



FOOD ENTERPRISE DEVELOPMENT NETWORK

AUGUST RECIPE to RETAIL ANNOUNCED!

Community Networking Events for Area Food Entrepreneurs

TOPIC: Financials 2.0 - Raising Dough

Wednesday, August 13 from 5pm - 7pm

Antigua Coffee House | 809 S. 60th Street | Milwaukee, WI 53219

Looking to take your food-based business or [idea from *Recipe to Retail*](#)?

If so, join the **Food Enterprise Development Network (FEDN)** for food, drink, and informative discussion at the third installment of our educational networking series: *Recipe to Retail*!

August Topic: Financials 2.0 - Raising Dough
To choose the topic for this event, we had attendees from our May event vote. The clear demand was for **Financials 2.0** - the second round of financial education to be presented in this series.

What to Expect

A panel discussion on moving from out-of pocket funding to identifying and appealing to lenders, investors, and micro-financiers. The panel will consist of a diverse pool of funding sources who are there to answer your questions and help you determine what source(s) may best suit your business.

Panel Members

This is a great opportunity to find out how to best market yourself and your product in order to maximize your borrowing capacity and investor appeal, as well as learn about new funding options to the city.

Justin Myers and **James Blomquist**, *US Bank*
Darian Luckett, *Wisconsin Women's Business Initiative Corporation*
Sue Eick, *Legacy Redevelopment Corp.*
Marcia Faulkner, *Badgerland Financial*

Food Enterprise Development Network & WWBIC Present

Recipe to RETAIL

EDUCATIONAL NETWORKING EVENTS FOR FOOD ENTREPRENEURS

FINANCIALS 2.0 : RAISING DOUGH

Appealing to lenders, investors, and micro-financiers.

August 13, 2014 5:00pm - 7:00pm Antigua Coffee House 809 S. 60th St Milwaukee	Panel Affiliations US Bank - WWBIC - Kiua Zip Legacy Redevelopment Corp Badgerland Financial - SBA
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more info @ fednmke.wordpress.com

CLICK HERE TO REGISTER

Martha Brown, City of Milwaukee Dept. of City Development to discuss KIVA Zip
Mary Trimmier, U.S. Small Business Administration

For more info please contact:

Jessica Wetzel: jessica@uedawi.org

or Kristi Luzar: kristi@uedawi.org

(414) 562-9904

Keeping You Connected

Be sure to check out FEDN's new website www.fednmke.wordpress.com for important food news, alerts on upcoming events, and to stay connected to your fellow food entrepreneurs!

New Announcement! We would like to create a page that features Recipe to Retail attendees and their food product. Please contact [Jessica Wetzel](mailto:jessica@uedawi.org) if you would like your product profile added to the FEDN MKE website!

August R2R Host Profile: Antigua Mexican & Latin Restaurant (Coffee House)

Thank you to Antigua Latin Restaurant for graciously hosting the August Recipe to Retail event! Please join us in Antigua's beautiful and inviting Coffee House!



ABOUT ANTIGUA

Antigua is a Contemporary Mexican, Latin American & Spanish restaurant. We represent our Latin culture by providing exquisite dishes, made with the finest ingredients. Our Chefs and owners come from a family of restaurateurs that have been in the industry for over 50 years. The love and dedication for the Latin Culture is shown through the variety of dishes, proudly representing the Latin community in Wisconsin in our dining room and through our premier catering services.

MISSION STATEMENT

Antigua is a casual dining restaurant that provides the Milwaukee Metro Area, with unique and authentic cuisine from Mexico and Latin America and Spain. Under a contemporary atmosphere, where people enjoy good food and feel comfortable.

[View the mouthwatering menu and read more about Antigua here >>](#)

Local Snack Spotlight: Milwaukee Mustard Co. <![if !vml] ><![endif] >

It's just not an event without food. Even better? Local food!

We hope to offer you a taste of success at each event by offering products crafted by local producers or entrepreneurs.



<![if !vml] ><![endif] >This August we are excited to serve up an assortment of small-batch mustard's hand crafted by Sara Wong, owner of [Milwaukee Mustard Co.](#)! If Sara looks familiar to you, you may have run in to her at a local farmers market, the Bay View Makers Market, or even past Recipe to Retail events. Blended in Milwaukee's Bay View neighborhood, Milwaukee Mustard Co. flavor varieties feature only the finest ingredients - including honey and fruit harvested by local growers and producers. Sweet, spicy, savory, special requests - there is something for everyone!

Milwaukee Mustard Co. currently operates under Wisconsin's pickle bill, but Sara is looking for ways to expand. Though the company remains small scale for now, her strong roots in the community have driven her to donate a portion of all profits to local organizations that ensure increased access to healthy food for families in need. Visit www.milwaukeeemustard.com to learn how the mustard is crafted, unique flavor availability, and where/how to buy.



Recipe to Retail is put on by the **Food Enterprise Development Network (FEDN)** in partnership with the [Wisconsin Women's Business Initiative Corporation \(WWBIC\)](#).

These educational networking events were formed out of a recognized need for specialized support aimed towards those looking to start their own food enterprise.

Recipe to Retail aims to support those in the initial stages of launching a food business and those looking to achieve a triple bottom line by steering their business in a more environmentally, socially, and economically sustainable direction.

SPONSORSHIP



HOST



LOCAL SNACK SPOTLIGHT



Current FEDN Participants:

City of Milwaukee Office of Sustainability & the Home GR/OWN initiative, Eat Local Milwaukee, Fondy Food Center, Forward Community Investments (FCI), GreenQuest LLC, Great Taste, LLC, Groundwork Milwaukee, IFF, Martha's Pimento Cheese, Milwaukee Food Council, Milwaukee Urban Gardens, Outpost Natural Foods, Sustainable Edible Economic Development (SEED), That Salsa Lady, UW-Extension Community & Regional Food Systems Project, UW-Extension Urban Agriculture, UW-Milwaukee, Walnut Way, Wisconsin Economic Development Corp. (WEDC), and the Wisconsin Women's Business Initiative Corp. (WWBIC)

FEDN is an initiative of the Urban Economic Development Association (UEDA)

UEDA is a membership organization that has been working with professionals, organizations and groups since 1997. UEDA's work focuses primarily on housing development, economic development and job creation with an emphasis on regional transportation, foreclosure mitigation, sustainable homeownership and the regional food economy. <![if !vml]> <![endif]>



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