



Chefs of Tomorrow™ Holds Gala Dinner for Foodservice Editors at The Art Institute of California-San Diego



Program honoring exemplary culinary-training programs across the nation exposed food-trade editors to student creativity and passion during the 2009 IFEC Conference in San Diego.

Olson Communications, a full-service agency that specializes in delivering innovative marketing-communication strategy to its portfolio of select food-industry clients, held a gala Chefs of Tomorrow™ dinner for trade editors

at The Palette, the student-run, fine-dining restaurant and advanced kitchen lab at The Art Institute of California-San Diego, on October 14 during the International Foodservice Editorial Council (IFEC) Conference.

The dinner, complemented by a selection of domestic and imported wines, featured innovative use of products from several Olson Communications clients, including Basic American Foods, BelGioioso Cheese, Johnsonville Sausage and Pacific Natural Foods. Students enrolled in The Art Institute of California-San Diego's culinary-arts degree program expertly prepared and served all dishes under the watchful eyes of front- and back-of-house faculty. Mark Sullivan, CCA, academic director of culinary arts, orchestrated the event and oversaw menu development.

Students' hors d'oeuvres and courses included:

- Escargot croquettes made with Basic American Foods' Nature's Own® Potato Pearls® Premium Mashed Potatoes and served with tomato coulis;
- Skewers of Johnsonville Italian Sausage and caramelized balsamic onions;
- Heirloom-tomato salad featuring sliced BelGioioso manteche—a unique cheese that enrobes a ball of pure, unsalted butter with premium Provolone;
- A crisp potato/andouille "slaw" blending shreds of Golden Grill Russet™ Premium Hashbrown Potatoes from Basic American Foods and thin strips of andouille from Johnsonville Sausage to accompany aged flat-iron steak with spicy aioli;
- Corn-crusted sea bass with sautéed spinach and black-bean beurre blanc prepared with Santiago® Seasoned Black Beans from Basic American Foods and spiked with tequila and jalapeño; and
- Fennel ice cream made with BelGioioso mascarpone and served with cinnamon beignets and apple/pomegranate compote.

Organic chicken or vegetable broth from Pacific Natural Foods was a key ingredient in the three entrée options. Spiced pumpkin cappuccino steamed with organic 2% milk from Pacific Natural Foods and expertly decorated, latte style, with Barista Series Soy Blender Vanilla from Pacific Natural Foods rounded out the evening.

Distinguished guests included editors of notable industry publications such as *Chain Leader*, *Chef*, *Chef Educator Today*, *Fare*, *Flavor & The Menu*, *Food Arts*, *Food Management*, *Plate*, *Food Product Design*, *Foodservice Equipment & Supplies*, *The Gold Medal Classroom*, *Hotels*, *Restaurant Hospitality* and *Restaurants & Institutions*, as well as Patricia Burke, senior manager of marketing communications for Basic American Foods.

To recognize the growth and positive community impact of the seven-year-old culinary-arts program at The Art Institute of California-San Diego, Sharon Olson, founder and president of Olson Communications, presented \$500 to the program to benefit student and faculty scholarship. Additionally, she praised Sullivan, his faculty and students for executing the lavish editors' dinner. "You and your team demonstrated extraordinary talent, passion and creativity at the International Foodservice Editorial Council dinner we hosted for leading foodservice editors this week," Olson told Sullivan. "We were delighted that you were undaunted by the challenge we posed with the market basket of products we asked you to transform into an exquisite culinary experience."