



THE
INTERNATIONAL
CULINARY
SCHOOLSSM
at The Art Institutes

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ASPIRING TEEN CHEFS TURN UP THE HEAT IN THIS YEAR'S ART INSTITUTES BEST TEEN CHEF BEST TEEN CHEF FINAL ROUND COMPETITION

Recipe for success...

In a kitchen, add copious amounts of talent,

a generous portion of knowledge,

throw in a dash of ambition,

add a sprinkle of passion,

mix it all together and you've got the ingredients for the next Best Teen Chef, enjoy!

[HOUSTON, TX MAY 3, 2010] – Houston will sizzle when some of the country's top culinary teen talent descends upon the city known for its Texas-size steaks. On May 15, nearly 40 high school seniors from across the U.S. and Canada will compete for the coveted title of The Art Institutes Best Teen Chef 2010. At the end of a grueling competition, only one teen chef will relish in the moment when he or she is named this year's Best Teen Chef.

Definitely not a piece of cake, the annual competition, sponsored by The International Culinary Schools at The Art Institutes, is judged by a cadre of seasoned culinary experts; among them one certified master chef. The judging categories range from knife skills, safety and sanitation, technical and cooking all the way to taste, flavor, texture and doneness of the meals prepared.

What's at stake is a full-tuition scholarship toward a bachelor's degree, associate's degree, certificate program or diploma program to study Culinary Arts at one of the more than 35 participating Art Institutes locations. In addition to a full-tuition scholarship and the title of Best Teen Chef 2010, the national first place winner will be an "Intern for a Day" at Food Network Kitchens in New York City. The winner will also receive a tour of Food Network's studios, dinner for two at a Food Network chef's restaurant and a library of Food Network Kitchens cookbooks.

"It is our pleasure to continue to foster today's teen cooking talent. Many of these students started mixing it up in the kitchen when they were barely old enough to hold a measuring cup. We know that with the proper training many of them will go on to highly successful and fulfilling careers in the culinary arts," said Michael Nenes, Assistant Vice President of Culinary Arts for The International Culinary Schools at The Art Institutes.

The Art Institutes created the Best Teen Chef Competition in 2000 to encourage and recognize young culinary talent. For more information on The Art Institutes Best Teen Chef Competition, visit www.artinstitutes.edu/btc.

About The International Culinary Schools at The Art Institutes

The International Culinary Schools at The Art Institutes is North America's largest system of culinary programs with over 30 locations.

Based on classical Escoffier, Asian and Latin culinary techniques, with an emphasis on progressive trends and practices, the schools' curriculum are designed to develop and sharpen fundamental cooking techniques and professional skills and introduce a variety of international cuisines. Internships, student-run school restaurants, guest lectures and Web-based seminars, and study abroad programs help broaden the scope of learning for students.

Program offerings vary at each school. Prospective students should check the course offerings at The Art Institutes school they are interested in attending before enrolling. To learn more about The International Culinary Schools at The Art Institutes, visit www.artinstitutes.edu/culinary or www.exploreculinary.com.

About The Art Institutes

The Art Institutes (www.artinstitutes.edu) is a system of more than 45 education institutions located throughout North America, providing an important source of design, media arts, fashion and culinary professionals.

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CULINARY ARTS PROGRAM BACKGROUNDER

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Dining is more than just eating; it's the full experience of taste, aroma, and presentation. Few professions offer the creativity, excitement, and opportunities found in the culinary arts. And, America's interest in culinary arts is growing and prospering. Restaurants, hotels, clubs, resorts, convention centers, lifestyle communities, hospitals and entertainment facilities all offer growing career opportunities for the culinary profession.

The Art Institutes schools' Culinary Arts programs began in 1991 at The Art Institute of Atlanta and have grown exponentially, building a strong reputation in culinary circles.

Culinary Arts programs are offered at more than 35 Art Institutes schools throughout North America.

The Art Institutes introduced The International Culinary Schools at The Art Institutes on November 6, 2007 in order to address the world's growing appetite for international cuisine and employers' demand for talented people to satisfy it. The International Culinary Schools at The Art Institutes is North America's largest system of culinary programs offered at over 30 Art Institutes schools.

The curriculum for The International Culinary Schools at The Art Institutes is based on classical Escoffier, Asian and Latin culinary techniques, emphasizing progressive trends and practices and introduces a variety of international cuisines. Students have the opportunity to learn in modern kitchens and receive practical, hands-on experience.

Our culinary curriculum is designed to develop and sharpen fundamental cooking techniques and professional skills – from using kitchen tools, to managing a menu, to working as part of a team. Once the basics are covered, then it's on to explore a world of cuisines—from the classics to those emerging in popularity.

