



CITY OF SAN ANTONIO  
**ECONOMIC DEVELOPMENT  
DEPARTMENT**

**FOR IMMEDIATE RELEASE**

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**NATION'S FIRST CULINARY BUSINESS ACCELERATOR IS ACCEPTING  
APPLICATIONS FOR JANUARY 2016 SESSION**

*Break Fast & Launch Building Community for Food & Beverage Entrepreneurs*

**San Antonio** – Break Fast & Launch, a Café Commerce program, is now accepting applications for the Food and Beverage session that begins on January 25, 2016. From food trucks to distilleries, taquerias to coffee shops, and caterers to bakers, this program offers entrepreneurs critical business education through mentorship, peer-to-peer interactions and other hands on learning opportunities.

Break Fast & Launch is the nation's first culinary business accelerator dedicated to helping entrepreneurs bridge the gap between a startup and a sustainable business. Participants are partnered with key industry mentors who provide invaluable insight throughout the cohort's three month run. Participants build their business strategies and concepts through community support in a unique, individualized program. Business support is focused on accounting, marketing, legal and personal brand, among other essential topics for entrepreneurs.

The accelerator, which launched in January 2015, has seen success through its 24 alumni that include The Okay Bar, Sweet Themes Bakery and Bombay Salsa Co. "Our goal is to accelerate the startup journey. By pairing successful business owners with the aspiring culinary entrepreneur, we guide and make navigating the entrepreneurship process easier and faster," said Ryan Salts, Café Commerce Director of Programs.

Munirah Small, owner of Sweet Themes, participated in the September 2015 session of Break Fast & Launch. One of the key elements she learned through the program allowing her to take her business to the next level was learning to market her products and herself. She now markets herself as a designer of custom, gourmet cakes instead

of a baker. Murnirah is also promoting her cakes on social media sites. She has seen an increase in orders and profit.

Interested participants in the culinary accelerator program can apply online at [www.breakfastlaunch.com](http://www.breakfastlaunch.com). Deadline for applications is January 4, 2016. Cost is a \$100 application fee that is non-refundable. Applicants who complete their registration by December 20, 2015 can take advantage of an early bird price of \$75.

#### **About Café Commerce**

Occupying 10,000 square feet on the first floor of the San Antonio Central Library, 600 Soledad St., Café Commerce is a one-stop entrepreneurship and small business resource center. Café Commerce blends technology, peer-to-peer mentorship, educational curriculum, and other programming and partnerships to make entrepreneurship easier, and, to speed up the efficacy of small business support resources.

#### **About Break Fast & Launch**

Break Fast & Launch is a culinary business accelerator based in San Antonio, Texas. Hosted by Cafe Commerce, a space for entrepreneurs and small-business owners, Break Fast & Launch received funding from the Small Business Administration to aide culinary startups through mentoring, training and support. For more information, visit [www.breakfastlaunch.com](http://www.breakfastlaunch.com).