2017 ENGAGEMENT OPPORTUNITIES

INDUSTRY LEADERSHIP AND ADVANCEMENT

STRATEGIC PARTNERSHIPS FOR OUR FUTURE

THE CULINARY INSTITUTE OF AMERICA®
Growth, promise, diversity, and excellence are found in nature, and we experience them at The Culinary Institute of America. From its beginnings as a single classroom and kitchen in New Haven, CT, the CIA has become an internationally acclaimed college. In addition to our main campus in Hyde Park, NY, we now have two facilities in California (St. Helena and Napa), one in Texas, and our international campus in Singapore. Every day, our goal is to plant the seeds of excellence in our students. Your contributions allow us to attract those who show the greatest promise. We nurture them and their dreams, and watch them grow as they aspire to become tomorrow’s foodservice leaders.

Throughout our history, the CIA has engaged in strategic partnerships with a broad range of organizations to further our educational mission, explore new initiatives, and develop programs. These partnerships make it possible for us to offer scholarship opportunities and expand our curriculum. Also thanks to you, we can attract top-flight faculty members who pioneer new research.

The programs described in this 2017 Industry Leadership and Advancement guide are diverse—in their focus, benefits, and collaborative opportunities. You will find detailed information about our philosophy, goals, and programs. Whether your interest in collaborating with us stems from your desire to invest in the future of our $780 billion industry or a single student, a need to solve a specific menu or product challenge, or address a vital social imperative, we hope you will join us. Only through alliances with the private and public sectors can we achieve our goal of excellence and maintain our position as the world’s premier culinary college.

We look forward to working with you.

Dr. Victor A. L. Gielisse, CMC
Vice President—Advancement and Business Development

Greg Drescher
Vice President—Strategic Initiatives and Industry Leadership
THE CIA STORY: FOUNDATION OF LEADERSHIP

In 1946, Frances Roth and Katharine Angell shared a vision that was without precedent. Marrying the growing demand for skilled chefs and the needs of veterans returning from World War II, they created the New Haven Restaurant Institute in Connecticut. It became The Culinary Institute of America (CIA) in the 1950s and moved to Hyde Park, NY in 1972. The CIA now boasts three additional campuses in California (now with two facilities), Texas, and Singapore. For 70 years, the CIA’s graduates have shared their passion for food as chefs, industry leaders, and mentors.

“As flavor experts, innovators, researchers, and socially responsible culinarians, today’s chefs are using traditional methods and techniques to harness the power of food in order to make the world a healthier, more interconnected place.”

Dr. Tim Ryan ’77, CMC
President, The Culinary Institute of America

PREMIER CULINARY COLLEGE

As the world’s premier culinary college, the CIA sets the gold standard for culinary, baking and pastry, culinary science, and applied food studies degree programs. It continues to drive industry innovation with concentrations in Advanced Concepts in Baking and Pastry; Advanced Wine, Beverage, and Hospitality; Asian Cuisine; Intrapreneurship; Italian Cuisines; and Latin Cuisine Studies.

THOUGHT LEADERSHIP

Known for continuing education and thought leadership programs, the CIA spearheads conferences and forums that provide insight into world flavors, food cultures, healthy menus, and culinary innovation. Working with partners such as Harvard T.H. Chan School of Public Health, the University of California at Davis, the MIT Media Lab, and Stanford University, the college’s programs are unique within the industry.

NOT-FOR-PROFIT

A not-for-profit institution, the CIA is accredited by the Middle States Commission on Higher Education, the same organization that accredits universities like Princeton and Columbia. And like these institutions, we pride ourselves on professional excellence, our esteemed graduates, and the ability to provide the very best education to thousands of students each year.
What sets CIA graduates apart from the rest? Our 49,000 alumni are the first choice of foodservice industry employers around the globe. They find success in all sectors of the food world, from restaurants—their own or national chains—to game-changing platforms on nutrition and sustainability. They are leaders in hospitality and beverage service; committed to the health of our planet and of our children; researchers, writers, and innovators.
FOUR CAMPUSES, ONE MISSION

Learning at our campuses takes place in the hands-on environments of the college’s kitchens and bakeshops, classrooms and laboratories, public restaurants and cafés, and in our menu research and development collaborative space. In addition to student education, CIA campuses provide programs for food enthusiasts, continuing education for professionals, lectures, and more that are open to the public.

NEW YORK

The CIA’s main campus in Hyde Park, NY offers associate degrees in Culinary Arts and Baking and Pastry Arts. Bachelor’s degrees are available in Food Business Management, Culinary Science, and Applied Food Studies. The campus has 42 professionally equipped kitchens and bakeshops, plus a Student Commons with food stations that feed up to 2,500 students three times a day.

Restaurants on campus are classrooms, where students—in both the front- and back-of-the-house—gain real-world experience. The restaurants are The Bocuse Restaurant, American Bounty, Ristorante Caterina de’ Medici, and Apple Pie Bakery Café.

2016 highlights include:

• CIA President Tim Ryan was been selected as one of the most powerful people in the food world for 2016 by Nation’s Restaurant News and The Daily Meal.
• The campus is nearing full sustainability in seafood purchasing and has pledged to purchase only antibiotic-free meats by the end of 2017.
• Brewing classes began at The Brewery at the CIA, and our students’ brews are sold at Hyde Park campus restaurants.
• Several news outlets, including ESPN and The New York Times, featured stories about CIA sports teams in 2016, with basketball, tennis, and hockey all benefiting from the coverage. The Steels tennis team won the regional championship!

CALIFORNIA

The CIA’s California campus now includes two facilities: Greystone in St. Helena and Copia in Napa. Our acquisition of Copia is keeping Robert Mondavi’s vision alive as we create a true center for food, wine, and the arts. The first phase has opened, but renovations continue. Next year in this booklet, we will outline opportunities for you to become involved in the development of this new and exciting property.

Restaurants at Greystone, like our other campuses, are regularly used as classrooms where students—in both the front and back of the house—gain real-world experience.

2016 highlights include:

• The Culinary Institute of America at Copia opened in the fall. The new CIA facility welcomes visitors for a variety of food and wine experiences, including a new restaurant, food and wine demonstrations, fine and rare wine tastings, guest lectures, hands-on cooking classes, private events, and more. Copia is also home to The Food Business School and will house the Chuck Williams Culinary Arts Museum, which is slated to open in 2017.
• The CIA’s first graduate-level courses were introduced: Wine and Beverage Graduate Certificate Program.
• As part of the long-term Greystone master plan, the Ghirardelli Chocolate Room and Williams Center for Flavor Discovery were renovated and expanded to fit class needs. Additional expansions and renovations are planned for 2017 in an effort to improve student experience and education.
TEXAS

CIA San Antonio, now in its eighth year, offers associate degrees in culinary arts and baking and pastry arts. An additional focus at the San Antonio campus is educating aspiring Latino culinarians and promoting the flavors and techniques of world-class Latin foods to culinary professionals everywhere.

During lunch services the restaurant on campus, Nao Latin Gastro Bar, is a classroom where students—in the front and back of the house—get real-world experience.

2016 highlights include:

• In addition to degree classes, we host numerous programs for professionals throughout the year including: ProChef® Level I & II training and certification, as well as skills training for branches of the United States military.

• In July 2016, 150 ProStart® culinary educators from throughout Texas came to campus for three days to get hands-on experience and guidance from CIA chefs to help them reach the highest levels of culinary standards in their own classrooms.

• Nao Latin Gastro Bar’s new concept pays tribute to the gastronomy of Latin America, and it has garnered many positive reviews in the press including a three-star review by The San Antonio Express News.

• The Latin Cuisine Summit held in October 2015 was a great success and will become an annual event. In 2016 “Arriba el Sur” will celebrate the gastronomy of Uruguay, Argentina, and Chile.

SINGAPORE

CIA Singapore, established in 2011, is the CIA’s first international campus. It serves as a dynamic cultural and culinary crossroads, offering a CIA bachelor’s degree in Culinary Arts in partnership with the Singapore Institute of Technology at the campus of Temasek Polytechnic.

The seasonal restaurant on campus, Top Table, is a classroom, where students—in the front- and back-of-the-house—get real-world experience.

2016 highlights include:

• Following the success of the Asian Cuisines concentration in partnership with the Trans-Cultural Studies department of Temasek Polytechnic, the program is now accepting applications for two additional classes in 2016 and 2017.

• The Worlds of Healthy Flavors ASIA program was held on the CIA’s Singapore campus for the first time. This was the third installment of the program, which is a collaboration between the CIA and Health Promotion Board, Singapore. Like the U.S.-based conference Worlds of Healthy Flavors, the program brought together top nutrition experts and select chefs to present healthy cooking and menu strategies that can work to preserve the delicious, celebratory aspects of dining while at the same time addressing a host of public health imperatives.
The CIA is the recognized leader in culinary education for undergraduate students, foodservice and hospitality professionals, and food enthusiasts. Throughout its history, the college has played a pivotal and positive role in shaping the future of hospitality and the foodservice industry. We are guided in everything we do by four thought leadership platforms, and we strive to instill these ideals in our student body.

**THOUGHT LEADERSHIP PLATFORMS**

**PROFESSIONAL EXCELLENCE**

Through acclaimed degree programs, industry leadership initiatives, and strategic partnerships, the CIA works to elevate the image and status of professionally educated chefs; expand the scope, depth, and diversity of their knowledge base; stretch the reach of their impact on all sectors of the food and foodservice industries; and challenge them to engage actively in advancing the larger, social good.

The influence of today’s chefs extends far beyond restaurants. Foodservice professionals now shape consumer attitudes and appetites from the supermarket to the home. Our passion for knowledge translates to a dedication to excellence through education that stretches across the breadth of our $780 billion industry. That passion also drives our curiosity as we encourage and support innovation in every sector of foodservice, from constant refreshment of our core curriculum to our research into healthier foods for kids.

For 70 years, the CIA has played a leadership role in elevating the image of the chef. As attitudes and perceptions evolve, so do communication technology and the emerging frontiers of the kitchen and culinary science—as demonstrated at our reThink Food conference (page 36). This keeps our students and alumni on the cutting edge of key global workforce trends that benefit them, the customers they serve, and our society.

**HEALTH AND WELLNESS**

While never diminishing our commitment to the culinary profession and the art and craft of cooking, collaborations with nutrition scientists, public health experts, and government policy makers are an increasingly important part of the CIA as we work to improve the health and wellness of our nation. The CIA develops strategies and solutions to increase the presence—and success—of healthy menu choices throughout the foodservice sector.

Americans are increasingly turning to chefs and foodservice providers for everyday meals, snacks, and beverages. By fostering dialogue between the foodservice industry, medical community, academia, and government agencies, we are seeing greater leadership in health and wellness, both within foodservice and across our nation.

During the past decade, the CIA has partnered with Harvard T.H. Chan School of Public Health to present a series of influential health-focused leadership conferences and initiatives. In partnership with Harvard T.H. Chan School, we launched the Teaching Kitchen Collaborative (p. 26) as an outgrowth of Healthy Kitchens, Healthy Lives. And the previous year, we created the Menus of Change University Research Collaborative (p. 35), in partnership with Stanford University.

