



How to Start a Vegan Business

April 2011 Twitter Chat transcript

Tuesday, April 26 @ 6pm PST/9pm PST

VegNews is thrilled to host our third Twitter Chat on "How to Start a Vegan Business." If you've been dying to launch your own vegan sweater Etsy empire or sell your artisanal chocolates online, we've gathered the experts in the business world to help you get your ideas off the ground. Joining our chat will be the founders of several great vegan businesses and all will be on hand to share tips, challenges, and the secrets of success in starting a vegan enterprise.

Special Guests: Sweet & Sara ([@SweetandSara](#)), Chicago Soy Dairy ([@chicagosoydairy](#)), Vegan Essentials ([@VeganEssentials](#)), and Veggie Grill ([@VeggieGrill](#))

OFFICIAL TRANSCRIPT

(beginning of chat starts at the end)

[BrenKaulitz](#) RT [@VeggieGrill](#): Develop an envisioned future: ours is "The Veggie Grill will create an enduring company that helps people and the planet." [#VegNewsChat](#) -8:09 AM Apr 27th, 2011

[vqonline](#) RT [@Veganmainstream](#): What'd you think of the [#VegNewsChat](#) last night? Helpful? Informative? What'd you learn? -6:35 AM Apr 27th, 2011

[Veganmainstream](#) What'd you think of the [#VegNewsChat](#) last night? Helpful? Informative? What'd you learn? -6:31 AM Apr 27th, 2011

[MARIBUNNIECAKES](#) RT [@Veganmainstream](#): when starting a biz you have to weather the storm -make sure you are not just financially prepared but mentally prepared [#vegnewschat](#) -11:41 PM Apr 26th, 2011

[nyfoodtruck](#) [@VeganLunchTruck](#): We <3 Sara's branding. So simple and cute. [#vegnewschat](#) -9:08 PM Apr 26th, 2011

[jsoningram](#) Bummed that I missed [#VegNewsChat](#) when is the next one? -8:03 PM Apr 26th, 2011

[MsKristiina](#) Amen to that. "[@Veganmainstream](#): don't forget to be SOCIAL on Facebook and Twitter....there's more to it than posting links [#vegnewschat](#)" -7:54 PM Apr 26th, 2011

[MonkeyTwit13](#) RT [@vegnews](#): If you're hiring for your business, let us know. We have a great VegJobs section on our site: <http://veg.gy/Dr5U8> [#vegnewschat](#) -7:49 PM Apr 26th, 2011

[bninteractive](#) RT [@VeggieGrill](#): Develop an envisioned future: ours is "The Veggie Grill will create an enduring company that helps people and the planet." [#VegNewsChat](#) -7:47 PM Apr 26th, 2011

[prideandveg](#) Gained 6 new followers from the [#vegnewschat](#) tonight! An unforeseen bonus! Hope you guys don't get sick of me too quickly... -7:20 PM Apr 26th, 2011

[SweetandSara](#) even tho i couldnt keep up with the questions, it was a ton of fun! thank you [@vegnews](#) and everyone in the chat. [#vegnewschat](#) -7:15 PM Apr 26th, 2011

[veganchefperiod](#) [@veganessentials](#) Thank you for that information. any online sites you recommend? [#vegnewschat](#) -7:14 PM Apr 26th, 2011

[veganessentials](#) Too bad we hit a tech snag with the chat, hope to be able to participate again in the future! [#VegNewsChat](#) -7:14 PM Apr 26th, 2011

[Veganmainstream](#) thanks everyone for the fun...have a great night!!! [#vegnewschat](#) -7:14 PM Apr 26th, 2011

[denverveganvan](#) anytime, [@JesseHGLV](#)! [#vegnewschat](#) -7:11 PM Apr 26th, 2011

[EliteTravelVelo](#) The [@VeggieGrill](#) is a fave of [@EliteTravelGal](#) & myself! RT [@VeggieGrill](#): Under promise and then over deliver! [#VegNewsChat](#) -7:07 PM Apr 26th, 2011

[seviorganics](#) [@Veganmainstream](#) [@vegnews](#) lol. yes [#vegan](#) love can do that. [#vegnewschat](#) -7:07 PM Apr 26th, 2011

[seviorganics](#) [@VeganWeddings](#) [@VeggieGrill](#) [@prideandveg](#) i have to agree. [#vegnewschat](#) -7:06 PM Apr 26th, 2011

[veganessentials](#) [@vegnews](#) **Definite lag, took nearly a minute for my post to appear with a 5 second refresh!** [#VegNewsChat](#) -7:04 PM Apr 26th, 2011

[VeggieGrill](#) Thanks to all, particularly [@VegNews!](#) Great fun!! [#VegNewsChat](#) -7:04 PM Apr 26th, 2011

[denverveganvan](#) [@veganweddings](#) how do you find that balance - wanting to build vs making the regulars happy? [#vegnewschat](#) -7:03 PM Apr 26th, 2011

[VeggieGrill](#) [@vegnews](#) **"do you have an idea of what percentage of your customers are veg or not?" Aprox 90% non-veg** [#VegNewsChat](#) -7:02 PM Apr 26th, 2011

[veganessentials](#) [@veganchefperiod](#) Veg News is pretty much the only print media we advertise in now. All else is online! [#VegNewsChat](#) -7:02 PM Apr 26th, 2011

[chicagosoydairy](#) Sadly I think this is it. [@vegnews](#) and all participating in [#VegNewsChat](#). Thanks you and goodnight. -7:00 PM Apr 26th, 2011

[vegnews](#) **Shoot. Looks like the glitch is still happening. Since it's 7pm already, we'll consider our chat over for the night.** [#vegnewschat](#) -7:00 PM Apr 26th, 2011

[veganchefperiod](#) [@vegnewschat](#) test [#vegnewschat](#) -6:59 PM Apr 26th, 2011

[vegan](#) I want to ask what is desired for each [#vegan](#) business going forward... capital, more customers, more storefronts.... [#vegnewschat](#) -6:59 PM Apr 26th, 2011

[panteraonca07](#) RT [@VegNews](#): If you're hiring for your business, let us know. We have a great VegJobs section on our site: <http://veg.gy/Dr5U8> [#vegnewschat](#) -6:58 PM Apr 26th, 2011

[pipersmail](#) [@veganvagrant](#) [@VeggieGrill](#) [#vegnewschat](#) -6:57 PM Apr 26th, 2011

[ctreads](#) [#vegnewschat](#) is the an egg substitute for eggs -6:57 PM Apr 26th, 2011

[seviorganics](#) [@veganessentials](#) your branding is etched in your motto - service + take care of your customers. personally i love that. [#vegnewschat](#) -6:56 PM Apr 26th, 2011

[thekarmatron](#) [@svanessa](#) - i'll be interested to share research with you as I am setting up shop North of the 49th

too! (Vancouver) [#vegnewschat](#) -6:56 PM Apr 26th, 2011

[chicagosoydairy](#) BUMMER! I think the [#VegNewsChat](#) has stalled out. Holding out for a few more minutes hoping it comes back. -6:55 PM Apr 26th, 2011

[SweetandSara](#) hello? [#vegnewschat](#) -6:54 PM Apr 26th, 2011

[chicagosoydairy](#) BUMMER! I think the [#VegNewsChat](#) has stalled out. Holding out for a few more minutes hoping it comes back. -6:55 PM Apr 26th, 2011

[SweetandSara](#) hello? [#vegnewschat](#) -6:54 PM Apr 26th, 2011

[vegnews](#) **Yep, seems like we've hit a glitch on TweetChat. We'll see if it comes back before 7pm!**
[#vegnewschat](#) -6:54 PM Apr 26th, 2011

[blueyegr1527](#) Looks like [#vegnewschat](#) chat is no longer working, but I gained some insightful information from what I was able to read! -6:54 PM Apr 26th, 2011

[JesseHGLV](#) [@veganvagrant](#) what do you like most about [@VeggieGrill](#)'s branding? [#vegnewschat](#) -6:54 PM Apr 26th, 2011

[VeggieGrill](#) Develop an envisioned future: ours is "The Veggie Grill will create an enduring company that helps people and the planet." [#VegNewsChat](#) -6:53 PM Apr 26th, 2011

[SweetandSara](#) what? im not getting tweets [#vegnewschat](#) -6:52 PM Apr 26th, 2011

[veganchefperiod](#) Hello, THIS is great. My question: Where and How to advertise with the most bang for your buck? [#vegnewschat](#) -6:51 PM Apr 26th, 2011

[veganessentials](#) Not seeing any new posts, may be having tech issues for the past few minutes, please excuse if not replying to questions [#vegnewschat](#) -6:51 PM Apr 26th, 2011

