



CULINARY ENRICHMENT AND INNOVATION PROGRAM

CONTINUING EDUCATION FOR BEST IN CLASS CHEFS

For Immediate Release

Contact: Stacy Grubish
Hormel Foodservice
JT Mega
952-929-1370
sgrubish@jtmega.com

The Culinary Institute of America and Hormel Foods Announce the 18 Chefs Chosen for Their Sixth Culinary Leadership Class

Austin, Minn. – (February 1, 2019) – 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 18 students who will comprise its CEIP Class of 2020. The students represent foodservice operations in both the commercial and non-commercial segments ranging from multi-unit restaurants to hotels to universities and senior living. Their 12-month journey of culinary excellence will begin April 30, 2019. CEIP is the only professional development program to offer advanced management training specifically designed for skilled chefs.

“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.

The Class of 2020 will attend modules at all three of the college’s U.S. campuses: Napa, 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.

-more-

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



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. "We want to help these chefs see the world a bit differently, so they can bring a broader vision to their organizations, and ultimately the industry at large," said Annemarie Vaupel, Director of Marketing 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, please visit <http://www.ceipinfo.com/>.

CEIP Class of 2020

Diego Velasco	Memphis Group, Corp. - Memphis Cafe
Rey Ryan Gayo	Compass Group - Unidine Lifestyles
Carlo Cavallo	C2 Hospitality Partners LLC/Bistecca & Vino
Jeff Poetzel	Tex Wasabi's/Johnny Garlic's
Dennis Chan	Blue Bamboo
Jerry Dicecco	Jerry & The Mermaid
Dusty Cooper	University of California - Santa Barbara
Sabrina Tinsley	Osteria La Spiga
James Connolly	Unidine
Tim Fetter	Duquesne University - Parkhurst Dining
Mark Fortino	Elior North America
Chad Blunston	The JW Marriott Austin
Laura Bullene Jacobo	Woodlake Unified School District
Robert Bankert	Umass Amherst
Lucas Simonds	Red Robin
Leyla Wheelhouse	Direct Food Service
Jean-Claude Plihon	Grand Hyatt DFW
David Anderson	The Pennsylvania State University

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 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/>.

###

