GOOD TO GROW

Fall 2025 Workshops & Courses



Free Workshop:
What Every Brand Gets Wrong About Launching!

Wednesday, September 10, 2025
Online (Zoom)
5pm - 6:30pm PDT / 8pm - 9:30pm EDT

This workshop is to help early-stage food & beverage founders avoid the most common mistakes that waste time, drain cash, & derail momentum before they spend thousands on branding, production, & marketing.

We will leave time at the end to answer any questions you may have.

DISCLAIMER: This event is exclusively for Canadian food and beverage companies and individuals considering starting one. Services and suppliers are kindly requested not to attend.

Register Here

Foundations 100: In-Person Full Day Workshop

Saturday, September 20, 2025
Choices Market, 2627 W 16th Ave, Vancouver
9am - 4pm PDT



Foundations 100 is for those who are thinking about starting or have just started a food and beverage business OR for new and emerging businesses that feel a lack of foundational industry knowledge.

This course provides a roadmap to the processing journey and highlights the fundamentals of building a successful food and beverage business.

Some of the key learnings from Foundations 100 are:

- The true costs of starting a successful food business
- How to price your product
- The different market channels to sell your products
- How to scale a recipe
- How to measure and extend shelf-life
- Compliant labeling
- Packaging for your product type
- Logistics and when to work with a distributor

Refreshments, lunch, and workbook included.





Thank you to Choices Markets for their in-kind sponsorship of this workshop!

Register Here





Register Here

Foundations 200: Online 8-Week Workshop Series

October 1 - November 19, 2025 (Every Wednesday)
Online (Zoom)
8-10am PDT / 11-1pm EDT

Foundations 200 provides a comprehensive understanding of everything it takes to operate a successful Canadian food and beverage business with the addition of seasoned industry experts as guest instructors.

Some of the key learnings from Foundations 200 are:

- How to diversify your market channels and plan for growth
- A CFIA session on labeling rules and regulations for grocery retail
- How to qualify a distributor and broker
- How to build a marketing budget
- Effective sell sheets and sales call for retail and food service
- How to scale your business to the next level
- Navigating contracts and agreements as the business grows
- A deeper dive on funding options
- A session on the packaging process and what the options are

Join the live sessions or follow along at your own pace with the recordings.

If you have any comments or questions, please contact us at info@goodtogrowproducts.com