[dmtweets](#) Thanks everyone! This has been great! Still hesitant for feet first, but at least I have more info :)
[#vegnewschat](#) -6:51 PM Apr 26th, 2011

[prideandveg](#) YES! I miss everyone already! RT [@VegNews](#) Anyone else experiencing a lag? Seem like we have too much great info going around! [#vegnewschat](#) -6:50 PM Apr 26th, 2011

[chicagosoydairy](#) [@VeganEssentials](#) back atcha! been a great experience learning from you. [#vegnewschat](#) -6:50 PM Apr 26th, 2011

[veganessentials](#) [@chicagosoydairy](#) [@SweetandSara](#) It has been awesome working with both of you over the years and watching you grow! [#vegnewschat](#) -6:49 PM Apr 26th, 2011

[vegnews](#) **Anyone else experiencing a lag? Seem like we have too much great info going around!**
[#vegnewschat](#) -6:48 PM Apr 26th, 2011

[VeggieGrill](#) [@prideandveg](#) Yes, our bus. plan contemplated expansion...but we focused on Veggie Grill [#1](#) like it was our baby, which it was [#VegNewsChat](#) -6:48 PM Apr 26th, 2011

[prideandveg](#) Is anyone else not seeing new tweets in the [#vegnewschat](#) -6:48 PM Apr 26th, 2011

[SweetandSara @vegnews](#) re branding we've kept it simple but with a happy feeling [#vegnewschat](#) -6:48 PM Apr 26th, 2011

[AYINDE @VegNews @dmtweets](#) I wish I knew that your business grows a mind, life and body of it's own. [#vegnewschat](#) -6:47 PM Apr 26th, 2011

[travelveg](#) RT [@vegnews](#): If youre hiring for your business, let us know. We have a great VegJobs section on our site: <http://veg.gy/Dr5U8> [#vegnewschat](#) -6:47 PM Apr 26th, 2011

[SweetandSara @vegnews @dmtweets](#) we started off with a few online shops, then got into chain supermkts pretty much overnight! [#vegnewschat](#) -6:46 PM Apr 26th, 2011

[VeganWeddings @VeggieGrill @prideandveg](#) and consequently ignoring those who are adding the most value to my biz. [#vegnewschat](#) -6:46 PM Apr 26th, 2011

[VeganWeddings @VeggieGrill @prideandveg](#) yes, I've found that nurturing the few dedicated clients far outweighs trying to build, build, build [#vegnewschat](#) -6:46 PM Apr 26th, 2011

[veganessentials @chicagosoydairy @SweetandSara](#) It has been awesome working with both of you over the years and watching you grow! [#vegnewschat](#) -6:49 PM Apr 26th, 2011

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[VeganWeddings @VeggieGrill @prideandveg](#) yes, I've found that nurturing the few dedicated clients far outweighs trying to build, build, build [#vegnewschat](#) -6:46 PM Apr 26th, 2011

[prideandveg @VeggieGrill](#) Thx! I was a discouraged b/c dad told me most small rest. owners struggle to break even (esp w/o selling alcohol) [#vegnewschat](#) -6:46 PM Apr 26th, 2011

[veganchefperiod](#) Where to advertise that is the most bang for the buck? [#vegnewschat](#) -6:46 PM Apr 26th, 2011

[OrganicGrooming](#) What is your favorite [#vegan](#) food of all time? [#VegNewsChat](#) -6:45 PM Apr 26th, 2011

[chicagosoydairy](#) re: what we wish we knew when we started... decide how much space you THINK you need then triple it. [#vegnewschat](#) -6:45 PM Apr 26th, 2011

[vegnews](#) To our experts, do you have an idea of what percentage of your customers are veg or not? [#vegnewschat](#) -6:45 PM Apr 26th, 2011

[veganvagrant](#) If you say branding doesnt matter at first, do you wonder why [@VeggieGrill](#) is the most successful? BRANDING! + great food obvi. [#vegnewschat](#) -6:45 PM Apr 26th, 2011

[SweetandSara @vegnews @dmtweets](#) how quickly you can grow overnight!! [#vegnewschat](#) -6:45 PM Apr 26th, 2011

[VeganLunchTruck](#) We <3 Sara's branding. So simple and cute. [#vegnewschat](#) -6:45 PM Apr 26th, 2011

[VeggieGrill @prideandveg](#) You do not need "economies of scale", you need to provide every guest with enjoyment...one at a time... [#VegNewsChat](#) -6:44 PM Apr 26th, 2011

[prideandveg](#) But you knew you wanted to expand? RT [@VeggieGrill: @prideandveg](#) Remember: we didnt start with 6 restaurants, we started with 1 [#vegnewschat](#) -6:44 PM Apr 26th, 2011

[chicagosoydairy](#) re image & branding. we've struggled with multiple product brands and an overall company brand. been a learning experience. [#vegnewschat](#) -6:44 PM Apr 26th, 2011

[Bibojim](#) RT [@vegnews](#): If you're hiring for your business, let us know. We have a great VegJobs section on our site: <http://veg.gy/Dr5U8> [#vegnewschat](#) -6:44 PM Apr 26th, 2011

[veganessentials @VeganWeddings](#) True enough! :) [#vegnewschat](#) -6:43 PM Apr 26th, 2011

[cultivate veg @svanessa](#) - I have access to a few studies, but it's pretty sparse. DM me [@cultivate veg](#) and I'll share what I have. [#vegnewschat](#) -6:43 PM Apr 26th, 2011

[v3gan](#) RT [@vegnews](#): If you're hiring for your business, let us know. We have a great VegJobs section on our site: <http://veg.gy/Dr5U8> [#vegnewschat](#) -6:42 PM Apr 26th, 2011

[v3gan](#) RT [@vegnews](#): If you're hiring for your business, let us know. We have a great VegJobs section on our site: <http://veg.gy/Dr5U8> [#vegnewschat](#) -6:42 PM Apr 26th, 2011

[VeggieGrill @prideandveg](#) Remember: we didn't start with 6 restaurants, we started with one, and we were scared to death! [#VegNewsChat](#) -6:42 PM Apr 26th, 2011

[vegnews](#) For our experts, [@dmtweets](#) asks, What is the one thing you wish you knew when you started your vegan business? [#vegnewschat](#) -6:42 PM Apr 26th, 2011

[SweetandSara @VeggieGrill](#) well said! [#vegnewschat](#) -6:42 PM Apr 26th, 2011

[VeganWeddings @veganessentials](#) I feel like image is developed through service & selection :) [#vegnewschat](#) -6:42 PM Apr 26th, 2011

[chicagosoydairy](#) re: what we wish we knew when we started... How much money it takes to make an impact quickly. [#vegnewschat](#) -6:42 PM Apr 26th, 2011

[newveganage @Veganmainstream @newveganage @chicagosoydairy](#) wonderful news. I look forward to sharing these resources with others. [#vegnewschat](#) -6:42 PM Apr 26th, 2011

[VeganLunchTruck @dmtweets](#) how chubby you get if you eat vegan donuts often... [#vegnewschat](#) -6:41 PM Apr 26th, 2011

[svanessa](#) Anyone have access to vegan research in the canadian market? (toronto) [#vegnewschat](#) [#vegnewschat](#) -6:41 PM Apr 26th, 2011

[AYINDE @VegNews](#) then you build around the product and the brand begins to speak for itself [#vegnewschat](#) -6:41 PM Apr 26th, 2011

[VeggieGrill @anncoccagnia](#) LOL! You are welcome...make yourself read it, and highlight, and bookmark. [#VegNewsChat](#) -6:40 PM Apr 26th, 2011

[dmtweets](#) What is the one thing you wish you knew when you started your vegan business? [#vegnewschat](#) -6:40 PM Apr 26th, 2011

[prideandveg @VeggieGrill](#) ...since you don't have the economy of scale on your side? [#vegnewschat](#) -6:40 PM Apr 26th, 2011

[veganessentials](#) All focus was spent for years on service and selection, we sort of forgot about image! [#vegnewschat](#) -6:40 PM Apr 26th, 2011

[vegnews](#) If you're hiring for your business, let us know. We have a great VegJobs section on our site: <http://veg.gy/Dr5U8> [#vegnewschat](#) -6:40 PM Apr 26th, 2011

[Veganmainstream @newveganage @chicagosoydairy](#) we have a job board <http://jobs.veganmainstream.com/> (so does vegnews) [#vegnewschat](#) -6:40 PM Apr 26th, 2011

[AYINDE @VegNews](#) Branding: it really depends on the product if you ask me, great food =brand, great website= the brand, [#vegnewschat](#) -6:40 PM Apr 26th, 2011

[prideandveg @VeggieGrill](#) You guys are a chain, which helps with profits. What's your advice for someone wanting to open a single veg cafe? [#vegnewschat](#) -6:40 PM Apr 26th, 2011

