



Responsibility of Educational Institutions

A Platform for Continuous Learning and
Thought Leadership

Guilin, China

“At The Culinary Institute of America, we are committed to a vision of culinary education that embraces the broadest understanding of the role that food plays in our lives.”

Dr. Tim Ryan, CMC

President

The Culinary Institute of America





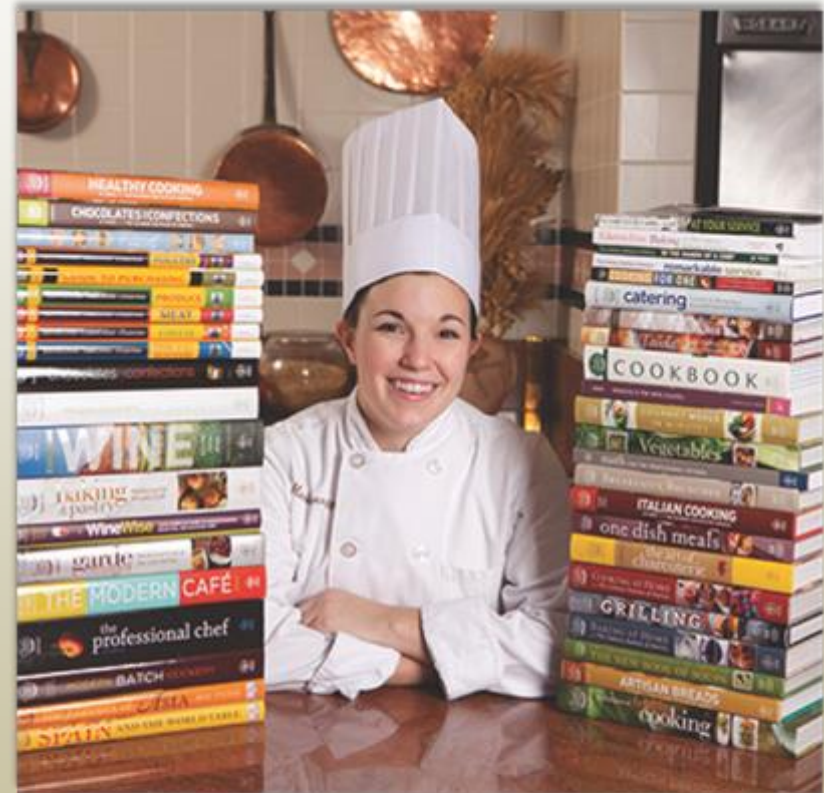
OUR MISSION,
OUR HERITAGE



SETTING THE STANDARD



For nearly seven decades, The Culinary Institute of America has been setting the global standard for professional culinary education.



DIVERSITY



The CIA's diverse student body includes more than 2,800 degree-program students who come from virtually every state and 30 countries.





FOUR
POWERFUL
CAMPUSES



Hyde Park, NY

The CIA's main campus rises dramatically from a high bluff above New York's magnificent Hudson River Valley.



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.



CHEFS:
LEADERSHIP
IN A CHANGING
FOOD WORLD



AWAY FROM HOME

American foodservice is now a \$600 billion sector, and growing. Nearly 50% of the consumer food dollar is spent in food outside the home.



SHAPING OPINIONS, DRIVING DEMAND

Beyond restaurants and foodservice, chefs fuel trends and consumer preferences in retail, agriculture, and manufacturing.



CHANGING ROLES AND IMPACT

Chefs are increasingly engaged in issues ranging from children's health and school foodservice to sustainability.



THE CIA: FOOD MATTERS

“Thought leadership and social responsibility are now as much a part of who we are as is our commitment to advancing the culinary arts and technical frameworks of excellence.”

Dr. Tim Ryan, CMC

President

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A BOLD VISION FOR
THE FUTURE:
OUR FOUR
STRATEGIC INITIATIVES





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A Passion for Knowledge:
Professional Excellence and Innovation

Because We Care:
Health and Wellness

Food Is Life:
World Cuisines and Cultures

A Catalyst for Progress:
Sustainability and Food Ethics

1

A Passion for Knowledge: Professional Excellence and Innovation

Through our degree programs, industry leadership initiatives, and strategic partnerships, the CIA works to:

- Elevate the image and status of professionally educated chefs
- Expand the scope, depth, and diversity of their knowledge base
- Stretch the reach of their impact into all sectors of the food and foodservice industries
- Challenge them to actively engage in advancing the larger, social good



2

Because We Care: Health and Wellness

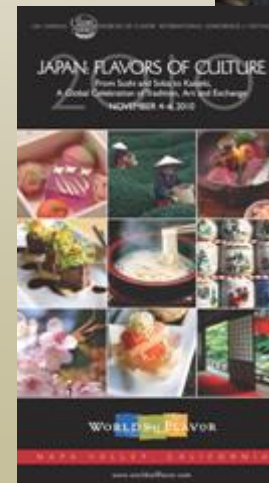
Through research, professional education, strategic initiatives, and collaborations with nutrition scientists, public health experts, industry, and government, the CIA is advancing healthy foodservice menus and the health and wellness of our nation.



3

Food Is Life: World Cuisines and Cultures

As a pioneer of the American food experience, the CIA honors, through its programs and initiatives, our culinary heritage and rich culture of ethnic diversity, while also embracing and advancing understanding of the flavors of world cultures.



4

A Catalyst for Progress: Sustainability and Food Ethics

The CIA is working to advance the common goal of preserving and protecting the health of the planet and our public health by fostering balanced dialogue about environmental sustainability, food ethics, and global responsibility related to how our food is produced, now and in the future.



Twelve Leadership Programs Annually Focused on the Four Strategic Initiatives

WORLDS of
HEALTHY
FLAVORS

Healthy Menus
R&D Collaborative
Delicious Solutions for Changing Appetites

Healthy Kitchens,
Healthy Lives

THE GREYSTONE
FLAVOR
SUMMIT

WORLDS of FLAVOR.
International Conference & Festival

CIA ANNUAL
LEADERSHIP
AWARDS

Healthy Flavors,
Healthy Kids

MENUS
of
CHANGE®

Flavor, Quality &
American Menus

latin flavors,
american kitchens



RE
THINK
FOOD

alumni
NETWORKING
RECEPTIONS

Millennials



WHO ARE THEY?

A different world, a different worldview. Millennials have grown up in a time of rapid change, giving them a set of priorities and expectations sharply different from previous generations.

BORN BETWEEN

1980 → 2000

