

James Beard
Foundation at Pier 57

PRESS KIT

PLATFORM

THE JAMES BEARD FOUNDATION



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About the James Beard Foundation at Pier 57

OVERVIEW

In Spring 2023, the James Beard Foundation (JBF), in partnership with Google and Jamestown, launched a groundbreaking mission-driven culinary project and space at the newly reimagined Pier 57 in New York City's Hudson River Park.

Anchored within the Pier's 16,000 square foot Market 57 food hall—**Platform by the James Beard Foundation** (Platform), a brand new, state-of-the-art show kitchen, event space, and educational hub for outstanding culinary arts programming, and **Good To Go by JBF** (Good To Go), a retail incubator for fast casual concepts featuring rotating menus from operators who embody JBF's mission and values—are the physical manifestation of the Foundation's Good Food for Good® mission.

The project marks the first time the Foundation has expanded its real estate portfolio since it was founded at the historic James Beard House in the West Village in 1985. Located at 25 11th Avenue at 15th Street, just a few yards from Little Island and steps from the Whitney Museum in New York's Chelsea neighborhood, Pier 57 is expected to welcome thousands of visitors from New York City and beyond.

This is a unique opportunity for the James Beard Foundation to grow its reach and welcome visitors from across the country to engage more deeply with its work to celebrate, support, and elevate the people behind America's food culture, while championing a standard of good food anchored in talent, equity, and sustainability.

ABOUT PLATFORM BY THE JAMES BEARD FOUNDATION™

Platform welcomes visitors to experience the best of American food culture and the people behind it through dynamic programs and events—fully open to the public multiple days a week. From a weekly chef-in-residence program, to intimate dining events, exceptional beverage-focused programming, exciting cooking demos, hands-on culinary classes, book signings, industry convenings, and more—there is

something for everyone to indulge their love of food and beverage, and to celebrate the people, cultures, traditions, and innovations shaping America's food culture today. To cater to broad culinary interests and ensure access, ticketing for Platform events are offered at a range of price points, including at times free.

Tickets to Platform by JBF events are now on sale. To access the calendar of offerings, and reserve your tickets today, visit: platformbyjbf.org.

For more information about Platform, visit the the FAQs below.

About the Chef-in-Residence Program

Platform features a weekly rotating chef-in-residence program that provides an unparalleled stage for our country’s top culinary talent—emerging and established—to showcase their craft to the wider public. Throughout the year, visitors get to experience the work of “mission-aligned” chefs—representing a diversity of cuisines, cultures, experience levels, cooking philosophies, and styles—through a range of unique and intimate offerings in the Platform show kitchen and experiential space.

ABOUT GOOD TO GO BY JBF™

Good To Go by JBF is a six-month rotating retail incubator for fast-casual concepts featuring menus from operators who embody JBF’s mission and values. The kiosk is a place where creative innovation from exciting talent meets sustainable, ethically sourced, delicious food. Through an application process, the James Beard Foundation selects innovative business concepts and provides them with critical resources to bring their vision to life. The program will feature a selection of first-time brick-and-mortar outposts from beloved pop-up concepts, or seasoned operators looking to grow and evolve within a financially de-risked setting, with the support of the James Beard Foundation. Incubator concepts collect a stipend while in residence.

To date, we’ve hosted legendary chefs, James Beard Award winners, and exciting new talent. Examples include Mashama Bailey, Ashley Christiansen, Elizabeth Faulkner, Rick Martinez, Kwame Onwuachi, Jacques Pépin, Marcus Samuelsson, Sean Sherman, and many more.

To learn more about the chef-in-residence program, visit the FAQs below.

The first ‘incubated’ concept, HoneyBunny Chicken and Biscuits by chef Jared Howard, launched Fall 2023, following a pilot run of menu items created by alumni of the Foundation’s Beard House Fellows program.

The next application, for concepts launching fall 2024 and spring 2025, will open in Spring 2024 on the **[Platform by JBF website](#)**. Check back for details to be announced.

To learn more about Good to Go, visit the FAQs below.

ABOUT MARKET 57 WITH THE JAMES BEARD FOUNDATION

In partnership with Jamestown and Google, Market 57 is a brand-new dining destination that showcases the culinary and cultural diversity of New York City's local, independent food culture.

The Foundation supported Jamestown LP by recommending (aka "*flavored by*") an initial list of vendors—many who have participated in JBF programs and events—who are aligned with the Foundation's mission and values. From there, the leasing and property management team at Jamestown LP had conversations with potential vendors and assembled what they believe will be a winning mix of concepts, culinary styles, and offerings.

To learn more about JBF's involvement in Market 57 food hall, visit the FAQs below.

