



MEDIA CONTACT:

Sanjay Kharod
Executive Director
New Orleans Food & Farm Network
888-966-0829 x711, sanjay@noffn.org

FOR IMMEDIATE RELEASE

December 30, 2015

NOLA Made 2016: Live Pitch Competition for Food and Farmer Entrepreneurs

Present your food production idea at our live pitch competition.

NOLA Made 2016 is presented by the New Orleans Food & Farm Network and the St. Charles Parish Department of Economic Development & Tourism.

We are seeking all early-stage ideas from food and farmer entrepreneurs that would benefit from the use of the kitchen facilities at Edible Enterprises, New Orleans' only food business incubator kitchen located in Norco, LA.

Entrepreneurs are invited to apply for a chance to pitch their business to a panel of judges during New Orleans Entrepreneur Week on Monday, March 14, 2016 at the St. Charles Parish School Board Satellite Center in Luling, LA. Winners will gain exposure, cash awards, free kitchen hours, consulting, and pro bono technical assistance.

NOLA Made 2016 is open to any new business or existing business with the following criteria:

- Revenues less than \$500,000
- Fewer than 5 employees.
- In business 5 years or less.
- A for-profit business

Entrants must submit a short online application - <http://bit.ly/1TuGdD5>. **Applications are due by January 29, 2016.** Questions can be directed to kitchen@noffn.org or by calling 888-966-0829 x2

NOLA Made 2016 is organized by the New Orleans Food & Farm Network, St. Charles Parish Department of Economic Development & Tourism and The Idea Village. Supporting partners include St. Charles Parish School Board, Edible Enterprises, Food Science Program of Our Lady of Holy Cross College, and the River Parishes Community Development Corporation.

HOW IT WORKS

1. **Submit Your Application online** - Entrepreneurs must complete the entry form at <http://bit.ly/1TuGdD5> by January 29, 2016.
2. **Selection Panel will choose 3 Finalists** - A selection panel with business experience will review the submissions and score the entries. The three highest-scoring businesses will be selected to "pitch" to judges at *NOLA Made 2016*. Finalists will be chosen by February 10, 2016.
3. **Finalists pitch for a chance to win prizes** - The 3 finalists will pitch their businesses (in a 5 minute pitch) to a panel of judges in a TED Talks-style presentation format. Judges will have 5 minutes to ask questions. The live public event will take place at the St Charles Parish School Board Satellite Center in Luling, LA during New Orleans Entrepreneur Week in March 2016.
4. **Prizes packages* will be awarded to the top 3 pitches.** 1st Place: \$8,000. 2nd Place: \$6,500. 3rd Place: \$5,000

* Prize Packages are not an entirely cash package. Prize Packages includes cash, in-kind services including assistance in product development and permitting, free kitchen hours, and waiver of some administrative fees that have been assigned a fair market value.

###

About the New Orleans Food & Farm Network (NOFFN). NOFFN has been involved at various stages of the growth of New Orleans' local food system since its formation in 2002, when a group of residents came together with the goal of improving access to fresh, healthy food in New Orleans. It was created to fill gaps in the local food system by helping build economically viable and sustainable pieces of this system.

About Edible Enterprises. Edible Enterprises is a collaboration of St. Charles Parish and NOFFN and is a licensed commercial incubator kitchen in Norco (the only one that exists in the greater New Orleans region). It helps food entrepreneurs launch startup food businesses by providing an affordable and fully stocked professional kitchen space. In addition, the Food Science Program of Our Lady of Holy Cross College offers technical assistance in food science and production technology to facility tenants.

NOLA Made

a pitch competition for food & farmer entrepreneurs

Monday, March 14, 2016

during New Orleans Entrepreneur Week (NOEW)

Win startup funds,
free kitchen hours,
technical assistance
@Edible Enterprises!

Applications Due
1/29/2016

available here → <http://bit.ly/ITuGdD5>

questions? kitchen@noffn.org
or call 888-966-0829 x2

NOLA Made *from Recipe to* RETAIL



a pitch competition for food & farmer entrepreneurs