairy-Deli-Bakery Association, 1991. Print copy -- \$10; Online – Free.**

**Available from:**

**IDDBA, P.O. Box 5528, Madison, WI 53705, 608-310-5000, [www.iddba.org](http://www.iddba.org)**

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

***The Hispanic Consumer: Attitudes, Buying Behavior, & Purchase Drivers*, International Dairy-Deli-Bakery Association, 2000. \$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](http://www.iddba.org)**

*Food Industry Review*, The Food Institute, 1 Broadway, Elmwood Park NJ 07407, [www.foodinstitute.com](http://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](http://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](http://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

***Deli 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, and deli management. Set \$295 member/\$795 nonmember**

***IDDBACast*, series of informational and instructional podcasts on various industry topics. Free.  
[www.iddba.org/iddbacast.aspx](http://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](http://www.iddba.org/jobguides.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.**

***Service U VHS video series: Deli Meats 101, Cheese 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](http://www.iddba.org)**

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## **PERIODICALS**

### **Annual Industry Reports**

“Deli Operations Review,” *Progressive Grocer*

### **Magazines**

*Deli Business*

561-944-1118

www.delibusiness.com

*InStore Buyer*

816-756-1000

www.instorebuyer.com

*Specialty Food Magazine*

212-482-6440

www.specialtyfoodmagazine.com

*Gourmet News*

207-775-2372

www.gourmetnews.com

*Progressive Grocer*

646-654-4500

www.progressivegrocer.com

*Supermarket News*

212-204-4359

www.supermarketnews.com

*The Gourmet Retailer*

646-654-4539

www.gourmetretailer.com

*Refrigerated and Frozen Foods*

*Retailer*

847-405-4000

www.rffretailer.com

## **INTERNET**

**[www.iddba.org](http://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](http://www.fmi.org) — Information on FMI membership, events, publications, industry & consumer matters, press releases.

[www.restaurant.org](http://www.restaurant.org) — National Restaurant Association Web site; trends, government issues, foodservice training, quality control, research, industry links.

[www.sba.gov](http://www.sba.gov) -- Small Business Administration online resource for information and publications.

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## **ASSOCIATIONS**

American Meat Institute  
202-587-4200  
www.meatami.com

Cheese Importers Association of America  
202-547-0899  
www.theciaa.org

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

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

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

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

International Foodservice Manufacturers Association  
312-540-4400  
www.ifmaworld.com

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

National Cheese Institute  
202-737-4332  
www.idfa.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

Refrigerated Foods Association  
770-452-0660  
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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