The Market 57 vendors, including Platform and Good To Go, include:

- + Ammi's
- + Bessou
- + Bird & Branch
- + Due Madri by Butcher Girls
- + Local Roots
- + LoLo's on the Water
- + Malai
- + Mijo
- + Mothershuckers
- + Nom Wah
- + Harlem Hops
- + The Galley by Lobster Place
- + The Good Batch
- + Zaab Zaab

Press Announcements, Contacts, and Assets

PRESS ANNOUNCEMENTS TO DATE

February 1, 2023

Pier 57 Unveils Vendor Lineup for Market 57, New York City's Newest Food Hall

March 14, 2023

James Beard Foundation Announces Platform by the James Beard Foundation™ and Good To Go by JBF™ at Pier 57 in partnership with Google and Jamestown

April 18, 2023

Platform by James Beard Foundation™ launches chef-in-residence program, kicking off with "Road to the Red Carpet"

August 22, 2023

James Beard Foundation® Launches Inaugural Good To Go by JBF Residency: HoneyBunny Chicken and Biscuits

Be the first to hear about upcoming Platform and Good To Go announcements by visiting the James Beard Foundation press room at: jamesbeard.org/press-room

PRESS INQUIRIES

For PR Requests regarding the James Beard Awards or other Foundation initiatives, please contact:

MMGY Wagstaff
jbf@wagstaffmktg.com

PRESS ASSETS

All photos require proper attribution; © provided in the file name. Additional assets, including for specific events, available upon request.

Still Images: <https://app.air.inc/a/b8jgi7lle>

FAQ's for Market 57 with the James Beard Foundation

GENERAL INFORMATION

Where is the Market 57 food hall located and when is it open?

Market 57 is located at **25 11th Avenue (cross street 15th Street)** at Pier 57 on Manhattan's West Side—just a few yards from Little Island and steps from the Whitney Museum in New York's Chelsea neighborhood.

Market 57 is free and open to the public seven days a week. Check seasonal hours on the Market 57 website: pier57nyc.com/market-57

Where is the Platform by JBF space located and when is it open?

Platform is located within Market 57 and is open to the public for ticketed events—free and at multiple price points—throughout the week.

What about the Good To Go by JBF kiosk?

Good to Go by JBF is open daily during Market 57 hours, similar to all other vendors.

Where can I find more information on Platform and Good To Go?

Reserve your tickets today and be the first to learn about exciting Platform by JBF events and Good To Go announcements by visiting platformbyjbf.org and following us @ platformbyjbf on [Facebook](#), [Instagram](#), and [LinkedIn](#).

PLATFORM, GOOD TO GO, AND THE JAMES BEARD FOUNDATION MISSION

Why did the James Beard Foundation choose to engage in this project?

The Foundation's mission is to celebrate, support, and elevate the people behind America's food culture and champion a standard of good food anchored in talent, equity, and sustainability.

The James Beard Foundation is constantly seeking ways to be of service to the industry and saw this partnership and project as a way for visitors to experience our mission-driven culinary programming like never before. This project helps bring that mission to life and allows visitors to experience it firsthand.

Through Platform and Good to Go, the James Beard Foundation is able to continue our work lifting up the stories, voices, and great work of all those leading American food culture forward. In turn, participants of Platform initiatives—whether established industry leaders or part of the next generation of culinary talent—get unparalleled access to promote their work and business to a global, food-loving audience, as thousands of visitors from NYC and beyond are expected to visit Market 57 on a weekly basis.

As a Foundation that champions equity, transparency, and moving the industry forward, what about this project is moving the industry forward?

For Market 57, the Foundation curated a list of potential vendors who embody our commitment to racial and gender equity, environmental sustainability, and American food culture and leadership. Our aim was to elevate those who have been historically underrepresented in the culinary industry—as well as those from the NYC-area who have been engaged in Foundation programming, such as the Women’s Entrepreneurship Leadership Program, Investment Fund for Black and Indigenous Americans, Legacy Network, and Smart Catch sustainable seafood program.

In addition, the Market 57 vendors, including Good To Go by JBF, provides a financially supportive space for small NYC businesses to test their concepts and expand in a prime real estate location.

Importantly, the Platform space will be programmed with the intent of bringing our Good Food for Good mission and key pillars to life. Through a robust calendar of programming—offered to a significant consumer audience—we hope to bring greater education and awareness around our industry and food system, both the issues at play and progress being made.

Is this the first business venture the Foundation has engaged in outside of its own events?

Yes, this project marks the first time the Foundation is expanding its real estate portfolio since it was founded at the historic James Beard House in the West Village in 1985.

How much community or industry input went into this?

We consulted industry members from our board extensively as part of an ad hoc committee that has helped guide this project from the beginning. We also considered feedback we have collected over the years from participants at the Beard House and other JBF events to inform the structure and how the business model was built.

THE JAMES BEARD HOUSE

Will Platform by JBF events replace the James Beard House?

The James Beard House is a treasured historical and cultural institution that will continue to play an important role in advancing the James Beard Foundation’s mission to celebrate, support, and elevate the people behind America’s food culture. In 2022, the Beard House was reimagined to showcase the Foundation’s programs and initiatives promoting its mantra of Good Food for Good. In order to balance responsible stewardship and conservation of the James Beard House alongside the mandate to share the experience with our community, the House will remain open for: periodic free and accessibly priced cultural programming, select benefit dinners, and membership receptions to raise critical funds for our impact work; events and dinners that call for a more intimate setting, and private rentals.

