2019 ENGAGEMENT OPPORTUNITIES

INDUSTRY LEADERSHIP
AND ADVANCEMENT
WELCOME

The CIA has stayed true to its mission established more than seven decades ago: provide the very best education to the future leaders of the food world. An essential part of achieving that mission has been the CIA’s symbiotic relationship with the food industry.

That relationship has been mutually beneficial. Our Strategic Initiatives Group spearheads leadership programs such as conferences, invitational retreats, collaboratives, annual reports and white papers, and digital media that help foodservice professionals learn about the next wave of change crucial to the industry. As a thought leader for the food world, the CIA has forged strong partnerships with education and industry leaders alike to develop and deliver these vital initiatives.

Philanthropic engagement guided by the college’s advancement efforts also furthers the CIA core mission. It’s imperative to ensure that all qualified students receive the scholarship and financial aid assistance they need, and are educated using the very best equipment, resources, and ingredients available to them. The support of industry plays a large part in making that happen, and the CIA in turn sends the very best professionals out into the workplace.

We have many partnership opportunities outlined in the following pages that share a common goal: advancing this great profession of ours. You can invest in the future of the industry...back one or more students who dream of leading that industry...join the college in addressing some of the larger issues that impact our world...or choose to become involved in a host of other initiatives.

We look forward to collaborating with you.
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 in the 1950s and moved to Hyde Park, NY in 1972. Today the CIA has additional locations in California, Texas, and Singapore. For more than 70 years, CIA graduates have shared their passion for food as chefs, industry leaders, and mentors.

WORLD’S PREMIER CULINARY COLLEGE

The CIA sets the gold standard for educating students to lead the food world. The depth of the college’s programs and curricular offerings, including a first-of-its-kind Master of Professional Studies in Food Business, is why the CIA continues to attract award-winning faculty and top students.

Master’s Degree
- Food Business

Bachelor’s Degrees
- Food Business Management
- Hospitality Management
- Applied Food Studies
- Culinary Science
- Culinary Arts
- Baking and Pastry Arts

Associate Degrees
- Culinary Arts
- Baking and Pastry Arts

Certificate Programs
- Wine and Beverage Graduate Certificate Program
- Accelerated Culinary Arts Certificate Program

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.

“At the CIA, we prepare students to lead the foodservice and hospitality industry. When they go out into the food business, they’re not only finding personal success and fulfillment—they’re changing the world. They get their start at the CIA, and your strong philanthropic initiatives help make their college experience possible.”

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

THOUGHT LEADERSHIP PLATFORMS

Throughout its history, the CIA has played a pivotal and transformational role in shaping the future of food. Our four thought leadership platforms focus and inform our approach to education and our collaboration with industry influencers to forge new pathways in the world of food.

PROFESSIONAL EXCELLENCE

Through 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 beverage industries; and challenge them to engage actively in advancing the larger, social good.

Foodservice professionals now shape consumer attitudes and appetites from the supermarket to the home. As attitudes and perceptions evolve, so do the emerging frontiers of the kitchen and culinary science. This keeps our students and alumni on the cutting edge of global trends that benefit them, the customers they serve, and society.

HEALTH AND WELLNESS

Collaborations with nutrition scientists, public health experts, government policy makers, and other renowned colleges and universities are an increasingly important part of the CIA. These have led to the development of strategies and solutions to increase the presence—and success—of healthy menu choices throughout the foodservice sector.

By fostering a dialogue between the foodservice industry, medical community, academia, and government agencies, we are seeing greater leadership in health and wellness across our nation. 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

According to the U.S. Census Bureau, 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 dramatic shifts and opportunities in taste and menu preferences. We are integrating the best of these changes into the new American narrative of cultural innovation and cultural renewal.

SUSTAINABILITY AND FOOD ETHICS

Local sourcing. Energy and water use. Sustainable agriculture. Treatment of animals. Climate change. These concerns are top-of-mind for everyone today. In fact, for many consumers, 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.

The CIA continues to develop broad “food systems” thinking (see pages 16 and 20). Per The FishChoice Global Seafood Rating Alliance recommendations, more than 90 percent of the seafood used at the college is sourced sustainably, and we are focused on increasing that to 100 percent. We have long-term relationships with local farms near all of our campuses, and at Greystone and in Hyde Park, we grow many of the herbs and vegetables needed for our restaurants.
COMMITTED TO EXCELLENCE

Excellence in culinary education is at the heart of the CIA’s mission, ensuring that our 3,200+ students enter the food industry ready to lead. They come from all 50 states and 45 countries to study at the CIA and benefit from world-class opportunities and learning experiences. Our ongoing education and thought leadership initiatives reflect the college’s determination to expand knowledge, share expertise, and lead the food world into the future.

FOCUSED LEARNING THROUGH CONCENTRATIONS

CIA bachelor’s degree students have the opportunity to take a deeper dive into their primary area of study or explore additional areas of interest in any of seven, 15-week concentrations. Held on CIA campuses and locations around the world, students gain unique skills and knowledge that enrich their education and often inform the arc of their careers. The choices include:

• Advanced Concepts in Baking and Pastry
• Advanced Wine, Beverage, and Hospitality
• Asian Cuisine: An Edible Journey from Traditional to Contemporary
• Farm-to-Table: Practices of a Sustainable Table
• Intrapreneurship: Driving Innovation from Within an Organization
• Italian Cuisine: An Edible Journey from Traditional to Contemporary
• Latin American Cuisine Studies: New World Flavors, Ingredients, and Techniques

REAL-WORLD EXPERIENCE

What makes CIA students ready for the food world and destined for success are the rich and exacting real-world experiences they have while at the college. Unique to the CIA’s program, and as an integral part of the curriculum, students enhance their learning through:

Internships—Taking an exciting and challenging 14-week internship at one of more than 2,000 CIA-approved restaurants or food-related businesses gives students the opportunity to learn and build a network with others in the industry.

Restaurants—Working for 12 weeks in the CIA’s award-winning, fine-dining and casual public restaurants and cafés gives students exposure to the intensity and thrill of working in a professional kitchen and the art and skills behind superior service in the front of the house.

Culinary Cultural Immersion—Immersion in another culinary culture during a two-week, hands-on travel experience to China, France, Italy, Peru, or Spain gives students exposure to a worldwide network of artisans, chefs, and business leaders.

CIA AT COPIA—NAPA, CA

The CIA at Copia—a jewel in the crown of Napa’s food, wine, and hospitality scene—is the epicenter of the college’s thought leadership initiatives as well as a breathtaking setting for corporate retreats and team-building experiences. With views of the Napa River and extraordinary one-of-a-kind, state-of-the-art facilities, Copia is a destination all its own. The CIA offers:

• In-depth professional conferences that support the CIA’s thought leadership platforms of professional excellence, world cuisines and cultures, health and wellness, and sustainability and food ethics.
• Invitation-only retreats for food and beverage decision-makers.
• Customized educational experiences for businesses interested in elevating their teams’ creativity, skills, and performance.

CIA LOCATIONS

Hyde Park, NY
The CIA’s flagship campus gives students a full college experience, with 42 professionally equipped teaching kitchens and bakeshops; five on-campus public restaurants; the Innovation Kitchen, where students put their own restaurant concept into operation; and the Student Commons featuring a dramatic dining venue, The Egg.

St. Helena, CA
Set in the heart of Napa Valley, the Greystone campus, which is surrounded by vineyards and the CIA’s own farm, offers students a unique opportunity to interact with local winemakers and truly understand and implement the practice of farm-to-table.

San Antonio, TX
The CIA’s Texas campus along the San Antonio River Walk lets students experience the full CIA degree program informed by the unique cultural flavors of the region. They have the opportunity to learn in the one-of-a-kind Latin kitchen with indoor and outdoor stations.

