



CULINARY ENRICHMENT AND INNOVATION PROGRAM

CONTINUING EDUCATION FOR BEST IN CLASS CHEFS

For Immediate Release

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The Culinary Institute of America and Hormel Foods Open Applications for Fourth Culinary Leadership Class

Austin, Minn. – (May 18, 2015) – Applications for the fourth class of the Culinary Enrichment and Innovation Program (CEIP) are now open. Created by The Culinary Institute of America (CIA) and Hormel Foods, and launched at the CIA in 2008, CEIP is the only professional development program to offer advanced culinary leadership training specifically designed for skilled commercial and non-commercial chefs.

“We’re exceptionally pleased with the response we’ve had to the program,” said Bill Dion, innovation team leader, Hormel Foods, Foodservice Division. “Creating and launching a new educational program in today’s environment is a testament to our confidence in its potential. We realized the power of a program that teaches professional chefs how to identify, practice and master the necessary skills for culinary leadership and innovation. There is simply no other curriculum like this,” said Dion. Hormel Foods has underwritten the cost of program development and the tuition for all participating students.

The 16 participating CEIP chefs attend three intense three-day sessions at the CIA over a period of 12 months. These academic and experiential modules, developed and taught by CIA instructors, range in theme and include contemporary flavors and techniques, health and wellness,

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and leadership and innovation. Roundtable discussions with renowned industry leaders and one-on-one feedback from the CIA instructors are highlights of this unique program. David Kamen, project manager at CIA Consulting and CEIP program director, explains, “This is a program by chefs for chefs, where they can get together and innovate and network and become better leaders.”

“This was a great program from beginning to end. The collaborative structure and team building was terrific,” said Class of 2014 CEIP chef Michael Kann, associate director food & beverage at Boston College.

CEIP chef, Eric Barnachea, corporate executive chef at Imagine Culinary Group in Santa Clara, Calif. elaborated, “It helped me appreciate my experiences in life. To work, collaborate and to socialize side by side with others from around the country was a great experience. I know I will still reap the rewards of this program in the future, either by things that I was taught, by connections, or future endeavors. I leave this program excited to teach, collaborate, mentor and push myself to achieve more in my culinary adventure.”

At the end of the program, CEIP chefs receive a certificate of completion and continuing education units from the CIA.

Applications for the Class of 2016 open on Friday, May 15, and are available at www.ceipinfo.com. All applications must be submitted by Thursday, August 6, 2015. Interested chefs must have at least ten years of professional experience and proven culinary and leadership skills. They must be creative, passionate and innovative. Only 16 chefs will be selected for participation in the next CEIP class, which will begin in October of this year and conclude in October 2016.

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 & Poor's (S&P) 500 Index, S&P 500 Dividend Aristocrats for 2014, was named the 2013 Sustainable Supply Chain of the Year by Refrigerated & Frozen Foods magazine, and was again named one of “The 100 Best Corporate Citizens” by Corporate Responsibility Magazine for the seventh year in a row. Hormel Foods was also recognized as a 2015 Military Friendly Employer by G.I. Jobs magazine, on the 2015 Best for Vets Employers List by Military Times, and was named one of the 2015 40 Best Companies for Leaders by Chief Executive magazine. 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 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 www.ciachef.edu.

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