Please [visit our website](#) for upcoming events and programs at the Beard House.

BUSINESS OPERATIONS FOR PLATFORM AND GOOD TO GO

Why is the James Beard Foundation called an anchor tenant?

The James Beard Foundation is an anchor tenant wherein we have the largest footprint inside the market hall with a state-of-the-art show kitchen, event space, and educational hub called Platform by JBF, as well as the Good To Go by JBF food incubator kiosk. We will be paying rent for our space like all other vendors.

What are Google and Jamestown's role as partners?

Google is our landlord—the Platform and Good To Go spaces were built out with support of Google as well. Jamestown is the property and leasing manager of Pier 57.

How do operations, including staffing, work at Platform and Good To Go? And how are employees compensated?

Recognizing that change is needed in the food and beverage industry, the James Beard Foundation is committed to ensuring business operations for Platform and Good To Go support sustainability and equity in hospitality. Thus, following an extensive RFP process in spring 2022, the Foundation was pleased to bring on Great Performances Catering and Hospitality Management—known for consistently setting the standard of best practices in the food and beverage industry—as the operational partner for both Platform and Good To Go. Under the direction of the Foundation, Great Performances functions as both back and front of house support for the two operations—where all onsite staff are employees of Great Performances and are paid a competitive hourly wage directly by the company. There is no required tipping for either Platform or Good To Go.

Are there any sustainability practices in place for operations?

All vendors of Market 57, including Platform and Good To Go, have made a commitment to work towards more environmentally sustainable operations through efforts to reduce food waste, directing organic matter to compost, sourcing sustainable protein options, and utilizing sustainable packaging where possible. The Pier facilitates compost collection and food recovery for all operations.

Will the James Beard Foundation have to pay rent for its space? Will the Foundation make money off this project?

Yes, like all other Market 57 tenants, the James Beard Foundation has to pay rent for its space. As such, the Foundation as a 501c3 nonprofit covers the costs of operations through ticket sales, sponsorship support, and donations.

Is there a conflict of interest between talent the Foundation selects to participate in Platform and Good To Go opportunities and those nominated for the James Beard Awards?

No. Talent for Platform and Good To Go are selected by James Beard Foundation staff—including the James Beard Foundation's director of programming, senior leadership team, and other key partners. Nominations for the James Beard Awards are handled by a volunteer committee, separate from Foundation staff. No James Beard Foundation employee is allowed to make recommendations, evaluate, or vote in the James Beard Awards process, as outlined on our [Awards policies page](#).

PLATFORM PROGRAMMING

How does programming work?

Platform operates multiple days a week, with ticketed programming open to the public at accessible price points, and at times, free. Visitors can enjoy exceptional dinners to free demos, featuring a wide range of talent, from familiar TV chefs to local favorites. The space is only closed to the public during planned private events.

Are events open to the public or is a membership required to participate?

All Platform events are open and available to the public. James Beard Foundation Patron Program members receive advanced notification of upcoming Platform programs before they are made available to the general public, as well as special access to invite-only events. To learn more about becoming a member, visit: jamesbeard.org/patron-program

Is this space exclusive to JBF and JBF partners and sponsors, or can chefs and restaurants use the showcase kitchen for programming and events?

The space is exclusively programmed by JBF. It is also available for occasional private use/rental by our partners, sponsors, and donors. If a chef or restaurant wants to book the space, that is possible so long as they are an existing Patron Program member, or wish to join, as rental of the space is a benefit of membership.

What is the capacity for events?

The dining room sits 52 at the communal tables, and a maximum of 63 people when taking into account internal and external chefs counter seats. We can host up to 100 people with the additional flex space—for lectures, demos, talks, book readings, etc.

CHEF-IN-RESIDENCE PROGRAM & PLATFORM TALENT

What kind of talent are you looking for to participate?

The chef-in-residence program at Platform provides an opportunity for industry members that align with JBF's mission to showcase their skills and share their voice with Pier 57's wide audience. We welcome established leaders, as well as the next generation of culinary talent—those who have been involved with the Foundation, as well as newcomers. During their residency, invited chefs will lead an array of programming shaped and informed by their passions, talent, identity, and culinary journeys.

How will JBF support chefs who are invited to participate?

To ensure talent of our chef-in-residence program are fully supported to do so, the Foundation covers such things as travel, accommodation, food costs, and staffing to help execute events.

I am a chef. How can I learn more and get involved in this program or other Platform events?

Chefs are invited to participate by the director of programming, with input from the JBF senior leadership team and other key partners.

For food and beverage industry members interested in learning more about participating in Platform programs, they can complete the form on the [Platform by JBF website](#).

ABOUT PLATFORM DESIGN

Designed by Cycle Projects and inspired by the home of James Beard, the Platform by JBF interior space is designed to evoke the same whimsy, warmth, and wonder as the historical Beard House, but in a more modern setting. With the philosophy of James Beard’s “food is our common ground, a universal experience” in mind—guests joining Platform events will feel like they are entering an intimate dining room, set up for a festive evening of good food, good wine, and good company.