These efforts, along with research by our culinary faculty, have helped eliminate trans fats from most American foodservice kitchens, pioneered strategies for plant-forward menus, and inspired restaurants and schools to feature more produce and improve carbohydrate quality.
WORLD CUISINES AND CULTURES

Food, and the sharing of food, can bring us together in ways that both emphasize our common humanity and celebrate our differences. Through the development of our campuses, curricula, conferences, study abroad programs, and research, the CIA fosters cultural exchange and understanding using food and cooking as the delicious medium.

Our faculty, staff, and student body include individuals from every state and more than 30 countries. Our Worlds of Flavor conference (p. 28) invites renowned chefs from around the world to our Napa Valley campus to share tastes, trends, and techniques. In San Antonio, our Latin Cuisines concentration allows our students to develop expertise in the indigenous foods of Mexico and Central and South America. At the CIA Singapore, not only have we created a platform for cultural exchange between Asian and American culinary professionals, but we have also started a concentration for our bachelor’s degree students so they can learn about the ancient techniques and extraordinary diversity of Asian flavors while in Asia.

According to U.S. Census Bureau forecasts, by 2050 Latinos and Asian-Americans, along with their non-European food cultures, will compose 38 percent of the population. The CIA is leading the way in preparing our industry and our students to anticipate these dramatic changes and opportunities in taste and menu preferences. We are integrating the best of these changes into the new American narrative of culinary innovation and cultural renewal.

SUSTAINABILITY AND FOOD ETHICS

The CIA is working to advance the common goal of preserving and protecting the health of the planet and our public health by fostering balanced dialogue about environmental sustainability, health issues, food ethics, and global responsibility.

Local sourcing. Declining fisheries. Energy and water use. Sustainable agriculture. Treatment of animals. Climate change. These concerns are top-of-mind for culinary students, chefs, and consumers. For many, how a chef’s menu impacts the health of the planet has become just as important as the taste or creativity of a given dish.

To support these kinds of strategic challenges for the future, the CIA is increasingly working to help our students and the industry develop broad “food systems” thinking. More than 90 percent of the seafood used at the college is sourced sustainably, and we are focused on increasing that to 100 percent in the next year. Our curriculum is being changed so that underrepresented seafood is introduced to our students and our restaurant customers. We have our own farm for sourcing many herbs and vegetables for our Greystone campus and long-term associations with local farms in Hyde Park and San Antonio.

Two of our leadership programs—Menus of Change (p. 32) and Flavor, Quality, and American Menus (p. 34)—bring science- and evidence-based perspectives to the table and thoroughly consider issues of food ethics, sustainable sourcing, and animal welfare.
Whether you are interested in offering a scholarship for a single student, underwriting a full lecture series, hosting our alumni, providing equipment to enhance our teaching kitchens, or making the CIA part of your legacy, your support is vital.

Forming a strategic alliance with the CIA helps support our commitment to educational excellence that will shape the future of our industry and ensure its success.

The CIA’s Advancement and Business Development Office, under the leadership of Dr. Victor A. L. Gielisse, CMC, oversees the building and maintaining of relationships to support our educational goals. His team is responsible for the college’s alumni relations and fundraising initiatives as well as stewarding the CIA’s relationship within the foodservice industry. This includes business development, consulting, custom training programs, industry outreach, licensing programs, fundraising events, and donor support opportunities.

For more information about these engagement opportunities, please contact the Advancement team. (See back of booklet for details.)

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FOODSERVICE OPERATORS Foldout
Advancing knowledge, leading our industry, and making a difference in people’s lives—all of these CIA efforts are made possible because of the continuing generosity of our donors and partners. In the future, we must maintain and elevate our leadership position by investing in the most talented faculty and staff, building the finest facilities, attracting the most capable students, and supporting high-impact research.

**BUILDING ON EXCELLENCE**

“The Marriott family and The Culinary Institute of America share a strong commitment to excellence. With the Marriott Pavilion, The J. Willard and Alice S. Marriott Foundation is proud to continue its partnership with the college in creating positive experiences for students as they pursue their studies for careers in foodservice and hospitality throughout the world.”

Richard Marriott
Chairman, Host Hotels & Resorts, Inc., a sister company of Marriott International

THE CAMPAIGN FOR THE CULINARY INSTITUTE OF AMERICA

Over the past few years, the CIA transformed our New York campus by creating bold new facilities and renovating existing buildings. The opening of the Marriott Pavilion in May 2014 was a major step. And last year, we completed The Egg and The Brewery at the CIA. Future projects include the expansion and renovation of Roth Hall (the 110-year-old former Jesuit novitiate), new residence lodges, and renovations to residence halls that were built in the 1970s.

Major growth is also underway at our California campus, which, following the recent acquisition of Copia in downtown Napa, now includes two facilities. You’ll see more changes to come there in the next few years.

The evolving world of culinary arts and the business of food demands that our students and faculty stay abreast of the changes in culinary science. Donations help us attract and retain world-class faculty, providing increased budgets for innovative research and collaboration with our partners at Harvard T.H. Chan School of Public Health, University of California at Davis, MIT Media Lab, and Stanford University.

Above all, our students remain our primary focus as we endeavor to provide them with the tools to become leaders in our industry and thoughtful stewards of our planet.

As a not-for-profit institution, the CIA is supported largely by financial contributions from individual and corporate donors who believe in the CIA’s mission and embrace the broadest understanding of the role that food plays in our lives. Our students and faculty are passionate about food and its transformative power.

Your investment helps us sustain our vision and our bold plans for the future.
NAMED GIFT OPPORTUNITIES

A LASTING COMMITMENT TO EXCELLENCE

Strong growth requires strong partnerships, and lending the name of your company, your foundation, or your own name to one of the new buildings, wings, classrooms, kitchens, or green spaces on our campus will provide a legacy that will live on for years to come.

Opportunities for naming rights are available in Hyde Park and San Antonio, as well as at Greystone and Copia. And your gift can be associated with a particular specialty (culinary science classrooms), vision (sustainable gardens), or a desire to help individual students (learning strategies center).

CIA Advancement officers will be happy to discuss support and participation options to serve your level of financial commitment and engagement strategies.

TAKE YOUR SEAT

When your company purchases a seat in the stunning 800-seat Ecolab Auditorium in the new Marriott Pavilion, you are ensuring that generations to come will know of its commitment to the CIA mission. Name the seat in honor of your business or to acknowledge a person who is making, or has made, an important contribution to the life of your company.

Seats may also be named for Trustees, Fellows, alumni, or other individuals who wish to leave a lasting legacy and support the CIA’s Building on Excellence Capital Campaign.
SCHOLARSHIPS

Scholarships for CIA students enable the foodservice and hospitality industry’s future leaders to receive the world’s finest education and a solid foundation for imminent, professional achievement.

BECOME A CHAMPION OF EDUCATION

CIA alumni are the first choice of leading foodservice and hospitality industry employers around the globe. They are flavor experts, masters of technique, researchers of world food traditions, and creative geniuses, and they are committed to healthful food preparation.

The college has made it a top priority to expand its scholarship program and reduce the financial burden on students. Through critical scholarship support, the CIA increases the speed and altitude of their climb toward professional success and positive social impact.

The CIA scholarship program continues to attract the best and brightest students to a gold-standard education and as lifelong champions of their CIA experience.

TYPES OF SCHOLARSHIPS INCLUDE:

ENDOWED SCHOLARSHIPS

Endowed scholarships perpetuate your legacy at the CIA: Your gift establishes the principal for your scholarship fund; the principal is invested as part of the college’s endowment. Awards to students from endowed scholarships are made in perpetuity.

- Named Endowed Full Scholarships underwrite a substantial portion of a student’s college expenses for one year.
- Named Endowed Scholarships and General Scholarships fund a portion of a student’s tuition.
- General Endowed Scholarships go directly into the college’s general scholarship fund or to any existing endowed scholarship of your choice.

EXPENDABLE SCHOLARSHIPS

These scholarships are fully expended within one to five years after receipt and serve as a one-time investment for your company.

- Named Expendable Scholarships and General Scholarships fund a portion of a student’s tuition.

SUPPORT LEVELS

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<th>Scholarship Type</th>
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<td>Named Endowed Full Scholarship</td>
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“Every day, we work to feed the world by combining the art of culinary creativity with the science of food technology. Partnering with the CIA in the culinary science program gives us an opportunity to live our mission, creating a legacy that enriches the lives of these talented students while also reaching the next generation of consumers we have yet to touch.”

Laurette Rondenet-Smith
President and CEO, Edlong Dairy Technologies

“Ecolab’s decades-long relationship with CIA is based on a shared commitment: to ensure a strong future for the restaurant and foodservice industries by preparing future culinary leaders. Seeing enthusiastic new talent enter the industry and leave their mark is so rewarding. Ecolab is honored to contribute to the CIA’s work in preparing students to support high standards at all levels of our shared industry.”

Michael A. Hickey
Executive Vice President and President Global Institutional, Ecolab
CHANGE A LIFE

Approximately 90 percent of our students receive some form of financial assistance, with more than $2.1 million coming directly from more than 200 scholarships supported by individuals, corporations, and foundations. Without this funding, students couldn’t realize their dream of a CIA education without putting extreme financial stress on themselves and their families.

Many of our students have aspired to don the CIA chef’s jacket since they were very young. And most have worked in restaurants throughout their high school careers in preparation for their future and to help pay for their education. Without question, all of our students have the passion, creativity, and grit needed to become successful. But without your help, they cannot do it.

When they get to the CIA, they find like-minded students who become friends for life. They meet instructors who help them develop the discipline to succeed as chefs, innovators, entrepreneurs, or whatever their CIA education leads them to become. They find mentors who give them a helping hand throughout their careers. All thanks to your generosity.

Setting up a scholarship is easy, and there are many worthwhile options to explore. We hope you will contact an Advancement officer to discuss this opportunity for engagement with the CIA.

BENEFITS

Get your company’s name in front of future food industry decision-makers by funding a CIA scholarship. Your company’s philanthropy is acknowledged each time a scholarship is awarded to a deserving student who meets the established criteria. In addition, media coverage and CIA publications bring attention to your commitment to education. Your investment in our students now can yield future, lifelong champions of your company and brand.

“I’ve dreamed of attending the CIA since I was 13. But an education at the world’s premier culinary college comes at a high cost. Having a scholarship has made everything possible: expanding my knowledge, introducing me to the best chefs, and allowing for incredible networking opportunities.”

Olivia Weidner ’17
Bachelor’s in ’19, Baking and Pastry Arts Management, Concentration in Advanced Concepts in Baking and Pastry
Bay City, MI

“You have lightened my financial burden which allows me to focus more on the most important aspect of school: learning. Reducing some financial concerns means I can spend more time studying and learning in college instead of sacrificing most of my time and effort trying to scramble to get enough money to pay tuition. To me this scholarship is not just money; it is a way to help me reach my full potential in a field of study I love.”

Iulian Fortu ’16
Bachelor’s anticipated in ’18, Culinary Arts Management, Concentration in American Food Studies: Farm-to-Table Cooking
Fairfax, VA
The Manager-in-Training (MIT) program is designed to set the industry benchmark for post-graduate, on-the-job training programs for culinary, baking and pastry, and service management professionals. The year-long program has opportunities for MITs in the kitchens and dining rooms of the public restaurants on all CIA campuses, the baking and pastry arts department, quantity food production classes, meat and seafood fabrication, and other key areas throughout the college.

