

The Gourmet Retailers' 2014

Free-From

SOURCEBOOK

IN THE SOURCEBOOK:

Greater Demand Means Greater Choice

Successful Re
Resou

The nature of the retail industry does impact the success of a brand over time, especially start-up brands. "Niche market innovation often happens on a very small scale, but once the demand for the product is proven, larger companies will get interested. Although small companies have innovative ideas and often passion for a product, the food manufacturing business requires rigorous food safety practices and gaining distribution is no small task," points out Sharon Olson, co-founder of youth market research firm Y-Pulse LLC.

Declaration of Freedom

Free-from foods unlock the culinary world for those with food allergies and intolerances