

EventSauce and Monkfeet announce **THE FOOD START-UP SCHOOL** to help London's food entrepreneurs navigate the sticky start-up scene.

With over 13 million inhabitants, London seems the perfect place to launch a food start-up. In fact food is by far the most active sector in the capital's start up scene. The estimated number of new restaurants is 5 per fortnight, pop-ups are appearing on almost every corner and there is a huge rise in supper clubs.

But the success rates aren't good, according to the National Restaurant Association 30% of new restaurants fail in their first year and another 30% will close in the first 2 years of trading.

With this in mind, Monkfeet - an online platform for entrepreneurs to learn new skills and EventSauce - a bespoke events company in the food & startup scene, teamed up to offer a master class to get new food start ups off the ground.

On December 8, 2014 Shoreditch Works, in East London will be packed with the brightest FOOD and FOODTECH entrepreneurs in the capital hoping to take their idea to the next level. *THE FOOD START UP SCHOOL will offer an evening of networking, workshops and talks for four leading food entrepreneurs.*

The event will focus on the common problems food entrepreneurs face, such as gaining your first set of customers, gaining critical mass, scaling up manufacturing without compromising on quality, getting your product into retail stores.

Speakers include MARC SABAS from Europe's first Food Tech accelerator DIGEATALL from San Sebastián, Spain, JIM CREGAN from Jimmy's Iced Coffee - a drink that's taken Jimmy less than 1 year to get his product on the shelves of major supermarkets like Selfridges and Waitrose.

Furthermore the event will feature MAXIMILIAN SEEBURG, manager of Rocket Internet's EatFirst and PADDY WILLS, CEO at The Growth Accelerator, one of a handful of companies who give money to new businesses.

Despite the high rate of failure, starting your own food venture couldn't be any easier - with grants and help services available - you just need to know the tricks.

-Ends-

For press accreditation to cover the event contact: info@foodstartupschool.co.uk

For more information: Website: www.foodstartupschool.co.uk

If you wish to register to attend the event: <http://foodstartupschool.eventbrite.co.uk>

Notes to Editors:

Monkfeet: <http://www.monkfeet.com>

Monkfeet provides classes on essential skills for building and growing a business. We find top instructors who have expertise and experience in their area of teaching. Our classes are held locally in numerous venues across London. The format of Monkfeet classes means you go away with tangible skills that you can put to practice straight away.

EventSauce: <http://hello.weareeventsauce.co.uk>

EventSauce create exceptional and bespoke events in the food and startup space, ranging from food festivals and start up conferences to fashion shows. Unique experiences, with highest attention to detail – because we love what we do.

Interview with Event Director:

Victoria Albrecht: victoria@weareeventsauce.co.uk

Interviews with speakers:

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