Singapore
Situated in a dynamic cultural and culinary crossroads, the CIA Singapore, in a historic partnership with the Singapore Institute of Technology, brings the college’s renowned degree program to Asia. Students are prepared to enter the foodservice and hospitality industry there at the highest level.

4
CIA ALUMNI: LEADING OUR INDUSTRY

The CIA is represented around the world by 50,000+ alumni who achieve success across a wide range of careers. It’s a supportive network of food leaders working in every segment of the industry—they’re everywhere! CIA graduates impact food policy, influence American diets, innovate new flavors and ideas, and change the world.

Here’s a small sampling of these many accomplished alumni...

Arash Azarbarzin '89
President, SH Group

Ed Brown '83
President, Restaurant Services Group, Restaurant Associates

Stephen Bulgarelli '92
Chief Culinary Officer, Applebee’s Neighborhood Grill + Bar

Brian Campbell '97
Director of Culinary, On the Border

Lauren DeSteno '06
Corporate Executive Chef, Altamarea Group

Susan Feniger '77
Chef/Owner, Border Grill and Mud Hen Tavern

Amanda Freitag '89
Chef and TV Host/Judge, Iron Chef and Chopped, The Food Network

Cornelius Gallagher, Jr. '94
Associate Vice President, Food and Beverage Operations, Celebrity Cruises

Chandra Ram '99
Editor, Plate magazine

Jared Rouben '06
Brewmaster, Moody Tongue Brewing Company

Foluso Salami '12
Chef/Owner, DUNDÚ and Founder, Snackin’ African

Michael Slavin '90
VP of Culinary & Menu Innovation, Houlihan’s

Kevin Garvin '78
Vice President of Corporate Food Services, Neiman Marcus

Johnny Hernandez '89
Executive Chef/Owner, La Gloria

Zane Holmquist '91
Vice President of Food and Beverage, Stein Eriksen Lodge

Christina Marcelli '08
Owner, Marcelli Formaggi

Cammie Spillyards-Schafer '96
Vice President of Product and Process Development, Cracker Barrel

John Suley '96
Vice President of Food and Beverage, Great Wolf Resorts

Rafi Taherian '95
Associate Vice President, Yale Hospitality

Gretchen Thomas '05
Vice President of Beverage, Del Frisco’s

Chris Muller '88
Culinary Director, Le Bernardin

Enrique Olvera '97
Chef/Owner, Pujol and Cosme

Kwame Onwuachi '13
Executive Chef, Kith and Kin

Ivan Orkin '93
Chef/Owner, Ivan Ramen

Maureen Petrosky '99
Owner, Maureen Petrosky Lifestyle

Rajat Parr '96
Wine Director, Mina Group LLC

Nevielle Panthaky '01
Vice President of Culinary, IHOP

Robert Pesch '04
Vice President of Culinary, Cheddar’s Scratch Kitchen

Ivan Orkin '93
Chef/Owner, Ivan Ramen

Gretchen Thomas '05
Vice President of Beverage, Del Frisco’s
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 and engage with CIA conferences, retreats, industry collaboratives, digital media, and other leadership initiatives.

Under the direction of CIA Vice President of Strategic Initiatives and Industry Leadership Greg Drescher, we work with a global network of experts as well as other leading academic institutions. Our academic and foundation partners include Harvard T.H. Chan School of Public Health; Stanford University; the University of California, Davis; the University of Barcelona; and the EAT Foundation.
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 15–17, 2019
CIA AT COPIA

15th 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, 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.

“CIA retreats are incredibly valuable educational programs that showcase your product in the best light and allow you to network with high-volume foodservice industry leaders in a relaxed setting. The relationships I developed at Worlds of Healthy Flavors directly translated into numerous new business opportunities.”

Cheryl Ent
Director, Non-Commercial & Multi Unit
Sun Rich Fresh Foods

HEALTHY MENUS R&D COLLABORATIVE

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

JANUARY 17–18, 2019
CIA AT COPIA

JUNE 17–18, 2019
CIA HYDE PARK
ciahealthymenus.com

The CIA 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 membership-based initiative focused on crafting highly targeted, sector-specific, practical solutions that significantly contribute towards expanding healthy menu food and beverage choices within the foodservice industry.

Healthy Menus R&D Collaborative operator members include representatives from top chain restaurants, contract foodservice operations, and campus dining. Members collaborate with industry partners via working groups focused on plant-forward menus, process and ingredient purity, and protein quality.

WHO WILL BE THERE
An invited group of 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.

“Compass Group is proud to be a founding member of the Healthy Menus R&D Collaborative, and excited at how much we have accomplished in reducing sodium, increasing use of fruit and vegetables, improving carbohydrate quality, and using strategic calorie design in meals we offer our guests. The vision and guidance of the CIA in convening this group is key in fostering an environment where we can work collaboratively on tactics that will help each of our companies create unique, nutrient-dense menu items our consumers will crave.”

Deanne Brandstetter, MBA, RD, CDN
Vice President Nutrition & Wellness
Compass Group, North America
HEALTHY KITCHENS, HEALTHY LIVES®
CARING FOR OUR PATIENTS AND OURSELVES
Co-presented by The Culinary Institute of America and Harvard T.H. Chan School of Public Health, Department of Nutrition
FEBRUARY 6–8, 2019
CIA AT COPIA
15th Annual Leadership Conference
healthykitchens.org • #CIAHKHL

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 three-day annual CME conference, 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
More than 400 physicians, registered dietitians, and other healthcare professionals; hospital, insurance, and other health care executives; and healthcare foodservice directors and executive chefs.

EXHIBITOR SUPPORT LEVELS
Platinum $50,000
Sustainability $35,000
Bronze $20,000
Copper $15,000
Supporting $10,000
Contributing $7,500
Corporate $5,000

ACADEMIC GRANT SUPPORT LEVELS
Leadership Circle $25,000
Benefactor $15,000
Contributor $8,000
Supporter $5,000

“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

TEACHING KITCHEN COLLABORATIVE
ADVANCING PERSONAL AND PUBLIC HEALTH THROUGH CULINARY LITERACY AND INTEGRATIVE LIFESTYLE TRANSFORMATION
Co-presented by The Culinary Institute of America and Harvard T.H. Chan School of Public Health, Department of Nutrition
FALL 2019
LOCATION TO BE ANNOUNCED
tkcollaborative.org

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.

As envisioned, the TKC will enable early adopters to learn about one another’s facilities and programs, to outline best practices for the replication 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.

One in-person meeting is held annually, and regular communication is facilitated through working group conference calls and member-only sharing platforms for networking, resource sharing, research updates, and projected collaborations year-round.

A goal of the TKC is to summarize best practices and to share this information along with examples of successful teaching kitchen programs with all interested parties through the website.

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 four member-grantors.

WHO WILL BE THERE
Representatives from 34 thought-leading organizations that operate teaching kitchens, including hospitals, universities, senior living centers, and community organizations.