[veganessentials](#) re: branding, we're still lacking in that area, 11 years and we're still working on it. [#vegnewschat](#) -6:40 PM Apr 26th, 2011

[anncoccagnia](#) First expense: Arthur Rubinfeld...\$26.59 on Amazon! And don't ever forget the credit card processing fee!!! Thanks! [#vegnewschat](#) -6:39 PM Apr 26th, 2011

[LauraMariokart](#) If any of you are online food businesses, how do you deal with the issue of allergies?
[#vegnewschat](#) -6:39 PM Apr 26th, 2011

[CrazyRumors](#) thanks for the link... that was very helpful! [#vegnewschat](#) -6:39 PM Apr 26th, 2011

[tesschallis](#) Yes, this is so simple yet SO important! My motto for sure. RT [@VeggieGrill](#) Under promise and then over deliver! [#VegNewsChat](#) -6:38 PM Apr 26th, 2011

[SweetandSara](#) [@veganessentials](#) only takes a min to express ur gratitude but ur customers will remember it for a lifetime [#vegnewschat](#) -6:38 PM Apr 26th, 2011

[newveganage](#) [@chicagosoydairy](#) There should be a national database of loyal, trainable, VEGAN workers. Great business idea!! Anyone?? [#vegnewschat](#) -6:38 PM Apr 26th, 2011

[WALASIA](#) RT [@vegnews](#): For our experts, now tell us the good stuff: top 3 benefits of owning a [#vegan](#) business?
[#vegnewschat](#) -6:38 PM Apr 26th, 2011

[VeggieGrill](#) Great minds... RT [@SweetandSara](#): exceed ur customers expectations. give r customers what they want-- and a little more. [#VegNewsChat](#) -6:38 PM Apr 26th, 2011

[veganessentials](#) [@chicagosoydairy](#) Yes, finding the right people to bring on board can be tough. Had some bad experiences, but live and learn! [#vegnewschat](#) -6:38 PM Apr 26th, 2011

[vegnews](#) Good branding is vital for any business, can you talk about how your branding/design has worked for you? [#vegnewschat](#) -6:38 PM Apr 26th, 2011

[VeganLunchTruck](#) [@SweetandSara](#) WORD! [#vegnewschat](#) -6:38 PM Apr 26th, 2011

[angima](#) RT [@VeggieGrill](#): top 3 benefits of owning a [#vegan](#) business? Providing something that is good for the people, the planet, the animals! [#VegNewsChat](#) -6:37 PM Apr 26th, 2011

[VeganWeddings](#) RT [@SweetandSara](#) Precisely. Always give more than is expected, always treat others the way YOU would want to be treated. [#vegnewschat](#) -6:37 PM Apr 26th, 2011

[SweetandSara](#) [@margimarge](#) [@VeganWeddings](#) [@denverveganvan](#) try not to be preachy- let your products speak for themselves. [#vegnewschat](#) -6:37 PM Apr 26th, 2011

[Veganmainstream](#) [@vegnews](#) hire people that align with your vision....(and be brave enough to left people go) [#vegnewschat](#) -6:37 PM Apr 26th, 2011

[VeggieGrill](#) Under promise and then over deliver! [#VegNewsChat](#) -6:37 PM Apr 26th, 2011

[chicagosoydairy](#) Loyal, Trainable, VEGAN workers, that is... we could then focus on directing the company and finding new revenue / efficiency [#vegnewschat](#) -6:37 PM Apr 26th, 2011

[VeganLunchTruck](#) [@denverveganvan](#) the crazy hours put into non-cooking work. endless permits, inspections etc. since we serve many areas [#vegnewschat](#) -6:36 PM Apr 26th, 2011

[veganessentials](#) [@SweetandSara](#) Precisely. Always give more than is expected, always treat others the way YOU would want to be treated. [#vegnewschat](#) -6:36 PM Apr 26th, 2011

[VeggieGrill @anncoccagnia](#) Unexpected costs: no...this is why u really should do a business plan & get Built for Growth by Arthur Rubinfeld [#VegNewsChat](#) -6:36 PM Apr 26th, 2011

[cultivate veg](#) Fortunately, there is a growing number of vegan/vegetarian professionals to help and who understand veg biz owners. [#vegnewschat](#) -6:36 PM Apr 26th, 2011

[margimarge](#) RT [@VeganWeddings: @denverveganvan](#) I wouldn't let "vegan" get in the way... if it's a veg friendly city and your food is great, you should do fine [#vegnewschat](#) -6:36 PM Apr 26th, 2011

[Veganmainstream @anncoccagnia](#) that pesky 3% processing fees for credit card payments.....ugh...but that's business [#vegnewschat](#) -6:36 PM Apr 26th, 2011

[SweetandSara @VeggieGrill @mgonyeo](#) exceed ur customers expectations. give r customers what they want-- and a little more. [#vegnewschat](#) -6:35 PM Apr 26th, 2011

[chicagosoydairy](#) Well, we had business and engineering covered with our partners. LOYAL, TRAINABLE WORKERS were a must. [#vegnewschat](#) -6:35 PM Apr 26th, 2011

[AYINDE](#) RT [@tesschallis: @VeganEssentials @Veganmainstream](#) Agreed! Nothing turns me off more than peeps just posting links w/o any real interaction. [#vegnewschat](#) -6:35 PM Apr 26th, 2011

[prideandveg](#) Having fun in my first ever [#vegnewschat](#)! No longer overwhelmed like I was the first 5 minutes when I couldn't keep up! -6:35 PM Apr 26th, 2011

[veganessentials @vegnews](#) Starting out, we did EVERYTHING ourselves. Then we got smart and enlisted help where it was desperately needed :) [#vegnewschat](#) -6:35 PM Apr 26th, 2011

[AYINDE](#) I'm over in this very lively discussion on [#VegNewsChat](#) but please pledge tonight [#wildflower](#) need 2 reach 3k tonight! <http://kck.st/eHWZVz> -6:35 PM Apr 26th, 2011

[tesschallis @VeganEssentials @Veganmainstream](#) Agreed! Nothing turns me off more than peeps just posting links w/o any real interaction. [#vegnewschat](#) -6:35 PM Apr 26th, 2011

[SweetandSara @VeggieGrill @mgonyeo](#) there is no better evangelist than a happy customer! [#vegnewschat](#) -6:34 PM Apr 26th, 2011

[VeggieGrill](#) True! RT [@Veganmainstream](#): dont forget to be SOCIAL on Facebook and Twitter....there's more to it than posting links [#VegNewsChat](#) -6:34 PM Apr 26th, 2011

[VeganWeddings @CrazyRumors](#) this video might help --> http://www.youtube.com/watch?v=h81S9_Pdy1E [#vegnewschat](#) -6:34 PM Apr 26th, 2011

[vegnews](#) When just starting out, what hires were the most important? [#vegnewschat](#) -6:34 PM Apr 26th, 2011

[chicagosoydairy](#) my fingers are out of control with my bad spelling. [#vegnewschat](#) -6:34 PM Apr 26th, 2011

[anncoccagnia](#) Biz owners, were there any unexpected expenses you didn't factor into pricing, that new biz owners should consider? [#vegnewschat](#) -6:34 PM Apr 26th, 2011

[prideandveg](#) Amen. RT [@AYINDE](#): [@VegNews @prideandveg](#) No I learned on the job, then learned who i needed to hire first... an accountant. [#vegnewschat](#) -6:34 PM Apr 26th, 2011

[Veganmainstream](#) Soooooo....True RT [@AYINDE](#): No I learned on the job, then learned who i needed to hire first... an accountant. [#vegnewschat](#) -6:33 PM Apr 26th, 2011

[VeggieGrill](#) But having a business degree is not essential...u can recruit good people to your advisory board...hire to your weakness! [#VegNewsChat](#) -6:33 PM Apr 26th, 2011

[chicagosoydairy @Veganmainstream](#) haha. perfect response. we're twins. :) [#vegnewschat](#) -6:33 PM Apr 26th, 2011

[neberkeley](#) Keep in mind that Facebook is about quality, not quantity [#vegnewschat](#) -6:33 PM Apr 26th, 2011

[veganessentials @Veganmainstream](#) Very true, people don't just want advertisements, they want interaction! [#vegnewschat](#) -6:33 PM Apr 26th, 2011

[chicagosoydairy](#) re: [@CrazyRumors](#) attracting more people to fb / twitter. engage and become part of the discussion. don't sell. be SOCIAL! [#vegnewschat](#) -6:33 PM Apr 26th, 2011

