



*A culinary leadership program from
The Culinary Institute of America and Hormel Foods*

For Immediate Release

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

CULINARY ENRICHMENT AND INNOVATION PROGRAM “HEALTH AND WELLNESS” MODULE COMPLETED

SAN ANTONIO, TX – The Culinary Institute of America (CIA) was the epicenter of the most recent Culinary Enrichment and Innovation Program (CEIP) module this past October, as leading chefs from around the country converged for three days of intensive, advanced education. CEIP is a collaboration between the CIA and the Foodservice Division of Hormel Foods (NYSE: HRL). This elite group of professional chefs has now completed two of the four modules of the program, which teaches chefs how to identify, practice, and master the skills necessary for culinary leadership and innovation. The sixteen were chosen from among the hundreds of chefs who applied for a spot last fall.

Module 2 of the program, entitled “Health and Wellness,” was centered on healthier cooking, with seminars and demonstrations of strategies for reducing sodium and removing gluten, as well as modifying recipes and creating a healthy global menu. Lynne Eddy, Registered Dietician and Associate Professor of Business Management at the CIA, was on site to present foodservice dietary and nutritional trends and answer related questions. As with the prior module, the chefs were able to collaborate and share ideas, and spent much of their time in the kitchen putting what they’d learned into practice.

Eric Barnachea, Executive Chef at Marvell Technology Group in Santa Clara, CA, summed it up by saying, “It helps inspire us. With many of us coming from different parts of the

-more-



country and different parts of the food industry, we all have different experiences. It was fun to see how others think and work through situations.”

Although all of the participants are seasoned, professionals in their field, CEIP helps them re-focus and refine their craft. Christina Bodanza, Director of Dining Services at Morrison Senior Living in Grand Rapids, MI, commented, “I always think to myself, ‘I should know this!’ But the reality is that we often forget some of the fundamentals of flavor development our chefs taught us 30 years ago.”

The CEIP program, now halfway completed, has been a learning experience for each of the participants. “I’m amazed by the talented chefs that are in the group,” and, “This totally exceeded my expectations,” are comments echoed by each of the chefs.

Each of the four modules of CEIP examines the foodservice industry in a different way, and helps give participants a wider view of the industry and their place within it.

Module 3, “Leadership and Entrepreneurship Strategies” will take place in April at the CIA campus in Hyde Park, NY. Additional information can be found at www.ceipinfo.com.

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>.

About The Culinary Institute of America

Founded in 1946, The Culinary Institute of America is an independent, not-for-profit college offering associate and bachelor's degrees with majors in culinary arts, baking and pastry

-more-



arts, and culinary science, as well as certificate programs in culinary arts and wine and beverage studies. As the world's premier culinary college, the CIA provides thought leadership in the areas of health & wellness, sustainability, and world cuisines & cultures through research and conferences. The CIA has a network of 45,000 alumni that includes industry leaders such as Grant Achatz, Anthony Bourdain, Roy Choi, Cat Cora, Dan Coudreaut, Steve Ells, Johnny Iuzzini, Charlie Palmer, and Roy Yamaguchi. The CIA also offers courses for professionals and enthusiasts, as well as consulting services in support of innovation for the foodservice and hospitality industry. The college has campuses in Hyde Park, NY; St. Helena, CA; San Antonio, TX; and Singapore. For more information, visit www.ciachef.edu.

###



1946 CAMPUS DRIVE, HYDE PARK, NEW YORK 12538
TEL 1-800-888-7850 • WWW.CEIPINFO.COM