The selection criteria for the program are stringent and mirror many of the same standards we have for our faculty candidates. Through the MIT program, your brand exposure grows exponentially as each MIT builds brand loyalty while supporting the training of hundreds of students during his or her tenure.

Activities of an MIT might include:

• Touring company headquarters
• Working, during school breaks, at the sponsor’s headquarters or in the field with company representatives
• Participating in trade shows and conferences representing both the CIA and the supporter
• Hosting sponsor visits to the CIA campuses

The CIA invites MIT sponsors to customize additional MIT opportunities to enhance the overall student experience.

**BENEFITS**

Align your company with the CIA’s most accomplished students—individuals who are on track to hold leadership positions in the industry. As a sponsor of a manager-in-training, you have an extension of your brand on campus, and have the opportunity to transform a student into an ambassador for your brand.

“3D printing within food systems is a widely unexplored and undocumented science. As the MIT in the 3D lab, I have had the opportunity to educate myself and others in this new and very exciting sector of our expanding industry. The support of the college has pushed me to hone my technical and culinary skill set and launched me forward into a promising career in culinary research and development.”

Liam J. MacLeod ‘15
CIA 3D Printing Specialist/MIT

**SUPPORT LEVELS**

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PROFESSORSHIPS AND LECTURE SERIES

Support Innovation and Learning

PROFESSORSHIP

A great college needs great faculty who are the best in their fields. Engaging with the CIA to establish an endowed academic chair means having access to food and beverage experts, superior teachers, and creative, innovative thinkers.

One of the most important ingredients in the CIA’s recipe for success is our faculty. The person standing at the head of the class or directing an academic program might be a Culinary Olympics gold medal winner, a Certified Master Baker, a published author, or an expert featured in the media. Outside of the classroom, CIA faculty are a tremendous resource for students, connecting them with their colleagues in the industry. Opportunities for supporting faculty programs and initiatives include creating or contributing to an endowed head or chair of a department, an academic center, or an endowed professorship, program, or lectureship.

LECTURE SERIES

Supporting an educational lecture series that brings noted speakers in all disciplines to the CIA highlights your company’s commitment to education. Our lectures focus on trends and topics crucial to our industry today—from flavor development and health and wellness to volume menu innovation and agriculture-foodservice collaboration. As a lecture series sponsor, you’ll help introduce our students to chefs, flavor experts, sensory scientists, consumer insight specialists, cuisine experts, wine and other beverage authorities, pastry chefs, and marketing and communications professionals, plus leaders in agriculture, health care, nutrition science, food and beverage manufacturing, and other related fields.

BENEFITS

Combine your company’s interests and expertise with those of CIA faculty by naming a lecture series or professorship. Every day, our students and faculty are searching out solutions to the important questions surrounding food that affect the larger culinary community.

“When I look at the CIA, I see an organization that is at the center of creating value from raw materials. The CIA’s exceptional educational platform encourages experimentation and ultimately delivers chefs who are able to take the food we grow, and the animals we raise, and translate them into something truly amazing that we enjoy consuming. In this manner the CIA provides the most value-enhancing school in the hospitality space.”

Charles Merinoff
Co-Chairman
Breakthru Beverage Group, LLC
Founder, Charmer Endowed Chair in Wine and Spirits

SUPPORT LEVELS

Endowed Professorship or Dean $3,000,000
Endowed Lecturer/Instructor $2,000,000
Endowed Lecture Series $500,000
GIFT-IN-KIND

Putting Your Product in the Hands of Experts

To become exceptional chefs, students must learn to use exceptional ingredients and equipment. They are exposed to an impressive selection of fine products over the course of their education, and you can make your products available in our kitchens so students can reach for the best as they learn. It is in the kitchen classrooms where CIA students are first exposed to the foodservice brands that they will come to use on a daily basis. These first experiences are powerful for our students and lead to establishing lifelong preferences. Putting your brand in the hands of CIA students causes a ripple effect of positive perception and experience, as these future decision-makers carry the knowledge of your brand with them when they head out into the industry.

We strive to provide our students with the best products, services, and equipment in the industry. We have established a selection criteria to identify the “gold standard” in each category that allows us to opt for quality, durability, ease of distribution, ease of maintenance, life of warranty, and budgetary offset.

The CIA establishes an initial one-year partnership to ensure that the criteria are met and both parties are satisfied. This arrangement has resulted in a 95-percent renewal rate of companies who often move on to a multiple-year Gift-in-Kind agreement.

BENEFITS

The use of your company’s products, services, and equipment throughout the entire CIA system clearly indicates the college’s acknowledgement of the quality and value of your brand. This particular opportunity gets your brand and products into the hands of the college’s influential faculty and receptive students. In addition, your logo with a link to your website will be posted on the CIA Advancement website.

“We’re proud of our relationship with the CIA. It’s inspiring to meet students, to feel their energy and excitement, and to be involved in the great work the CIA is doing. We believe that our shared passion for food and the world’s best professional culinary education will foster many more opportunities to work together.”

Kurt Eickmeyer
President, Wood Stone Corporation
LICENSING

Building Partnerships, Building Brands

Looking to enhance your marketing efforts to foodservice professionals or enthusiastic consumers? You may wish to leverage our reputation for excellence and culinary expertise through a custom-made licensing arrangement with the CIA. The synergies of a licensing agreement can result in enhanced brand reputation and increased sales.

We can assist with product development and testing, recipe creation, and marketing efforts. At the CIA, we help our licensing partners build strategic, successful, and profitable brand extension programs with focused appeal to professional chefs or home cooks.

BENEFITS

The CIA’s reach across the food community—professionals, students, and enthusiasts—is incredibly broad. And our reputation as the world’s premier culinary college is recognized globally. By adding the CIA name to your products or marketing efforts through a licensing agreement, you reflect the CIA’s standard of excellence, professionalism, and expertise.

“Vitamix and the CIA have developed a mutually advantageous relationship that supports the students and the college by donating high-quality blending equipment for use in all its kitchens. We believe the students are not only being trained by one of the finest culinary colleges in the world, but also on the best blending equipment available. Vitamix applauds the CIA educational advancements that continue to take the culinary profession to new heights.”

Jodi Berg
President, Vitamix Corporation

THE SOCIETY OF THE MILLENNIUM

Plan a Legacy for the Future

When you make a future gift to the CIA as part of your overall estate or financial planning, you ensure the college’s ability to provide exceptional educational experiences to students for years to come. When you support the CIA through your planned gift, you leave a personal legacy at the college while ensuring your own family’s security.

There are many different ways to arrange a planned gift: annuities, charitable trusts, IRA rollovers, bequests, and more. And you can decide how and when your gift is used. Our Advancement officers will help you understand the options and choose one that fits with your lifestyle and philanthropic goals, minimizes your taxes, and maximizes your gift.

BENEFITS

Planned giving is a present decision to make a future gift through a myriad of avenues. And you can stipulate how your gift will be used.

“Vitamix and the CIA have developed a mutually advantageous relationship that supports the students and the college by donating high-quality blending equipment for use in all its kitchens. We believe the students are not only being trained by one of the finest culinary colleges in the world, but also on the best blending equipment available. Vitamix applauds the CIA educational advancements that continue to take the culinary profession to new heights.”

Jodi Berg
President, Vitamix Corporation

“My CIA education gave me the confidence to act boldly, take calculated risks, and pursue my dreams. Restaurant consulting added the opportunity to help others, which gave a real sense of purpose to my life. My legacy will provide scholarships to help like-minded, passionate, caring entrepreneurs of the future with the opportunity to realize their dreams, and that means a great deal to me.”

Dean Small ‘77
Synergy Restaurant Consultants, Founder and Managing Partner
THE CULINARY INSTITUTE OF AMERICA
ANNUAL
Leadership Awards
UNITING PHILANTHROPY
AND BUSINESS
AMERICAN MUSEUM
OF NATURAL HISTORY
NEW YORK CITY
APRIL 19, 2017
LEADERSHIP AWARDS

The Culinary Institute of America has created the Augie™ Award to commemorate the success and achievement of our industry’s best and brightest. Augie recipients exemplify a tradition of innovation and leadership, which we acknowledge by naming the award in honor of Auguste Escoffier. A renowned master chef, Escoffier demonstrated the spirit, integrity, and professionalism that reflect the values of today’s CIA.

In addition to recognizing the achievements of outstanding industry leaders, the CIA’s Leadership Awards event raises vital scholarship funds to support our students.

WHO WILL BE THERE

The CIA’s annual Leadership Awards celebration brings together more than 700 of our industry’s most influential professionals. The audience includes CEOs, food company innovators and executives, renowned chefs, past honorees, and CIA Trustees, Fellows, alumni, and students.

BENEFITS

There are many ways to participate in the Leadership Awards—sponsorships, in-kind donations, contributions to the auction, journal advertisements, or simply purchasing a ticket. All of these have specific benefits, and all support the CIA student scholarship fund. By becoming involved in this event, you demonstrate your company’s philanthropy, commitment to educational excellence, and dedication to the CIA’s mission.

IN 2016 WE HONORED LEGENDS OF NEW YORK DINING

Albert Kumin  Sirio Maccioni  Mimi Sheraton  André Soltner

“We are honored at Avocados From Mexico, the leading source of fresh avocados in foodservice, to support the next generation of chefs and foodservice professionals as a sponsor of the CIA Leadership Awards. On a personal level, I’m a graduate of the CIA, so I know how important this program is. I’m thrilled to be able to give back to the community that helped guide me to where I am today.”

Mark Garcia  ’91, CEC  
Director, Food Service Marketing and Culinary Development  
Avocados From Mexico

SUPPORT LEVELS

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ALUMNI NETWORKING RECEPTIONS

AN OPPORTUNITY TO ENGAGE WITH THE CULINARY LEADERS OF TODAY...AND TOMORROW

CIA alumni are involved in every aspect of the culinary world—from cooking and baking to research and product development. They excel at hospitality and know all about wine. This sponsorship opportunity allows your company to develop relationships with up-and-coming chefs and established food and beverage leaders. Your product or service can be showcased in many different ways, depending on your sponsorship level.

CIA staff will secure a host location for each event. Most of the receptions are two hours long, and some coincide with industry shows and conferences such as the National Restaurant Association Show in Chicago, The Hotel Experience Show in New York, and the annual Paella Cook-off in San Antonio. The biggest event of the year is a full day of receptions, educational programming, and other networking events during CIA Homecoming held on the Hyde Park campus. The annual Run for Your Knives™ 5K Walk/Run held that day raises additional funds for student scholarships.

WHO WILL BE THERE
The numbers can range from 60–600, depending on the venue. Attendees include everyone from recent graduates in search of mentors to alumni with decades of experience dedicated to their craft. Members of the CIA Leadership team often attend, as do members of the CIA Board of Trustees, CIA Society of Fellows, and our prestigious Alumni Council.

BENEFITS
All sponsors will receive at least one pass to the reception they are sponsoring; more depending on the sponsorship level. Other benefits include recognition on the CIA Alumni Network website, in e-mail promotions, and on other signage.

“I have been an avid supporter of The Culinary Institute of America through the years. The CIA continues to shape the chefs of the future while collaborating with the luminaries of the industry today. It was both an honor and pleasure to partner with their team during our grand opening festivities at Hestan Commercial last February.”

