

Homebased Baking

.COM



Who Are We & What Do We Do?

The original headquarters for home-based bakers

HomebasedBaking.com is the premiere information portal created to assist food entrepreneurs in taking their products from kitchen to market. Let us walk you through the process of cultivating your food product idea, turning your passion into reality. Whether you create mouth watering baked goods or amazing gourmet products like truffles, candy, jams, jellies or preservers, HomebasedBaking.com

will share food processing best practices for starting and managing your homebased business.

Our information covers every major category of business, including food and kitchen safety, marketing, selling options, working with kitchen incubators, pricing, and labeling and packaging your products.

The sole mission of our website has always been to provide bakers access to resources and knowledge in a manner that reduces the overall

riskiness of their new business venture. Become a premium member today and let us take you from kitchen to market and beyond.

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I love the fact that any time I need help or have a question, Denay is available online to help me. The chat option on the website is great. I'm so impressed by the fact that when you call Denay, you don't have to worry about phone prompts or operators - Denay actually answers the phone and can help you right then. I'm so glad I found this website.

- Matthew Brown, Member



About Denay

HomebasedBaking.com is the brain child of Detra “Denay” Davis. She is the author of *How to Start a Home-Based Bakery Business*, which is currently available in bookstores nationwide.

Denay is also a “cottage food law” advocate who ran a small bakery out of her home in Cary, North Carolina for four years. She is a writer, former caterer who was featured in *Bon Appetit* magazine and supporter of food entrepreneurs.

In her spare time, Denay enjoys walking the beautiful trails in her adopted home state of North Carolina, watching action and science fiction movies and testing heirloom recipes.

The Knowledgebase

The knowledgebase is the heart and soul of the HomebasedBaking.com website. All of our member content is available in the knowledgebase.

In order to ensure our members are able to find the information they are looking for quickly, we’ve divided the knowledgebase into 15 sections.

Each section provides information on a dedicated topic relating to starting, managing and marketing your homebased bakery or food business.

Content on our knowledgebase comes in a number of formats: articles, downloadable tools, eBooks, videos, audio interviews and interactive/web-based.

We pride ourselves on offering the most unique array of information for food entrepreneurs on the Internet today. In addition to the knowledgebase we encourage members and visitors to purchase the book “*How to Start a Home-Based Bakery Business*” which was written by Detra Davis the owner of HomebasedBaking.com. This book is the precursor to the website and gives readers a wonderful foundation on which to begin their journey.

Knowledgebase:

1. Rules & Regulations
Make sure you know the law

2. Choosing a Product
What will you sell?

3. Planning
Create a plan from A to Z

4. Insurance
Liability Insurance

5. Safety
Keep a safe kitchen

6. Recipe Development
Develop your recipe

7. Ingredients & Supplies
What will you need?

8. Packaging & Labeling
Learn about proper packaging

9. Pricing
Price your product to sell

10. Selling Options
How will you sell your products?

11. Working with Others
Using Co-Packers

12. Customer Service
Quality Customer Service is key

13. Competitive Analysis
Who are your competitors?

14. Marketing & Advertising
Advertising on a shoestring budget

Social Media

Twitter - @homebasedbaking

Facebook - www.facebook.com/homebasedbakers

Chat - homebasedbaking.com/contact



We invite you to
become a member.
Join today and start
your journey!

Premium Membership includes:

- Access to hundreds of articles, tools, resources, recipes, podcasts and videos
- Audio interviews with other successful homebased bakers to give you inspiration and ideas
- Automatic membership in the homebased bakers directory to help you market and advertise your bakery and goods
- eMail support to answer all of your questions
- Member discounts on the products and services you use most often