James Beard Foundation memorabilia adorns the décor alongside modern objects and cookbooks. A striking black and white pineapple mosaic—an homage to the international sign of hospitality—catches the eye. James Beard’s own embroidered chef’s coat hangs on the wall as beautiful tapestry. Framed images from the Foundation’s *Waste Not* cookbook is displayed as artwork. An area rug under a credenza and textured wallpaper marries homey touches with the industrial bones of the Pier’s location. Warm light illuminates joyful party guests.

Dinners will mostly be served communally on custom wood tables on hydraulics (to raise to counter height for classes) and Danish-styled chairs to heighten the sense of shared experience and conviviality. The space can quickly transform into a parlor, extended kitchen, or salon for events such as cocktail parties, cooking classes, and talks. Guests visiting the space will feel palpable excitement as they take time out from the hustle and bustle of the city to embark on a special culinary journey together—one that is delicious and built with purpose.

GOOD TO GO BY JBF

How does the incubator program work?

Good To Go by JBF is a retail incubator for new, fast-casual concepts from operators who embody the Foundation’s mission and values. Through an application process, we select innovative business concepts and provide culinary professionals with critical resources to bring their vision to life.

We look for exciting concepts from those who have experience running a food business, and who is looking for a financially supportive space to test and refine that concept. For example, this could be first time brick-and-mortar outposts from beloved pop-ups, or seasoned operators looking to grow and evolve. Once selected, JBF and Great Performances supports participants throughout the cycle of their involvement—refining their menu, reviewing their projected P&L, providing guidance on branding and communications, prepping for launch, and more.

How does this program help support the participating business in the long-term?

The ultimate goal is to help the businesses launch and go out on their own after their engagement in this program. Our support is critical to their success.

Will participating operators be compensated?

Yes, each incubator concept receives a stipend while in residence.

I am an operator with a unique concept I'd like to pitch. How do I apply?

Application for the Good To Go by JBF kiosk, including criteria, timeline, and details, is posted periodically to the James Beard Foundation and Platform by JBF websites. The next application will be posted early 2024 for concepts launching fall 2024 and spring 2025. Applications are reviewed by a committee of internal and external volunteers.

Please visit the [James Beard Foundation](#) or [Platform by JBF](#) websites for more information and updates on that process.

Who is invited to participate and do you plan to scale?

To start, invites will be locally based from the NYC region, while we flesh out the operation—with the intent of considering business concepts from across the country for year 2 and beyond.

Who will operate the kiosk?

As mentioned above, execution of food and service in the kiosk is handled by Great Performances and the staff they recruit to work in the space as concepts change.

When will the first concept launch?

The first concept—HoneyBunny Chicken and Biscuits from chef Jared Howard—launches on September 1 following a pilot run of menu items created by alumni of our Beard House Fellows program. Following chef Howard's six-month residence, our next concept will launch in spring 2024.

MARKET 57

What makes Market 57 unique in comparison to other food halls in NYC?

Market 57 is unique in that it has the backing and partnership of the James Beard Foundation, the nation's leading culinary nonprofit.

In addition, Market 57 features vendors who are underrepresented in the culinary industry—a talented mix of emerging and established operators—and who embody JBF's mission to champion a standard of good food anchored in talent, equity, and sustainability.

What exactly is JBF's involvement in Market 57 and the selection of vendors?

The James Beard Foundation supported Jamestown by suggesting a long list of potential tenants who have participated in JBF impact programming and events—and who they felt embodied their Good Food for Good mission, and key pillars of racial and gender equity, environmental sustainability, and American food culture and leadership. From there, Jamestown curated the final vendors, assembling what they believed to be a winning mix of concepts, culinary styles, and offerings.

The James Beard Foundation is a brand partner of Market 57 food hall but not a partner of any of the business arrangements between Jamestown and each individual vendor. Each Market kiosk, including both JBF spaces, is run as an independent business subject to the terms of their lease with Google, as well as the same laws and regulations as all NYC food businesses. The James Beard Foundation pays rent on its space like all other vendors.

Are all the vendors in the lineup a result of JBF’s input?

No, some thoughts originated from the property management team, Jamestown, and were discussed with JBF prior to engaging in a discussion directly with that business.

How many vendors are there?

There are 17 kiosks, this includes: 15 vendors and Platform by JBF and Good To Go by JBF.

SPONSORS

How did you select sponsors for these events and are they aligned with your values?

Many of our partners at Pier 57 are brands that have been previous partners with JBF, supporting our programs and events. In general, our goal is to create strong, positive relationships to secure important funding for JBF’s programs and initiatives in service to the industry. As much as possible, we aim to work with and attract donors who we are aligned with, and who understand, our mission, values, and broader objectives.

Can you tell me more about the Pepsi Dig In partnership?

Pepsi Dig In is a platform designed to drive access, business growth, and awareness to Black-owned restaurants. Now in its third year, Pepsi Dig In has supported more than 13,000 Black-owned restaurants, leveraging PepsiCo’s scale, partners, and resources to shine a spotlight on these businesses and help address the barriers they disproportionately face.

