

# GETTING BACK TO YOUR ROOTS SYMPOSIUM

For Immediate Release

CONTACT: Sue Sorensen Lee  
Schwan's Food Service  
952-926-2140  
sue@leepublicrelations.com

## **School Foodservice Experts Meet for Inaugural “Getting Back to Your Roots Symposium” at The Culinary Institute of America**

Bloomington, Minn. – (April 24, 2013) – Fourteen K-12 school foodservice leaders representing seven school districts from across the country will meet this month at The Culinary Institute of America's (CIA) San Antonio campus for the inaugural “Getting Back to Your Roots Symposium.” The program provides thought leaders in the K-12 foodservice industry a forum for discussion, learning, menu and product ideation and culinary exploration, all within the context of the new school lunch and breakfast guidelines. Developed by Chef Mark Ainsworth, PCIII, CEC and Professor of Culinary at the CIA, the three-day symposium begins April 29, 2013, and is sponsored by Minnesota-based Schwan's Food Service, Inc.

Chef Ainsworth's intensive curriculum integrates his knowledge of school nutrition and cuisines of other cultures as well as new practices of healthy cooking. “Through my work with schools over the past 12 years, I've gained a clear understanding of the challenges they face in terms of funding, equipment, time and labor,” said Ainsworth. “These foodservice directors are wholeheartedly committed to feeding kids great tasting food that's good for them – and that can sometimes be a challenging proposition.”

A focus on child nutrition requires an understanding of why kids taste food differently than adults. Chef Ainsworth's interactive presentation on the physiology of kids' taste will kick off a series of cooking demonstrations and discussions in the kitchen around proteins, grains and vegetable cookery.

Participating school foodservice experts will have several working sessions in the CIA San Antonio Latin kitchen. Working in teams, they will move from recipe-based items to the development of new concept ideas for kid-friendly, protein-based breakfast entrées and protein-based lunch entrées that incorporate vegetables, grains and legumes, using only those foods and pieces of equipment that are readily available in their own kitchens.

*-more-*



8500 NORMANDALE LAKE BLVD, SUITE 2000  
BLOOMINGTON, MN 55437  
WWW.SCHWANFOODSERVICE.COM

“The goal is to create a culinary school experience in the kitchens, within a practicum of school cafeteria production. I fully anticipate that these individuals will produce some outstanding and realistic new product opportunities,” said Chef Ainsworth.

On the final day, each team will provide a formal presentation of their group’s production, followed by a critique from Chef Ainsworth.

Adam Brumberg, deputy director of The Cornell University Food & Brand Lab, will join the group in San Antonio on Tuesday. He will present the results of the Cornell Center for Behavioral Economics in Child Nutrition Program’s (The B.E.N. Center, home of the Smarter Lunchroom Movement) newest research which found that preserving students’ abilities to make choices, with gentle guidance, resulted in healthy choices in the lunch line. Small changes made in school cafeterias were found to result in significant increases in fruit and vegetable selections this year.

“The curriculum for this symposium was developed to provide an opportunity for open discussion, problem-solving and creativity, within the framework of a shared passion for cooking and feeding kids,” said Mary O’Broin, vice president of marketing for Schwan’s Food Service, a leading supplier of foods to schools.

Attendees of the program will receive continuing education credit for their work. Districts represented include Charlotte-Mecklenburg Schools, N.C.; Cobb County School District, Ga.; Mesa Public Schools, Ariz.; Miami-Dade County Schools, Fla.; Minneapolis Public Schools, Minn.; Northside Independent School District, Texas; and San Diego Unified School District, Calif.

### The Culinary Institute of America

Founded in 1946, The Culinary Institute of America is an independent, not-for-profit college offering associate and bachelor's degrees with majors in culinary arts, baking and pastry arts, and culinary science. As the world's premier culinary college, the CIA provides thought leadership in the areas of health & wellness, sustainability, and world cuisines & cultures through research and conferences. The CIA has a network of 45,000 alumni that includes industry leaders such as Grant Achatz, Anthony Bourdain, Roy Choi, Cat Cora, Dan Coudreaut, Steve Ells, Johnny Iuzzini, Charlie Palmer, and Roy Yamaguchi. The CIA also offers courses for professionals and enthusiasts, as well as consulting services in support of innovation for the foodservice and hospitality industry. The college has campuses in Hyde Park, NY; St. Helena, Calif.; San Antonio, Texas; and Singapore.

-more-



**8500 NORMANDALE LAKE BLVD, SUITE 2000  
BLOOMINGTON, MN 55437  
WWW.SCHWANFOODSERVICE.COM**

Schwan's Food Service, Inc.

Schwan's Food Service, Inc., a subsidiary of Minnesota-based The Schwan Food Company ([www.theschwanfoodcompany](http://www.theschwanfoodcompany)), offers value-added frozen foods to foodservice operators through more than 1,800 active distributors. Customers include public and private schools, colleges and universities, chain restaurants, healthcare facilities and convenience stores. The company offers items from leading brands such as **Tony's®**, **Freschetta®**, **Red Baron®** and **Big Daddy's®** pizza and **Minh®** Asian-style products. More than 85 different selections have been created for K-12 schools that meet the new USDA school meal rules, including a variety of 51 percent whole grain pizzas with reduced sodium and fats, and a new line of Asian-style sauces with 25 percent less sodium than leading competitors and cleaner labels.

# # #



8500 NORMANDALE LAKE BLVD, SUITE 2000  
BLOOMINGTON, MN 55437  
WWW.SCHWANFOODSERVICE.COM