“If we can find proof that teaching kitchens can change behavior, clinical outcomes, and, ultimately, costs, then there is a high likelihood that these programs will play a powerful role in future models of healthcare delivery. As soon as health professionals, hospitals, and insurers increase their profits by keeping people well and out of the hospital, the attractiveness of these prototype teaching kitchens will grow exponentially.”
David Eisenberg, MD
Associate Professor of Nutrition
Harvard T.H. Chan School of Public Health
THE FLAVOR SUMMIT
THE ART OF FLAVOR IN THE WORLD OF HIGH-VOLUME, HIGH-QUALITY DINING

MARCH 6–8, 2019
CIA AT COPIA
13th Annual Invitational Leadership Forum
ciaprochef.com/flavorsummit • #CIAFS

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 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 California campus, 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, 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

GLOBAL PLANT-FORWARD CULINARY SUMMIT
CHANGING HOW CHEFS THINK ABOUT MENUS, FLAVOR DEVELOPMENT, CREATIVITY, PROFITABILITY, AND THEIR FUTURE CUSTOMERS

MAY 1–3, 2019
CIA AT COPIA
ciaprochef.com/gpfcs

This ground-breaking strategic leadership summit will be wall-to-wall cooking, tastings, and culinary strategy discussion—all based on the evidence-based framework of optimal innovation embodied in the 24 Principles of Healthy, Sustainable Menus of the CIA-Harvard T.H. Chan School Menus of Change Initiative.

The summit will convene innovative chefs and masters of traditional global cuisines, plus experts from fast casual to university dining and healthcare. Featured chefs will include those whose work is highlighted in the Plant-Forward Global 50, a joint initiative of the CIA and the EAT Foundation, summarized by The Washington Post with its headline, “The World’s 50 Best Places to Eat Your Vegetables.”

Dialogue between chefs, tech innovators, and manufacturers will focus on how to get us to a health-promoting, environmentally sustainable food system for the planet in the coming years. Participants will have access to special hands-on, flavor discovery, and culinary insight sessions in the CIA at Copia’s new 9,000-square-foot Hestan Kitchen. The summit will utilize the entire Napa-based CIA at Copia facility.

WHO WILL BE THERE
300 chefs, foodservice operators, and experts in food, flavor development, cooking, agriculture and food production, media, and food system transformation from around the world.

“PLANT-FORWARD DEFINED
A style of cooking and eating that emphasizes and celebrates, but is not limited to, plant-based foods—including fruits and vegetables (produce); whole grains; beans, other legumes (pulses), and soy foods; nuts and seeds; plant oils; and herbs and spices—and that reflects evidence-based principles of health and sustainability.

Source: Menus of Change, a joint initiative of the CIA and Harvard T.H. Chan School of Public Health—Department of Nutrition. For more information, please visit: menusofchange.org
Since the first Menus of Change summit in 2013, the initiative has truly made a difference. Here’s a taste of what we’ve accomplished:

- 100 percent of conference attendees have changed their menus, the first time we’ve hit that milestone!
- Nearly half of these same attendees have changed their sourcing practices
- Plant-forward food choices are becoming mainstream

Menus of Change is setting a clear vision for the future of foodservice. Partners in the initiative, the CIA and Harvard T.H. Chan School of Public Health, continue to examine key health issues and healthcare costs, the sourcing and production of food, and strategies for sustainably feeding an additional two billion people by 2050. Continuously expanding its world-class network of collaboration, each year Menus of Change brings together America’s most talented chefs, nutrition and environmental scientists, farm and fishery experts, foodservice executives, and policy makers.

We invite you to read each year’s Menus of Change Annual Report, available at menusofchange.org. Some of the most important components of the reports are the Principles of Healthy, Sustainable Menus, which provide integrated, evidence-based 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-date in addressing nutritional and environmental concerns. The Protein Flip, a combination infographic and white paper, provides strategies for shifting red meat to a supporting role and using more plant-based protein. It is posted as a resource on menusofchange.org.
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 Appetites + Innovation national leadership forum and 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 20–25 senior culinary and business leaders in all sectors of retail foodservice.

“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

FLAVOR, QUALITY & AMERICAN MENUS
ENVISIONING THE FUTURE AND STIMULATING DIALOGUE AMONG CHEFS, FOODSERVICE PROFESSIONALS, AND AGRICULTURAL PRODUCERS
Co-presented by The Culinary Institute of America and the University of California, Davis
SEPTEMBER 10–12, 2019
CIA AT COPIA
16th Annual Invitational Leadership Retreat
ciaprobechef.com/fqam • #CIAFQAM

Today's consumers crave more flavor, demand more variety, and expect increasing transparency about how their food is produced. These desires are particularly pronounced among Millennials and Generation Z. They seek globally inspired food experiences, yet yearn for connection with local producers. They respond with their wallets to a story well-told—and with loyalty to brands that embody their personal values, from customization and convenience to humane animal welfare standards and boundary-pushing flavor discovery. To succeed amid these and other dynamics, growers and foodservice businesses must be informed on the issues and equipped with the tools and culinary talent to respond nimbly to trends through their menus, marketing, and procurement.

At Flavor, Quality & American Menus, the CIA and UC Davis bring together leaders in agriculture, food and beverage production, and foodservice to exchange best practices for seizing these opportunities and tackling the many challenges facing their respective sectors. This annual forum helps attendees understand: evolving consumer demands and how seasonality and farming practices can affect ingredient quality, to inform their sourcing; the science of flavor and sensory elements of eating, to inform their menu R&D; and the unique cultural identities, demographic characteristics, and growing conditions of different parts of the U.S., to spur more regionally distinct American cuisines on menus.

The three-day retreat includes an inspiring half-day field trip to nearby farms, as well as a hands-on market basket challenge in the state-of-the-art Hestan Kitchen, where chefs and sponsors team up to develop creative dishes at the intersection of regional American menus, compelling flavors, and sustainable sourcing.

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

SUPPORT LEVELS
Platinum $50,000
Sustainability $35,000
Gold $30,000
Silver $25,000
Bronze $20,000
Supporting $10,000
**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 6–8, 2019**

UNIVERSITY OF COLORADO, BOULDER

moccollaborative.org

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 have developed a synergistic network of university-based scholars, administrators, foodservice business leaders, executive chefs, registered dietitians, and sustainable food program managers to explore critical food issues, share research findings with colleagues, and advance healthy, sustainable menu options throughout the overall college and university foodservice sector. Together, they use dining halls as living laboratories of behavior change. 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—whom will soon be adult decision-makers—this collaborative focuses on accelerating efforts to move Americans toward healthier, more sustainable food choices.

**WHO WILL BE THERE**

The 178 members representing 61 institutions meet annually on the campus of a different member institution 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.

Shirley Everett
Senior Associate Vice Provost for Stanford University Residential and Dining Enterprises

**HEALTHY KIDS COLLABORATIVE**

A NATIONAL INITIATIVE TO ADVANCE CULINARY-DRIVEN, HEALTHY, FLAVORFUL FOODS FOR KIDS

**DECEMBER 3–5, 2019**

CIA AT COPIA

ciahealthykids.com • #CIAHealthyKids

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 work groups explore the school nutrition environment, flavor development, culinary staff training and education, food and nutrition quality, plant-forward menus, 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 insights and lessons learned from other CIA health and wellness programs, including other CIA health-focused leadership collaboratives.

**WHO WILL BE THERE**

An invited group of 30-35 K-12 school nutrition leaders participate in the collaborative through working groups and conference calls, with 25-30 attending the annual meeting.

**SUPPORT LEVELS**

Premier Gold Corporate Member $35,000
Premier Silver Corporate Member $25,000
Associate Corporate Member $15,000

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
Former Deputy Under Secretary United States Department of Agriculture Food, Nutrition, and Consumer Services
Great discoveries often take place through great journeys; great ideas often result from great unions and collisions. That is perhaps particularly true when it comes to food, to culinary traditions that have survived millennia while both absorbing and being transformed by new concepts, flavors, and techniques. Insatiable human exploration has yielded ingredients and dishes that continue to captivate our physiological and metaphorical appetites, whether through the couscous of Sicily or the popularity of Goan restaurants in Lisbon.

