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## **Registration Opens for The Food Business School of The Culinary Institute of America**

**The first business school dedicated to food entrepreneurship and innovation  
announces inaugural programs and faculty roster**

St. Helena, CA, February 25, 2015 — The Food Business School (FBS), the new center for executive and graduate education of [The Culinary Institute of America](#), today opened registration for its Spring 2015 session and announced a suite of innovative educational programs taught by expert faculty. The first business school dedicated to food entrepreneurship and innovation, FBS offers knowledge, practical skills, and an extensive network to support a diverse range of innovators, including executives, recent graduates, and mid-career explorers. It is led by FBS Dean and Executive Director [William Rosenzweig](#), an industry-leading food entrepreneur, investor, and educator.

“The Culinary Institute of America has a long history of educating and supporting the world’s leading chefs, tastemakers, and foodservice innovators,” said CIA President Dr. Tim Ryan. “The Food Business School represents a strategic extension of our college’s unique capabilities and resources to serve a broader and vital constituency of students and future leaders committed to transforming the world through food.”

At FBS, students are guided by expert faculty to implement breakthrough solutions for the most pressing challenges and opportunities within the business of food. FBS educational programs are practice-based and focus on accelerating the transformation of good ideas into successful ventures and initiatives.

Faculty for FBS’s inaugural programs include business professors from Stanford, UC Berkeley, and UC Davis, as well as celebrity chefs, renowned food industry entrepreneurs, artists, and designers, including CIA alumnus Michael Chiarello ‘82, Neil Grimmer, Kurt Huffman, Sarah Soule, and Emilie Baltz. FBS faculty is augmented

by a network of mentors and professional partners dedicated to supporting the success of students.

“An unprecedented expansion in food industry innovation and investment, coupled with a growing urgency to address global food systems crises, offer a distinct opportunity—and challenge—to shape our food future,” said Rosenzweig. “At The Food Business School, we guide and empower food innovators at all stages of their careers to become the successful catalysts of tomorrow’s food solutions.”

The Food Business School’s classes will be offered in three formats that emphasize action-based learning, experience, and practice.

- **Innovation Intensives:** These three- to four-day immersive programs at CIA Greystone in the Napa Valley focus on solving the challenges that executive leaders, entrepreneurs, and aspiring food industry innovators face each day. Register today for:
  - o [Scale Up Your Authentic Food Business](#), taught by Sarah Soule, William Rosenzweig
  - o [From Concept to Shelf: Rapid Innovation for Packaged Goods](#), taught by Neil Grimmer, William Rosenzweig
  - o [Pop-up Your Restaurant: From Culinary Artist to Entrepreneur](#), taught by Michael Chiarello, Kurt Huffman
  - o [Food Experience Design: Prototyping Everything AND the Kitchen Sink](#), taught by Lucas Daniels, Elizabeth Glenewinkel, Justin Rheinfrank, Adia Benson, Kyleigh Wawak
- **Online Courses:** Students new to the food industry gain a working understanding of the current challenges in the food system, as well as their own potential as entrepreneurial leaders. Team-based interactive challenges enable students to develop a portfolio of work to aid their career development. Coming Summer 2015.
- **Venture Innovation Program (VIP):** For serious entrepreneurs and innovators working to rapidly and rigorously transform good ideas into great food businesses. Multi-month program with a hybrid design (alternating on-campus and online) supports promising entrepreneurs to become inspiring and effective leaders. Offered in early 2016.

Spring courses will be held from May through June 2015. Details about future programs will be announced in May.

For more information, to join The Food Business School community, or to register for classes, visit [FoodBusinessSchool.org](http://FoodBusinessSchool.org), [@foodbizschool](https://twitter.com/foodbizschool) on Twitter, and [TheFoodBusinessSchool](https://www.facebook.com/TheFoodBusinessSchool) on Facebook.

## **About The Food Business School**

The Food Business School (FBS) is the new center for executive and graduate education of The Culinary Institute of America (CIA). The FBS broadens the CIA's commitment to the future of food education and leadership by providing cutting-edge, practice-based business education to corporate professionals, recent graduates, and mid-career explorers. The mission of the FBS is to enable and empower entrepreneurial leaders to design, deliver, and lead transformative innovations that address the world's most pressing food challenges—and its greatest business opportunities. The Food Business School is based in the San Francisco Bay Area and calls the CIA's Greystone campus in Napa Valley its home. Registration is now open for FBS's Spring 2015 session at [FoodBusinessSchool.org](http://FoodBusinessSchool.org).

## **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, management, culinary science, and applied food studies, 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 48,000 alumni that includes industry leaders and innovators such as Grant Achatz, Anthony Bourdain, Michael Chiarello, Roy Choi, Cat Cora, Steve Ells, Michael Mina, 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.

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