[SweetandSara @prideandveg](#) lol [#vegnewschat](#) -6:33 PM Apr 26th, 2011

[VeganWeddings @CrazyRumors](#) there are soooo many ways to do so... [@veganmainstream](#) specializes in helping biz's do so. :) [#vegnewschat](#) -6:33 PM Apr 26th, 2011

[AYINDE @VegNews @prideandveg](#) No I learned on the job, then learned who i needed to hire first... an accountant. [#VegNewsChat](#) -6:32 PM Apr 26th, 2011

[prideandveg @SweetandSara](#) Good thing your marshmallows are rice-free! ;) [#vegnewschat](#) -6:32 PM Apr 26th, 2011

[SweetandSara @CrazyRumors](#) giveaways. sales. special discounts. behind the scenes stuff :) [#vegnewschat](#) -6:32 PM Apr 26th, 2011

[Veganmainstream](#) don't forget to be SOCIAL on Facebook and Twitter....there's more to it than posting links [#vegnewschat](#) -6:32 PM Apr 26th, 2011

[veganessentials @vegannacheez](#) We also "rescue" a lot of our packing materials from our local co-ops, re-using all that we can! [#vegnewschat](#) -6:32 PM Apr 26th, 2011

[VeggieGrill @vegnews @prideandveg](#) "Were any of you experts business majors before opening your business?" Yes, and it has helped [#VegNewsChat](#) -6:32 PM Apr 26th, 2011

[veganessentials @vegannacheez](#) It can be all over the place for shipping. Uline is a great resource, but there are many others as well [#vegnewschat](#) -6:32 PM Apr 26th, 2011

[SweetandSara @vegnews @prideandveg](#) nope. poli sci major at nyu and i cant cook rice wo burning it [#vegnewschat](#) -6:32 PM Apr 26th, 2011

[VeganLunchTruck @VeggieGrill](#) that's why we encourage our customers to review us on yelp.com through the use of social media [#vegnewschat](#) -6:32 PM Apr 26th, 2011

[CrazyRumors](#) how do you attract more people to your fb page ? how do you keep them engaged and involved? [#vegnewschat](#) -6:31 PM Apr 26th, 2011

[vegannacheez](#) is there a one-stop-shop to get info on packing & shipping? Having a hard time finding affordable packing materials & shipping [#vegnewschat](#) -6:31 PM Apr 26th, 2011

[HealthyBakeshop #VegNewsChat](#) Social media is definitely the way to go, especially with the web-savvy crowd that we vegans are! -6:31 PM Apr 26th, 2011

[AYINDE @mgonyeo](#) marketing: person to person and social media to keep in touch with that person [#VegNewsChat](#) -6:31 PM Apr 26th, 2011

[VeganLunchTruck @newveganage](#) no we use all biodegradable packaging, but we do use gas to drive with [#vegnewschat](#) -6:31 PM Apr 26th, 2011

[VeganWeddings](#) RT [@chicagosoydairy](#) best part of social media has been hearing what were doing right & wrong & connecting directly. so valuable [#vegnewschat](#) -6:31 PM Apr 26th, 2011

[VeggieGrill @mgonyeo](#) Best marketing? No question: our guests! Word of mouth trumps all else. [#VegNewsChat](#) -6:30 PM Apr 26th, 2011

[chicagosoydairy](#) via twitter we've connected with customers on a level we never could've before. it's great knowing who our fans are personally. [#vegnewschat](#) -6:30 PM Apr 26th, 2011

[vegnews](#) For our experts, [@prideandveg](#) asks, Were any of you experts business majors before opening your business? [#vegnewschat](#) -6:30 PM Apr 26th, 2011

[JesseHGLV](#) For the experts: What's your balance between "promoting" on social networks, and using samples at farmers markets? [#vegnewschat](#) -6:30 PM Apr 26th, 2011

[tesschallis](#) Yeah! Well said! RT [@VeggieGrill @vegnews](#) How do we use Twitter? We listen, engage, be genuine, keep it fun. [#VegNewsChat](#) -6:30 PM Apr 26th, 2011

[VeganWeddings](#) great advice! RT [@VeggieGrill: @vegnews](#) How do we use Twitter? We listen, engage, be genuine, keep it fun. [#vegnewschat](#) -6:29 PM Apr 26th, 2011

[chicagosoydairy](#) the best part about social media for us has been hearing what we're doing right and wrong and connecting directly. so valuable. [#vegnewschat](#) -6:29 PM Apr 26th, 2011

[mgonyeo](#) What type of marketing do you find the most successful? [#vegnewschat](#) -6:29 PM Apr 26th, 2011

[VeggieGrill](#) RT [@Veganmainstream](#): but you reach out to experts - I have 12 years of marketing experience...but I needed help with HR stuff.. [#VegNewsChat](#) -6:29 PM Apr 26th, 2011

[rainfairy](#) RT [@Cinnaholic](#): Great discussion with vegan business owners! [#vegnewschat](#) -6:29 PM Apr 26th, 2011

[vegnessentials @vegnews](#) Facebook is definitely important for updates. Can't send newsletters out constantly, so it's a great marketing tool. [#vegnewschat](#) -6:29 PM Apr 26th, 2011

[VeganWeddings](#) 90% of my web traffic comes from Facebook and Twitter. [#vegnewschat](#) -6:29 PM Apr 26th, 2011

[greenbizcheck](#) RT [@VeggieGrill](#): top 3 benefits of owning a [#vegan](#) business? Providing something that is good for the people, the planet, the animals! [#VegNewsChat](#) -6:29 PM Apr 26th, 2011

[newveganage](#) Even if you never use animals, do you have to compromise vegan principles by using non-eco packing materials, vendors, etc.? [#vegnewschat](#) -6:29 PM Apr 26th, 2011

[denverveganvan @veganlunchtruck](#) what is your biggest daily challenge? advice for a veg truck startup? [#vegnewschat](#) -6:29 PM Apr 26th, 2011

[VeganWeddings](#) Social media is so, so valuable today. Just ask [@veganmainstream](#) ;) [#vegnewschat](#) -6:29 PM Apr 26th, 2011

[VeggieGrill @vegnews](#) How do we use Twitter? We listen, engage, be genuine, keep it fun. [#VegNewsChat](#) -6:29 PM Apr 26th, 2011

[Veganmainstream @prideandveg](#) but you reach out to experts - I have 12 years of marketing experience...but I needed help with HR stuff.. [#vegnewschat](#) -6:29 PM Apr 26th, 2011

[VeganLunchTruck](#) It also a valuable way for our customers to become active in supporting us through nominations for competitions, etc [#vegnewschat](#) -6:28 PM Apr 26th, 2011

[AYINDE @VegNews](#) Re Social media, this is my business, it is a way to reach vegan all over the world and make strong partnerships. [#VegNewsChat](#) -6:28 PM Apr 26th, 2011

[SweetandSara @vegnews](#) we have gained so many customers through social media! building a network is your net worth LOL [#vegnewschat](#) -6:28 PM Apr 26th, 2011

[anncoccagnia @dmtweets](#) most health departments require food to be prepared in a licensed kitchen [#vegnewschat](#) -6:28 PM Apr 26th, 2011

[prideandveg @Veganmainstream](#) Yes, it's a bit overwhelming when you've only had 1 college econ class! [#vegnewschat](#) -6:28 PM Apr 26th, 2011

[culinarycurio](#) RT [@VeggieGrill](#): [@vegnews @wellonwheels](#) When you have passion for what you do, the likelihood of burnout is reduced... [#VegNewsChat](#) -6:28 PM Apr 26th, 2011

[chicagosoydairy @prideandveg](#) we've learned so much as we've gone. but each partner has brought something diff & valuable to further us. [#vegnewschat](#) -6:28 PM Apr 26th, 2011

[ecolissa](#) We are a new eco and vegan clothing store. You are all my inspiration! [#vegnewschat](#) -6:28 PM Apr 26th, 2011

[seeoon](#) RT [@VeggieGrill](#): top 3 benefits of owning a [#vegan](#) business? Providing something that is good for the people, the planet, the animals! [#VegNewsChat](#) -6:27 PM Apr 26th, 2011

[VeganLunchTruck](#) social media is super important for me to let all our customers find us on a daily basis, and to hear about our specials etc [#vegnewschat](#) -6:27 PM Apr 26th, 2011

[SweetandSara](#) the fact that we get to make ppl happy for a living, have ppl eat less animals so rewarding [#vegnewschat](#) -6:27 PM Apr 26th, 2011

[dmtweets](#) [@SweetandSara](#) Did you start out of your home? I want to start there, but keep hearing I need an industrial kitchen. [#vegnewschat](#) -6:27 PM Apr 26th, 2011

[pake50](#) RT [@DiscoverVeggie](#): If you're on Twitter right now, there's a great conversation going on at [#vegnewschat](#) on starting/running a vegetarian business [@VegNews](#) -6:27 PM Apr 26th, 2011

