



# Serial Entrepreneurship: A Conversation with Noah Alper of Noah's Bagels

Catherine Buday (EIX and FamilyBusiness.org)

**KEYWORDS:** Management, Mergers and Acquisitions, Family Business, financing, Entrepreneurship.

Noah Alper is best known for the business that bears his name: the West Coast chain Noah's Bagels. But he has started and exited several other businesses, including Bread & Circus, an East Coast natural foods store that eventually became part of Whole Foods; a housewares venture; a kosher Italian restaurant and a firm that attempted to sell food and gifts from the Holy Land to born-again Christians in the US. Alper lost \$50,000 on that venture but learned from his mistakes, and within a few years went on to start the bagel empire that would make him famous.

Today Alper runs a consulting firm and is a strategic advisor with human capital strategy firm FMG Leading. He's authored a book entitled "[Business Mensch: Timeless Wisdom for Today's Entrepreneur](https://www.amazon.com/Business-Mensch-Timeless-Wisdom-Entrepreneur/dp/0984072241/ref=sr_1_2?dchiId=1&keywords=business+mensch&qid=1631723671&sr=8-2)." ([https://www.amazon.com/Business-Mensch-Timeless-Wisdom-Entrepreneur/dp/0984072241/ref=sr\\_1\\_2?dchiId=1&keywords=business+mensch&qid=1631723671&sr=8-2](https://www.amazon.com/Business-Mensch-Timeless-Wisdom-Entrepreneur/dp/0984072241/ref=sr_1_2?dchiId=1&keywords=business+mensch&qid=1631723671&sr=8-2)) In this interview, he talks candidly about his triumphs and failures as a serial entrepreneur. And he shares what he's learned about many topics, including identifying opportunities, building a team, the big payoff, when to exit a business, working with relatives and more.

[Link to video](#)

