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THE FOOD BUSINESS SCHOOL FOODBIZ+ SERIES: HOW TO APPLY DESIGN THINKING TO FOOD, INNOVATION, AND HEALTH, WITH DR. JASPAL SANDHU
Monthly Online Conversation Hosted by FBS Dean Will Rosenzweig

Napa, CA, September 1, 2016—The Food Business School (FBS), the 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 online conversation on Tuesday, September 6, from 5–6 p.m. PST.

Jaspal Sandhu, PhD is a founding partner at the Gobee Group, a firm that innovates for social impact globally, and a lecturer at UC Berkeley, where he created and teaches the course *Eat.Think.Design*. In this interactive event, Dr. Sandhu will share his insights on how to apply design thinking to finding creative and innovative solutions to problems across the sectors of food, health, and agriculture, and, from these solutions, develop new business strategies and products or services.

Participants in Dr. Sandhu's course develop strategies through ideation, collaboration, prototyping, and by "asking big questions and stepping back to see what sticks." Each team may start with a far-reaching "How might we..." question. "The 'might' opens it up to possibilities," says Sandhu. "Design thinking is about consideration of multiple solutions. And the 'we' is important because innovation is a team sport."

Sign up for this free event and receive a link to join the conversation at [FOODBIZ+ Eat.Think.Design](#).

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

[Jaspal Sandhu](#) is a lecturer at UC Berkeley, where he created, developed, and teaches the popular graduate-level, interdisciplinary course [Eat.Think.Design](#). This course has been adapted online and will be led by Dr. Sandhu this fall at FBS. Register [here](#) by September 9 for special early-bird pricing.

Learn firsthand what 25 grad students at UC Berkeley took away from their experience in [Eat.Think.Design](#). from this recent [article in Edible East Bay](#).

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, Yummly, and many other businesses. Rosenzweig is a longtime faculty member at the Haas School of Business at UC Berkeley. In 2010, he was honored with the Oslo Business for Peace Award for his accomplishments in the area of ethical business.

Last month's guests on the **FOODBIZ+ series** were Sangita Forth, CMO of Pique Tea and former VP Brand and Marketing of Plum Organics, and Sophie Egan, author of *Devoured*. They discussed how business leaders craft "authentic" brand strategies and raise consumer consciousness through "food identity." Sangita also spoke about topics related to the FBS course she is teaching, [Mission Driven: Developing a Values-Based Food Brand](#), open for registration this fall. To watch a recording of the event, go to [FOODBIZ+ Mission Driven Branding](#) and check out our past FOODBIZ+ sessions under [Archives](#).

About The Food Business School

FBS is the 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 bachelor's degree majors in management, culinary science, and applied food studies; associate degrees in culinary arts and baking and pastry arts; 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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