[Veganmainstream](#) [@prideandveg](#) good questions...it's hard to know it all.. especially if you are a one person business [#vegnewschat](#) -6:27 PM Apr 26th, 2011

[cultivate_veg](#) [@prideandveg](#) I'm not one of the experts, per se, but have a degree in business (concentration in finance). [#vegnewschat](#) -6:27 PM Apr 26th, 2011

[SweetandSara](#) we love all the emails, calls we get from customers thanking us for making a diff in their lives, from vegan mallows! [#vegnewschat](#) -6:26 PM Apr 26th, 2011

[veganessentials](#) [@denverveganvan](#) Thanks, we really appreciate it! [#vegnewschat](#) -6:26 PM Apr 26th, 2011

[arireallyhear](#) Do you ever feel the need to address the (incorrect) assumption that EVERYTHING vegan is healthy? :) [#vegnewschat](#) [#vegnewschat](#) -6:26 PM Apr 26th, 2011

[VeganProteins](#) [@veganessentials](#) totally with you on both those points :-). [#VegNewsChat](#) -6:26 PM Apr 26th, 2011

[veganessentials](#) [@prideandveg](#) Neither of us had any experience. I did database management, Courtney was a film major and bartender. [#vegnewschat](#) -6:26 PM Apr 26th, 2011

[VeggieGrill](#) top 3 benefits of owning a [#vegan](#) business? Providing something that is good for the people, the planet, the animals! [#VegNewsChat](#) -6:26 PM Apr 26th, 2011

[anncoccagnia](#) have any of the business owners ever had to switch pricing because you started too high or too low. Is that common in business [#vegnewschat](#) -6:26 PM Apr 26th, 2011

[vegnews](#) Since we're on the topic of social media + you're all Twitter superstars, how do you use social media for your business? [#vegnewschat](#) -6:26 PM Apr 26th, 2011

[denverveganvan](#) [@veganessentials](#) you guys rock, only place i order from :) [#vegnewschat](#) -6:26 PM Apr 26th, 2011

[AYINDE](#) [@denverveganvan](#) once you start something, you would be amazed at who you attract. But you have to take the first step. [#VegNewsChat](#) -6:26 PM Apr 26th, 2011
[chicagosoydairy](#) benefits! saving animals. having great vegan food. making a difference. [#vegnewschat](#) -6:26 PM Apr 26th, 2011

[prideandveg](#) Were any of you experts business majors before opening your business? Or did you find a business partner/learn as you went? [#vegnewschat](#) -6:25 PM Apr 26th, 2011

[plinkoprincess](#) did anyone run into any legal problems when starting their business? [#VegNewsChat](#) -6:25 PM Apr 26th, 2011

[SweetandSara @vegnews](#) no greater high than filling up 2 UPS trucks with marshmallo goodness! [#vegnewschat](#) -6:25 PM Apr 26th, 2011

[veganessentials](#) Benefit [#3](#), the fact we're surrounded by vegan food and products all day long! [#vegnewschat](#) -6:25 PM Apr 26th, 2011

[chicagosoydairy](#) agreed on social media. it's helped us connect with our customers in ways we never had before. [#vegnewschat](#) -6:25 PM Apr 26th, 2011

[VeggieGrill @vegnews](#) top 3 benefits of owning [#vegan](#) business? Hearing our kids brag to their friends that "my dad owns The Veggie Grill"! [#VegNewsChat](#) -6:25 PM Apr 26th, 2011

[IndicaMama](#) small mistakes make good business' great, if lessons are learned with each. [#vegnewschat](#) -6:25 PM Apr 26th, 2011

[denverveganvan](#) do you all think it's possible to tackle it all yourself? i don't technically have a biz partner [#vegnewschat](#) -6:25 PM Apr 26th, 2011

[veganessentials](#) Top benefits, [#1](#) is knowing we're making a difference, [#2](#) is the freedom of being our own bosses [#vegnewschat](#) -6:25 PM Apr 26th, 2011

[neberkeley](#) Great discussion- very informative for potential vegan business owners [#vegnewschat](#) -6:24 PM Apr 26th, 2011

[VeganWeddings](#) Like! :) RT [@Veganmainstream](#): avoid burnout by looking for small wins and celebrating them ^steph [#vegnewschat](#) -6:24 PM Apr 26th, 2011

[SweetandSara](#) def take advntge of social media.build ur presence+u build a stronger more intimate relationship w.custmrs. network=net worthT [#vegnewschat](#) -6:24 PM Apr 26th, 2011

[JesseHGLV](#) RT [@DiscoverVeggie](#): If you're on Twitter right now, there's a great conversation going on at [#vegnewschat](#) on starting/running a vegetarian business [@VegNews](#) -6:24 PM Apr 26th, 2011

[Veganmainstream](#) avoid burnout by looking for small wins and celebrating them ^steph [#vegnewschat](#) -6:24 PM Apr 26th, 2011

[veganvagrant](#) This [#vegnewschat](#) is pretty amazing. -6:24 PM Apr 26th, 2011

[erinred](#) Really appreciating all the vgan love going around. :) [#vegnewschat](#) -6:24 PM Apr 26th, 2011

[denverveganvan @jesseHGLV](#) i bought an 86 box truck and am doing all the building myself, so roughly 10K [#vegnewschat](#) -6:23 PM Apr 26th, 2011

[darkowitz @veggiegrill](#) thanks for answering such a difficult question. maybe you should just come up to SF and open a location instead ;) [#vegnewschat](#) -6:23 PM Apr 26th, 2011

[VeganWeddings](#) True! RT [@veganessentials](#) You have to truly love what you do in this game to avoid burnout. Lose the passion, it will be tough [#vegnewschat](#) -6:23 PM Apr 26th, 2011

[cultivate veg](#) Appealing to non-veg folks is all about the right message for the right audience. It requires a nuanced approach. [#vegnewschat](#) -6:23 PM Apr 26th, 2011

[chicagosoydairy](#) 1mil to do it quick and fast. we started with 10k 8 yrs ago and grew organically. [#vegnewschat](#) -6:23 PM Apr 26th, 2011

[VeggieGrill](#) ...having said that, a great partner is invaluable! [#VegNewsChat](#) -6:23 PM Apr 26th, 2011

[veganessentials @vegnews @wellonwheels](#) You have to truly love what you do in this game to avoid burnout. Lose the passion, it will be tough. [#vegnewschat](#) -6:23 PM Apr 26th, 2011

[DiscoverVeggie](#) If you're on Twitter right now, there's a great conversation going on at [#vegnewschat](#) on starting/running a vegetarian business [@VegNews](#) -6:22 PM Apr 26th, 2011

[VeggieGrill @vegnews @wellonwheels](#) When you have passion for what you do, the likelihood of burnout is reduced... [#VegNewsChat](#) -6:22 PM Apr 26th, 2011

[AYINDE @VegNews @wellonwheels](#) re: preventing burnout., know when to let someone else do it hire/partner wisely and take vacations. [#VegNewsChat](#) -6:22 PM Apr 26th, 2011

[vegnews](#) For our experts, now tell us the good stuff: top 3 benefits of owning a [#vegan](#) business? [#vegnewschat](#) -6:22 PM Apr 26th, 2011

[SweetandSara @Veganmainstream](#) agreed. we've built a presence on FB and twitter and it's helped up so much [#vegnewschat](#) -6:22 PM Apr 26th, 2011

[dmtweets](#) Ouch! RT [@SweetandSara](#) challenge 3: wish i had more time with fam and friends. been 10 yrs since i took a vacay! [#vegnewschat](#) -6:22 PM Apr 26th, 2011

[chicagosoydairy](#) re: challenge. trying to get non veg to appreciate an all vegan product made by vegans on vegan equip. instead of just natural. [#vegnewschat](#) -6:22 PM Apr 26th, 2011

[denverveganvan @jesseHGLV](#) depends how much u want to do on truck, how much grunt work u will do, etc [#vegnewschat](#) -6:22 PM Apr 26th, 2011

[Cinnaholic](#) Great discussion with vegan business owners! [#vegnewschat](#) -6:21 PM Apr 26th, 2011

[VeggieGrill @darkowitz](#) \$1,000,000...ouch! I know, can be very expensive to open a restaurant in CA, and do it well... [#VegNewsChat](#) -6:21 PM Apr 26th, 2011

[SweetandSara](#) challenge 3: wish i had more time with fam and friends. been 10 yrs since i took a vacay! [#vegnewschat](#) -6:21 PM Apr 26th, 2011

[vegnews](#) For our experts, [@wellonwheels](#) asks how do you prevent burnout as the biz grows?
[#vegnewschat](#) -6:21 PM Apr 26th, 2011