Stanley Cheng
Founder, Hestan Commercial

“Hosting alumni showcases our operation and helps draw in new talent. We brought current students in as well so that they could be exposed to a part of the industry that they may not be familiar with, and have the opportunity to speak with seasoned operators and area alumni.”

Andrew Economon ’85
Vice President of Hospitality, Harrah’s Philadelphia
THE SOCIETY OF FELLOWS

BECOME INVOLVED IN
ALL THE CIA HAS TO OFFER

The Society of Fellows is made up of the CIA’s closest circle of friends, including more than 250 food and wine enthusiasts and business professionals from around the country. The group includes presidents and CEOs, foodservice professionals, manufacturers, corporate chefs, doctors, lawyers, educators, restaurateurs, and others. Among the celebrity chef members are Daniel Boulud (New York), Jerome Bocuse ’92 (Florida), Maneet Chauhan ’00 (Tennessee), and Rick Moonen ’78 (Nevada).

Fellows strengthen the quality and culture of the CIA by celebrating their passion for the pleasures of the table, camaraderie, and creativity, as well as their philanthropy. The yearly gift of $2,500 is tax deductible. Five-year commitments include a Marriott Pavilion seat (see page 11).

During three annual meetings held in conjunction with the Board of Trustees meetings, Fellows can take part in seminars with those who are providing the impetus for social change in health and wellness, childhood nutrition, school food programs, world flavors, food ethics, and sustainability. Or they can participate in a culinary skills or business class with one of the CIA expert faculty members. The Fellows program is tailored to meet the interests of this VIP group.

The involvement of the Society of Fellows makes a tangible impact on CIA students, academic programming, and the future of the foodservice industry.

BENEFITS

There are many benefits to becoming a Fellow, from special events and dinners with the Board of Trustees to discounts on culinary Boot Camps and priority access to the services of CIA Consulting. But the mentoring opportunities and the satisfaction that comes from helping students achieve their dreams provide incalculable benefits that resonate for years to come.

“As a Fellow, you proudly become a valued advocate for the younger generations of chefs. You also have an immeasurable opportunity to access the prominent leaders of the CIA and to be part of a larger family of chefs and other culinary and hospitality professionals who share ideas and contribute in a meaningful way to the future of the food and cooking industry in America.”

Daniel Boulud
Chef/Owner, The Dinex Group

“Becoming a Fellow is about commitment to our industry and to our future culinary leaders. And, whether you are looking for a pure ROI spend or personal energy and fulfillment, this will be your easiest and most rewarding decision.”

Larry Oberkfell
President and CEO, International Foodservice Manufacturers Association (IFMA)

“Being a Fellow has only deepened my love for the CIA. It is profoundly rewarding to know we are having a direct impact on the students and their education… I was once where they are now so it means the world to me. Additionally, through the enlightening seminars and entertaining meetings I am able to stay in touch with friends and colleagues.”

Maneet Chauhan ’00
Executive chef, Restaurateur, Author, TV Personality

SUPPORT LEVELS

Annual Gift $2,500
100 percent tax deductible

“Being a Fellow has only deepened my love for the CIA. It is profoundly rewarding to know we are having a direct impact on the students and their education… I was once where they are now so it means the world to me. Additionally, through the enlightening seminars and entertaining meetings I am able to stay in touch with friends and colleagues.”

Maneet Chauhan ’00
Executive chef, Restaurateur, Author, TV Personality
STRATEGIC INITIATIVES
When you partner with the CIA, you open up opportunities for unparalleled access to industry leaders, innovative thinkers, and the foodservice decision-makers of today and tomorrow.

The following pages present an overview of the ways in which you can support CIA conferences, retreats, industry collaboratives, and other leadership initiatives. Under the direction of CIA Vice President for Strategic Initiatives Greg Drescher, the calendar of leadership initiatives offered by the college has grown to include a dozen programs that focus on world cuisines and cultures, flavor development, health and wellness, sustainability, design, technology, and behavior. We work with other leading academic institutions to ensure the newest, best, and most relevant information is presented on a range of specialized and technical issues and topics. Our partners include Harvard T. H. Chan School of Public Health, the MIT Media Lab, Stanford University, and the University of California, Davis.

CONFERENCES, RETREATS, AND EVENTS

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WORLDS OF HEALTHY FLAVORS

BRINGING TOGETHER THE BEST OF WORLD COOKING TRADITIONS AND THE LATEST IN NUTRITION RESEARCH

Co-presented by The Culinary Institute of America and Harvard T.H. Chan School of Public Health, Department of Nutrition

JANUARY 17–19, 2017
CIA AT GREYSTONE

13th Annual Invitational Leadership Retreat for Chain Restaurants, Supermarkets, and Volume Foodservice
ciaprochef.com/wohf  •  #CIAWOHF

This one-of-a-kind leadership retreat presented by the CIA and Harvard T.H. Chan School of Public Health brings together the best of the world’s cooking traditions, American innovation, and nutrition research to explore the next generation of healthy menu R&D strategies for volume foodservice.

The objective of this gathering is to develop practical ways to provide consumers with healthy, flavorful, and appealing menu choices while helping organizations craft successful business models that promote nutritious food choices and healthy bottom lines.

WHO WILL BE THERE

30–35 invited volume foodservice menu decision-makers from top chains, supermarkets, and other high-volume operations, along with top nutrition research scientists, culinary nutrition professionals, world cuisine experts, leading corporate chefs of multi-unit foodservice operations, and other leading menu influencers.

“Sponsorship of CIA initiatives pays dividends to our triple bottom line. Engagement with the CIA embeds us in high-level conversations that help keep our company’s focus and product offerings relevant. As a business we are equal and valued partners alongside chefs, academics, schools, colleges, and other business leaders working together for a more sustainable, equitable, nutritious, and delicious food system. Plus, the CIA is chock-full of wonderful people to work with who are professional, fun, and know how to set the table for authentic and meaningful conversation.”

Rod Friesen
President, Truitt Family Foods
Healthy Kitchens, Healthy Lives is a collaboration between two leading institutions—the CIA and Harvard T.H. Chan School of Public Health. The conference is designed to provide participants with the latest scientific findings about diet and nutrition, combined with flavor strategies from world cuisines that increase the appeal of meals prepared with healthful ingredients.

During this four-day annual event, health professionals from around the world participate in nutrition and health research seminars led by some of Harvard’s most influential scientists and other leading nutrition experts, as well as hands-on cooking workshops with CIA culinary, baking, beverage, and culinary nutrition leaders.

The goal is for attendees to take what they learn and incorporate it into their own lives, enabling them to become effective role models for change with their families, colleagues, patients, organizations, and communities.

WHO WILL BE THERE
Approximately 400 physicians, registered dietitians, and other healthcare professionals; hospital, insurance, and other health care executives; and healthcare foodservice directors and executive chefs.

“The National Peanut Board is a proud exhibitor at Healthy Kitchens, Healthy Lives, where health and wellness share center stage with delicious food; and doctors learn from chefs. What makes the conference so special is the opportunity for exhibitors to connect with health professionals who really care about helping their patients learn how to live healthier lives by making better food choices.”

Ryan Lepicier
Senior Vice President, Marketing and Communications
National Peanut Board
The concept of teaching kitchens in hospitals and other institutions has been a topic—and aspirational goal—of the Healthy Kitchens, Healthy Lives conference initiative since it began in 2007. Over the years, the CIA and Harvard T.H. Chan School of Public Health noticed a growing interest in integrating culinary literacy and healthcare delivery, resulting in the Teaching Kitchen Collaborative.

At present, each organization’s teaching kitchen is being designed, funded, implemented, and piloted largely in isolation. The collaborative is bringing together early adopters in order to learn about one another’s facilities and programs, to outline “best practices” for the reproducibility and scalability of these emerging programs, and to explore the creation of a research network to support their evolution and evaluation across various populations and settings.

The collaborative was launched with philanthropic support from The Sampson Foundation and the Peter Alfond Foundation, in addition to the Meshewa Farm Foundation. Additional corporate support is provided by three member-grantors, including Barilla/Barilla Center for Food & Nutrition Foundation, Compass Group of North America, and Google, Inc. Support from other foundations and companies is welcome.

**WHO WILL BE THERE**

Representatives from 25 thought-leading organizations, including hospitals, universities, senior living centers, and community organizations. In-person meetings are held twice a year, and regular communication is facilitated through an internal web platform as a vehicle for networking, resource sharing, research updates, and project collaborations year-round.
As diners seek higher-quality ingredients, authentic world flavors, and new dining concepts, and restaurateurs look to answer ever-changing customer demands and concerns, we in the foodservice industry must be prepared to challenge and delight their minds and palates as never before. The Greystone Flavor Summit is an in-depth exploration of the art and science of flavor and of all the nuances of the food and beverage sectors of the hospitality industry that take participants to the frontiers of tomorrow’s dining experience.

Capitalizing on the unparalleled flavor discovery experience at the CIA at Greystone, invited participants explore menu, service, beverage, marketing, operational, and design trends pertinent to upper-tier volume foodservice and fine dining. The summit includes general sessions, seminars, tastings, and special meals that explore a variety of core flavor themes.

WHO WILL BE THERE
35-40 invited food and beverage executives, foodservice menu decision-makers, and chefs and pastry chefs from high-volume hotel, casino, cruise line, and resort operations. In addition to this core audience, the retreat features, as presenters, leading experts who include chefs and pastry chefs; restaurateurs and hoteliers; wine, spirits, and other beverage authorities; consumer insight specialists; hospitality executives and consultants; marketing and communications professionals; and more.

“The Flavor Summit is an opportunity to collaborate with industry leaders and key suppliers to drive innovation in hospitality. The CIA creates a thought-provoking and dynamic program with imaginative events showcasing evolving food and beverage trends.”

Chrissy Gamble
Director of Operations,
Four Seasons Hotels and Resorts
What better way to make new connections and to do business than while discussing the inspiration provided by dozens of guest chefs from across the country and around the globe? Since Worlds of Flavor began in 1998, it has presented nearly 500 chefs, culinary innovators, and food writers from 36 countries and all over the United States.

Mix business with pleasure during music-, dance-, and food-filled world marketplace tastings and outdoor demonstrations in our live-fire kitchen. Some sponsorship levels include opportunities for your product representative to have a place in one of the workshops in our 15,000-square-foot teaching kitchen.

Now in its 19th year, Worlds of Flavor continues to attract top talent from around the globe, kick-start the latest food and flavor trends, and inspire an audience of 600+ culinary professional with innovative tastes and intricate techniques. They enjoy springtime in the Napa Valley as new life begins in the vines and a new level of excitement comes to the stage at the CIA’s historic Greystone campus.
WORLD FLAVORS: CASUAL BY DESIGN

APRIL 26–28, 2017
CIA AT GREYSTONE

19th Worlds of Flavor International Conference & Festival
worldsofflavor.com • #CIAWOF

Fast casual, upscale casual, street food and food hall casual, world casual, quality casual in food trucks, supermarkets, and home delivery services—in the aggregate, casual food and state-of-the-art casual dining are igniting the passions of both consumers and professionals with a focus on freshness, flavor discovery, and food ethics.

As Americans have become more food savvy and adventurous, and more exposed to a wider world of food through television and digital media (and trained on what to like by our most accomplished chefs), this has driven a democratization of food quality the likes of which we have never seen before.