The James Beard Foundation and Pepsi recognized a shared goal of nurturing, elevating, and providing opportunity for Black-owned food businesses, and as such, the Foundation will welcome Pepsi’s Dig In initiative as an official partner of Platform and Good To Go. Pepsi Dig In will support one Good To Go kiosk concept annually from a Black chef or restaurateur, as well as four Platform chef-in-residencies per year.

I am a sponsor interested in supporting this initiative, how do I get involved?

We would love to discuss partnership opportunities with you. Please email sponsorship@jamesbeard.org to connect with our team.

Partners

JAMES BEARD FOUNDATION

The James Beard Foundation (JBF) is a 501(c)3 nonprofit organization that celebrates and supports the people behind America's food culture, while pushing for new standards in the restaurant industry to create a future where all have the opportunity to thrive. Established over 30 years ago, the Foundation has highlighted the centrality of food culture in our daily lives and is committed to supporting a resilient and flourishing industry that honors its diverse communities. By amplifying new voices, celebrating those leading the way, and supporting those on the path to do so, the Foundation is working to create a more equitable and sustainable future—what we call Good Food for Good®. JBF brings its mission to life through the annual Awards, industry and community-focused programs, advocacy, partnerships, and events across the country. For the first time in the Foundation's history, exceptional culinary talent, industry leaders, and visitors from NYC and beyond can experience unforgettable dining and educational programming at **Platform by the James Beard Foundation**—and be the first to try new food concepts at the **Good To Go by JBF** kiosk—inspiring food and beverage devotees for decades to come. Learn more at jamesbeard.org, sign up for our newsletter, and follow @beardfoundation on social media.

GOOGLE

Google's mission is to organize the world's information and make it universally accessible and useful. Through products and platforms like Search, Maps, Gmail, Android, Google Play, Chrome and YouTube, Google plays a meaningful role in the daily lives of billions of people and has become one of the most widely-known companies in the world. Google is a subsidiary of Alphabet Inc.

JAMESTOWN

Jamestown is a global, design-focused real estate investment and management firm with a 39-year track record and mission to create places that inspire. Since its founding in 1983, Jamestown has executed transactions totaling approximately \$40 billion. As of September 30, 2022, Jamestown has assets under management of \$13.2 billion and a portfolio spanning key markets throughout the U.S., Latin America, and Europe. Jamestown employs more than 400 people worldwide with headquarters in Atlanta and Cologne, and offices in Amsterdam, Bogotá, Boston, London, Los Angeles, Madrid, Milan, New York, San Francisco, and Washington, D.C. Current and previous projects include One Times Square and Chelsea Market in New York, Industry City in Brooklyn, Ponce City Market in Atlanta, Ghirardelli Square in San Francisco, the Innovation and Design Buildings in Boston and Lisbon, and Groot Handelsgebouw in Rotterdam. For more information, visit jamestownlp.com.

GREAT PERFORMANCES

Great Performances is New York City's premier catering, events, and hospitality company. Founded in 1980 as a waitress service for women in the arts who needed a flexible way to supplement their income, GP is mission driven with deep roots in the arts, New York City civic and community life, and an established commitment to furthering equity in all its endeavors.

ABOUT CAPITAL ONE

At Capital One we're on a mission for our customers—bringing them best-in-class products, rewards, service, and experiences. Capital One is a diversified bank that offers products and services to individuals, small businesses and commercial clients. We use technology, innovation, and interaction to provide consumers with products and services to meet their needs. Through Capital One Dining and Capital One Entertainment, we provide our rewards cardholders with access to unforgettable experiences in the areas they're passionate about, including dining, music and sports. Learn more at capitalone.com/dining and capitalone.com/entertainment.

PEPSI DIG IN

Pepsi Dig In is a platform designed to drive access, business growth, and awareness to Black-owned restaurants. Pepsi Dig In helps diners discover, dine at, or order from Black-owned restaurants while providing resources, mentorship, and training to Black restaurateurs. Utilizing the scale and reach of PepsiCo and its partners, Pepsi Dig In aims to help Black-owned restaurants overcome the barriers they disproportionately face while creating opportunities for them to thrive.

Launched in 2020 as part of **PepsiCo's Racial Equality Journey (REJ)**, the company committed \$50 million to support Black-owned businesses over five years, part of PepsiCo's larger REJ initiative totaling more than \$400 million to increase representation within the company, support Black-owned businesses, and help to create economic opportunities in the communities it serves.

PIER 57

Located within Hudson River Park between West 14th and West 17th Streets, Pier 57 is a year-round cultural destination on the Hudson River that celebrates New York City (NYC) and its diverse community. It will include plentiful public spaces, both indoors (one being the Living Room) and outdoors with sweeping views of NYC, where visitors can gather for a waterfront experience filled with food, art, culture, nature, and more. The ground floor will be home to a food hall (Market 57 with 15 kiosk vendors), mission-centered showcase kitchen, dining and demonstration space called Platform by JBF, and a rotating chef residency program called Good to Go by JBF, all curated by culinary nonprofit the James Beard Foundation. Market 57 will serve as an incubator for local small businesses and food entrepreneurs while emphasizing new chef-driven, fast-casual concepts.