[denverveganvan](#) [@veganlunchtruck](#) hi! starting a vegan food truck here in denver - proud of what you've done
[#vegnewschat](#) -6:21 PM Apr 26th, 2011

[CrazyRumors](#) great to see all the aspiring businesses - good luck! it's a great ride! :) [#vegnewschat](#) -6:21 PM Apr 26th, 2011

[Veganmainstream](#) [@SweetandSara](#) but I think social media has helped manufactures get closer to the customers
[#vegnewschat](#) -6:21 PM Apr 26th, 2011

[chicagosoydairy](#) [@VeganWeddings](#) have not but that's a good idea! [#vegnewschat](#) -6:20 PM Apr 26th, 2011

[SweetandSara](#) [@VeganLunchTruck](#) we love you too!!!!!! xoxo [#vegnewschat](#) -6:20 PM Apr 26th, 2011

[VeganWeddings](#) [@denverveganvan](#) you DEFINE the trend ;) [#vegnewschat](#) -6:20 PM Apr 26th, 2011

[JesseHGLV](#) [@denverveganvan](#) Do you know the start up costs of opening a food truck? [#vegnewschat](#) -6:20 PM Apr 26th, 2011

[wellonwheels](#) [@chicagosoydairy](#) how do you prevent burnout as the biz grows? [#VegNewsChat](#) -6:20 PM Apr 26th, 2011

[SweetandSara](#) [@ohemge3](#) we are long island city,queens :). thank u for the love + support! [#vegnewschat](#) -6:20 PM Apr 26th, 2011

[Veganmainstream](#) don't be afraid to make a mistake...take calculated risk [#vegnewschat](#) -6:20 PM Apr 26th, 2011

[VeganLunchTruck](#) swung by to give my love to Sara and crew! We <3 your mallows Did marshmallow peanutbutter pinwheels last week on the truck [#vegnewschat](#) -6:20 PM Apr 26th, 2011

[veganessentials](#) re: Challenges, conversely, dealing with the slow times is no picnic, either. Mentally and financially draining sometimes. [#vegnewschat](#) -6:20 PM Apr 26th, 2011

[VeganWeddings](#) [@chicagosoydairy](#) have you looked into virtual assistants? They can be relatively affordable and do a lot of the little things [#vegnewschat](#) -6:19 PM Apr 26th, 2011

[SweetandSara](#) another challenge: being a manufacturer we dont get to meet our customers in person. everything done thru email/phone :([#vegnewschat](#) -6:19 PM Apr 26th, 2011

[VeggieGrill](#) ...3. developing an empathetic team culture that will endure [#VegNewsChat](#) -6:19 PM Apr 26th, 2011

[AYINDE](#) RT [@chicagosoydairy](#): other challenges. balancing family life vs. running a small business. [#vegnewschat](#) -6:19 PM Apr 26th, 2011

[ohemge3](#) [@SweetandSara](#) where is your business located? BTW I love your marshmallows!! Ate some earlier :)
[#vegnewschat](#) -6:19 PM Apr 26th, 2011

[denverveganvan](#) how do you project a business model's growth in such a niche business esp a new trend?
[#vegnewschat](#) -6:19 PM Apr 26th, 2011

[veganessentials](#) One big challenge is dealing with growth - it's a good thing, but can be expensive and intimidating [#vegnewschat](#) -6:19 PM Apr 26th, 2011

[VeganWeddings @sweetandsara](#) aww [#vegnewschat](#) -6:19 PM Apr 26th, 2011

[VeggieGrill @vegnews](#) Top 3 challenges: Convincing a top landlord to rent us a location, getting non-veggies to try our food, [#VegNewsChat](#) -6:19 PM Apr 26th, 2011

[cultivate veg @veganweddings](#) - Did someone mention marketing research (by vegans, for vegans)? :)
<http://www.cultivateresearch.com/> [#vegnewschat](#) -6:19 PM Apr 26th, 2011

[chicagosoydairy](#) other challenges. balancing family life vs. running a small business. [#vegnewschat](#) -6:18 PM Apr 26th, 2011

[anncoccagnia](#) Thanks [@cultivate veg](#), man-on-the-street interviews are a great technique. [#vegnewschat](#) -6:18 PM Apr 26th, 2011

[AYINDE @VegNews](#) challenges: Stamina (can you stay the course) popular trends, maintaing quality in growth. [#VegNewsChat](#) -6:18 PM Apr 26th, 2011

[SweetandSara @vegnews](#) one challenge: not having a vegan staff :(we have the most incredibly loyal hardworking emply but sometimes .. [#vegnewschat](#) -6:18 PM Apr 26th, 2011

[vspitsvenom](#) RT [@VeggieGrill](#): So true! RT [@josephconnelly](#): Believe in yourself and dont be afraid to start small.
[#VegNewsChat](#) -6:18 PM Apr 26th, 2011

[chicagosoydairy](#) re challenges: balancing funding vs personal control has been a huge challenge. [#vegnewschat](#) -6:18 PM Apr 26th, 2011

[veganessentials @Veganmainstream](#) Very true, the mental aspect can be as tough or tougher than dealing with finances sometimes. [#vegnewschat](#) -6:18 PM Apr 26th, 2011

[plinkoprincess @Sweetandsara](#) - any tips for New York State based businesses specifically? [#VegNewsChat](#) -6:18 PM Apr 26th, 2011

[darkowitz](#) just want to get a rough idea of what it took to start veggie grill, which by the way is AWESOME! \$500, \$10,000, \$50,000? [#vegnewschat](#) -6:17 PM Apr 26th, 2011

[prideandveg @denverveganvan](#) Never thought of that actually! I live right by ASU, so I do have 70,000 hungry young people walking around. [#vegnewschat](#) -6:17 PM Apr 26th, 2011

[denverveganvan](#) great points [@ayinde](#) [#vegnewschat](#) -6:17 PM Apr 26th, 2011

[cultivate veg @denverveganvan](#) - When in doubt, ask your potential customers. 4 hours in a high-traffic area spent getting reactions to names. [#vegnewschat](#) -6:17 PM Apr 26th, 2011

[Veganmainstream](#) when starting a biz you have to weather the storm -make sure you are not just financially prepared but mentally prepared [#vegnewschat](#) -6:17 PM Apr 26th, 2011

[prideandveg](#) I.e. If you have a single product, you can start selling it at farmers markets, etc., but you can't do that for a café really! [#vegnewschat](#) -6:17 PM Apr 26th, 2011

[AYINDE @denverveganvan](#) Re: starting, Also remember you are selling you first. [#VegNewsChat](#) -6:17 PM Apr 26th, 2011

[anncoccagnia @veggie](#) grill. You know investments! If you have an investor, how much can that person legitimately ask for in return? [#vegnewschat](#) -6:16 PM Apr 26th, 2011

[lisa_p_white](#) Have an hour to kill before planning commission meeting, following fascination chat with vegan businesses [#vegnewschat](#) -6:16 PM Apr 26th, 2011

[denverveganvan @prideandveg](#) start a truck! [#vegnewschat](#) -6:16 PM Apr 26th, 2011

[VeganWeddings @darkowitz](#) .. it'd be worth doing some market research and write down some 'hard' numbers to get an estimate [#vegnewschat](#) -6:16 PM Apr 26th, 2011

[SweetandSara @veganessentials @josephconnelly](#) yep. we started with just one person. now we're at 12 people. schweet [#vegnewschat](#) -6:16 PM Apr 26th, 2011

[Veganmainstream](#) Good Advise ^steph RT [@josephconnelly](#): Believe in yourself and dont be afraid to start small. [#vegnewschat](#) -6:15 PM Apr 26th, 2011

[dmtweets](#) Any suggestions for wholesale businesses? [#vegnewschat](#) -6:14 PM Apr 26th, 2011

[anncoccagnia](#) would you print/use the term "plant-based" or just "baked goods"? [#vegnewschat](#) -6:14 PM Apr 26th, 2011

[LauraMariokart](#) Decorated sugar cookies. Detailed, not just a base color. [#vegnewschat](#) -6:14 PM Apr 26th, 2011

[veganessentials @AYINDE](#) True, it all depends on what you're willing to risk. That is definitely different from person to person. [#vegnewschat](#) -6:14 PM Apr 26th, 2011

[josephconnelly](#) Believe in yourself and don't be afraid to start small. [#vegnewschat](#) -6:14 PM Apr 26th, 2011

[chicagosoydairy](#) my answer was less about funding though and more about personal learning enrichment. sorry. [#vegnewschat](#) -6:14 PM Apr 26th, 2011

[VeganWeddings @LauraMariokart](#) .. I apologize if I missed it, what's your product? [#vegnewschat](#) -6:14 PM Apr 26th, 2011

[SweetandSara @VeganWeddings @Veganmainstream](#) definitely more than 1 mentor :) [#vegnewschat](#) -6:14 PM Apr 26th, 2011

[denverveganvan](#) so vegan van could be a turnoff? den has a pretty veg friendly culture [#vegnewschat](#) -6:13 PM Apr 26th, 2011

[chicagosoydairy](#) re: funding. work your job 8-5. then you have until 2am to make your passion happen. learn all you can during both and apply. [#vegnewschat](#) -6:13 PM Apr 26th, 2011

[IndicaMama](#) RT [@Veganmainstream](#): Time for [#VegNewsChat](#)!! Excited...