In many cases the best of these new, modern, fresh casual concepts are being launched by the same chefs who have already distinguished themselves with award-winning, upscale restaurants. For many chefs, especially young disruptors, accessibility and scale are replacing exclusivity and acclaim from elite food critics as business strategies.

However, high-quality food in more casual settings usually means lower price points and new challenges—as well as opportunities—with budgets. Success leverages the intersection of design thinking, culinary insight, and, increasingly, a deep understanding of the values and aspirations of Millennials and other generations.

Our 19th Annual Worlds of Flavor International Conference & Festival will take an in-depth look at this rapidly changing landscape shaped by the public’s embrace of world cuisines from Asia to the Mediterranean and Latin America; lifestyles that balance indulgence with commitments to health and sustainability; and a driving interest in connectivity and community—all wrapped up in a relaxed, fun, and casual ethos. Join us April 26–28, 2017 for the next edition of this influential conference series that has fueled countless waves of innovation in our industry.

WHO WILL BE THERE

More than 600 leading chefs and other top foodservice executives and professionals, such as corporate and executive chefs and other foodservice menu decision-makers from top chains, universities, hotels, and other high-volume and multi-unit operations. Attendees also include representatives from consumer and trade media.

SUPPORT LEVELS

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“It’s hard to imagine a gathering of chefs and other culinary types more exhilarating and productive than Worlds of Flavor! Being a media sponsor has allowed us to tap into the conference’s world-class content and educate our audience on top flavor trends.”

Greg Sanders
Group Publisher, Food News Media,
QSR magazine, FSR magazine
Americans—and Millennials in particular—have never been more engaged with discovery around food, flavor, and food issues. Just as these changes are driving rapid shifts of business models and culinary strategies in restaurants, so too are they altering the landscape of foodservice at retail—from supermarkets and specialty grocery stores to C-stores and department stores.

At the center of the retail foodservice world are the chefs who are asked to be guarantors of good taste, guides to culinary adventure, and often trusted partners in making the right decisions on health and sustainability. The new Appetites + Innovation national leadership collaborative aims to accelerate innovation in this sector, incubating long-range projects for change around key culinary-centric issues and imperatives, and facilitating dialogue among the sector’s business leadership.

**WHO WILL BE THERE**

An invited group of 30–35 senior culinary and business leaders in all sectors of retail foodservice participate in the collaborative through committees and calls throughout the year, and meet annually to report on progress and share learnings.

“You want to have chef-driven prepared foods and healthy, next-generation flavors that deliver on customer appetites and margin growth? Build a culinary culture within the retail walls and corporate offices of supermarket companies, and the rest will fall into place.”

*Steven Petusevsky ’77*
Chef, author, and culinary consultant; Chairman of Appetites + Innovation
HEALTHY MENUS R&D COLLABORATIVE

A HIGH-VOLUME FOODSERVICE LEADER-SUPPLIER PARTNERSHIP
DESIGNED TO ACCELERATE RESEARCH AND INNOVATION AROUND KEY HEALTH IMPERATIVES

JANUARY 19–20, 2017
CIA AT GREYSTONE

JUNE 20, 2017
CIA HYDE PARK

ciahealthymenus.com • #CIAHMC

The Culinary Institute of America has long been a leader in bringing innovative, compelling healthy menu solutions to the foodservice industry through conferences, leadership retreats, and digital media initiatives.

The CIA Healthy Menus R&D Collaborative is a dynamic initiative focused on critical health and wellness imperatives and opportunities, including sodium reduction, increasing use of fruits and vegetables, improving carbohydrate quality, strategic calorie design, and, most recently, improving protein quality.

Healthy Menus R&D Collaborative operator members include representatives from top chain restaurants, contract foodservice operations, and campus dining. The members are taking lessons from CIA health and wellness programs, sharing success stories, addressing challenges, and working together to “roll up their sleeves” and craft highly targeted, sector-specific, practical solutions that significantly contribute toward expanding healthy menu choices within the volume foodservice industry.

WHO WILL BE THERE
An invited group of 35–40 operator members participate in the collaborative through working groups and all-member conference calls, while 20–25 operator members join us for each biannual meeting.

“The Mushroom Council was instrumental in collaborating with the CIA to launch the Healthy Menus R&D Collaborative. We’ve been gratified to support it as its lead sponsor, and work alongside influential corporate chefs at the top American chains who are developing specific, practical strategies that advance healthier food choices. But it has been the larger relationship with the CIA that we value the most, because it helps spark important innovation that will give chefs and operators new, ‘craveable’ plant-based solutions to share with customers.”

Bart Minor
President, Mushroom Council
What if leaders in the culinary arts, business, public health, and environmental sciences all worked together to develop business-friendly solutions to today’s most pressing social and environmental concerns? Among others, concerns such as:

- Obesity, diabetes, and healthcare costs
- The sourcing and production of food
- Feeding an additional two billion people by 2050, as global resources decline

**Menus of Change: The Business of Healthy, Sustainable, Delicious Food Choices** is a ground-breaking initiative from The Culinary Institute of America and Harvard T.H. Chan School of Public Health that examines these key issues. Launched in 2012, the initiative aims to create a world-class network of collaboration among America’s most talented chefs, nutrition and environmental scientists, farm and fisheries experts, foodservice executives, and policy makers.

We invite you to read our Menus of Change annual reports that are available on menusofchange.org. Two of the most important components of the reports are the Principles of Healthy, Sustainable Menus, which provide guidance for the foodservice industry, and the Menus of Change State of the Plate Dashboard, which provides a snapshot of the food industry’s progress from year to year in improving nutrition and sustainability.
Menus of Change: The Business of Healthy, Sustainable, Delicious Food Choices works to create a long-term, practical vision for the integration of optimal nutrition and public health, environmental stewardship and restoration, and social responsibility within the foodservice sector and beyond.

The initiative includes an annual leadership summit and report that offer guidance around new menu concepts and business strategies, as well as models to support innovation and entrepreneurship in the foodservice industry.

As we move further into the 21st century, chefs and culinary leaders are poised to assume a larger, more pivotal role in integrating key imperatives of taste, health, the environment, and business. Attendees of the annual Menus of Change leadership summit explore the future of the foodservice industry and gain the knowledge and skills necessary to succeed at a time when the industry is being shaped by social and environmental concerns paired with consumers’ increasing interest in how food is produced and where it comes from.

Who Will Be There

The summit welcomes an audience of more than 400 at the Marriott Pavilion on the New York campus. They include chefs and culinary leaders, F&B executives from all sectors of the foodservice industry; executives in social responsibility, nutrition, sustainability, marketing, and strategy; leaders from academic institutions, government agencies, and foundations; scientific and technical experts; and media.

“Menus of Change and the CIA inspired our chefs and dietitians to look at menuing with fresh eyes. We learned first-hand from our industry’s most knowledgeable leaders how our actions can benefit the environment, drive sustainability, and influence the future of menu engineering. The beautiful CIA campus is a perfect setting for networking, learning, and collaboration. You will leave prepared to take action and inspired to incorporate the MOC principles into your everyday operations.”

Christine Seitz
Vice President of Culinary Business Excellence, Compass Group USA
Today’s consumers crave more flavor, demand more variety, and are ever more mindful about how the food they put on their tables is produced. Faced with these and other developments, growers and foodservice businesses must be informed on the issues and innovative with their menus and procurement in order to succeed.

At Flavor, Quality & American Menus, the CIA and the University of California, Davis bring together leaders in agriculture, food and beverage production, and foodservice to share ideas and educate each other on opportunities and challenges facing their respective sectors. This annual forum is designed to stimulate new thinking that anticipates future changes and addresses the palates of Millennials and Generation Z.

Included in the three-day retreat is an inspiring half-day field trip to local Napa Valley farms, as well as an exciting half-day market basket session in the world-famous CIA teaching kitchens, which allows chefs and sponsors to work hands-on in teams using sponsor products to tackle menu challenges.

**WHO WILL BE THERE**

30–35 invited corporate and executive chefs and other foodservice menu decision-makers from top and emerging chains, colleges and universities, and supermarket foodservice operators.

“We enjoy working with The Culinary Institute of America and having the opportunity to collaborate one-on-one with many of the country’s top foodservice operators. By working together, we have made great strides to help increase produce consumption and create healthier options for today’s consumers.”

Kyla Oberman
Director of Marketing
Naturipe Farms LLC
MENUS OF CHANGE UNIVERSITY RESEARCH COLLABORATIVE

ADVANCING RESEARCH AND EDUCATION IN SUPPORT OF CULINARY-CENTRIC, EVIDENCE-BASED FOOD SYSTEMS INNOVATION WITHIN AND BEYOND UNIVERSITIES

Co-presented by The Culinary Institute of America and Stanford University

OCTOBER 9–10, 2017
UNIVERSITY OF CALIFORNIA, LOS ANGELES
moccollaborative.org • #MCURC

The Menus of Change University Research Collaborative (MCURC) was founded by the CIA and Stanford University to create a culture of sharing and innovation within and among colleges and universities that use the Menus of Change principles in their campus dining operations. MCURC members are developing a synergistic network of university-based scholars, administrators, foodservice business leaders, and executive chefs to explore critical food issues and to share research findings with colleagues. The interdisciplinary strengths of the collaborative address the critical roles that culinary arts, menu language and design, ingredient sources, and behavioral economics can play in fostering healthier, more sustainable food choices.

Leveraging the unique position of universities to advance lifelong food choices among students—who will soon be adult decision-makers—this collaborative focuses on accelerating efforts to move Americans toward healthier, more sustainable, plant-forward diets.

WHO WILL BE THERE
The 118 members representing 41 institutions meet annually to move research projects and educational resources forward, and to evaluate a matrix of hypotheses on how best to implement the Menus of Change Principles of Healthy, Sustainable Menus throughout campus dining operations.

“"This groundbreaking new enterprise will give us critical insights into nutrition and wellness and shape the way universities engage with growers, suppliers, and manufacturers.”

Shirley Everett
Senior Associate Vice Provost for Stanford University Residential and Dining Enterprises
We are in the midst of a major revolution in food—one powered by information technology and simultaneously shaped by our conflicted attitudes towards technology in general. Driven by consumers—in concert with innovative food industry leaders, visionary chefs, growers, entrepreneurs, scholars, scientists, behavioral economists, and designers—this accelerating movement of ideas aims to create a business landscape in which healthy, sustainable, higher quality, and more engaging food experiences can thrive.

At the fourth annual reThink Food, The Culinary Institute of America and the MIT Media Lab will again bring together a diverse group of thought leaders and innovators at the intersection of technology, behavior, design, and food. Our mission: to explore how areas such as big data, social networking, mobile computing, behavioral economics, marketing, neuroscience, agriculture, and culinary insight and strategy are radically changing food markets, systems, and our understanding of consumer choices.

WHO WILL BE THERE
reThink Food is a unique opportunity to gather food industry leaders, chefs, culinary experts, technologists, designers, marketers, scientists, and innovators in related industries. More than 300 business executives, culinary professionals, and academics will be welcomed.

“On a human level, we are beginning to understand how taste works, and shedding light on the multi-sensory activity of eating. Collaborating with The Culinary Institute of America, the MIT Media Lab looks forward to bringing its unique research to the rich traditions and the remarkable future of how, and what, we eat.”

