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THE FOOD BUSINESS SCHOOL FOODBIZ+ SERIES HOSTS SANGITA FORTH AND SOPHIE EGAN TO TALK ABOUT WHY MISSION-DRIVEN FOOD BRANDS ARE PEOPLE'S HEARTS AND WALLETS

Monthly Online Conversation Hosted by FBS Dean Will Rosenzweig

Napa, CA, July 20, 2016 —The Food Business School (FBS), the new center for executive education of The Culinary Institute of America (CIA), invites entrepreneurs, industry insiders, and graduate students in food studies to join FBS Dean Will Rosenzweig for a free interactive online conversation on August 3 from 5–6 p.m. (PST).

Sangita Forth, an expert in building mission-driven brands to scale will share how business leaders craft authentic values-driven brand strategies that translate into sustainable, competitive advantages. She will be joined by **Sophie Egan**, best-selling author of *Devoured*, who will share valuable and timely consumer insights that every food marketer should be keen to understand.

“This session should appeal to anyone responsible for designing and delivering a business that is rooted in purpose. Mission-driven food brands are growing exponentially faster than traditional incumbents. Our guests this month understand relevant consumer insights and the ways innovative leaders can operationalize organizational values to create *value* in the highly competitive food marketplace,” said Will Rosenzweig.

Sign up for this free event and receive a link to join this online conversation at [FOODBIZ+ Mission Driven Branding](#).

The **FOODBIZ+ series** is a monthly program of online talks with food industry experts that explore the latest opportunities and challenges in food business. Upcoming events and classes are listed on [The Food Business School's events page](#).

[Sangita Forth](#) is a marketer and entrepreneur whose passion is building mission-driven, lifestyle brands. She played a significant role building the Plum Organics brand prior to its sale to Campell's. She also teaches the FBS class, [Mission Driven: Developing a Values-Based Food Brand](#), open for registration this fall.

[Sophie Egan](#) is the director of programs and culinary nutrition at the Strategic Initiatives Group at The Culinary Institute of America, and a contributor to *The New York Times' Well* blog. The San Jose Mercury News said about her book, "*Devoured* could change the way you eat."

Moderator and series host [Will Rosenzweig](#) has spent his career as an educator, serial entrepreneur, and venture investor. He was founding CEO of The Republic of Tea and co-founder of Physic Ventures. He also helped grow Odwalla, Leapfrog, Revolution Foods, and Yummly and many other businesses. Rosenzweig is a long-time faculty member at the Haas School of Business at UC Berkeley. He was honored with the Oslo Business for Peace Award for his accomplishments in the area of ethical business in 2010.

Last month's guest on the **FOODBIZ+ series** was Justin Siegel, acting director of the Innovation Institute for Food and Health at the University of California, Davis. He discussed topics related to his [FBS course Technology, Trends, and Policies Transforming the Food System](#), and addressed how these factors impact the challenges our food system faces. To watch a recording of the event, go to [FOODBIZ+ Tech, Trends, & Polices](#) and check out our past FOODBIZ+ sessions under [Archives](#).

About The Food Business School

FBS is the new center for executive education of the CIA. 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 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. FBS is located at The Culinary Institute of America at Copia in Napa, CA. For more information on FBS, follow along on Facebook (facebook.com/thefoodbusinessschool), Twitter ([@foodbizschool](https://twitter.com/foodbizschool)), and Instagram (instagram.com/foodbizschool).

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 49,000 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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