Ingredients ignore the geopolitical borders recently imposed on them, signaling that more elements unite people than divide them. Climate and geography interplay with human intervention to determine what belongs to a country’s culinary canon. Grilled octopus is as much at home on plates in Slovenia and Spain as on those of Greece or Italy. Fragrances of orange blossoms, rosewater, or sumac remind equally of Israel, Turkey, Morocco, or Iran.

Chefs today cook and create amidst these histories, these landscapes that speak of thousands of years of evolution, these cultures constantly redefined by the people who join them. They look at the Roman Antiquity, Arabic Middle Ages, Ottoman Empire, and the ancient kingdoms of India and think: What gems can I find there for my menus in 2020 and beyond?

From the communal bread ovens of Sardinia and tandoor ovens of South Asia to the wine cellars of Greece and Italy and the amphora-aged wines of Georgia—and from the sweet and savory spices piled high in the markets of Istanbul, Persia, and Kerala to the olive kitchen that connects Andalusia, Tunisia, Puglia, and Crete—the unifying factor of this Worlds of Flavor is the celebration of deliciousness in some of the world’s oldest cultures.

Join us on a journey of discovery and cultural exchange, November 6–8, 2019 at Copia. We’ll go back hundreds of years to think about the future, on the hunt for flavor inspiration on the Iberian Peninsula, along the north and south rims of the Mediterranean Sea, into the Levant and the Middle East, and finally ending our adventure on the Indian subcontinent, looking at what unites the gastronomic evolution of these longstanding cultures and what continues to power them, individually and together, today.

“ Worlds of Flavor is three days of inspiration, exploration, and getting to know the luminaries of the food world. It never fails to introduce attendees to fascinating chefs and feed us with delicious food and thought-provoking, important conversations. This is one of the few can’t-miss food events of the year.”

Chandra Ram ’99
Editor, Plate magazine
The CIA’s Advancement Office, under the direction of Kevin Allan, focuses on alumni relations and fundraising initiatives, as well as nurturing the CIA’s relationships within the foodservice industry. This includes industry outreach, licensing programs, fundraising events, and donor support opportunities. Many of our students would not have the same opportunities here without the generosity of the college’s friends and industry partners. They’re always ready to say Thank You!

We’d love to work with you to support the college’s mission and the future of the food industry. Please contact the Advancement team to find out about all your options for engagement with the CIA. (See back cover for contact information.)

**ENGAGEMENT OPPORTUNITIES**

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**PARTNERS AND DONORS**

**AT-A-GLANCE CONFERENCES AND EVENTS**

Foldout
Philanthropic investments empower the CIA’s educational mission, ensuring our institution has the capability to ensure student affordability, continually advance academic programs, expand in novel ways, and maintain and enhance world-class facilities. For partners, leadership gifts offer an opportunity to create a lasting campus presence and instill brands as educational partners in the hearts and minds of CIA students.

**ENGAGEMENT OPTIONS**

Opportunities for leadership gifts include:

- **Named Gift Opportunities:** Leadership gifts to the college can be recognized through highly visible naming opportunities in the CIA’s buildings, classrooms, kitchens, residence facilities, or green spaces, creating awareness and a legacy that will live on for years to come.

- **Named Scholarships:** More than 90% of CIA students receive some form of scholarship or financial assistance, and it is scholarship support that is often the defining factor in a student’s decision to pursue, and ability to complete, a CIA education. Named scholarships provide an opportunity for companies, foundations, and individuals to directly support a student’s education.

- **Managers-in-Training:** The MIT program sets the industry benchmark for post-graduate, on-the-job training programs for recent graduates. The CIA invites corporate supporters to sponsor an MIT and enhance the overall student experience.

- **Professorships & Lecture Series:** Partner with the CIA to establish an endowed academic chair or to underwrite an educational lecture series. These are ideal ways to support our faculty or introduce our students to experts on topics crucial to today’s food world.

- **Program Support:** Targeted grants to support key programmatic priorities at the CIA are additional ways you can attach your company name to world-class culinary education and help the future leaders of the foodservice and hospitality industry.

Donors are also invited to become members of the Society of the Millennium by establishing a planned gift that ensures the CIA’s ability to provide outstanding educational experiences to students for years to come. The CIA’s Advancement Office will help you choose a planned giving option that fits your lifestyle and achieves your philanthropic goals. Planned gifts are simple to establish with options including charitable trusts, bequests, donations of real estate or personal property, and more.

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“This continues to be an exciting time at the CIA, and Jones Dairy Farm’s commitment to the education of future culinary industry leaders throughout the school’s multiple campuses has never been stronger. Our ongoing relationship with CIA leadership, faculty, and students has been extremely rewarding, and we look forward to our continued partnership for years to come.”

Philip H. Jones  
Sixth-generation President and CEO  
Jones Dairy Farm

“Hestan’s partnership with the CIA is especially meaningful to us, as many of the renowned chefs who helped influence the design of Hestan Commercial studied at the CIA. Both the CIA and Hestan are committed to constantly improving and innovating. Supporting the college’s mission with the donation of the new Hestan Kitchen at the CIA at Copia is a perfect way for this legacy to live on.”

Eric Deng  
Co-founder and President  
Hestan Commercial

“My husband, NYC Fire Department Lt. Peter J. Farrenkopf, and I enjoyed many visits to campus, trying out the restaurants and enjoying the energy and enthusiasm of the students. Peter passed away at age 56 from a 9/11-related illness, and I wanted a meaningful way to memorialize him. I’m thrilled to be able to support students far into the future with the FDNY Lt. Peter J. Farrenkopf Scholarship, which will be endowed through my estate.”

Janet Bellusci  
Member, CIA Society of the Millennium
Scholarships for CIA students enable the future leaders of our industry to receive the world’s finest education and a solid foundation for professional achievement. The college has made it a top priority to expand its scholarship program and reduce the financial burden on students. Scholarship support is vital for hastening their climb toward professional success and positive social impact.

“The culinary and life skills training I received in my 22 months at Hyde Park was a pivotal experience. Upon graduation, that education opened the first door for me and assured that I was ready for the opportunities ahead. Today, Newport Harbor Corporation and I genuinely believe in giving back. The opportunity to invest in the future of the culinary industry is paramount to our future, and there isn’t a better return on investment than supporting the people who will inevitably do the work.”

Casey Riley ’91
Chief Operating Officer
Newport Harbor Corporation

“Food is an international language. The elements of taste, hospitality, and conviviality know neither borders nor prejudice. The mutual appreciation of food, in fact, can be communicated without words! By creating The Danny Kaye Chefs Without Borders Endowed Scholarship, we hope to give students the opportunity to study outside America for a more complete picture of the world, and to increase their culinary vocabulary.”

Dena Kaye
President
The Danny Kaye and Sylvia Fine Kaye Foundation

“Students come to the CIA knowing the college has state-of-the-art equipment, technology, products, and services. We are fortunate to get exposure to top-quality brands who are also donors to the CIA. I now have a close relationship with these brands, and will continue to stay loyal to them as I start my career in the food industry.”

Cody Fitchett
Bachelor’s in Food Business Management Student
Italian Cuisine Concentration

Engagement Options

There are a number of ways you can help make that happen...

• Endowed Scholarships: 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. These can be specific named endowed scholarships, or general endowed scholarships that support the college’s overall funding efforts.

• Expendable Scholarships: These 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.

Benefits

Setting up a scholarship is easy, and getting your company’s name in front of future food industry decision-makers is an added benefit. Your investment in our students now can yield future, lifelong champions of your company and brand.

“At Tuxton, giving back is an important part of our company’s core values, and our partnership with the CIA gives us the opportunity to go above and beyond and help those entering our industry. We are so fortunate to be able to provide The Culinary Institute of America’s students with scholarships, student activity support, and our products to provide them the tools they need to prepare for their culinary careers. Tuxton will continue to support the school, its students, and instructors for years to come!”

