

Susan Cohen

Palm Coast, Florida



Savory Naturals

Learn about Florida Entrepreneur Susan Cohen:

Originally from Philadelphia, PA, Susan Cohen, owner of Savory Naturals, moved to Palm Coast in 2011. Cohen and her fiancé were in search of warmer weather and a change of pace. They explored St. Augustine, but found Palm Coast to be "greener and cleaner" and ultimately settled into this beautiful section of northeastern Flagler County. When Cohen moved to Palm Coast, she brought with her over 40 years of experience teaching yoga, offering private and community cooking lessons and team building events. The idea to launch Savory Naturals was a pretty natural transition.

"I officially launched the business around May of 2018," she said. "However, I've been teaching yoga and working as a private chef for years. I'm a certified yoga instructor. I also went to culinary school in Princeton, NJ, where I learned many different styles of cooking. The

business really formed when I decided to bring everything together under one roof and one brand."

Cohen quickly got to work, meeting with representatives from CareerSource and The Small Business Development Center to work through all the steps required to form a business. She received direction on obtaining permits and licenses and also received guidance on goal setting, where to focus her efforts and how to offer her services at various locations. Cohen is heavily focused on networking and has identified some unique ways to reach her target market.

"I've done the monthly Entrepreneur Night and other networking events," she said. "I also visit a lot of health food stores and yoga studios and leave flyers behind. This month, I'm doing an event at a Chiropractor's office on 'Sugar Blue's and how sugar affects our health. I recently did a lecture and a demonstration at the Palm Coast Community Center. I talked about eating healthy according to whatever season we're in. We had 60 people in attendance and also had a journalist from the Penny Saver do an article on the event. I've also done cooking demonstrations for the Volusia/Flagler Girls Club. Some events are paid and others are not. Regardless, it's great exposure and gives me an opportunity to share my passion with others."

Under the umbrella of Savory Naturals, Cohen offers sessions, either private or group, on mindful eating, lifestyle improvements, cravings & allergies, family food planning, grocery tours, cooking classes, yoga and more. The foundation of her food preparation is Macrobiotics, which focuses on cooking according to your condition, the weather and is based on the idea of balancing yin and yang. According to Cohen, it's a

very healing diet. Her clients include older adults, parents and kids with allergies and, in some cases, those autistic disorders. She's focused on showing people how to make food that's simple and delicious.

Cohen shared some goals and dreams for Savory Naturals. "I'd like to have a physical location where adults and children can come for cooking classes, yoga and possibly for a cooking school where I can certify people to go into All Natural-Plant based cooking for themselves and their family. I'd also love to have a farm to grow fresh vegetables and to be able to use those vegetables in my cooking. Ultimately, I want to create a community of people that love natural cooking, yoga and an overall healthy lifestyle."