Joi Ito
Director, MIT Media Lab
 HEALTHY KIDS COLLABORATIVE
A NATIONAL INITIATIVE TO ADVANCE CULINARY-DRIVEN, HEALTHY, FLAVORFUL FOODS FOR KIDS

DECEMBER 5–7, 2017
CIA AT COPIA

SUPPORT LEVELS

Premier Corporate Member  $25,000
Associate Corporate Member $15,000

Food and nutrition issues impact the health of America’s children and youth, and are some of the most pressing public health challenges of our time. While the dynamics of these challenges are often complicated, one significant subset of these concerns—the creation and promotion of healthier foods and foodservice in our nation’s K-12 schools—provides multiple opportunities for immediate, focused, culinary-centric innovation.

For five years, the CIA hosted the Healthy Flavors, Healthy Kids National Leadership Summit at our Texas campus. With the benefit of learnings from this program series, the CIA has transitioned much of the work in this sector into a leadership collaborative to support faster change and a greater focus on culinary R&D.

The CIA Healthy Kids Collaborative is a year-round invitational initiative designed to both accelerate innovation and deepen technical and professional expertise in K-12 school foodservice. The collaborative is capped by an annual leadership gathering designed to review progress in relation to standards, explore flavor strategies and critical techniques, share menu insights, discuss challenges, highlight success stories and best practices, and co-develop training protocols. The inaugural work groups will explore the school nutrition environment, flavor development, culinary staff training and education, food and nutrition quality, and produce acceptance and consumption.

The Healthy Kids Collaborative membership is an invited group of school nutrition leaders, including directors and chefs from large and small districts around the country, in addition to the top foodservice management companies. They will work together on practical strategies and solutions to broaden the reach of our initiative, and significantly contribute toward expanding delicious, healthy menu choices (and acceptance) within K-12 school foodservice. The Healthy Kids Collaborative leverages lessons learned from other CIA health and wellness programs, including other CIA health-focused leadership collaboratives.

WHO WILL BE THERE
An invited group of 35–40 K-12 school nutrition leaders participate in the collaborative through working groups, the annual meeting, and periodic conference calls.

“On behalf of USDA, I would like to express my gratitude for the ongoing leadership and support from The Culinary Institute of America toward our shared commitment to healthier meals for our nation’s children. The Healthy Kids initiative has enhanced the role of chefs, helping them to become agents of change in the school cafeteria, mentors for school foodservice staff, and role models for students.”

Dr. Katie Wilson, SNS
Deputy Under Secretary
United States Department of Agriculture
Food, Nutrition and Consumer Services
The Culinary Institute of America is known for the quality of its educational offerings and faculty, its restaurants and alumni, and its leadership conferences and retreats. But more and more, corporations are turning to the CIA for other services, too.

With more than 170 chef-instructors, culinary visionaries, and entrepreneurs on our campuses, it is no surprise that restaurateurs and manufacturers would look to the CIA for expert advice. The CIA Consulting division was created to answer this need. Our team can help drive innovation, growth, and profitability by assisting you with product development or menu enhancement.

Technology has progressed at an amazing rate over the last few years, and our Digital Media team has kept up with the pace—integrating all manner of web-based innovations and video capabilities to help you tell your story with beautiful imagery, creative content, and recipes that fit any season or seasoning.

And our Center for Career and Academic Advising provides many ways for you to discover the dedication and determination of our students and alumni though ongoing recruitment programs and special career day fairs.

Please review the following pages to see what CIA Services can do for you!

SERVICES

Digital Media 40
CIA Consulting 42
CIA Center for Career and Academic Advising 44
CIA Publishing 45
DIGITAL MEDIA: CONTENT DEVELOPMENT AND MARKETING PROGRAMS

Using cutting-edge technology, The Culinary Institute of America’s Digital Media Division offers a wide range of digital programming for educational and promotional campaigns—from streaming video and website development, to webcasting and social media, to online courses and product promotion.

“The CIA ADVANTAGE
Our work is customized to your requirements and goals, so you can be sure that the end result meets your very specific needs. We’d be happy to discuss opportunities and to share our client list with you. Please contact us with any questions.

Video Production
Whether your content is filmed on-site in any of the CIA’s professional kitchens or off-site at a location of your choice, the CIA’s video production team uses broadcast-quality HD equipment.

Educational Content and Recipe Development
Our staff of 170+ instructors on four campuses can assist not only with recipe development, but also with guidance in generating engaging and educational content.

Reporting
We provide quarterly reporting analytics to track the success of your program.

Promotional Outlets
We have diverse outlets for the promotion of your project:

• The CIA e-mail database includes more than 35,000 culinary professionals, 49,000 CIA alumni, and 100,000 consumer food and wine enthusiasts.
• Our social media reach, through Twitter, Facebook, Instagram, PodBean, and more, totals nearly 250,000 followers. Our YouTube channel has logged more than 5 million views.
• The CIA’s daily ProChef® SmartBrief newsletter has 50,000 subscribers.

“When USA Rice Federation stepped up its efforts to inform and educate chefs about the U.S. rice industry and the benefits of using rice in foodservice, we turned to The Culinary Institute of America. It has been a pleasure collaborating with the CIA’s team of professionals and we have received excellent feedback on The Professional Chef Discovery Series on U.S. rice.”

Judy Rusignuolo
Director, National Consumer Education & Foodservice Marketing
USA Rice Federation

Maximize Meals with MUSHRO...
New Recipes & Videos with California Almonds
SMALL PLATES
BIG IMPACT

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FOR PROMOTION, EDUCATION, OR BOTH

The CIA will help you educate your employees, your customers, or the public about your region, the proper use of your product, or the extent of your services. We’ll tell your story with inviting visuals that drive and maximize engagement.

Our award-winning online training programs can include streaming video, full interactive online courses, demonstrations with your products, and a host of other teaching tools.

Whether you represent a product, service, or culinary tourist destination, we can deliver your message through your website or ours. Our videographers and photographers provide exquisite images that we pair with captivating content from our writers and recipe developers.

To learn more about all the options available for working with the CIA, please visit the Digital Media section of ciaprochef.com. Take a look at some examples of our work:

- The James Beard Award-winning World Culinary Arts Video Series: www.ciaprochef.com/WCA
- Website development: www.worldsofflavorspain.com
- The Professional Chef Discovery Series for culinary professionals: http://www.ciaprochef.com/eggs
- Webcasting: www.re-thinkfood.org/multimedia/webcast
- Podcasts: www.cia.podbean.com

“IT’S BEEN SUCH A PLEASURE TO WORK WITH THE DIGITAL TEAM AT THE CULINARY INSTITUTE OF AMERICA. THEY ARE ALWAYS FORGING NEW GROUND AND COMING UP WITH GREAT IDEAS FOR PROMOTING OUR CLIENTS’ CONTENT. YEAR AFTER YEAR, THEY HAVE TURNED IN TERRIFIC RESULTS TO ELEVATE OUR PROGRAMS.”

Shelley Roth
Senior Vice President, Ketchum Food B2B

John Barkley
Director of Digital Media
707-967-2405
j_barkle@culinary.edu

Claudia Ramer
Digital Media Manager
707-967-2509
c_ramer@culinary.edu

PROJECT LEVELS

<table>
<thead>
<tr>
<th>Service</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional Chef</td>
<td>From $70,000</td>
</tr>
<tr>
<td>Discovery Series</td>
<td></td>
</tr>
<tr>
<td>Custom Development</td>
<td>From $35,000</td>
</tr>
<tr>
<td>Packages</td>
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</tr>
<tr>
<td>App and DVD Development</td>
<td>From $30,000</td>
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<tr>
<td>Packages</td>
<td></td>
</tr>
<tr>
<td>Event Webcasting</td>
<td>Please inquire</td>
</tr>
<tr>
<td>Packages</td>
<td></td>
</tr>
<tr>
<td>Webcast</td>
<td>From $25,000</td>
</tr>
<tr>
<td>Packaging</td>
<td></td>
</tr>
</tbody>
</table>
CIA CONSULTING

As the world’s premier culinary college, we know food. For seven decades, The Culinary Institute of America has inspired excellence throughout the food world through our undergraduate and professional training. CIA Consulting can help you apply that intelligence towards your own business goals.

CONVERTING INTELLIGENCE INTO REALITY

We harness the expertise of our consulting staff plus the diverse experience of more than 200 culinary, service, operations, financial, science, and nutrition faculty. What’s more, through CIA Consulting you tap into the college’s knowledge base that includes years of collaboration with industry leaders in these key areas:

• Professional Excellence and Innovation
• Health and Wellness
• World Cuisines and Cultures
• Sustainability and Food Ethics

EDUCATION & DEVELOPMENT

Since 2002, CIA Consulting has been a trusted resource. Just let us know what you need!

Commitment to lifelong learning is a hallmark of successful people and organizations. As the world’s premier culinary college, we have the tools, techniques, and know-how to customize learning experiences for your staff or your customers. We can blend hands-on experiential exercises with guided tastings and demos, provide distance learning, or enable your organization to become the information expert using webinars, podcasts, or any of dozens of education options.

Ask about our new custom content services!

“Our Culinary Enrichment and Innovation Program (CEIP) with the CIA, now in its seventh year, produces lifetime connections with our key customers—including product trial and feedback.”

Bill Dion
Product Innovation Team Leader
Hormel Foods

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INNOVATION & APPLICATION

Innovation takes an expert blend of both art and science. At the heart of which is process collaboration. We’ll help your team move through a process instead of forcing a process to move through your team. Broad steps include everything from ideation to gold-standard development.

Here are just a few of the areas in which we can help you spice up your innovative spirit:

• Product R&D and assessment
• Menu and recipe development
• Sensory evaluation
• Choice architecture

OPERATIONS & IMPLEMENTATION

CIA Consulting first seeks to understand your particular strategy, goals, culture, and processes so execution won’t lag behind strategy, and adjustments aren’t needed following rollout. We use a proprietary matrix of critical control points to map and measure executional paths such as:

• Sourcing
• Training
• Workflow and systems
• Concept conversion
• Service
• Safety
• Facilities design and equipment
• Third party relationships

CIA Consulting is focused on providing practical and market-targeted results for

• Commercial, non-commercial, and retail food operators
• Manufacturers and agencies
• Commodity boards
• Distributors
• Associations
• Public agencies and NGOs

We will be your partner in designing custom solutions.

Visit CIAConsulting.org for more details or contact:

Scott Allmendinger
Director, CIA Consulting
845-905-4405
sc_allme@culinary.edu

Brad Barnes ’87, CMC
Director, CIA Consulting and Industry Programs
845-451-1613
b_barnes@culinary.edu

David Kamen ’88, PCIII, MBA, CHE
Project Manager
845-451-1386
d_kamen@culinary.edu
HELPING OUR STUDENTS SUCCEED THROUGHOUT THEIR PROFESSIONAL LIVES

With our offerings of two associate degrees and bachelor’s programs in food business management, culinary science, and applied food studies, our graduates are poised for any challenge. They receive expert training from the CIA’s award-winning faculty and rigorous real-world experience in student-staffed restaurants as part of the curriculum. The Center for Career and Academic Advising is dedicated to supporting the quality, dedication, and professionalism of our entire student body.

WAYS TO ENGAGE:

• Career Fairs are held at the New York campus, and Career Networking Days are offered at our Texas and California campuses. They provide opportunities for meeting, interviewing, and hiring current CIA students, as well as alumni who are seeking new opportunities.