Jennifer Rolander
Vice President of Business Development
Tuxton

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Cody Fitchett
Bachelor’s in Food Business Management Student
Italian Cuisine Concentration

Gift-In-Kind

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. It is in class where CIA students are first exposed to the foodservice brands that they will come to use on a daily basis.

Engagement Options

Putting your brand in students’ hands causes a ripple effect of positive perception and experience...

• Make Your Products Available to Our Students: These first experiences are powerful for our students and lead to establishing lifelong preferences. Further, future food business decision-makers will carry on and share the knowledge of your brand when they head out into the industry.

Benefits

When you become one of our valued gift-in-kind partners, we seek to integrate your products throughout the CIA community, giving you recognition not only among students and faculty, but also with industry professionals, food enthusiasts, and all others who visit our campuses. In addition, your logo with a link to your website will be posted on the CIA Giving website.
ANNUAL STUDENT ACTIVITIES PROGRAM (ASAP)

The CIA’s Annual Student Activities Program (ASAP) is an opportunity for supporters to strengthen student life at the CIA by providing resources for programs that reach thousands of participants every year. This reliable support empowers more than 80 on-campus student events and helps to maintain a strong foundation from which the CIA can ensure a robust college-going experience for future industry leaders.

ENGAGEMENT OPTIONS

Be a part of important student activities at the CIA... 

• Support student programs like Bring Your Own Bowl, Late Night Breakfast, Community Outreach Day, Deep Freeze Weekend, and more.
• Engage with the CIA’s Annual Student Signature Events including cook-offs and bake-offs, Welcome Week, and Stars & Stripes Weekend.

BENEFITS

ASAP supporters have the opportunity to develop special activities and donate product to these important campus programs.

SOCIETY OF FELLOWS

The Society of Fellows is made up of the CIA’s closest circle of friends, including more than 300 food and wine enthusiasts and business professionals from around the country. Their involvement makes a tangible impact on CIA students, academic programming, and the future of the foodservice industry.

ENGAGEMENT OPTIONS

Fellows support the CIA through annual gifts of $2,500 or more, and engage in a number of activities to support the college... 

• Sharing Their Passion: 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 by their philanthropy.
• Networking: Three meetings a year are held in conjunction with the Board of Trustees meetings. Fellows take part in seminars and participate in a business class with one of the CIA’s expert faculty members.
• Being a Mentor: Fellows share a wealth of real-world experience, knowledge, and expertise with students, bridging the gap between what they are learning in the classroom and what they will experience in the 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 satisfaction that comes from helping students achieve their dreams provides incalculable benefits that resonate for years to come.

“Partnering with the CIA to support student engagement programs not only allows DOLE to give back to this fantastic culinary institution, but it also provides us the invaluable opportunity to educate the future culinary leaders about DOLE’s category-leading presence and product. Through both educational and recreational program support, we make sure that our future consumers associate our product with more than just pineapple.”

James Bickmore-Hutt ’16
Culinary R&D Manager, Corporate Chef
DOLE Packaged Foods LLC

“As a Fellow, you proudly become a valued advocate for the younger generation 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, CIA Fellow
Chef/Owner, The Dinex Group

“The Fellows program is a fantastic way to give back and engage with the CIA’s broader community, connect with other industry leaders, support the students, and have a lot of fun doing it! It’s exciting and rewarding to engage and inspire students who will be the future titans of the culinary world.”

Charlie Schaffer ’01, CIA Fellow
President, Schaffer, Los Angeles, CA

“Being a CIA Fellow is a very rewarding experience. Supporting the students, contributing to the future of our amazing culinary and wine education programs, and getting to know people from all facets of the food and beverage world is a remarkable and energizing endeavor!”

Clarice Turner, CIA Fellow
President, Joseph Phelps Vineyards, Napa Valley, CA

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Clarice Turner, CIA Fellow
President, Joseph Phelps Vineyards, Napa Valley, CA
ENGAGEMENT OPTIONS
Consider getting involved in this spectacular event held each spring in New York City...

• **Sponsorship and Advertising:** Sponsorship opportunities for the CIA Leadership Awards are available at a variety of levels, as well as opportunities to purchase ad space in the program journal.

• **Silent Auction Donations:** More than 100 spectacular packages are available for online bidding each year. Your company’s products and offerings could be on display to—and bid on by—some of the food industry’s biggest names.

• **Purchase Tickets or a Table:** It’s an entertaining, fun event that draws 600+ guests, including corporate and individual sponsors; renowned chefs; corporate executives; CIA Trustees, Fellows, alumni, and students; food and wine enthusiasts; and friends of the college.

BENEFITS
You’ll receive sponsor recognition both in the program journal and during the ceremony; your brand will be seen by hundreds of food business professionals; and you’ll enjoy a fun evening in a great city. By becoming involved in this event, you publicly demonstrate your company’s philanthropy, commitment to education excellence, and dedication to the CIA’s mission.

“**The Culinary Institute of America represents an element of existence that has enriched humanity for millennia: breaking bread together. As a family-owned company with a long-term vision for our vineyards and community, Jackson Family Wines enthusiastically supports the CIA’s vision to educate and cultivate those who would remind us to slow down and taste what life has to offer—at a table at which all are welcome.”**

Gilian Handelman
Vice President of Wine Education
Jackson Family Wines
THOMAS KELLER GOLF CLASSIC

JUNE 2–3, 2019
CIA AT COPIA
SILVERADO RESORT AND SPA

Thomas Keller is as passionate about golf as he is about food. His career is an inspiration to all CIA students and he has served as a mentor to many of them. With Thomas’s help, we hold the Thomas Keller Golf Classic in Napa each year to raise vital scholarship funds for students. The Classic kicks off on a Sunday night with a gala dinner and live auction at the CIA at Copia. The golf outing the next day at Silverado Resort and Spa is in a scramble format with a shotgun start.

ENGAGEMENT OPTIONS
Consider getting involved as a sponsor, or even tee it up with your own foursome at the Classic...

• Sponsorship Opportunities: There are many levels of sponsorship, some including tickets to the dinner and golf foursomes. Supporters also have the opportunity to showcase products or sponsor a tasting table.

• Live Auction Donations: Donate a spectacular package for the auction, and your company’s products and offerings will be showcased to the industry leaders in attendance.

• Purchase Tickets and Play Some Golf: You can enjoy this fabulous event—savor the reception and dinner at Copia, and spend an amazing day of golf at The Silverado Resort and Spa in Napa. There are even fun activities for non-golfers!

BENEFITS
Besides the obvious benefit of enjoying two days of great food and golf, you’ll receive recognition on banners and signs, in the Golf Classic program journal, and on the CIA Giving website. You’ll also network with industry professionals and demonstrate your strong commitment to education excellence.

“Through the camaraderie of golf, we are raising funds for student scholarships so they can learn from the world-class teachers and chefs of the CIA.”

Thomas Keller
Chef/Proprietor, Thomas Keller Restaurant Group
Member, CIA Board of Trustees

LATÍN AMERICAN CUISINE SUMMIT

OCTOBER 16–17, 2019
CIA SAN ANTONIO

Renowned chefs, restaurateurs, and winemakers from Latin America meet with foodservice industry leaders from around the U.S. to focus on the culinary heritage, contributions, and flavor trends from specific countries each year. Hosted by the CIA’s Center for Foods of the Americas (CFA), the four-day summit strongly supports the college’s mission by bringing students together with participants for amazing interactive learning activities. The event is held at the CIA San Antonio, which earlier this year celebrated its 10th anniversary!