<http://tweetchat.com/room/vegnewschat> -6:13 PM Apr 26th, 2011

[AYINDE](#) [@VeganEssentials](#) [@denverveganvan](#) but sometimes you have to go for it! [#VegNewsChat](#) -6:13 PM Apr 26th, 2011

[LauraMariokart](#) I'm thinking about working my product over the summer and trying to sell at a local street fair in October. [#vegnewschat](#) -6:13 PM Apr 26th, 2011

[VeggieGrill](#) [@vegnews](#) **Book: Built for Growth: Expanding Your Business Around the Corner or Across the Globe**, by A. Rubinfeld [#VegNewsChat](#) -6:13 PM Apr 26th, 2011

[VeganWeddings](#) [@denverveganvan](#) *you're :) [#vegnewschat](#) -6:12 PM Apr 26th, 2011

[SweetandSara](#) [@anncoccagnia](#) get an investor, loan [#vegnewschat](#) -6:12 PM Apr 26th, 2011

[veganessentials](#) [@denverveganvan](#) Without huge cash reserves, it's always a good idea to play it safe. [#vegnewschat](#) -6:12 PM Apr 26th, 2011

[VeganWeddings](#) [@denverveganvan](#) ...when your passionate about something :) [#vegnewschat](#) -6:12 PM Apr 26th, 2011

[Veganmainstream](#) [@newveganage](#) you have to find your voice....let your passion and vision lead you ^steph [#vegnewschat](#) -6:12 PM Apr 26th, 2011

[cultivate veg](#) [@VeggieGrill](#) -- Good advice! One can cater (as it were) to vegans without alienating people opposed to the term. [#vegnewschat](#) -6:12 PM Apr 26th, 2011

[chicagosoydairy](#) [@denverveganvan](#) locally, keep true ingredients keep it small and profitable. Make money, don't give it away. growth takes time. [#vegnewschat](#) -6:12 PM Apr 26th, 2011

[vegannacheez](#) I got a lot of fantastic help w/ this book: Sell Your Specialty Food: Market, Distribute, and Profit from Your Kitchen Creation [#vegnewschat](#) -6:12 PM Apr 26th, 2011

[VeganWeddings](#) [@denverveganvan](#) I think it's a good idea! You'll be surprised how much you can get done, after hours... [#vegnewschat](#) -6:12 PM Apr 26th, 2011

[anncoccagnia](#) RT [@jd_short](#): The [@VeggieGrill](#) has a great vision and is a tremendous restaurant (yeah, they nailed it!!) [#vegnewschat](#) -6:11 PM Apr 26th, 2011

[veganessentials](#) Sorry to disappear, got kicked out and couldn't log back in for a minute or two! [#vegnewschat](#) -6:11 PM Apr 26th, 2011

[LauraMariokart](#) [@VeganWeddings](#) Thanks for the lead. [#vegnewschat](#) -6:11 PM Apr 26th, 2011

[AYINDE](#) [@VegNews](#) **funding: best way is to prove ur product first there is not a lot of money out there and what is, bets on a sure thing** [#VegNewsChat](#) -6:11 PM Apr 26th, 2011

[denverveganvan](#) I am keeping my f/t job for a year while i start this food truck - good idea, or road to quick burnout? [#vegnewschat](#) -6:11 PM Apr 26th, 2011

[vegnews](#) For our experts, [@plinkoprincess](#) asks, what resources do you recommend for small businesses (books, websites, etc.)? [#vegnewschat](#) -6:11 PM Apr 26th, 2011

[VeganWeddings @anncoocagnia](#) check out <http://www.kickstarter.com/> [#vegnewschat](#) -6:11 PM Apr 26th, 2011

[VeggieGrill @thekarmatron](#) Remember that only 1% of the population is vegan, ergo be cautious about using "Vegan" when naming your business! [#VegNewsChat](#) -6:10 PM Apr 26th, 2011

[jd_short](#) The [@VeggieGrill](#) has a great vision and is a tremendous restaurant (from someone who's been there since store 1) [#VegNewsChat](#) -6:10 PM Apr 26th, 2011

[VeganWeddings @darkowitz](#) - check out <http://www.kickstarter.com/> for some support from your community :) [#vegnewschat](#) -6:10 PM Apr 26th, 2011

[newveganage](#) When marketing/advertising, are there "sensitive" subjects or topics vegan businesses need to avoid? Focus on? [#vegnewschat](#) -6:10 PM Apr 26th, 2011

[Veganmainstream @anncoocagnia](#) great idea to use tax returns as a savings for a business ^steph [#vegnewschat](#) -6:10 PM Apr 26th, 2011

[SweetandSara @JesseHGLV @VegNews](#) bring samples! [#vegnewschat](#) -6:10 PM Apr 26th, 2011

[anncoocagnia](#) best place to get startup capital???? [#vegnewschat](#) -6:09 PM Apr 26th, 2011

[cheryfair](#) found out about [@VeggieGrill](#) through [#VegNewsChat](#) i'l have to visit..actually there's companies I never heard b4 on here so this is a good! -6:09 PM Apr 26th, 2011

[VeggieGrill @vegnews](#) Fortunate to have worked for 20+ yrs to have a nest egg...Pillan and I put the \$ up [#VegNewsChat](#) -6:09 PM Apr 26th, 2011

[VeganWeddings](#) RT [@Veganmainstream](#): I recommend having more than one mentor....they get busy too...plus diverse ideas always help [#vegnewschat](#) -6:09 PM Apr 26th, 2011

[thekarmatron @veggiegrill](#) - I've read that you believe a solid bus. plan is a must. What else would you recommend to prepare 4 a restaurant? [#vegnewschat](#) -6:09 PM Apr 26th, 2011

[anncoocagnia](#) Use your tax dollars!!! At sba.gov (small business administration), you can find local counselors, financing options, etc. [#vegnewschat](#) -6:09 PM Apr 26th, 2011

[UniBrowDiaz](#) Yeah, I have already sold my stuff at craft shows [#vegnewschat](#) [#vegnewschat](#) -6:09 PM Apr 26th, 2011

[SweetandSara @vegnews](#) funding. thanks mom + dad :) [#vegnewschat](#) -6:09 PM Apr 26th, 2011

[AYINDE @VegNews @dmtweets](#) by costing out every penny then adding labor cost even if you do it for

free to start [#VegNewsChat](#) -6:09 PM Apr 26th, 2011

[darkowitz @veggiegrill](#) how much \$\$ do you think you need to start a vegan sandwich shop in a major metropolitan city like San Francisco? [#vegnewschat](#) -6:09 PM Apr 26th, 2011

[VeggieGrill](#) >>>u can compete and profit [#VegNewsChat](#) -6:08 PM Apr 26th, 2011

[Veganmainstream](#) I recommend having more than one mentor....they get busy too...plus diverse ideas always help ^steph [#vegnewschat](#) -6:08 PM Apr 26th, 2011

[denverveganvan @chicagosoydairy](#) how while staying competitive but maintaining the integrity of your product (organic, local) on a small scale? [#vegnewschat](#) -6:08 PM Apr 26th, 2011

[vegnews](#) For our experts, how did you get funding? [#vegnewschat](#) -6:08 PM Apr 26th, 2011

[VeggieGrill](#) RT [@chicagosoydairy](#): re prices. look @ what competition both in and out of the vegan world r doing and try 2 see how [#VegNewsChat](#) -6:08 PM Apr 26th, 2011

[VeganWeddings @dmtweets](#) definitely seek someone who you can depend on, at the very least. :) [#vegnewschat](#) -6:08 PM Apr 26th, 2011

[JesseHGLV @VegNews](#) I wanted to find a way to bring more vegan options to my community, and cafes have limited vegan options.[#vegnewschat](#) -6:08 PM Apr 26th, 2011

[LauraMariokart](#) I'm looking to focus on well decorated sugar cookies. I do nonvegan at work and thought the option should be available for all. [#vegnewschat](#) -6:08 PM Apr 26th, 2011