Originally built in 1907 as a shipping and storage terminal, Pier 57 has become a significant part of NYC's history and earned a spot on the National Register of Historic Places. Thanks to the joint efforts between the Hudson River Park Trust, Jamestown, Google, and RXR Realty, the site's repositioning as a community destination honors its original design while introducing new elements that enrich the local district.

James Beard Foundation Leadership



CLARE REICHENBACH

Chief Executive Officer

In her role as Chief Executive Officer, Clare works with the James Beard Foundation staff and board of trustees to set the long-term strategic direction of the Foundation, and oversees all programmatic, financial, and management operations of JBF. She has led the Foundation for over four years, has been responsible for steering the Foundation through the pandemic, overhauling the Awards program and anchoring all JBF activity within the mission of Good Food For Good®.



KRIS MOON

President and Chief Operating Officer

In his role as President and Chief Operating Officer, Kris Moon is responsible for all revenue at the Foundation, including building the Foundation's first-ever enterprise-wide partnerships with American Airlines, Capital One, and Windstar Cruises, and helping the Foundation grow its philanthropic support. During his 15-year tenure at the Foundation, Moon has been instrumental in leading the Foundation's Covid-19 response, launching and managing the JBF Food & Beverage Industry Relief Fund that raised and disbursed almost \$4.8 million in grants to 312 food and beverage establishments across America; launching the Chefs Boot Camp for Policy and Change initiative; and spearheading the strategic planning and launch of the Foundation's JBF Impact Programs in April 2016.



JODI POSNER

Chief Financial Officer

Jodi Waterman is the Chief Financial Officer of the James Beard Foundation and is CPA with more than 30 years of experience in public accounting and financial management. She has held financial management and executive roles at a number of companies with a diverse industry expertise and background.



JAIME-FAYE BEAN

Vice President of Development

Jaime-Faye Bean has 20 years of experience in nonprofit fundraising and executive leadership, and has led major gifts and individual giving efforts at institutions including the ASPCA, the Center for Reproductive Rights, and Weill Cornell Medical College's Children's Health Council. Most recently, Jaime served as executive director of the Sunnyside Shines Business Improvement District. Throughout the COVID-19 crisis, Jaime has been active in bridging food security issues and small business survival in the New York City borough of Queens and is especially passionate about supporting the efforts of BIPOC independent restaurateurs.



SIOBHAN FLAHERTY HABER

Vice President of Events

Siobhan Flaherty Haber has over 25 years of experience as an event producer with nonprofit organizations specializing in food and wine events. After being the Assistant Program Director of the James Beard House in the late 90s, Siobhan started her own event planning company Flaherty & Company Events, which she ran for 20 years before joining the James Beard Foundation as Vice President of Events in 2018. In addition to the Foundation, clients have included City Harvest, Partnership with Children, and numerous food festivals across the country. Siobhan has a BA from Skidmore College and a MA from Boston University.



ANNE E. MCBRIDE, PHD

Vice President of Programs

Anne E. McBride, PhD is Vice President of Programs at the James Beard Foundation. In that capacity, she oversees JBF's initiatives around industry support, women's leadership, policy advocacy, sustainability, education, and scholarships. She holds a PhD in food studies from New York University, with research focusing on the changing role of the chef in the 21st century. Previously, Anne was the deputy director of the Torribera Mediterranean Center and culinary programs director for strategic initiatives at the Culinary Institute of America. Anne is currently writing a dessert cookbook for Phaidon, is the co-author of seven other books, and has taught undergraduate and graduate courses on subjects such as sustainability leadership, food and technology, contemporary food issues, food media theory, and food writing. Anne is a frequent presenter and moderator at academic and professional conferences around the world.



DAWN PADMORE

Vice President of Awards

In her role as Vice President of Awards, Dawn Padmore works with the volunteer committees, JBF staff, and trustees to shape the future of the James Beard Awards. Dawn has extensive experience in culinary events, serving previously as Vice President of Culinary Marketing and Events at Karlitz & Company, where she helped create and was senior producer of the award-winning annual Harlem EatUp! Festival. Other career highlights include serving as lead producer of New York Chocolate Show, Relais & Chateau's "Diner des Grand Chefs," and Godiva Chocolatier at NYC and South Beach Wine and Food Festivals. At the start of her career, she was part of the James Beard Awards team while at M. Young Communications. Dawn is a classical singer, who has collaborated with a range of musicians and composers and has sung internationally.



TAMAR SIMPSON

Vice President of Marketing and Communications

Tamar Simpson is the Vice President of Marketing and Communications at the James Beard Foundation, overseeing the Foundation's marketing, branding, creative content, public relations, and strategic communications. Before joining the Foundation, Tamar served as the Associate Vice President of Marketing and Communications for the YMCA and as Senior Director of Marketing and Communications and Entertainment Marketing at UNICEF. Prior to working in the nonprofit space, Tamar spent the majority of her career in the entertainment industry, working in the publicity department at Miramax Films and ID-PR, a full-service agency in New York and Los Angeles as a senior leader in the talent and brand strategies departments.