ENGAGEMENT OPTIONS
Help us increase the awareness of Latin culture and cuisine while supporting quality education experiences for students...

• Join Fellow Professionals at the Summit: Get involved in the two professionals-only event days, which are open to foodservice operators, food manufacturers, industry leaders, chefs, world cuisine experts, and CIA alumni.

• Engage with Students and the Public: Separate programs for CIA San Antonio students are held with many of the visiting chefs, and a Latin market-style tasting is open to the public on the final day.

BENEFITS
Companies will receive recognition in program materials and on the CFA website. There are also opportunities to showcase your products or services, and do plenty of networking at receptions and meals.

“Tequila Patrón is delighted to support the Thomas Keller Golf Classic and help raise vital scholarship funds for CIA students. As the nation’s top culinary school, the CIA serves a critical role in developing our next generation of talent, and as a luxury spirits brand enthusiastically served by the industry, we can think of no greater investment.”

Lee Applbaum
Global Chief Marketing Officer
The Patrón Spirits Company

“Sysco’s vision is to be our customers’ most trusted and valued business partner. Collaborating with the CIA for events like the Latin American Cuisine Summit allows us to work towards this vision by preparing future culinary leaders for a continuously evolving marketplace. Hispanic influence helped shape our industry into what it is today. From being a key guest segment to inspiring menus and concept trends, Latin influence is widely recognized and far-reaching.”

Diego Rondon
Senior Director MultiCultural Segments
Sysco

“Through the camaraderie of golf, we are raising funds for student scholarships so they can learn from the world-class teachers and chefs of the CIA.”

Thomas Keller
Chef/Proprietor, Thomas Keller Restaurant Group
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Lee Applbaum
Global Chief Marketing Officer
The Patrón Spirits Company
ALUMNI EVENTS

CIA alumni are involved in every aspect of the culinary world—from cooking and baking to research and product development. They excel at hospitality, food, and beverages. This sponsorship opportunity allows your company to develop relationships with these established food and beverage leaders and up-and-coming chefs.

ENGAGEMENT OPTIONS

Your product or brand can be showcased in many different ways, depending on your sponsorship level...

- Alumni Receptions: CIA staff can help your company customize an alumni reception. Most receptions are two hours long, and some coincide with industry shows and conferences such as the National Restaurant Association Show in Chicago.
- CIA Homecoming: The biggest alumni event of the year is a full day of educational programs and networking during CIA Homecoming held on the New York campus. The event’s annual Run for Your Knives™ 5K Walk/Run raises additional funds for student scholarships.

BENEFITS

All sponsors will receive at least one invitation to the reception they are sponsoring; more depending on the sponsorship level. Other benefits include recognition on the CIA Alumni Network website, e-mail promotions, and on signage. Plus, there are invaluable opportunities to connect with a worldwide network of more than 50,000 alumni.

“Last spring we hosted an alumni reception in our showroom during the International Restaurant & Foodservice Show in New York. It was a nice, casual opportunity to showcase Villeroy & Boch and our other partner brands to key end user customers. Villeroy & Boch values its relationship with the CIA and is delighted to support the college and the future leaders of the industry.”

Lisa Knierim
President and CEO
Villeroy & Boch—The Americas

ENGAGEMENT OPPORTUNITIES AT A GLANCE

For Philanthropic Support

To see a list of some of our current partners and donors, please refer to page 46.

Additional information on Advancement programs can be found at ciagiving.org.

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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.

The Digital Media team has kept up with the pace of technology growth—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.

With more than 150 chef-instructors, culinary visionaries, and entrepreneurs on our campuses, restaurateurs and manufacturers often look to the CIA for expert advice—and CIA Consulting delivers. Our team can help drive innovation, growth, and profitability by assisting you with product development or menu enhancement.

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

Please review the following pages to see what CIA Services can do for you!
The Culinary Institute of America’s Digital Media team offers a wide range of digital programming for educational and promotional campaigns—from video production and website development to webcasting and social media marketing.

**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. Digital Media program packages include content development, production equipment and crew, filming locations, on-camera talent, post-production, content distribution, marketing, and analytics reporting.

**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 150+ 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.

**Content Distribution and Marketing**

We have diverse outlets for the promotion of your project:

- The CIA e-mail database includes more than 35,000 culinary professionals, 50,000 CIA alumni, and 100,000 consumer food and wine enthusiasts.
- Our social media reach, through Twitter, Facebook, Instagram, PodBean, and more, totals nearly 350,000 followers. Our YouTube channel has logged more than 14 million views.
- The CIA’s daily ProChef® SmartBrief newsletter has 50,000 subscribers.

FOR YOUR MARKETING PROGRAMS

The CIA will create exciting visual programming and introduce you to new customers. 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.ciaoprochef.com/WCA
- Website development: www.worldsofflavorspain.com
- The Professional Chef Discovery Series for culinary professionals: www.ciaoprochef.com/eggs
- Webcasting: www.re-thinkfood.org/multimedia/webcast
- Podcasts: www.cia.podbean.com

**PROJECT LEVELS**

<table>
<thead>
<tr>
<th>Package Type</th>
<th>Minimum Cost</th>
</tr>
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<tbody>
<tr>
<td>Professional Chef Discovery Series</td>
<td>From $70,000</td>
</tr>
<tr>
<td>Custom Packages</td>
<td>From $35,000</td>
</tr>
<tr>
<td>Social Media Video Production Packages</td>
<td>From $35,000</td>
</tr>
<tr>
<td>Webcast Packaging</td>
<td>From $25,000</td>
</tr>
<tr>
<td>Live Webcasts: Sponsorships and Custom Programming</td>
<td>From $5,000</td>
</tr>
</tbody>
</table>

“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—Digital Media
707-967-2405
John.Barkley@culinary.edu

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

“The Digital Media program at the CIA has been a great investment for the National Watermelon Promotion Board. The team took our watermelon goals and objectives and turned them into creative recipes and visually appealing videos and images with a strong ROI for the watermelon industry, reaching decision makers at many levels in the foodservice world.”

Megan McKenna
Director of Foodservice and Marketing
National Watermelon Promotion Board
We harness the expertise of our consulting staff plus the diverse experience of more than 150 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.

CONNECT YOUR TEAM

Experiential learning drives understanding and retention while fostering positive relationships through teamwork. And beyond the walls of our kitchens, you will find plenty of other bonding opportunities on- or off-campus at our Napa Valley, Hudson Valley, and San Antonio locations.

- Hands-on Programs: There’s no more effective way to show product differentiation, demonstrate product applications, or launch new products than a hands-on kitchen exercise curated by a CIA chef. Let us provide the educational context tailored to your customers’ needs.

- Certified Culinary Sales Professional (CCSP): This guided, four-month immersive program gives your team the culinary knowledge and interactive experiences that will improve their ability to partner with new and established clients.

ENGAGE OUR STUDENTS

CIA graduates go on to become industry leaders—so it’s no surprise suppliers want to begin developing relationships with them while they are still in school. CIA Consulting offers two sponsor opportunities that enhance students’ education while helping to pay for it.

- Pop-Up Classroom: Use the Innovation Kitchen at The Egg on our New York campus to conduct your own private pop-up seminar for students. It’s a fully functional, open kitchen with display and serving capabilities. The space will also support interactive teaching with one of your chefs or ours.

- Student Innovation Challenge: Imagine asking the next generation of consumers—and future culinary leaders—to create new ideas and recipes using your products. This challenge allows you to do exactly that, while also providing a rich learning experience for CIA students and a chance for them to win a scholarship.