[AYINDE @VegWeb](#) made it! [#VegNewsChat](#) -6:07 PM Apr 26th, 2011

[SweetandSara @LauraMariokart](#) can be a friend, family member. big shout out 2 Joy P of Candle Cafe and Seth T of Turtle Island Fd, my mentor [#vegnewschat](#) -6:07 PM Apr 26th, 2011

[chicagosoydairy](#) re prices. look at what competition both in and out of the vegan world are doing and try to see how you can compete and profit [#vegnewschat](#) -6:07 PM Apr 26th, 2011

[dmtweets](#) Good question! RT "[@LauraMariokart @sweetandsara](#) where does one find such a mentor? I can't get mine to call me back [#vegnewschat](#) -6:07 PM Apr 26th, 2011

[KristinLaj @UniBrowDiaz](#) 1) nice twitter handle ;) 2) don't wait.. just start! you can do it!! :) [#vegnewschat](#) -6:06 PM Apr 26th, 2011

[AVADVA](#) RT [@VeggieGrill](#): ...delicious, convenient food that we could feel good about eating. [#VegNewsChat](#) (Love, love VG. Want some now!) -6:06 PM Apr 26th, 2011

[veganessentials @UniBrowDiaz](#) Best of success in your bakery - we always need more excuses to walk off the extra sweets :) [#vegnewschat](#) -6:06 PM Apr 26th, 2011

[vegnews](#) For our experts, [@dmtweets](#) asks, how do you decide on prices? [#vegnewschat](#) -6:06 PM Apr 26th, 2011

[Veganmainstream @LauraMariokart](#) networking...let the community help you get the word out bloggers,

businesses, Friends, activist, etc [#vegnewschat](#) -6:06 PM Apr 26th, 2011

[chicagosoydairy @chicagosoydairy](#) i meant graduate. see what happens when you drop out? [#vegnewschat](#) -6:06 PM Apr 26th, 2011

[plinkoprincess](#) is there any resources you recommend? my friend and I just started researching starting a bakery...books? websites? etc. [#VegNewsChat](#) -6:06 PM Apr 26th, 2011

[denverveganvan](#) I am starting a vegan food truck in Denver - you all are an inspiration. [#vegnewschat](#) -6:06 PM Apr 26th, 2011

[VeggieGrill](#) After visiting restaurants across the country, we decided a market existed for our vision [#VegNewsChat](#) -6:06 PM Apr 26th, 2011

[LauraMariokart @sweetandsara](#) where does one find such a mentor? [#vegnewschat](#) -6:05 PM Apr 26th, 2011

[cultivate veg @anncoccagnia](#) - There's no easy way to determine that. You can get a VERY rough estimate by adding up members of local groups. [#vegnewschat](#) -6:05 PM Apr 26th, 2011

[AidaCantu](#) RT [@veganessentials: @vegnews](#) Vegans needed more options for stores where they knew everything was cruelty-free, not many choices back then. [#vegnewschat](#) -6:05 PM Apr 26th, 2011

[UniBrowDiaz](#) Hey there hoping to open a vegan bakery one day! [#vegnewschat](#) -6:05 PM Apr 26th, 2011

[chicagosoydairy @vegnews](#) AND dropping out of graduage engineering school. :) [#vegnewschat](#) -6:05 PM Apr 26th, 2011

[AidaCantu](#) RT [@VeggieGrill](#): ...delicious, convenient food that we could feel good about eating. [#VegNewsChat](#) -6:05 PM Apr 26th, 2011

[SweetandSara @vegnews](#) have a mentor. capitalize on the counsel of those who've "been there, done that".learn from their mistakes+ successses [#vegnewschat](#) -6:05 PM Apr 26th, 2011

[JesseHGLV](#) Joining in at [#vegnewschat](#) -6:04 PM Apr 26th, 2011

[chicagosoydairy @vegnews](#) learning how to not sleep! and doing as much research as possible. [#vegnewschat](#) -6:04 PM Apr 26th, 2011

[veganessentials @vegnews](#) Vegans needed more options for stores where they knew everything was cruelty-free, not many choices back then. [#vegnewschat](#) -6:04 PM Apr 26th, 2011

[VeggieGrill @vegnews](#) Extensive due diligence [#VegNewsChat](#) -6:04 PM Apr 26th, 2011

[dmtweets](#) How do you decide prices? [#vegnewschat](#) -6:04 PM Apr 26th, 2011

[anncoccagnia](#) how do you find out how many vegans are in your city? [#vegnewschat](#) -6:03 PM Apr 26th, 2011

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[dmtweets](#) How do you decide prices? [#vegnewschat](#) -6:04 PM Apr 26th, 2011

[anncoccagnia](#) how do you find out how many vegans are in your city? [#vegnewschat](#) -6:03 PM Apr 26th, 2011
[vegnews](#) For our experts, what was the first step you took after deciding to start your businesses?
[#vegnewschat](#) -6:03 PM Apr 26th, 2011

[SweetandSara](#) and it had been to long since i had a rice crispy treat ;) [#vegnewschat](#) -6:03 PM Apr 26th, 2011

[LauraMariokart](#) What would you suggest as a good way for a single person to get a product out to people?
[#vegnewschat](#) -6:03 PM Apr 26th, 2011

[SweetandSara](#) passion for vegan food, passion for animals [#vegnewschat](#) -6:02 PM Apr 26th, 2011

[SweetandSara](#) passion for vegan food, passion for animals [#vegnewschat](#) -6:02 PM Apr 26th, 2011

[cultivate veg @vegnews](#), We started Cultivate Research ([@cultivate veg](#)) to provide discounted research services to veg-oriented businesses. [#vegnewschat](#) -6:02 PM Apr 26th, 2011

[vareji](#) Hi from Brazil!!! [#vegnewschat](#) -6:02 PM Apr 26th, 2011

[VeggieGrill](#) ...delicious, convenient food that we could feel good about eating. [#VegNewsChat](#) -6:02 PM Apr 26th, 2011

[veganessentials @vegnews](#) We started due to a lack of vegan shops during the 90s, knowing there was a need for more vegan retail! [#vegnewschat](#) -6:02 PM Apr 26th, 2011

[luvmyvegetude](#) Joining in at [#VegNewsChat](#)!! <http://tweetchat.com/room/vegnewschat> [#vegnewschat](#) -6:02 PM Apr 26th, 2011

[VeggieGrill](#) The Veggie Grill was originally conceived based on my cofounder, T.K. Pillan and my desire for [#VegNewsChat](#) -6:02 PM Apr 26th, 2011

[chicagosoydairy @vegnews](#) the business chose us! longtime vegans who wanted do all we could for animals. we had to do it. [#vegnewschat](#) -6:02 PM Apr 26th, 2011

[plinkoprincess](#) yes, thank you to the awesome businesses that are here! can't wait to learn from such amazing people! [#VegNewsChat](#) -6:02 PM Apr 26th, 2011

[veganessentials @vegnews](#) Thanks for having us as well! [#vegnewschat](#) -6:02 PM Apr 26th, 2011

[ohemge3](#) Join me for a [#vegnewschat](#) TweetChat at: <http://tweetchat.com/room/vegnewschat> [#vegnewschat](#) -6:02 PM Apr 26th, 2011

[AllAmericanVeg](#) Go go [#vegnewschat](#) ! -6:01 PM Apr 26th, 2011

[dmtweets](#) Looking forward to this! [#vegnewschat](#) [#vegnewschat](#) -6:01 PM Apr 26th, 2011

[dmtweets](#) Looking forward to this! [#vegnewschat](#) [#vegnewschat](#) -6:01 PM Apr 26th, 2011

[SweetandSara @vegnews](#) thank u! [#vegnewschat](#) -6:01 PM Apr 26th, 2011

[Veganmainstream](#) Time for [#VegNewsChat](#)!! Excited... <http://tweetchat.com/room/vegnewschat> -6:00 PM Apr 26th, 2011

[svanessa](#) Joining in the [#vegnewschat](#) -6:00 PM Apr 26th, 2011

[chicagosoydairy @vegnews](#) Thanks for having us! [#vegnewschat](#) -6:00 PM Apr 26th, 2011

[VeggieGrill](#) Pleasure to be here! [#VegNewsChat](#) -6:00 PM Apr 26th, 2011

[vegnews](#) Welcome everyone! Why did you decide to start your company? [#vegnewschat](#) -6:00 PM Apr 26th, 2011

[Veganmainstream](#) Stephanie here.....looking forward to today's chat [#vegnewschat](#) [#vegnewschat](#) -6:00 PM Apr 26th, 2011

[vegnews](#) Here we go! First of all, thanks so much to [@SweetandSara](#) [@ChicagoSoydairy](#) [@VeggieGrill](#) and [@veganessentials](#) for joining us! [#vegnewschat](#) -6:00 PM Apr 26th, 2011