

FIRE WITHIN

MOBILE WOOD FIRED OVENS



Getting Started Workshop



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Thank you for your interest into our Getting Started with you own mobile wood fired oven workshops

This is a unique workshop that provides you with the latest information and trends in the mobile wood fired oven catering business. We have hosted close to 20 workshops over the past 3 years and we've been fortunate to work with aspiring Pizzaiolos from every professional background. We invite you to learn about our philosophy that over 250 of our customers have learned and developed into their own successful product and brand.

Who attends?

We have everyone from restaurant owners to classically trained chefs to people who've never made a pizza or started a business. There is something to learn for everyone.

Our instructors

Our instructors are actual mobile wood fired oven caterers. They are chosen based on their talents, successes and for their ability to demonstrate and effectively teach this business model. They will not only share what to do to make your business success but perhaps more importantly what mistakes they made along the way. Together the presenters have 25 years of combined experience building and operating their own businesses.



Getting Started workshop agenda

Friday 8pm

Meet and greet

Join us for some free pizza and mingling with fellow classmates in a casual environment and learn more about who they are and what they wish to learn over the weekend. Please try your best to make it, as all introductions will happen at this event.

Saturday 8-5pm

Morning agenda

Breakfast served

- Business 101
- Health Department licensing
- The Pizza Business
- Hands on dough making
- 4 steps to getting started
- Trailer safety
- Wood fired oven basics
- Equipment overview

Lunch served - pizza making demo

Afternoon agenda

- Catering logistics
- Farmers market logistics
- Festival logistics
- the 4th type of event

Sunday 8-5pm

Breakfast served

- Open discussion
- Comprehensive hands on training
- How to market like a master
- Financials
- Q&A with existing caterers

Lunch served - your amazing pizza

Pricing

How Much Dough?

Individuals:

\$899 for individual tickets

\$200 for Monday Culinary Intensive * the Culinary Intensive is offered only in the Spring and Summer workshop season.

Partners:

\$1500 for partner tickets

\$400 for Monday Culinary Intensive * the Culinary Intensive is offered only in the Spring and Summer workshop season.

Price Includes

- "Rolling In The Dough", 2nd edition business manual (\$250 value)
- Chef Coat
- All workshop curriculum
- Breakfast, lunch, snacks, and drinks on Saturday and Sunday
- Copies of slideshow presentations and all recipes demonstrated and cooked over the course of the workshop
- And a few surprises.... who doesn't like surprises?

Payment Details

All of our sign ups are done on our website through Eventbrite.

Visa/Mastercard/American Express accepted

Cancelation Policy

A 75% refund will be given 30 days before

A 50% refund will be given 2 weeks before the event

No refunds less than 14 days before the workshop

Contact info@firewithin.com if you have questions

Location and Travel

Where do we host them?

All of our workshops are held at the [Millennium Hotel](#) here in Boulder. We have a discounted room package at the Millennium. Mention you are here for the Fire Within workshop to receive the discounted rate. 303.443.3850. The hotel is located on the Southwest corner of 28th and Arapahoe, just behind the shopping center.

Travel Information

- Fly into Denver International Airport (DEN)
- Car rental is recommended
- Boulder is a 50 min drive from the airport (North East)

Hotel Information

**** Due to travel distances it is advisable to stay in Boulder or Louisville.***

All hotels listed are within a 15 minute drive to the workshop

Recommended places to stay:

- Millennium Harvest House Boulder--Workshop Host Hotel

We have a special rate at the hotel. When calling mention that you are attending the Fire Within workshop

- Hotel Boulderado
- Boulder Outlook Suites
- Boulder Marriott
- Best Western Boulder Inn





Rolling In The Dough

Rolling In The Dough is included with the price of the workshop.

If you've already purchased the manual then email us for a \$250 discount promo-code. You will receive it in the mail prior to the workshop. Please read it ahead of time and bring it with you.

The Getting Started workshop curriculum is very different than the contents of Rolling In The Dough. It acts as the backbone of the content we discuss.

Workshop Testimonials

"I really like the way Joseph presented the workshop. He really forced us to think on our feet rather than spoon-feeding us.

This workshop is a must for anyone thinking about starting the wood fired pizza business. It became evident that the staff was there to make this experience awesome. The excitement and passion that the staff exuded carried over to us and really made us all eager to learn and participate. I realized early on that the wealth of information they possessed was invaluable.

After the workshop I felt that I had made 25 friends and could contact any one of them to gather information and learn from their experiences. It was a workshop that you regret having to leave, but I now feel empowered by Joseph to move forward and make my dream come true.

Joseph brought out the concept of finding something that excites him and finding a medium through which he could transfer that excitement to others. I guess that was my "aha" moment. That and grabbing the pan handle after it came out of the oven."

-Ross F.



Monday-Extension

wood-fired cuisine



Students of the Monday extension will get an extensive hands-on, interactive lesson of wood oven cooking. This session is great for caterers, farmer's market operators or anyone wanting to get more from their wood-fired ovens.

course menu

menu components:

- hand-stretched mozzarella
- house-made ricotta
- foccacia

breakfast fare:

- breakfast pizza
- breakfast sandwiches

antipasti:

- caprese skewers
- caprese salad
- oven roasted, bacon-wrapped dates

main-course:

- oven-roasted chicken
- oven roasted potatoes
- roasted Italian sausage with peppers
- oven prepared marinara

sweets:

- Cannoli
- Dessert pizza



Cost is \$200 per person