• On-campus recruiting programs allow you to spend a day at the New York campus to present information sessions and conduct interviews with interested students and alumni.

• Your company may become an approved externship venue. By hosting CIA students during their mandatory 15-week externship, you not only give them valuable experience, but you can also discover the advantages of hiring CIA-trained chefs.

• A free online recruiting service is available for you to advertise open positions directly to our students.

For additional information about these opportunities and more, please contact us at careers@culinary.edu.

“The CIA is our premier culinary college in America. That’s evident from the quality of CIA graduates we hire in our restaurants. And CIA alumni will certainly continue to have an impact on our industry.”

Thomas Keller
CIA Trustee and chef/owner of the French Laundry, Per Se, Bouchon, Bouchon bakery, and Ad Hoc
From textbooks for our students to cookbooks for food enthusiasts; partnerships with The Great Courses videos and SmartBriefs B2B news service, CIA Publishing develops or oversees several avenues for bringing the college’s recipe collections and industry news to broad audiences.

*The Professional Chef* is used as a culinary textbook on the CIA campuses and around the world. It has been translated into Portuguese, Greek, Korean, and several other languages. *Exploring Wine*, now in its third edition, is the core text for the CIA’s mandatory wine course for the associate degree. It is the text of choice for more than 20 colleges and professional wine courses around the country. New titles in 2016 mirror some of today’s food issues and include—*Cooking for Special Diets and Baking for Special Diets*, as well as always popular subjects like *Professional Baking* and *Catering*.

SmartBrief is a leading digital B2B media company. By combining technology and editorial expertise, it delivers relevant industry news to senior executives and thought leaders. Four different editions are published for the CIA. ProChef SmartBrief and the CIA Wine & Beverages Edition are published daily; The Food Business School SmartBrief is weekly, and Latin Cuisines SmartBrief is monthly. Advertising and special editions of the CIA SmartBriefs can be purchased for promotional opportunities for your brands. Contact CIA Advancement officers or Consulting staff for details.

In partnership with The Great Courses, The *Everyday Gourmet* series features CIA chefs who teach culinary fundamentals in a combination lecture and demonstration. Some of the new videos for 2016 include *Making Healthy Food Taste Great*, *How to Master Outdoor Cooking* and the *Joy of Mediterranean Cooking*. 
## PARTNERS AND DONORS

We are deeply grateful to the many organizations that support the CIA and our students by funding scholarships and research, sponsoring industry leadership programs, working with us to create digital media projects, and providing gift-in-kind donations. This support enhances the educational experience for our students and helps us bring innovation and thought leadership to the industry. Some of our partners include:

| 3D Systems | The Charmer Sunbelt Group |
| 6SensorLabs | Chefs Feed |
| ACH Food Companies, Inc. | Chef Works Custom Chef Apparel |
| Alaska Seafood Marketing Institute | C.H. Guenther & Son, Inc. |
| Almond Board of California | Chilean Fresh Fruit Association |
| American Egg Board/Egg Nutrition Center | Chipotle Cultivate Foundation |
| AnSul | Chipotle Mexican Grill, Inc. |
| Anton Family Foundation | Chobani, Inc. |
| Applegate Farms | Chris Coffee |
| Aramark Corporation | C.H. Robinson |
| Ardent Mills | Church Brothers |
| aT Korea | CJ |
| Avocados From Mexico | Cobblestone Catering/The Snyder Family Foundation |
| B&W Quality Growers | Colavita USA, Inc. |
| Baldor Specialty Foods | Compass Group, The Americas |
| Banfi Vintners | ConAgra Foods, Inc. |
| The Banfi Vintners Foundation | Cooper-Atkins |
| Barilla America, Inc. | Costa Fruit & Produce |
| Barry-Callebaut USA, LLC | Counter Culture Coffee |
| Bejo Seeds | Cres Cor |
| Big Cricket Farms | Cuisinart |
| Bigelow Teas | Culinary Sales Support |
| Bimbo Bakeries | Custom Culinary |
| Blue Diamond Almond Growers | Daiya |
| Blueprint | D’Arrigo Brothers |
| Bob’s Red Mill | Davidson's Choice Safest Eggs |
| Boggiauto Produce, Inc. | Daymon Worldwide |
| Boiron Frères S.A. | Delaware North Companies, Inc. |
| Breakthru Beverage Group | The Dinex Group/Daniel Boulud |
| The Brooklyn Brewery | Dole Packaged Foods Company |
| Bunn-O-Matic Corporation | The Dorothy and Marshall M. Reisman Foundation |
| Bush Brothers & Company | Dow AgroSciences |
| Butterball, LLC | Driscoll Strawberry Associates, Inc. |
| Cacique | The Durst Organization |
| California Endive Farms | Dyson Foundation |
| California Olive Ranch | Ecolab, Inc. |
| California Table Grape Commission | Edlong Dairy Technologies |
| California Walnut Board | Eneron, Inc. |
| Cambro Manufacturing | Entomo Farms |
| Campbell’s Soup Company | Enterprise Greece |
| Campus Works, Inc. | Ferrero USA |
| Canadian Lentils | Firmenich |
| CanolanInfo | Florida Department of Citrus |
| Cargill, Inc./Diamond Crystal | The Food Innovation Group: Bon Appétit/Epicurious |
| Centro Fine Foods | Food News Media: QSR/FSR |
| Central Milling | Foods and Wines from Spain |
| Certified Angus Beef (CAB) | The Francesco and Mary Giambelli Foundation |
| Charlie Palmer Group | Fresh Origins |
| | Gardein |
| | GDF Suez Energy Resources |
| | Ghirardelli Professional Products |
| | Google |
| | Government of Catalonia |
| | Grassland Dairy Products |
| | Groupe SEB USA/All-Clad Metalcrafters |
| | Guittard Chocolate Company |
| | Harney & Sons Fine Teas |
| | Hass Avocado Board |
| | Hero, Inc. |
| | Hershey Foodservice |
| | Hilton Hotels Corporation |
| | HMS Host Corporation |
| | Hormel Foods Sales |
| | House Foods America |
| | Hudson Valley Fresh Dairy |
| | IDEO |
| | illycaffè North America, Inc. |
| | InnovAsian Cuisine Ent. |
| | Inter Metro |
| | International Foodservice Manufacturers Association (IFMA) |
| | ITW-Food Equipment Group |
| | Jean-Georges Management |
| | Jennie-O Turkey Store |
| | The J. M. Smucker Company |
| | John Boos Company |
| | Jones Dairy Farm |
| | The Julia Child Foundation for Gastronomy and the Culinary Arts |
| | Kaseki Conduct Company |
| | Kellogg Company |
| | Kikkoman Sales USA, Inc. |
| | Kirchhoff Campus Properties |
| | KitchenAid |
| | The Kopf Family Foundation |
| | Konin Japanese Trading Corp. |
| | Kraft Heinz Company |
| | LA & SF Specialty |
| | LaBrea Bakery/Aryzta, LLC |
| | Lactalis Foodservice |
| | Lamb Weston, Inc. |
| | Land O’Lakes |
2017 “AT-A-GLANCE” CIA LEADERSHIP PROGRAMS

When you partner with the CIA, you open up opportunities for unparalleled access to industry leaders, innovative thinkers, and foodservice decision makers. Our advancement officers and industry leadership directors will be happy to develop customized sponsorship and engagement packages to meet your corporate goals and work with you to determine the best avenues for your company.

<table>
<thead>
<tr>
<th>LEADERSHIP PROGRAM</th>
<th>WORLDS OF HEALTHY FLAVORS</th>
<th>HEALTHY MENUS R&amp;D COLLABORATIVE</th>
<th>HEALTHY KITCHENS, HEALTHY LIVES</th>
<th>TEACHING KITCHEN COLLABORATIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>DATES</td>
<td>January 17-19, 2017</td>
<td>January 19-20, 2017 June 20, 2017</td>
<td>February 9-12, 2017</td>
<td>To be announced</td>
</tr>
<tr>
<td>VENUE</td>
<td>CIA at Greystone</td>
<td>CIA at Greystone (January) CIA Hyde Park (June)</td>
<td>CIA at Greystone</td>
<td>To be announced</td>
</tr>
<tr>
<td>PRESENTING PARTNER</td>
<td>Harvard T.H. Chan School of Public Health, Department of Nutrition</td>
<td>A small, select group of invited program partners</td>
<td>Harvard T.H. Chan School of Public Health</td>
<td>Harvard T.H. Chan School of Public Health</td>
</tr>
<tr>
<td>FOODSERVICE</td>
<td>30-35 invited volume foodservice menu decision-makers from top chains, universities, and other high-volume operations</td>
<td>FOODSERVICE An invited membership collaborative of foodservice industry culinary operators, with an emphasis on the chain sector and other volume leaders</td>
<td>HEALTH CARE 400 physicians, registered dietitians, and other influential health care professionals</td>
<td>NON-COMMERCIAL FOODSERVICE Representing 25 organizations, including hospitals, universities, senior living centers, and community organizations</td>
</tr>
<tr>
<td>AUDIENCE</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>OPPORTUNITY TO EXHIBIT</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>UNIQUE ATTRIBUTES OF THIS EVENT</td>
<td>This event focuses on translating nutrition science into appealing healthy menu options for volume foodservice. The retreat fosters dialogue between the nation’s leading scientists and menu developers.</td>
<td>This initiative brings together a group of 30 influential volume foodservice leaders to work collaboratively to accelerate research and innovation around key health imperatives, including sodium reduction, increasing use of produce, and improving carbohydrate quality.</td>
<td>This four-day program provides healthcare professionals with hands-on opportunities to work with CIA chefs and other guest chefs to learn how to become more effective role models for healthy lifestyle change.</td>
<td>The collaborative brings together early adopters to outline best practices for teaching kitchens. It will function as an accelerator to support the development of teaching kitchen curricula to match a broad range of society’s needs.</td>
</tr>
<tr>
<td>ciaprochef.com/wohf</td>
<td>ciahealthymenus.com</td>
<td>healthykitchens.org</td>
<td>tkcollaborative.org</td>
<td></td>
</tr>
</tbody>
</table>
### OVERVIEW OF SPONSORSHIP OPPORTUNITIES

Access to industry leaders, innovative thinkers, and foodservice decision makers will be happy to work with you to determine the best avenues for your company.