LEAD THE INDUSTRY

The CIA brand stands for industry leadership. These broad-reach programs are cost-effective options designed to enhance visibility for your company, people, and products in alignment with our four pillars—professional excellence and innovation, world cuisines and cultures, health and wellness, and sustainability and food ethics.

- Custom Content: Content marketing establishes trust and credibility among current customers and helps to reach new prospects. When you leverage the CIA’s educational content, you harness our expertise and brand authority, which in turn can generate leads through SEO, web traffic, and social media engagement.

- Product Innovation: Deploy the CIA’s research and development protocol, designed by industry leaders for industry leaders. Our process collaboration principle ensures that a team moves together through ideation, concepting, and prototyping while capturing input from all stakeholders. The end result is a Gold Standard suitable for bench testing.

Visit CIAConsulting.org for more details or contact:

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

David Kamen ’88, PCIII, MBA, CHE
Project Manager
845-451-1386
David.Kamen@culinary.edu

“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
As the college continues to expand the learning opportunities within the food and foodservice industries for our students, the need to support them along the way also grows. This division helps nurture our students from their first day on campus by exploring life goals, reviewing academic programs, and evaluating job options throughout their careers.

“Goals, reviewing academic programs, and evaluating job options throughout their careers. This division helps nurture our students from their first day on campus by exploring life goals, reviewing academic programs, and evaluating job options throughout their careers.”

Patina Restaurant Group looks first to the CIA when looking for passionate and talented F&B professionals. The graduates of the CIA will be the leaders of tomorrow, and it is both humbling and fulfilling to continue building relationships with the students who will shape the future for our industry.”

Frank Marino
Director of Recruitment
Patina Restaurant Group

“Why am I such a fan of the CIA because every time I step foot on campus the takeaway I have is simple—the school creates passion. Passion in and of itself is an expectation, but the difference is that the CIA has a passion to teach its students to think. It’s in this that a culture of trend-setting is born, and it’s through this mentality that our industry will be pushed to the next level, thanks to CIA alumni—and it’s why I hire them!”

Cory Cuff
Assistant Director of Food & Beverage
Four Seasons Hotel Chicago

WAYS TO ENGAGE:

• A free online recruiting service is available for you to advertise open positions directly to our students.
• 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 allows employers the opportunity to engage and conduct interviews with interested students and alumni.
• Your company may become an approved internship venue. By hosting CIA students during their 14-week internship, you not only give them valuable experience, but you can also discover the advantages of hiring CIA-trained chefs.

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

“Exploring Wine” is 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.

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 American 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, series features CIA chefs who teach culinary fundamentals in a combination lecture and demonstration. Some of our latest titles are Making Healthy Food Taste Great, How to Master Outdoor Cooking, and The Joy of Mediterranean Cooking.

The Culinary Institute of America also has its own publishing imprint: CIA Press. Books published under the CIA Press imprint will be in an interactive digital format with built-in learning objectives, embedded video, and other tools to reinforce essential points. The first book released was the second edition of The Art of Charcuterie by CIA Professor John Kowalski.
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:

Alaska Seafood Marketing Institute
Aramark Corporation
Anton Family Foundation
American Egg Board
Almond Board of California
Alden Mills
Avocados From Mexico
B&W Quality Growers
B&Q Quality Growers
Bal dor Specialty Foods
Barilla Vintners Foundation
Bartelli Family Foundation
Bartoli Fine Foods
Caitelina Fine Foods
Clover Sonoma
Cobblestone Catering
The Snyder Family Foundation
Colavita USA, Inc.
Compass Group
Corvus Foods, Inc./Angela Mia
Consorto del Prosciutto di Parma
Cooper-Atkins Corporation
Costa Fruit & Produce
Cres Cor
CSSI Marketing + Culinary
Cuisinart
Daya Foods
The Denny Kaye and Sylvia Fine Kaye Foundation
DanoneWave
D’Arrigo Brothers
DeBragga and Spitler, Inc.
Delaware North Company
Department of International Trade Promotion, Thailand
Diamond Crystal
The DiMera Group/Daniel Boulu
Dole Packaged Foods Company
The Dorothy and Marshall M. Resman Foundation
Dow AgroSciences
Driscoll’s
Dyson Foundation
EAT Foundation
Ecolab, Inc.
Edington Dairy Technologies
Eto Products, Inc.
The Elliot Group
Engie Resources
The Estate of Chuck Williams
Ferrero USA
First Republic Bank
Food Dreams Foundation/ Jean-Georges Vongerichten
The Francesco and Mary Giambelli Foundation
Fresh Origins
Garden
Gardner Groufl Foundation
George and Betty Harbaugh Charitable Foundation
Ghirardelli Professional Products
Google
Goya Foods, Inc.
Guest Services, Inc.
Guitard Chocolate Company
Halibut International Foods
Harney & Sons Fine Teas
Health-Ade
Hestan Commercial Corporation
Hormel Foods
Hotel Wailea, Relais & Châteaux
House Foods America
Hudson Valley Fresh
Illycaffè North America, Inc.
International Foodservice Manufacturers Association (IFMA)
Irinox USA
Italian Trade Commission
Jackson Family Wines
JJ’s Red Hots
The J.M. Smucker Company
Joe Jurgielewicz & Son, Ltd.
John Boos Company
Jones Dairy Farm
Julia Child Foundation for Gastronomy and the Culinary Arts
Kellogg Company
Kerry Ingredients
Kikkoman Sales USA, Inc.
KitchenAid
Korin Japanese Trading Corp.
LA & SF Specialty
Lactalis Foodservice
Lamb Weston, Inc.
Land O’Lakes
Lentils.org
Libbey Foodservice
Maple Leaf Foods
Marricott International, Inc.
Mars Foodservice
McCain Foods USA
McCrack & Company
McH rulings
Meshewa Farm Foundation
MIC Foods
MillerCoors
Mionetto USA
Minni
The Montague Company
Mushroom Council
Napa Valley Vintners
National Honey Board
National Italian American Foundation
National Mango Board
National Peanut Board
National Restaurant Association
National Turkey Federation
National Watermelon Promotion Board
Nestlé Professional
Newman’s Own Foundation
Newport Harbor Corporation
Nielsen-Maycey Foundation
North American Association of Food Equipment Manufacturers (NAFEM)
Northwestern Bean Growers Association
Northern California Growers Association
Northwest Cherries
Ocean Hi gger Foods
Olive Oils from Spain
The Orenda Group
Öra King Salmon
Oregon Fruit Products
P&G
Pastry Chef
Paso Robles Wine Country Alliance
Patina Restaurant Group
The Patrin Spirits Company
Peet’s Coffee & Tea
PepsiCo Foodservice
Pepsi-Cola of the Hudson Valley
Perdue Farms
The Perfect Puree of Napa Valley
Peter Allford Foundation
Peugeot USA, LLC
dba PEUGEOT
Pinnacle Foods
Potatoes USA
Pro*Act
RATIONAL USA
RC Fine Foods
Restaurant Associates
Rich Products Corporation
Roland Foods
Royal Dutch Veal
Royal Rose
Roy’s Restaurants
Ruth’s Hospitality Group
Sabatino North America, LLC
Sambazon
The Sampson Foundation
Samsung
Saputo Cheese USA
Saratoga Food Specialties
Sausage Mustard Development Commission
Satín Fine Foods
Schuman Cheese
Seabourn Cruise Line
Silverado Resort & Spa
Smithfield Foods
Société Culinaire Philanthropique
Sodexo
Sonic Corporation
Sparrow Lane & Associates
Specialty Food Association
Star Kay White
The Statler Foundation
Steele International
Stella Artois
Sterling Caviar
Sterno Products
Stoddart’s
Sugar Foods Corporation
Sunset Sweet Growers
Sunto Holdings, Ltd.
Sush Herb Farms
Sustainable Foods
Sweet Street Desserts
Sysco Corporation
T&S Brass and Bronze Works, Inc.
Taylor Shellfish Farms
The Ultimate Image
Tyson Foodservice
University of California, San Francisco
Valhona
The Vollrath Company, LLC
Vaporiz Management Corporation
The Woldrath Company, LLC
Vonkew Thermomix
Walt Disney World
Wayne Farms
Westman’s Food Markets, Inc.
Weibilt
White Rains Linen
Wholesome Sweeteners, Inc.
The William H. Donner Foundation
William Randolph Hearst Foundation
Williams-Sonoma
Windstar
The Wonderful Company
Wood Stone Corporation
### 2019 AT-A-GLANCE OVERVIEW OF SPONSORSHIP OPPORTUNITIES

