



THE  
CULINARY  
INSTITUTE  
OF AMERICA®

# The Culinary Institute of America in Hyde Park NY





# CIA Founders



Frances Roth



Katherine Angell

# The New Haven Restaurant Institute

*Announcing*

an opportunity to learn the restaurant and hotel trades

at the

## NEW HAVEN RESTAURANT INSTITUTE

A vocational school organized under the laws of the State of Connecticut as a non-profit association for the training of serious minded young men and women who want permanent positions in the restaurant and hotel industries.





# LEADERSHIP FOR THE FUTURE

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BUILDING ON EXCELLENCE





FOUR  
POWERFUL  
CAMPUSES



# St Helena, CA

The CIA at Greystone animates a spectacular 19th-century stone winery in the heart of California's Napa Valley.





# San Antonio, TX

The CIA, San Antonio, campus, newly created in the historic Pearl district, embraces the colorful flavors of the American Southwest and Latin America.





# Singapore

The CIA, Singapore, the college's first international campus, operates at a dynamic, cultural, and culinary crossroads of Asia.

# OUR STUDENTS



The CIA's diverse student body includes more than 3,600 undergraduate students who come from virtually every state and 30 countries.



# OUR FACULTY



The CIA faculty consists of nearly 200 accomplished experts in their professional discipline. They share their passion for knowledge through teaching, research and service to their academic and professional communities.

# OUR ALUMNI



**Charlie Palmer**  
Restaurant Entrepreneur



**Cat Cora**  
Iron Chef – Food  
Media Personality



**Steve Ells**  
Founder – Chipotle  
Mexican Grills



**Jorge Collazo**  
Executive Chef – NYC  
Public Schools



**Barton Seaver**  
Director, Healthy +  
Sustainable Food  
Program – Harvard SPH

CIA alumni thrive in every sector of the world of food. They oversee operations large and small; they are restaurateurs, media celebrities, entrepreneurs, and advocates for change.

A close-up, low-angle shot of a wheat field. The wheat stalks are in sharp focus in the foreground, showing their golden-brown heads and green leaves. The background is a vast field of similar wheat stretching to the horizon under a clear, vibrant blue sky with a few wispy white clouds. The overall scene is bright and sunny, suggesting a clear day in a rural agricultural setting.

# Food Matters



# Where we were...And a little bit of where we went...

## Change in Food Consumption in the Last 100 Years in the United States.....

|                      | 1900           | 2000              |
|----------------------|----------------|-------------------|
| Sugar                | 5 lbs a year   | 170 lbs a year    |
| Soft Drinks          | 0              | 53 gallons a year |
| Oils                 | 4 lbs a year   | 74 lbs a year     |
| Cheese               | 2 lbs a year   | 30 lbs a year     |
| Meat                 | 140 lbs a year | 200 lbs a year    |
| Homegrown Produce    | 131 lbs a year | 11 lbs a year     |
| Daily Caloric Intake | 2100           | 2757              |

**This dangerously low intake of unrefined plant foods is what guarantees weakened immunity to infectious disease, frequent illnesses and a shorter life span" Dr Mark Fuhrman**

# Eating and Ethics



- Every time I eat, something has to die
- Everything I eat takes resources
- What I choose to eat reflects my values
- What I choose to eat supports the people and food system I want to support

(Michael White, Department of Animal Science, University of Minnesota)



# Environmental Stewardship



## Our Environment is subject to our eating practices

More than 70 percent of the grain and cereals that we grow in this country are fed to farmed animals.

It takes more than 11 times as much fossil fuel to make one calorie from animal protein as it does to make one calorie from plant protein

[Meat consumption per country](#)



# Foods that we need to encourage

There are so many messages!

What the Data is telling us about the relationship to Health

- Whole Grains
- Less Meat
- More Varied Fish
- More Plant based foods.....

