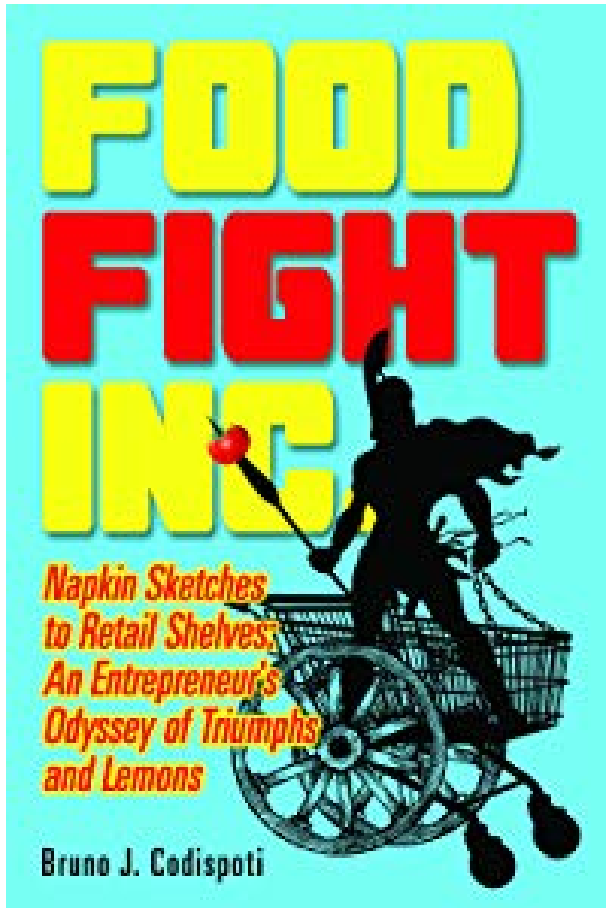


Food Fight Inc.



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| Genre: | Uncategorized |
| Goodreads Rating: | 5.00 |
| Language | English |
| ISBN13: | 9781771832243 |
| Author: | Bruno Codispoti |
| ISBN10: | 177183224X |
| Pages: | 300 |
| Published: | April 2017 by Guernica Editions |

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For 20 years, Bruno Codispoti has crafted and launched over 100 unique retail food products into the North American marketplace. He's experienced both sweet successes and his fair share of agonizing food flops. After years of offering consult and the occasional helping hand (and wallet), he's strung together some chapters and baked them into very colourful stories; many of which involve well-known personalities and iconic food brands such as Jamie Oliver, Sammy Hagar (Van Halen), N'Sync, Pizza Pizza, Kernels Extraordinary Popcorn and New York Fries. Hoping that other food biz fanatics will learn something valuable from his victories, and more importantly, from his fiascos, Bruno peels back the onion layers to uncover the mysteries of the retail food industry.