



*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
“LEADERSHIP AND INNOVATION” MODULE COMPLETED**

HYDE PARK, NY – Fifteen hand-selected professional chefs just completed the third of four modules of the Culinary Enrichment and Innovation Program (CEIP), an intensive three-day advanced-education course designed by The Culinary Institute of America (CIA) in collaboration with Hormel Foodservice, a division of Hormel Foods (NYSE: HRL). During CEIP sessions, this elite group of chefs learn how to identify, practice, and master the skills necessary for culinary leadership and innovation.

The third module focused on how to sharpen the all-important leadership skills that keep a chef’s kitchen – and the entire operation – running smoothly, efficiently, and with a spirit of collaboration. The topic of innovation was on tap as well, with presentations at three top New York City restaurants, Per Se, Alder, and Momofuku Culinary Labs (where R&D for the famed chain Momofuku takes place). The group enjoyed a presentation by Per Se Chef de Cuisine Eli Kaimeh and met renowned Per Se chef and owner, Thomas Keller. “I learned a lot about how they work to create an environment where collaboration and total team involvement are made to work for them and their cuisine,” said participant Bill Claypool, Executive Chef at Vanderbilt.

Subsequent days included classroom instruction and a team-based market basket challenge, which was “valuable to see how other chefs think about items and pairings,” said Steven Miller, Senior Executive Chef at Cornell University. A series of presentations on the topic of leadership included Tom Day, Hormel Foods; Ted Rich, Rich Products; Tom Fricke, HMS Host; and Chef Waldy Malouf of the CIA.

-more-



This was the third of four CEIP modules. The next and final module, “Innovative Menu Development for Profitable Operations,” will take place October 28 – 30, 2014, again at the Hyde Park CIA campus. 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 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.

###