# Your Choices can change and are changing the world



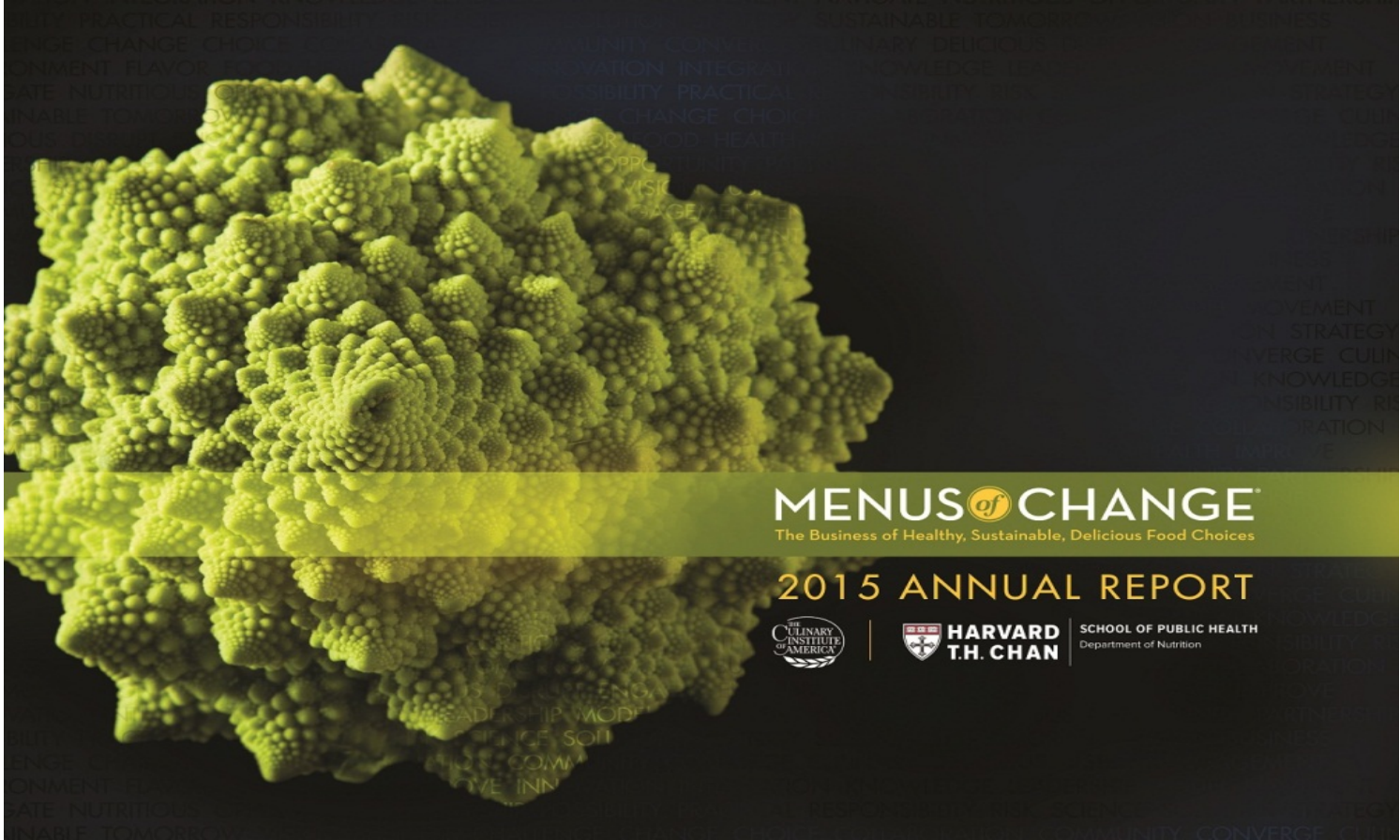
What Industry is looking at.....

Social Responsibility/Fair Trade/Environmental consequences/Community relationships/Long term investments

It is financially smart for industry to be in front of this curve

You affect change by your decisions in the quality and quantity of the foods you consume

We know that the future Culinaricians are the change agents in our Food System



# MENUS *of* CHANGE

The Business of Healthy, Sustainable, Delicious Food Choices

## 2015 ANNUAL REPORT



**HARVARD**  
**T.H. CHAN**

SCHOOL OF PUBLIC HEALTH  
Department of Nutrition

# PRINCIPLES

## OF HEALTHY, SUSTAINABLE MENUS

**MENUS CHANGE**  
The Business of Healthy, Sustainable, Delicious Food Choices



**HARVARD TH. CHAN** SCHOOL OF PUBLIC HEALTH  
Department of Nutrition

BE **TRANSPARENT** ABOUT SOURCING AND PREPARATION

**BUY**



**REWARD BETTER**  
AGRICULTURAL  
PRACTICES

LEVERAGE **GLOBALLY**  
**INSPIRED, PLANT-BASED**  
CULINARY STRATEGIES



FOCUS ON **WHOLE, MINIMALLY PROCESSED** FOODS

**GROW EVERYDAY**  
**OPTIONS,**  
WHILE HONORING SPECIAL  
OCCASION TRADITIONS

— LEAD WITH —  
**MENU**  
**MESSAGING**  
**AROUND**  
**FLAVOR**

REDUCE PORTIONS,  
EMPHASIZING  
CALORIE QUALITY  
OVER QUANTITY

**CELEBRATE**  
**CULTURAL**  
**DIVERSITY**  
& DISCOVERY

DESIGN HEALTH AND  
SUSTAINABILITY INTO  
OPERATIONS  
AND DINING  
SPACES



MAKE **WHOLE, INTACT**  
**GRAINS** THE NEW NORM  
**LIMIT POTATOES**

**MOVE LEGUMES AND NUTS**  
**TO THE CENTER OF THE PLATE**



CHOOSE  
**HEALTHIER**  
**OILS**

GO **"GOOD FAT,"** NOT **"LOW FAT"**

SERVE MORE KINDS OF  
**SEAFOOD,**  
**MORE OFTEN**



**REIMAGINE DAIRY**  
IN A SUPPORTING ROLE



USE **POULTRY**  
AND **EGGS** IN  
MODERATION

REDUCE **ADDED**  
**SUGAR**



— SERVE LESS —  
**RED MEAT,**  
**LESS OFTEN**

**CUT THE**  
**SALT:**  
RETHINK FLAVOR  
DEVELOPMENT  
FROM THE GROUND UP

**SUBSTANTIALLY REDUCE SUGARY BEVERAGES.**  
**INNOVATE REPLACEMENTS**

**DRINK HEALTHY:**  
FROM WATER, COFFEE, AND TEA TO,  
WITH CAUTIONS, BEVERAGE ALCOHOL





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