



Media Contact:

Elka Karl | Dadascope Communications  
510.508.7328 | [elka@dadascope.com](mailto:elka@dadascope.com)

## **The Food Business School Launches FOODBIZ+, a Monthly Series of Online Talks, with a Live Event in New York City, Featuring The Food Business School's Dean Will Rosenzweig in Discussion with Former White House Advisor, Sam Kass; Fortune's Beth Kowitt; and Stephanie Strom of the New York Times**

*On February 23 at 6 pm, meet and mingle with fellow food system changemakers at FOODBIZ+ the media, a live panel discussion on how the food media shapes food business, from consumer taste to industry trends to government policy.*

Napa, CA and New York, February 20, 2016 — The Food Business School (FBS), the center for executive and graduate education of The Culinary Institute of America, invites food entrepreneurs, industry insiders, and graduate students in food studies, to attend the launch of the **FOODBIZ+** discussion series on February 23rd, 6-8:30 pm at [Upper Story by Charlie Palmer](#) in Manhattan's iconic D&D building. The event is free. RSVP is required. To register and find more information go to the [Food Business School's website](#).

On February 23rd, meet and mingle with fellow food system changemakers and stay for the first **FOODBIZ+ the media** panel, entitled **FOODBIZ+ the media**. Moderated by The Food Business School's Dean William Rosenzweig, **FOODBIZ+ the media** features food analyst at NBC News and former White House advisor for Nutrition Policy, Sam Kass; senior writer at Fortune Magazine, Beth Kowitt; and New York Times national correspondent, Stephanie Strom. The panel will discuss how the food media influences food business, from consumer taste to industry trends to government policy. This event is supported by the Charlie Palmer Group and Foodstand.

**FOODBIZ+** is a monthly program of online talks with food industry experts that explores the latest opportunities and challenges in food business. Other events, including **FOODBIZ+ the digitization of food** on March 2, and classes are listed on [The Food Business School's events page](#).

"Whether you're a seasoned food professional or a newfound food entrepreneur, **FOODBIZ+** offers powerful insights on what is driving the new food economy," noted Dean Rosenzweig. "Sam, Beth, and Stephanie each offer important perspectives on Americans'

shifting views of food and how the food media has helped to shape tastes, trends, and food policy.”

More about the **FOODBIZ+ *the media*** panelists:

**Sam Kass, Food Entrepreneur, Former White House Chef and Senior Policy Advisor for Nutrition.**

Sam Kass currently serves as a senior food analyst at NBC News, covering topics such as healthful eating, food trends and policy. During his tenure at the White House, Kass held positions as Senior Policy Advisor for Healthy Food Initiatives and Executive Director for Michelle Obama’s “Let’s Move!” campaign, among others. In 2011, Fast Company included Kass in their list of 100 Most Creative People, and in 2012, Kass helped create the American Chef Corps, which is dedicated to promoting diplomacy through culinary initiatives. Kass is an MIT Media Lab fellow, entrepreneur and advisor.

**Beth Kowitt, Senior Writer, *Fortune Magazine***

Beth Kowitt is a Senior Writer for *Fortune Magazine*, where she primarily covers the business of food. She has written cover stories on Trader Joe’s, Whole Foods, and the “War on Big Food,” which chronicled how shifting eating habits are shaking up legacy food companies. Her 2014 story on McDonald’s woes received the 2015 Front Page Award for Business Journalism from the Newswomen’s Club of New York. Kowitt, who joined *Fortune* in 2008, is also a co-chair of *Fortune* MPW Next Gen. She has a B.A. in sociology and English from Bowdoin College and an M.S. from Columbia University Graduate School of Journalism.

**Stephanie Strom, Business Reporter, The New York Times**

Stephanie Strom is a business reporter for The New York Times since September 2010, providing in-depth coverage on food business news and food policy. Her recent work includes coverage of Chipotle’s E. Coli crisis, the G.M.O. labeling debate, “cage-free” egg production in California, among many other topics. Previously, she had been a national correspondent covering philanthropy for The Times since December 2002 and has worked for the paper since 1988, when she joined as a clerk in the Washington bureau. She earned a B.A. degree in political science from Northwestern University in 1985 and a master’s degree in journalism from Columbia University in 1986.

**Moderator & Series Host: William Rosenzweig, Dean and Executive Director, The Food Business School**

William Rosenzweig has spent his career as an educator, serial entrepreneur, and venture investor. He was founding CEO of The Republic of Tea, co-founder of Physic Ventures, and helped to grow such companies as Odwalla, Leapfrog, Revolution Foods, Yummly, and Brand New Brands. 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.

**FOODBIZ+** has a limited number of spaces, and interested participants may RSVP for free for the program on the [Food Business School’s website](#). For more information on The Food Business School, follow along on Facebook ([facebook.com/thefoodbusinessschool](#)), Twitter ([@foodbizschool](#)), and Instagram ([instagram.com/foodbizschool](#)).

**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). 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. The Food Business School is based in the San Francisco Bay Area and calls The CIA's newly acquired Copia campus in Napa, CA its home. Registration is now open for FBS's Spring 2016 session at [FoodBusinessSchool.org](http://FoodBusinessSchool.org).

### **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.

###