COLLEEN VINCENT

Vice President of Community

Colleen Vincent is Vice President of Community and has worked for the James Beard Foundation for over 12 years and is a vocal champion for diverse leadership in all sectors of the hospitality industry. She has been featured on panels at the Food Book Fair and the Minority Chef Summit, and has also represented the Foundation as a member of the High Road Restaurant Roundtable. Since its inception, she has been involved in the Iconoclast Dinner Experience, a fundraiser for Spelman College, which celebrates notable chefs of color. In addition to being a proud member of the West Indian Chefs Alliance, she created a book drive to build a culinary library in Port-au-Prince, Haiti. She is presently a member of the House Programming Committee and previously sat on the James Beard Foundation Food Conference steering committee.

AGENCY OF RECORD: WAGSTAFF MEDIA & MARKETING

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James Beard Foundation Program Highlights

The James Beard Foundation is a nonprofit organization whose mission is to celebrate, support, and elevate the people behind America's food culture and champion a standard of good food anchored in talent, equity, and sustainability.

Please see below for highlights of James Beard Foundation programs and initiatives. To learn more, please visit our website at jamesbeard.org.

CHEF BOOTCAMP FOR POLICY AND CHANGE

Celebrating the 10th anniversary of this groundbreaking program in 2022, Chef Bootcamp for Policy and Change has inspired and trained chefs around the country to mobilize in support of policy decisions that impact our food system. Since launching in 2012, hundreds of chefs have successfully advocated to provide nutritious school meals, protect SNAP recipients, support American fisheries, reduce food waste, and fight for safer, more regenerative food production across the United States.

Learn more at jamesbeard.org/advocacy

BEARD HOUSE FELLOWS PROGRAM

For decades, cooking at the James Beard House has been an aspiration for many chefs and considered a career milestone. In May of 2021, we launched the Beard House Fellows program presented by Capital One, which re-envisioned the potential of this

historic space into a hub of training and professional development for talented emerging chefs. Stay tuned for news regarding the expansion of this program.

Learn more at jamesbeard.org/beard-house-fellows

LEGACY NETWORK

The James Beard Foundation Legacy Network trains emerging leaders across the culinary industry and connects them with future generations of excellence. By developing and cultivating the capabilities among, and peer groups of, these influential professionals, the Legacy program advances the equitable, culturally relevant leadership required to strengthen the industry. Each protégé, under the guidance of Legacy advisors, becomes part of a powerful network that centers the professional growth of previously underserved communities. The Legacy Network ensures their career paths are diverse, equitable, and sustainable. The Legacy Network is open to BIPOC individuals. For the first cohort, we prioritized Black American and Indigenous heritage persons.

To date, the program has 39 alumni from across the food and beverage industry, including chefs, winemakers, distillers, mixologists, entrepreneurs, videographers, and writers. We are committed to expanding the program, while tracking the long-term success of the alumni community.

Learn more at jamesbeard.org/legacy-network

SCHOLARSHIP PROGRAMS

Established in 1991, the JBF Scholarship Program assists aspiring and established culinary professionals who plan to further their education at a licensed or accredited culinary school or hospitality institution, college, or university. Since its inception, the program has not only grown in visibility and financial scope, but in the array of subjects its recipients have embraced.

As of 2022, the Foundation has awarded nearly \$9 million in financial aid to over 2,000 recipients. During the 2023 scholarship cycle, we awarded more than \$453,000 in scholarships, tuition waivers, and work-study grants to students across the nation.

Learn more at jamesbeard.org/scholarships

SUSTAINABILITY

The Foundation is investing further in sustainability—approaching it through an environmental, economic, and social lens—and focusing on the landscape in 2023 and beyond. We are committed to ensuring that our strategy and programs are informed by the ever-greater impact of climate change on living conditions and food production worldwide, supply chain strains that have been further stressed by a global pandemic, and the need for the culinary industry to create more equitable, accessible, transparent, and healthy work cultures. We have launched a Sustainability Advisory Committee to guide the rollout of a comprehensive Sustainability Standard. Stay tuned for more to be announced.

WOMEN'S LEADERSHIP PROGRAMS

We are committed to providing the tools, resources, and networks to ensure that there are more women-owned businesses and more women in leadership across the industry. Our Women's Leadership Programs champion gender equity by supporting women and non-binary individuals throughout the lifecycle of their careers—through scholarships, mentorships, training, specialized entrepreneurial education, and other offerings.

The flagship program, **Women's Entrepreneurial Leadership (WEL)**, is a 10-week advanced education, training, and networking program for business owners in all areas of the hospitality industry. In partnership with Cornell University, the curriculum includes sessions on leadership, negotiation, business strategy, financial models, raising capital, measuring success, and more.

Learn more at jamesbeard.org/leadership

EVENTS

The James Beard Foundation hosts a series of national and local NYC events throughout the year, celebrating the best in America's food culture and highlighting extraordinary culinary talent the paving the way to a more delicious, sustainable, and equitable food system.

