



## Press Release

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### **FOODSERVICE INSTITUTE OF AMERICA HOSTS INDUSTRY MEDIA**

#### *FIA, THE MEDIA AND HOSTS - THE FRENCH PASTRY SCHOOL INTERACT FOR UPDATES AND FUTURE COLLABORATION*

Pleasantville, NJ (August 25, 2008) - Prior to the Symposium event "Connecting the Resources: Authenticity, Mass Customization and Revenue" FIA's founders hosted invited industry media to hear updates on FIA's programs and progress.

Held at the renowned French Pastry School. Established in 1995 by the internationally acclaimed pastry chefs, Jacquy Pfeiffer and Sebastien Canonne, M.O.F. Director of Operations Franco Pacini and his students created a memorable evening displaying their finest pastry talents for tasting.

FIA's President, John Egnor, led a presentation of FIA's year in review along with forward-looking goals. Presented was the current membership breakdown, which includes six major industry segments including food manufacturers, IT & marketing, end users/operators, consultants, students/educators and equipment manufacturers. The membership goal in the next year is to grow in diversity and to represent 12-13 different industry segments.

Egnor stressed that with FIA's vision and leadership we can gain knowledge, increase collaboration across the various industry segments, foster greater innovation by opening up the dialogue and as a result create a healthier foodservice & hospitality community.

Following the presentation was an open question and answer session, where Egnor, along with fellow founders, Ken Schwartz and Georgie Shockey responded. Also sharing FIA's vision and direction were FIA's Founding Directors and Membership Vision Team members in attendance at the French Pastry School.

A relaxed networking atmosphere was enjoyed by all and tours of the school's kitchens and work areas were conducted. The evening was a spectacular show case of FIA's vision - connecting the industry on many levels - students, educators, media, consultants, manufacturers and others came together to enjoy.

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## **ABOUT FIA**

The Foodservice Institute of America (FIA) is committed to advancement and professional development of its member participants through education, research, communication and collaboration. FIA is a non-profit educational and research organization which enhances and supports ideas for the betterment of foodservice providers and people who serve it, including through collaboration among education programs of many parts of food services and product enterprises and professionals.

The organization provides member participants with valuable opportunities and a platform for the exchange of ideas, research, information and best practices across all aspects of food service activities. FIA welcomes chefs, operators, consultants, food service product and equipment manufacturers and independent sales representatives, educators and other professionals whose scope of services involve the food service field. For more information visit [www.fia-us.org](http://www.fia-us.org) or call 609.645.3131.

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