

CULINARY ARTS

1) What kinds of businesses – products or services – can be started in your subject area?

Saddleback College is located in the heart of Orange County. Our unique “resort” location means there are many different entrepreneur opportunities for our culinary arts graduates who wish to start a business:

- Businesses – café, restaurant, catering co., food truck, bakery, personal chef service, and gourmet take out.
- Products – specialty sauces, jams, flavored oils & vinegars, spice blends, gluten free items

2) What are the required steps an entrepreneur must take to launch a business in your field? What education, licenses, exams, clinicals, etc. are required?

- Prepare a business plan
- Secure a business license
- Find good location appropriate to product
- Obtain health department approval

3) What are the greatest challenges or obstacles entrepreneurs in your field are facing?

- Capital investment (1 year minimum) anywhere between 20-500,000 – depending on your business concept
- Finding qualified help
- Securing an affordable location – Location! Location! Location! The surrounding area should NEED your product. Ideally your business concept will meet an unmet need in the geographical location you plan to open your business

4) What does the future hold for your field? What is new? Up and coming? What is the outlook or potential for entrepreneurs in your field?

The restaurant industry is projected to grow by 10% over the next 5 years. Saddleback has recently experienced 90% placement of our students in industry jobs through our internship program. I am unable to keep up with the demand! I'd say the outlook is great!

As for new concepts and up and coming opportunities.... There is a new concept that is being called an “incubator” facility. It looks sort of like a an old fashioned food court, this concept makes it very affordable to get started because the expenses are shared and the facility provides a basic kitchen for new chefs to rent at a fraction of the cost of opening a facility on their own. It offers them opportunity to test the market and find potential investors without a huge commitment.