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NEWS



THE WORLD'S PREMIER
CULINARY COLLEGE

The Culinary Institute Of America Introduces The Food Business School, The World's First Business School for Food Innovation and Entrepreneurship

World's premier culinary college expands its commitment to the future of food education with the launch of its new center for executive and graduate education:
The Food Business School

St. Helena, CA, November 8, 2014 — **The Culinary Institute of America (CIA)** today announced plans to launch **The Food Business School (FBS)**, its new center for executive and graduate education. [The Food Business School](#) broadens the CIA's commitment to the future of food education and leadership with specialized programs for executives, 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.

Registration for programs at The Food Business School will begin January 2015 with the first courses commencing in Spring 2015.

“The food business is unlike any other business,” said Dr. Tim Ryan, president of The Culinary Institute of America and a Certified Master Chef. “There are tremendous opportunities ahead—all unfolding in a fast and dynamic environment. The CIA is proud to provide its special talents and resources to create world-class programs that will support a diverse community of innovators as they acquire the practical skills, knowledge, and networks needed to be successful in the broader food business.”

Led by accomplished entrepreneur, investor, and educator William Rosenzweig, The Food Business School plans to provide executive courses and degree programs that deliver cutting-edge, practice-based business education. Students will be guided by leading food industry practitioners and professors from the nation's top business schools, who will join forces with CIA faculty to provide a dynamic and rigorous new curriculum in a non-traditional learning environment.

“The food sector is attracting new talent, technologies, and capital that are being driven by the pressing issues of personal and planetary health and sustainability,” said Rosenzweig, The Food Business School's co-founder and executive director. “Our expert faculty, innovative curriculum, and unparalleled professional network will lead the way in inspiring, empowering, and equipping the next generation of cross-disciplinary innovators to be successful and make a difference.”

Rosenzweig is managing partner at Phisic Ventures, the first venture capital firm dedicated to investing in keeping people healthy. He was founding CEO of The Republic of Tea, and has been involved in growing the health and sustainability sectors through his work as an entrepreneur and venture investor at many food-related companies, including Revolution Foods, Odwalla, Stonyfield Farms, Hambrecht Vineyards, GoodGuide, and Yummly. Rosenzweig has been on the faculty at the Berkeley Haas School of Business since 1999 and is regarded as a pioneer in the field of social entrepreneurship. He is recipient of the 2010 Oslo Business for Peace Award and co-author of the bestselling book *The Republic of Tea: How an Idea Becomes a Business* (Doubleday 1992), named one of the 100 best business books of all time.

Course offerings, faculty, and registration for The Food Business School's Spring 2015 session will be announced January 2015. Go to www.TheFoodBusinessSchool.org for more information, to receive updates, and to join the FBS@CIA network.

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, 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 46,000 alumni that includes industry leaders and innovators 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.

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