The International Culinary Schools at The Art Institutes can provide students with unique opportunities for a culinary education beyond the classroom. Real-world internships, student-run school restaurants, guest lectures and webinars, and study abroad programs are available to help broaden the scope of learning.

Program offerings vary at each school. Prospective students should check the course offerings at The Art Institutes school they are interested in attending before enrolling.

Areas of Study and Degree Offerings

- Culinary Arts: bachelor's degree, associate's degree, diploma/certificate
- Culinary Management: bachelor's degree

- Baking & Pastry: associate's degree, diploma/certificate
- Food & Beverage Management: bachelor's degree
- Wine, Spirits & Beverage Management: associate's degree

*Degrees and areas of study vary by location.

- **Culinary Arts**

The Culinary Arts associate's degree program consists of courses introducing international cuisine, basic skills and techniques, including purchasing and cost control, human relations, kitchen management, nutrition, dining room procedures, garde manger, baking and pastries, a la carte kitchen, and an internship, as well as general education courses. Graduates of this program will be prepared to pursue entry-level positions in the field of culinary arts.

- **Culinary Management**

Students in the Culinary Management bachelor's degree program integrate culinary technique, entrepreneurial business skills, general education and hands-on technical skills classes that introduce international cuisine in a curriculum designed to foster their culinary leadership ability. They explore factors affecting the food service industry in a global marketplace and develop proficiency in industry technology through advanced training. Graduates of this program will be prepared to pursue entry-level positions with restaurants, hotels, food service institutions, catering and other culinary or hospitality related business.

- **Baking & Pastry**

The Baking & Pastry associate's degree program provides students with culinary skills combined with a focus on baking and pastry. Students are also introduced to the fundamental concepts, skills and techniques of chocolate and confections.

- **Food & Beverage Management**

The Food & Beverage Management bachelor's degree program provides a wide variety of specialized education to students planning to pursue a management career in food and beverage. Students are introduced to both kitchen skills and "front of the house" service operations and management.

- **Wine, Spirits & Beverage Management***

The associate's degree program in Wine, Spirits & Beverage Management focuses on beverage management operations for coffee, tea, other non-alcoholic beverages, wine, beer, and spirits as well as "front of the house" service operations and management. The content of the curriculum includes product knowledge, trends, inventory, purchasing and cost control, general business, management, and marketing skills, laws and liability, food pairings, catering and event management and service.

*Participation in the program for those under 21 years of age will be conducted in accord with state law regarding the procession and consumption of alcoholic beverages.

Students at The International Culinary Schools at The Art Institutes compete in local, regional, or national competitions, and have achieved national recognition for their skills.

Every year, The Art Institutes hosts the "Best Teen Chef" Competition (www.artinstitutes.edu/btc) to choose the top young chef among high school seniors across the United States and Canada.

The International Culinary Schools at The Art Institutes locations include:

The Art Institute of Atlanta®, GA

The Art Institute of AustinSM, TX

A branch of The Art Institute of Houston

The Art Institute of CaliforniaSM — Hollywood

The Art Institute of CaliforniaSM — Inland Empire

The Art Institute of CaliforniaSM — Los Angeles

The Art Institute of CaliforniaSM — Orange County

The Art Institute of CaliforniaSM — Sacramento

The Art Institute of CaliforniaSM — San Diego

The Art Institute of CaliforniaSM – San Francisco

The Art Institute of CaliforniaSM – Sunnyvale

The Art Institute of CharlestonSM, SC
A branch of The Art Institute of Atlanta, GA

The Art Institute of Charlotte®, NC

The Art Institute of Colorado® (Denver)

The Art Institute of Dallas®, TX

The Art Institute of Fort Lauderdale®, FL

The Art Institute of Houston®, TX

The Art Institute of IndianapolisSM, IN*

The Art Institute of JacksonvilleSM, FL
A branch of Miami International University of Art & Design

The Art Institute of Las Vegas®, NV

The Art Institute of MichiganSM (Detroit)

The Art Institute of OhioSM — Cincinnati**

The Art Institute of Philadelphia®, PA

The Art Institute of Phoenix®, AZ

The Art Institute of Pittsburgh®, PA***

The Art Institute of Portland®, OR

The Art Institute of Raleigh – DurhamSM, NC
A branch of The Art Institute of Charlotte, NC

The Art Institute of Salt Lake CitySM, UT

The Art Institute of San AntonioSM, TX
A branch of The Art Institute of Houston

The Art Institute of Seattle®, WA

The Art Institute of TampaSM, FL

A branch of Miami International University of Art & Design

The Art Institute of TennesseeSM — Nashville
A branch of The Art Institute of Atlanta, GA

The Art Institute of TucsonSM, AZ

The Art Institute of VancouverSM, BC
Dubrulle Culinary Arts location

The Art Institute of Virginia BeachSM, VA^{****}
A branch of The Art Institute of Atlanta, GA