**THE GREYSTONE FLAVOR SUMMIT**
- **Dates:** March 8–10, 2017
- **Venue:** CIA at Greystone
- **Sponsorship Benefits:**
  - **Premium Gold:** $15K–50K
  - **Gold:** $5K–150K
  - **Silver:** $1K–75K
  - **Bronze:** $15K–25K
- **Focus:** 35–40 invited volume foodservice menu decision makers from hotels, casinos, cruise lines, upper-tier chains, and other high-volume operations
- **Opportunities:**
  - **Sponsor a presentation.**
  - **Product or service demonstrations.**

[ciaprochef.com/flavorsummit](http://ciaprochef.com/flavorsummit)

**WORLDS OF FLAVOR**
- **Dates:** April 26–28, 2017
- **Venue:** CIA at Greystone
- **Sponsorship Benefits:**
  - **Exclusive:** $15K–50K
  - **Platinum:** $5K–100K
  - **Gold:** $10K–50K
- **Focus:** 600 leading chefs and other top foodservice executives and professionals
- **Opportunities:**
  - **Sponsor a dinner.**
  - **Product or service demonstrations.**

[worldsofflavor.com](http://worldsofflavor.com)

**CIA LEADERSHIP AWARDS**
- **Dates:** April 19, 2017
- **Venue:** American Museum of Natural History
- **Sponsorship Benefits:**
  - **Gold:** $15K–25K
- **Focus:** A gathering of business leaders and the foodservice industry’s elite inner circle. The CIA’s Annual Leadership Awards brings together hundreds of our industry’s most celebrated and influential professionals
- **Opportunities:**
  - **Sponsor a dinner.**
  - **Product or service demonstrations.**

[ciachef.edu/awards](http://ciachef.edu/awards)

**APPETITES + INNOVATION**
- **Dates:** May 31–June 2, 2017
- **Venue:** CIA at Copia
- **Sponsorship Benefits:**
  - **Platinum:** $5K–100K
  - **Gold:** $5K–25K
- **Focus:** A gathering of business leaders and the foodservice industry’s elite inner circle. The CIA’s Annual Leadership Awards brings together hundreds of our industry’s most celebrated and influential professionals
- **Opportunities:**
  - **Sponsor a dinner.**
  - **Product or service demonstrations.**

[ciahealthymenus.com](http://ciahealthymenus.com)

**MENUS OF CHANGE**
- **Dates:** June 20–22, 2017
- **Venue:** CIA Hyde Park
- **Sponsorship Benefits:**
  - **Platinum:** $5K–100K
  - **Gold:** $10K–50K
  - **Silver:** $5K–25K
  - **Bronze:** $1K–75K
- **Focus:** More than 400 attendees, including culinary and F&B executives; VPs of CSR, nutrition, sustainability, and marketing; scientific and technical leaders with expertise in nutrition, public health, and environmental issues
- **Opportunities:**
  - **Sponsor a dinner.**
  - **Product or service demonstrations.**

[menusofchange.org](http://menusofchange.org)

**FLAVOR SUMMIT RECEPTIONS**
- **Dates:** August 22–24, 2017
- **Venue:** CIA at Greystone
- **Sponsorship Benefits:**
  - **Platinum:** $10K–50K
  - **Gold:** $5K–25K
- **Focus:** 30–35 invited volume foodservice leaders in all sectors of retail foodservice
- **Opportunities:**
  - **Sponsor a dinner.**
  - **Product or service demonstrations.**

[ciaprochef.com/AI](http://ciaprochef.com/AI)

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**THE GREYSTONE FLAVOR SUMMIT**

- **Dates:** March 8–10, 2017
- **Venue:** CIA at Greystone

**FOODSERVICE**

- **35-40 invited volume foodservice menu decision makers from hotels, casinos, cruise lines, upper-tier chains, and other high-volume operations**
- **Focus:**
  - **Flavor discovery expertise of the CIA at Greystone for those operating at the intersection of upper-tier volume foodservice and fine dining.**
  - **Exposure** to innovative menu options and design trends. Platinum and Premium Gold supporters have the opportunity to sponsor a presentation.

[ciaoprochef.com/flavorsummit](http://ciaoprochef.com/flavorsummit)

---

**WORLDS OF FLAVOR**

- **Dates:** April 26–28, 2017
- **Venue:** CIA at Greystone

**FOODSERVICE**

- **600 leading chefs and other top foodservice executives and professionals**
- **Focus:**
  - **This invitation-only event** highlights the much-acclaimed flavor discovery expertise of the CIA at Greystone for those operating at the intersection of upper-tier volume foodservice and fine dining.
  - **Exposure** to innovative menu options and design trends. Platinum and Premium Gold supporters have the opportunity to sponsor a presentation.

[worldsofflavor.com](http://worldsofflavor.com)

---

**CIA LEADERSHIP AWARDS**

- **Dates:** April 19, 2017
- **Venue:** American Museum of Natural History

**FOODSERVICE**

- **A gathering of business leaders and the foodservice industry’s elite inner circle.**
- **Focus:**
  - **The CIA’s Annual Leadership Awards brings together hundreds of our industry’s most celebrated and influential professionals.**

[ciachef.edu/awards](http://ciachef.edu/awards)

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**APPETITES + INNOVATION**

- **Dates:** May 31–June 2, 2017
- **Venue:** CIA at Copia

**FOODSERVICE**

- **A gathering of business leaders and the foodservice industry’s elite inner circle.**
- **Focus:**
  - **The CIA’s Annual Leadership Awards brings together hundreds of our industry’s most celebrated and influential professionals.**

[ciahealthymenus.com](http://ciahealthymenus.com)

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**MENUS OF CHANGE**

- **Dates:** June 20–22, 2017
- **Venue:** CIA Hyde Park

**FOODSERVICE**

- **More than 400 attendees, including culinary and F&B executives; VPs of CSR, nutrition, sustainability, and marketing; scientific and technical leaders with expertise in nutrition, public health, and environmental issues.**
- **Focus:**
  - **The CIA’s Annual Leadership Awards brings together hundreds of our industry’s most celebrated and influential professionals.**

[menusofchange.org](http://menusofchange.org)
## Sponsorship Opportunities

<table>
<thead>
<tr>
<th>MENUS OF CHANGE UNIVERSITY RESEARCH COLLABORATIVE</th>
<th>RETHINK FOOD</th>
<th>HEALTHY KIDS COLLABORATIVE</th>
<th>ALUMNI NETWORKING RECEPTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>24, 2017</strong></td>
<td><strong>October 9–10, 2017</strong></td>
<td><strong>November 3–5, 2017</strong></td>
<td><strong>December 5–7, 2017</strong></td>
</tr>
<tr>
<td>University of California, Los Angeles</td>
<td>CIA at Greystone</td>
<td>CIA at Copia</td>
<td>Worldwide</td>
</tr>
<tr>
<td>Stanford University</td>
<td>MIT Media Lab</td>
<td>CIA Exclusive</td>
<td>Our sponsors</td>
</tr>
<tr>
<td><strong>$15K</strong></td>
<td><strong>$5K–50K</strong></td>
<td><strong>$15K–25K</strong></td>
<td><strong>$5K–25K</strong></td>
</tr>
<tr>
<td>FOODSERVICE AND MORE 300 executives in foodservice (menu decision makers, corporate chefs, senior-level business and marketing executives, foodservice industry consultants, innovators, scientists, and other academics)</td>
<td>30–35 K–12 school foodservice operators</td>
<td>300 executives in foodservice (menu decision makers, corporate chefs), senior-level business and marketing executives, foodservice industry consultants, innovators, scientists, and other academics</td>
<td>FOODSERVICE AND BUSINESS LEADERS 60–600 members of our industry’s elite inner circle and dedicated food enthusiasts</td>
</tr>
<tr>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Leveraging the unique position of universities to advance lifelong food choices among students— who will soon be adult decision-makers—this collaborative focuses on research and education to support culinary-centric, evidence-based food systems innovation within and beyond universities.</td>
<td>The program focuses on research from a variety of disciplines at the intersection of food, technology, behavior, and design. We answer questions such as: How do we innovate faster to stay ahead of consumers’ changing needs, values, and aspirations?</td>
<td>Members of this collaborative will have a unique role in developing heathful, flavorful, and practical solutions that contribute to expanding healthy menu choices for children.</td>
<td>Each reception has its own unique qualities. Some include discussions or demonstrations, while others are more casual networking opportunities. Sponsors receive a specified number of tickets to attend at least one event.</td>
</tr>
<tr>
<td>moccollaborative.org</td>
<td>re-thinkfood.org</td>
<td>ciahealthykids.com</td>
<td>ciaalumninetwork.org</td>
</tr>
</tbody>
</table>
FOODSERVICE OPERATORS

Thousands of leading foodservice professionals have attended our conferences and seminars and used CIA Services in recent years. They include CEOs, corporate chefs, presidents of food and beverage operations, directors of culinary development, directors of research and development, culinary innovations managers, senior food technologists, executive chefs, executive pastry chefs, and many more. Here’s a partial list of the operators we’ve welcomed and worked with during the past year:

**CHAIN/MULTI-UNIT RESTAURANTS**
- Another Broken Egg
- Applebee’s
- Au Bon Pain
- Bahama Breeze
- Black Angus
- Bloomin’ Brands
- Boloco
- Bravo/Brio Restaurant Group
- Brinker International
- California Pizza Kitchen
- Cameron Mitchell Restaurants
- The Cheesecake Factory
- Chick-fil-A
- Chipotle Mexican Grill
- CKE Restaurants Inc.
- Coffee Bean and Tea Leaf
- Cracker Barrel
- Dairy Queen
- Darden International
- DineEquity
- Dunkin’ Brands
- Fleming’s Steakhouse
- Garces Group
- Hard Rock International
- Ignite Restaurant Group
- IHOP
- Jack in the Box
- Jamba Juice
- Landry’s Restaurants
- McAlister’s Deli
- McDonald’s Corporation
- Not Your Average Joe’s
- On the Border Mexican Grill
- Panda Restaurant Group
- Panera Bread
- Papa John’s
- The Piada Group
- Pollo Tropical
- Red Lobster
- Red Robin
- Ruby Tuesday
- Sheetz, Inc.
- Shula’s Steakhouses
- Starbucks
- Subway Restaurants
- Taco Bell
- Taco John’s International
- Texas Roadhouse
- Wendy’s International
- White Spot
- YUM! Brands

**COLLEGES AND UNIVERSITIES**
- Brown University
- Colorado State University
- Columbia University
- Cornell University
- Harvard University
- Indiana University
- Kansas State University
- Michigan State University
- Middlebury College
- Northeastern University
- The Ohio State University
- Oregon State University
- Rutgers University
- Stanford University
- Syracuse University
- Tufts University
- University of British Columbia
- University of California, Berkeley
- University of Colorado, Boulder
- University of Massachusetts Dining
- University of Michigan
- University of Montana
- University of Wisconsin, Milwaukee
- Vanderbilt University
- Virginia Tech University
- Yale University

**SUPERMARKETS/RETAIL**
- The Albertsons Companies
- Gelson’s Super Markets
- Giant Eagle
- Nugget Markets
- QuikTrip
- Safeway
- Southeastern Grocers
- 7-Eleven
- Wakefern/ShopRite
- Wawa
- Wegmans Food Markets
- Whole Foods Market

**HOTEL, RESORT, CASINO, AND CRUISE LINE SECTORS**
- Auberge Resorts Collection
- Ameristar
- Benchmark Hospitality
- Canyon Ranch
- Carnival Cruise Lines
- Davidson Hotels and Resorts
- Dolce Hotels & Resorts
- Fairmont Hotels & Resorts
- Four Seasons Hotels and Resorts
- Hilton Hotels
- HRI Lodging
- Hyatt
- InterContinental Hotels Group (IHG)
- Marriott International
- Omni Hotels
- Princess Cruises
- Renaissance Hotels
- Resorts Casino Hotel
- Ritz-Carlton
- Royal Caribbean International
- Sage Hospitality Resources
- Sandals Resorts
- Seabourn
- Starwood Hotels & Resorts Worldwide
- Taj Hotels
- TI Hotel & Casino
- Venetian and The Palazzo Hotel
- Waldorf-Astoria
- Walt Disney World Resorts
- White Lodging
- Wyndham Hotels and Resorts
- Xanterra Parks & Resorts, Inc.
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