



# Product Development & Launch with Emily D. Edwards



*“If you don’t understand something, ask the question. People will help you if you’re willing to learn.”*

Emily D. Edwards  
Founder, Paradise Spreads

## INSPIRATION & TURNING POINT



*Answer the following questions based on what you learned from the video. Be as specific as possible.*

### 1 EARLY INSPIRATION & FIRST STEPS

What inspired Emily to start a food company before she began developing Paradise Spreads?

**Answer (02:34 – 05:59):**

Emily was feeling burned out from running her mental health practice and wanted a new way to help people. Through her work with children, she noticed that diet often affected kids’ behavior and well-being. She realized many children, especially those with allergies, were missing out on foods they loved, which sparked her idea to create inclusive, allergy-friendly treats.

► Hint: Think about Emily’s burnout as a social worker and how her work with children helped her see the connection between food, behavior, and inclusion.

### 2 PRODUCT DEVELOPMENT & EXPERT SUPPORT

Why did Emily work with Purdue University’s food science lab — and what did she learn?

**Answer (03:55–04:50):**

She spent 18 months learning product development, food safety, manufacturing processes, and how ingredients work together.

► Hint: Notice her shift from “home experiment” to “market-ready product.”

### 3 KNOWING YOUR CUSTOMER

How does Emily decide where her products should be sold?

**Answer (08:59–09:43):**

She studies store demographics, customer behavior, and whether grocery partners support local, emerging, or women-owned brands.

► Hint: She chooses stores that match her ideal consumer.

**4 LAUNCHING & SCALING** What is a co-packer, and why did Emily start using one?

**Answer (10:46–11:50):**

A co-packer manufactures, packages, stores, and ships her product. She uses one now to meet growing demand and free up time for sales and partnerships.

► Hint: Think: “moving from making it myself to a partner making it.”

**DISCUSSION-BASED QUESTIONS**

**!** *Reflect on your personal thoughts and write your answers below.*

**1 PERSONAL CONNECTION** What part of Emily’s story stood out to you the most — and why?

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**2 BIGGEST TAKEAWAY** Emily spent a year testing recipes in her kitchen. What does this teach you about experimenting and improving an idea?

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**3 APPLYING LESSONS**

Emily said she didn't know she needed customer discovery at first. Why is early customer feedback important?

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**4 INSPIRATION**

Emily talks about "authenticity" as part of her brand. Why is authenticity valuable when building something new?

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## LET'S GET CREATIVE

**!** Use your creativity to complete the following activity.

### **1** CREATE THE NEXT SNACK SENSATION

Emily started with curiosity, creativity, and a LOT of taste-testing. Imagine you're creating a snack pack product that could actually hit store shelves next year.

**1. What's it called?** *(Think fun, clever, or totally unexpected.)*

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**2. What's inside?** *(Pick a "dip" + one "dipper"; i.e. a "dip" could be hummus, peanut butter, etc. and a "dipper" could be cookies, fruit, etc)*

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**3. Why will people LOVE it?** *(Feel-good ingredients? Allergy-friendly? Crazy flavor combo? Health perks?)*

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**4. Who's your #1 customer?** *(The people this snack was MADE for.)*

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### **2** DESIGN YOUR SNACK PACK

Your product's packaging should look just as tasty as your snack pack. Use this space to sketch what that could be.

**GREAT WORK!**

You're one step closer to thinking like an entrepreneur. Keep exploring, learning, and dreaming big!