The Art Institute of Washington[®] (Arlington, VA)^{****}
A branch of The Art Institute of Atlanta, GA

The Art Institutes International – Kansas CitySM

The Art Institutes International MinnesotaSM (Minneapolis)

The Illinois Institute of Art[®] — Chicago

*The Art Institute of Indianapolis is licensed by the Indiana Commission on Proprietary Education, 302 W. Washington St., Rm E201, Indianapolis, IN 46204. AC-0080

**The Art Institute of Ohio — Cincinnati, 8845 Governors Hill Drive, Suite 100, Cincinnati, OH 45249-3317, OH Reg # 04-01-1698B

***Location includes The Art Institute of Pittsburgh — Online Division.

A range of online course opportunities is available. Degrees and programs vary by location.

****Certified by the State Council of Higher Education to operate in Virginia.

To learn more about The International Culinary Schools at The Art Institutes, visit www.exploreculinary.com or www.artinstitutes.edu/culinary.

The Art Institutes (www.artinstitutes.edu) is a system of more than 45 education institutions located throughout North America, providing an important source of design, media arts, fashion and culinary professionals.



WHO WE ARE

The Art Institutes (www.artinstitutes.edu), a system of more than 45 education institutions located throughout North America, is an important source of design, media arts, fashion, and culinary arts professionals. Led by President John M. Mazzoni, each school within The Art Institutes system is licensed by the state in which it is located and accredited by accrediting bodies recognized by the U.S. Department of Education.

The Art Institutes system of schools extends back to 1921, when The Art Institute of Pittsburgh opened its doors. In 1970, Education Management Corporation (EDMC) acquired the school and has served as the parent company of The Art Institutes ever since. EDMC is among the largest providers of private post-secondary education in North America, based on student enrollment and revenue. Founded in 1962, EDMC is headquartered in Pittsburgh.

WHERE WE EDUCATE

The Art Institutes schools are located in these cities:

Arlington, VA	Miami, FL
Atlanta, GA	Minneapolis, MN
Austin, TX	Nashville, TN
Boston, MA	New York, NY
(Brookline)	Orange County, CA
Charleston, SC	(Santa Ana)
Charlotte, NC	Philadelphia, PA
Chicago, IL	Phoenix, AZ
Cincinnati, OH	Pittsburgh, PA
Dallas, TX	Portland, OR
Decatur, GA	Sacramento, CA
Denver, CO	Salt Lake City, UT
Detroit, MI	(Draper)
(Novi)	San Antonio, TX
Durham, NC	San Bernardino, CA
Fort Lauderdale, FL	San Diego, CA
Fort Worth, TX	San Francisco, CA
Hollywood, CA	Schaumburg, IL
Houston, TX	Seattle, WA
(two locations)	Sterling, VA
Indianapolis, IN	Sunnyvale, CA
Jacksonville, FL	Tampa, FL
Kansas City, KS	Tucson, AZ
(Lenexa)	Vancouver, BC
Las Vegas, NV	(Burnaby)
(Henderson)	Virginia Beach, VA
Los Angeles, CA	York, PA

The Art Institutes schools also offers many programs online.



QUALITY

What We Do

The Art Institutes offer a broad range of programs including Audio Production; Culinary Arts; Culinary Management; Fashion Design; Fashion Marketing; Graphic Design; Industrial Design; Web Design & Interactive Media; Interior Design; Media Arts & Animation; Photography; Restaurant Management; and Video Production. Not all programs are offered at all schools.

The Art Institutes schools offer programs in a variety of formats – including traditional classroom work, online learning, night and weekend programs, and study abroad opportunities. In addition, The Art Institutes sponsor a variety of art competitions each year, including programs focused on fashion design, graphic design, and film.



COMMUNITY

How Our Students are Making a Difference

Faculty members of The Art Institutes schools are not only skilled instructors, but also trained professionals in their fields, enabling students to graduate from the program with skills necessary to pursue rewarding careers in a highly-competitive industry. To allow students to sharpen their creative skills outside the classroom, The Art Institutes also coordinate a number of innovative programs – from the “Cool vs. Cruel” fashion design competition to a national “Web Raising” project, in which students create dozens of websites for not-for-profit organizations providing services in the arts, the environment, social programs, and education.



GROWTH

Who We Educate

With a collective enrollment of 76,500 students as of Fall 2009, The Art Institutes schools continue strong enrollment and geographic growth as students seek a respected program in design, media arts, fashion, culinary arts, and more. To expand its reach to more students and honor the service of our nation's veterans, The Art Institutes are actively working with the U.S. Department of Veterans Affairs in the “Yellow Ribbon” reduced tuition program, part of the post-9/11 G.I. Bill.

CONTACT

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