Taste America National Culinary Series

Presented by Capital One, the Taste America series celebrates the local independent restaurants at the heart of our communities, bringing together chefs and food lovers for unique culinary experiences across 20 U.S. cities.

Proceeds from Taste America events benefit the featured chefs to support their businesses, as well as James Beard Foundation's national programming that is rooted in advocacy, racial equity, sustainability, and women's leadership for the culinary industry.

Beginning in 2022, Taste America now features the TasteTwenty—a cohort of 20 chef teams from 20 cities working together to champion the James Beard Foundation’s mission of Good Food for Good®.

To learn more and attend an upcoming Taste America event visit jamesbeard.org/tasteamerica

Greens: For Foodies Under 40

James Beard Foundation Greens events are for food lovers between the ages of 21 and 39. Greens get to discover the newest restaurants, chefs, and culinary trends, all while enjoying great food and drinks. Greens events take place in NYC, Chicago, and select cities on the West Coast (Los Angeles, San Francisco, and Seattle).

Learn more about a Greens event near you at jamesbeard.org/greens

Gala For Good™

The James Beard Foundation’s annual Gala For Good raises critical funds and awareness for our impact-driven work to make positive change in the culinary industry. The program celebrates chefs and culinary leaders who make the future of our industry more equitable, sustainable, and delicious. In 2022, we honored Padma Lakshmi, Creator, Host, and Executive Producer of *Taste the Nation with Padma Lakshmi*, and Host and Executive Producer of *Top Chef*—while celebrating the tenth anniversary of our groundbreaking Chef Bootcamp for Policy and Change. Stay tuned for details on our 2023 gala to be announced soon.

Impact by the Numbers

Championing our mantra of Good Food for Good®, our impact programming is driven by the urgency to deliver lasting, structural transformation in the food and beverage industry, and wider food system. Below is a snapshot of our impact.

- + Awarded nearly **\$9 million** in scholarships to over **2,000** culinary professionals
- + Showcased **10,000** chefs, sommeliers, bartenders, authors, and culinarians at the historic James Beard House
- + Recognized over **2,700** chefs and over **400** restaurants and organizations across the industry through the James Beard Awards
- + Hosted more than **110** Industry Support webinars
- + Provided early career training, education, and support to **18** Beard House Fellows
- + Provided **\$915,000** to **61** businesses across the country via the JBF Investment Fund for Black and Indigenous Americans
- + Empowered over **146** women across **38** states through our Women's Entrepreneurial Leadership Program
- + Trained and inspired **more than 360 chefs** around the country in advocacy through Chef Bootcamp for Policy and Change
- + Raised nearly **\$5 million** and awarded **\$15,000** grants to **312** independent restaurants across the country through the JBF Food and Beverage Industry Relief Fund
- + Seed funded the Independent Restaurant Coalition and amplified efforts to secure **\$26.2 billion** in relief

Help Make a Difference

Support our work to champion a more sustainable, equitable, and delicious food future. As a 501c3 nonprofit, the James Beard Foundation relies on the philanthropic support from our community to support our work. Through programs like our Patron Membership, Friends of James Beard Benefits, Summer and Fall Benefit Auctions, and more, we have a variety of ways that our supporters can contribute to JBF.

PATRON PROGRAM

Patron program members directly support our work, while becoming part of a community of supporters that believe in an equitable and sustainable future for the food and beverage industry. Patrons receive exclusive benefits including JBF merchandise, access to exciting virtual and in-person events featuring leading culinary experts, complimentary access to VIP receptions and Champagne toasts at select national events, exclusive invitations to private patron events, and more.

[Click here](#) to learn more about the Patron Program and Benefit Levels.

[Click here](#) to view a list of recent and upcoming Patron Program Events.

YOUNG PATRONS

Part of the Patron Program, this level is exclusive to food lovers between the ages of 21 and 39. With a donation of \$175 annually, JBF Young Patrons receive dedicated benefits including merchandise, pre-sale access to Greens events, complimentary invitations to select national events, and more.

[Click here](#) to learn more here about the Young Patrons level.

AUCTIONS

The James Beard Foundation holds select auctions throughout the year to raise critical funds for the Foundation's programmatic work. The annual summer and fall auction features exciting travel destinations, meals at renowned restaurants, VIP tours of wineries, luxury cookware and home goods, and more. To learn more about our auctions, or if you have an interest in donating an item for one, please contact our Development Manager Nick Piccora at npiccora@jamesbeard.org.

FRIENDS OF JAMES BEARD BENEFITS

By holding a Friends of James Beard Benefit, chefs have the opportunity to stage a high-profile event that supports James Beard Foundation programs. Benefits are provided in a variety of formats including a multi-course tasting menu, family-style Supper Sunday, or walk-around party.

[Click here](#) to learn more about hosting a benefit dinner.

OTHER OPPORTUNITIES TO CONTRIBUTE

We are always interested in speaking to our supporters about how their contributions can make a difference. If you'd like to discuss your giving options or have other questions about becoming a supporter of our work, please contact Jaime-Faye Bean, Vice President of Development, at jbean@jamesbeard.org.