

For immediate release:

The Apple Cart is proud to introduce The Appleseed Series, workshops for growing food businesses. From March to May, The Apple Cart will offer one workshop per month addressing issues that food businesses need for a strong foundation. Each workshop will be followed by a 45-minute networking hangout, where participants can enjoy a relaxed atmosphere, drinks, snacks and good company.

“We wanted to create a resource for our clients and other food businesses,” says Apple Cart co-owner Stephanie Ganz. “So, we asked ourselves where we felt restaurateurs, chefs, and food manufacturers struggle the most and what would be of the most benefit to them.”

The series kicks off on Wednesday, March 22nd with “PR with Purpose--Plant Your Story,” a PR primer for food business owners, with special guest Stephanie Breijo, Food Editor of Richmond Magazine. This workshop will dive deep into what makes a great press release and how to follow up with a memorable interview.

Then on Wednesday, April 26th, the food styling and photography duo Fred & Elliott Photography will join for “Instamedia--Grow Your Following,” a hands-on Instagram workshop that will touch on styling, photography, and marketing techniques for reaching your food-loving following.

The final workshop, “Tourism--Know Your Roots,” on Wednesday, May 24th will explore the benefits of tapping into the tourism economy and opportunities to connect with Richmond Region Tourism, with special guest, Richmond Region Tourism Community Relations VP Katherine O’Donnell.

“This is a great way for us to share the expertise of our special guests and The Apple Cart with businesses who may not already work with us,” says Apple Cart co-owner Barb Upchurch. “And the networking opportunity at the end of each workshop will allow us to all have a bit of fun together.”

Cost: Workshops are $40 each, or $100 for the complete Appleseed Series

Location: The Woodlot, 2219 W. Main Street
Dates & Times:

- Press Relations - Wednesday, March 22, 4:00-5:15, hang out until 6:00 pm.
- Instamedia - Wednesday, April 26, 4:00-5:15, hang out until 6:00 pm.
- Tourism - Wednesday, May 24, 4:00-5:15, hang out until 6:00 pm.

Only 12 seats are available for each workshop!
Register via Eventbrite, or reserve your spot via email to avoid Eventbrite fees.
For more information or to reserve a seat, contact stephanie@theapplecartcompany.com
See our Dropbox for photos and logos.

About:
Founded in 2014 by Stephanie Ganz and Barb Upchurch, The Apple Cart Company helps food businesses grow. The Apple Cart provides short-term and long-term strategy for food businesses in all stages of development, from farmers market start-ups to well-established industry leaders. For more, visit www.theapplecartcompany.com.