4 Things You Should Consider Before Launching a Consumer Packaged Goods Brand



Elizabeth Stein created her top-ranked product by accident, but she knows a few things about running a CPG company.

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James McKinney's guest is Elizabeth Stein, founder of natural food brand Purely Elizabeth. Over the course of the interview, Stein shares four things you should consider before launching a consumer packaged goods (CPG) company. She also talks about her drive to build a business and how she identified a lack of healthy American products when in college.

Watch a clip of the video above or listen to the full podcast here.

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