



THE CULINARY INSTITUTE OF AMERICA presents

produce first!

American Menus Initiative

A Foodservice Industry Leadership Program to Promote Healthier Food Choices

JANUARY 23, 2010



“Outstanding across the board!” “Lunch was great fun—both preparation and eating!” “Loved every minute of it!” “I was thoroughly impressed with everything.”

“This was a very fun, very educational day.” “Thank you for a great conference. As a sponsor I was very satisfied with our investment in your conference.”

—Comments from corporate chefs, operators, and other attendees at previous Produce First! conferences

INTRODUCTION AND OVERVIEW

At a time when diet-related obesity and other chronic disease concerns are threatening the health of an increasing number of Americans—and driving healthcare costs to unsustainable levels—American chefs and foodservice leaders are being challenged to increase healthy menu items as never before. Despite a welcome, increased menu presence of salads, the foodservice industry is just scratching the surface of the potential to increase produce-based menu research and development.

Produce First! American Menus Initiative is an event that seeks to spark the imagination of chefs and foodservice operators in bringing produce front and center in new menu development. Drawing inspiration from the culinary traditions of the Mediterranean, Asia, and Latin America, as well as from innovation across the United States, this program asks that instead of thinking about produce last in the menu development process that we *think of produce first*.

Produce First! provides an opportunity to put your product in front of an influential group of leading menu decision makers.

Produce First! American Menus Initiative immediately follows the Worlds of Healthy Flavors Invitational Leadership Retreat, a joint project of The Culinary Institute of America and the Harvard School of Public Health (January 20-22, 2010). The attendees of these invitation-only events include 30 to 35 of the most influential corporate chefs of chain restaurants, hotels, contract volume foodservice, and supermarket foodservice in the United States.

The hands-on Market Basket Exercise gives sponsors an opportunity to work side-by-side with chefs, learning how they anticipate using your product in new menu items.

Produce First! American Menus Initiative utilizes the world-class educational facilities of The Culinary Institute of America at Greystone. A spirited operator forum, multiple culinary demonstrations, and the hands-on Market Basket Exercise, that produces lunch for all attendees, all add up to a memorable program—a program that helps close the gap between where we are with produce on American menus and where we can and should be. Indeed, we estimate that in order for the foodservice industry to contribute its proportional share to increasing produce consumption among our customers for optimal health, *the foodservice industry needs to more than double the amount of produce it buys, prepares, and serves to customers.*

Make sure your product is part of the next wave of menu R&D in the foodservice industry!





SPONSORSHIP LEVELS

Presenting (limited to two opportunities) **\$20,000**

- A representative of our Presenting Sponsor will be invited to participate in formally welcoming invited guests to the event.
- Opportunity to sponsor breakfast.
- Sponsor product is featured in one culinary demonstration.
- One recipe featuring sponsor product will be developed by the CIA with accompanying photograph. This recipe with photograph will be posted on the Produce First! website, and be available to the sponsor for outside use, with proper attribution to the CIA.
- Video of recipe demonstration by CIA chef will be filmed at the CIA and posted on the Produce First! website.
- Sponsors participate in menu ideation session with CIA chefs, renowned guest chefs, and executive chefs from major volume foodservice operations, providing the opportunity to develop long-term relationships with high volume menu development professionals while participating together in a hands-on cooking activity.
- Three (3) complimentary invitations for sponsor representatives to attend program.

Gold **\$10,000**

- Sponsor product is featured in one culinary demonstration.
- One recipe featuring sponsor product will be developed by the CIA with accompanying photograph. This recipe with photograph will be posted on the Produce First! website, and be available to the sponsor for outside use, with proper attribution to the CIA.
- Sponsors participate in recipe development with CIA chefs, renowned guest chefs, and executive chefs from major volume foodservice operations, building long-term relationships with top foodservice operators as they work with sponsor products.
- Three (3) complimentary invitations for sponsor representatives to attend program.

Silver **\$5,000**

- Sponsors participate in recipe development with CIA chefs, renowned guest chefs, and executive chefs from major volume foodservice operations, building long-term relationships with top foodservice operators as they work with sponsor products.
- Two (2) complimentary invitations for sponsor representatives to attend program.

FOR MORE INFORMATION ON SPONSORING PRODUCE FIRST!, PLEASE CONTACT:

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