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 PROGRAMS</th>
<th>DATES</th>
<th>VENUE</th>
<th>PRESENTING PARTNER</th>
<th>SPONSORSHIP LEVELS</th>
<th>AUDIENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>THE FLAVOR SUMMIT</td>
<td>April 10–12, 2019</td>
<td>CIA at Copia</td>
<td>CIA Exclusive</td>
<td>CIA Exclusive</td>
<td>A small, select group of invited program partners.</td>
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<td>THE FLAVOR SUMMIT</td>
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<td>THE FLAVOR SUMMIT</td>
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<td>CIA at Copia</td>
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<td>THE FLAVOR SUMMIT</td>
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<td>THE FLAVOR SUMMIT</td>
<td>October 15–16, 2019</td>
<td>CIA at Copia</td>
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<td>THE FLAVOR SUMMIT</td>
<td>November 19–20, 2019</td>
<td>CIA at Copia</td>
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<tr>
<td>THE FLAVOR SUMMIT</td>
<td>December 3–5, 2019</td>
<td>CIA at Copia</td>
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<tr>
<td>THE FLAVOR SUMMIT</td>
<td>Ongoing</td>
<td>CIA at Copia</td>
<td>CIA Exclusive</td>
<td>CIA Exclusive</td>
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</table>

| THE FLAVOR SUMMIT | April 10–12, 2019 | CIA at Copia | CIA Exclusive | CIA Exclusive | A small, select group of invited program partners. |
| THE FLAVOR SUMMIT | May 1, 2019 | CIA at Copia | CIA Exclusive | CIA Exclusive | CIA Exclusive |
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| THE FLAVOR SUMMIT | December 3–5, 2019 | CIA at Copia | CIA Exclusive | CIA Exclusive | CIA Exclusive |
| THE FLAVOR SUMMIT | Ongoing | CIA at Copia | CIA Exclusive | CIA Exclusive | CIA Exclusive |
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 research and development, executive chefs, executive pastry chefs, and many more. Here’s a partial list of the operators we’ve welcomed and worked with in recent years:

**CHAIN/MULTI-UNIT RESTAURANTS**
- A&B Restaurants
- Au Bon Pain
- Bartaco
- Black Angus
- Bloomin’ Brands
- Bonefish Grill
- Brinker International
- Buffalo Wild Wings
- Captain D’s
- Chick-fil-A
- Chili’s
- Chipotle Mexican Grill
- Chopt Creative Salad
- Cracker Barrel
- CraftWorks Restaurants & Breweries
- Culver’s
- Dairy Queen
- Darden International
- Dunkin’ Brands
- Earl’s
- Eureka Restaurant Group
- FOCUS Brands
- Fogo de Chao
- Houlihan’s
- Idaho Potato Company
- Jamba Juice
- Landry’s Restaurants
- Macaroni Grill
- McAlister’s Deli
- Macaroni Grill
- Landry’s Restaurants
- Jamba Juice
- Yale University
- Vanderbilt University

**COLLEGES AND UNIVERSITIES**
- Colorado State University
- Cornell University
- Duke University
- Harvard University
- Indiana University
- Johns Hopkins University
- Kansas State University
- Michigan State University
- Middlebury College
- New Mexico State University
- New York University
- North Carolina State
- Northeastern University
- The Ohio State University
- Oregon State University
- Princeton University
- Rice University
- Rutgers University
- Stanford University
- Tufts University
- University of California, Berkeley
- University of Colorado, Boulder
- University of Connecticut
- University of Massachusetts Amherst
- University of Michigan
- University of Montana
- University of Notre Dame
- University of Pennsylvania
- Yale University

**SUPERMARKETS/RETAIL**
- The Albertsons Companies
- Bi-Rite Market
- Foodland Super Markets
- Hannaford Supermarkets
- Heinen’s Grocery Store
- Nugget Markets
- Price Chopper
- QuikTrip
- 7-Eleven
- Wegmans Food Markets
- Whole Foods Market

**HOTEL, RESORT, CASINO, AND CRUISE LINE SECTORS**
- Benchmark Hospitality
- Canyon Ranch
- Downtown Project Las Vegas
- Eau Palm Beach Resort & Spa
- Entertainment Cruises
- Fairmont Hotels & Resorts
- Four Seasons Hotels and Resorts
- Grand America Hotels
- Hideaway Beach Club
- Hilton Hotels
- Hyatt
- InterContinental Hotels Group (IHG)
- Langham Hotels
- Loews Hotels and Resorts
- Mandarin Oriental
- Marriott International
- Mandarin Oriental
- Muckleshoot Casino
- Ocean Reef Club
- Pebble Beach Company
- Quench Casino
- Ritz-Carlton
- Rosewood Hotel Group
- Sage Hospitality Resources
- Sandals Resorts
- Schweitzer Mountain Resort
- Starwood Hotels & Resorts Worldwide
- Taj Hotels
- Venetian and The Palazzo Hotel
- Waldorf-Astoria
- Walt Disney World Resorts
- Westin

**CONTACT INFORMATION**
- GREG DRESCHER
  Vice President
  Strategic Initiatives and Industry Leadership
  916-455-6476
  Greg.Drescher@culinary.edu

- PATTI COLEMAN
  Director of Business Development
  203-209-0066
  Patricia.Coleman@culinary.edu

- EDWARD ILSEN
  Associate Director of Sponsorship Planning
  707-967-2557
  Edward.Ilsen@culinary.edu

- SHARA OREM
  Director of Corporate Relations
  707-967-2459
  Shara.orem@culinary.edu

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

- DAVID KAMEN ‘88, PCIII, MBA, CHE
  Project Manager
  845-451-1386
  David.Kamen@culinary.edu

- KEVIN ALLAN
  Vice President, Advancement
  845-451-1460
  Kevin.Allan@culinary.edu

- HOLLY BRIWA
  Senior Advancement Officer, California
  707-967-2400
  Holly.Briwa@culinary.edu

- ELLY ERICKSON
  Senior Advancement Officer, Foundations
  845-451-1468
  Elly.Erickson@culinary.edu

- LEE ELLEN KIRK
  Senior Advancement Officer, Corporate Relations
  845-905-4277
  LeeEllen.Kirk@culinary.edu

- BRAD WHITMORE
  Senior Advancement Officer, Annual Giving, Society of Fellows, and Alumni Relations
  845-905-4277
  Brad.Whitmore@culinary.edu

- DENISE ZANCHETTI
  Senior Advancement Officer, Operations
  845-451-1468
  Denise.Zanchetti@culinary.edu

**CIA WEBSITES**
- ciadine.network.com
- cia.culinary.edu
- ciarestaurantgroup.com
- ciaprochef.com
- ciachef.edu
- ciachef.org
- ciachef.com
- ciachef.edu

The Culinary Institute of America
The World’s Premier Culinary College