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THE FOOD BUSINESS SCHOOL FOODBIZ+ SERIES: FOOD MEDIA WITH FOOD ANALYST AND ENTREPRENEUR SAM KASS

Monthly Online Conversation Hosted by FBS Dean Will Rosenzweig

Napa, CA, October 5, 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 Thursday, October 13, from 5–6 p.m. PST.

Sam Kass is a senior food analyst at NBC News, the chief consumer experience officer at Innit, a food entrepreneur, and the former White House chef. In this interactive event, Kass will share his insights on how entrepreneurs, innovators, and stakeholders create transformative and meaningful changes and solutions throughout the food industry and among policymakers—and develop “food systems intelligence” to address the role of food and its impact on climate, health, sustainability, and profitability.

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

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 in-person and online courses are listed on [The Food Business School's events page](#).

Food entrepreneur Sam Kass joined the White House kitchen staff in 2009 as assistant chef. He quickly rose up to become food initiative coordinator and took on several additional roles, including executive director of First Lady Michelle Obama’s “Let’s Move!” campaign and senior policy advisor for nutrition. He is the first person in the history of the White House to have a position in the Executive Office of the President and the residence. Kass is an MIT Media Lab fellow, entrepreneur, and advisor.

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 guest on the **FOODBIZ+ series** was Dr. Jaspal Sandhu, founding partner at the Gobee Group and a lecturer at UC Berkeley, where he created and teaches the course Eat.Think.Design. This popular course has been adapted online and is currently being led by Dr. Sandhu at FBS. To watch a recording of the event, go to FOODBIZ+ Eat.Think.Design. Check out all of the [archived FOODBIZ+ sessions](#) (under Archives), as well as [online courses](#).

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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