



CULINARY ENRICHMENT AND INNOVATION PROGRAM

CONTINUING EDUCATION FOR BEST IN CLASS CHEFS

For Immediate Release

Contact: Stacy Mitchell
Hormel Foodservice
JT Mega
952-929-1370
smitchell@jtmega.com

The Culinary Institute of America and Hormel Foods Announce the 17 Chefs Chosen for Their Fifth Culinary Leadership Class

Austin, Minn. – (February 16, 2017) – The successful Culinary Enrichment and Innovation Program (CEIP), a collaboration between The Culinary Institute of America (CIA) and the Foodservice Division of Hormel Foods (NYSE: HRL) has announced the 17 students who will comprise its CEIP Class of 2018. The students, who hail from 13 different states, represent foodservice operations in both the commercial and non-commercial segments ranging from multi-unit restaurants to hotels to universities to hospitals and senior living. Their 12-month journey of culinary excellence will begin May 1, 2017. CEIP is the only professional development program to offer advanced management training specifically designed for skilled chefs.

Now beginning its fifth session, CEIP received a record number of applications for the Class of 2018, attesting to both the heightened awareness and effectiveness of the program. While the minimum requirement for entry into the program is ten years of professional experience, each of this year's chosen chefs has at least twelve years in the field.

“The whole CEIP program is about enrichment and innovation. In our previous graduating classes we’ve seen how the participants use the information they’ve learned to better their menus, to challenge their purchasing position, and to try to get better products into their establishments,” said Dave Kamen, project manager of CIA Consulting and CEIP program director.

-more-

CO-SPONSORED BY: THE CULINARY INSTITUTE OF AMERICA AND HORMEL FOODS
CEIPINFO.COM



The Class of 2018 will attend modules at all three of the college's U.S. campuses: St. Helena, CA (Module 1), San Antonio, TX (Module 2), and Hyde Park, NY (Modules 3). This will give the class the unique opportunity to experience the seasonal differences in the CIA's programs across the country.

The program's objective is to teach an elite group of professional chefs how to identify, practice, and master the necessary skills for culinary leadership and innovation. CEIP participants gather for three intense days every six months, disconnecting from their daily responsibilities as senior-level chefs and immersing themselves in lectures, homework, hands-on kitchen work and one-to-one dialogue with fellow chefs and visiting guest lecturers. Consisting of three academic and experiential modules, CEIP covers a range of topics, including contemporary flavors and techniques; health and wellness; leadership and innovation; and menu R&D as a collaboration of culinary arts, consumer behavior, food science and management. Participants will explore everything from the relationships among the five senses, to principles of modernist cuisine. They'll also tour a local farm and winery, create food focused on world flavor traditions to better understand its profit potential, and explore novel approaches to developing new applications that help differentiate their operation.

The educational modules of CEIP were created in 2008 for the inaugural CEIP class, and have steadily evolved to reflect changes in the foodservice industry. Among those attending will be several chefs from colleges and universities, including University of Michigan Executive Chef Frank Turchan II, who developed the Culinary Foundations program that helps his employees to develop, motivate and seek continuous improvement; and Grinnell College's Executive Chef Scott Turley, who has a diverse background in fine dining, a hotel, and for the past 19 years, university dining. Attendees from the healthcare segment include Antonio Sanchez, Executive Chef at Hennepin County Medical Center, who came to the States wanting to become an English teacher but found his passion in the kitchen; and Drew Patterson, Culinary Director at Wexner Medical, who recently oversaw the Nutrition Services renovation project and the development of new room service style dining program offered to patients at the medical center. Others in the class include Erwin Tjahyadi, Chef and Owner of Komodo LLC, who apprenticed under Wolfgang Puck; and Carl Blackbird, Executive Chef at Taco Johns, where he has transitioned from a professional kitchen to a corporate environment.

"We want to help these chefs see the world a bit differently, so they can bring a broader vision and wider horizons to their organizations, and ultimately the industry at large," said Annemarie Vaupel, Innovation Team Leader for the Foodservice Division of Hormel Foods. The company is a co-founder of the program and has underwritten the development of the curriculum. It also sponsors the tuition for each of the participating students. "We feel we're helping to prepare today's best and brightest chefs for leadership in our industry," Vaupel said. For more information on the program and the Class of 2018, please visit <http://www.ceipinfo.com/>.

CEIP Class of 2018

Michael Klein	Lanier Islands
Antonio Sanchez	Hennepin County Medical Center
Charles Patterson	Wexner Medical Center
Nicola Torres	Garlands of Barrington
Scott Turley	Grinnell College
Frank Turchan II	University of Michigan
Barry Greenberg	University of Iowa
DeWayne McMurrey	Texas Tech University
Tiffany Poe	Oklahoma State University
Carl Blackbird	Taco Johns
Tony Finnestad	Hormel Foods
Adam Hegsted	Eat Good Group
Erwin Tjahyad	Komodo LLC
Jeff Matevie	The Hickory Tavern
Brent Courson	Mainstreet Ventures
Allen Hess	Alerus Center
Martin Pfefferkorn	Hyatt Regency Hotels

About Hormel Foods

Hormel Foods Corporation, based in Austin, Minn., is a multinational manufacturer and marketer of consumer-branded food and meat products, many of which are among the best known and trusted in the food industry. The company leverages its extensive expertise, innovation and high competencies in pork and turkey processing and marketing to bring branded, value-added products to the global marketplace. The company is a member of the Standard and Poor's 500 Index, Dow Jones Sustainability Indexes, Maplecroft Climate Innovation Indexes, Global 1000 Sustainable Performance Leaders, and was named one of "The 100 Most Trustworthy Companies" by Forbes in 2010. The company enjoys a strong reputation among consumers, retail grocers, foodservice and industrial customers for products highly regarded for quality, taste, nutrition, convenience and value. For more information, visit <http://www.hormelfoods.com>.

-more-



About The Culinary Institute of America

Founded in 1946, The Culinary Institute of America is the world's premier culinary college. Dedicated to driving leadership development for the foodservice and hospitality industry, the independent, not-for-profit CIA offers associate degrees in culinary arts and baking and pastry arts; bachelor's degree majors in management, culinary science, and applied food studies; and executive education through its Food Business School. Its conferences and consulting services have made the CIA the think tank of the food industry in the areas of health & wellness, sustainability, world cuisines & cultures, and professional excellence & innovation. The college also offers certificate programs and courses for professionals and enthusiasts. Its worldwide network of 48,000 alumni includes leaders in every area of foodservice and hospitality. The CIA has campuses in New York, California, Texas, and Singapore. For more information, visit <http://www.ciachef.edu/>.

###