



THE
INTERNATIONAL
CULINARY
SCHOOLSSM
at The Art Institutes

PRESS RELEASE

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Survey of Culinary Students Reveals Glimpse of Tomorrow's Menus

Next generation of culinary professionals plans to feature globally diverse flavors and incorporate greener practices

[PITTSBURGH, February 12, 2008] –The International Culinary Schools at The Art Institutes, North America's largest system of culinary programs, released a survey of its students today, providing a glimpse into where the next generation of culinary professionals may take tomorrow's menus. The survey found that culinary students want to serve dishes that are more globally diverse and conduct business in a more environmentally sensitive manner.

More than 40 percent of students responding to the survey said they believe Spanish and South American cuisines have the most potential influence on future menus, while more than half said they are most interested in including Italian (68 percent) and French (53 percent) in their professional repertoire. Eight out of 10 students would consider specializing in a fusion cuisine. Among those students, the top fusion choices were Japanese and French (17 percent) and Thai and Mexican (16 percent).

"Considering our reach as the country's largest system of culinary programs, our students have the ability to impact the restaurant and food and beverage industries," says Michael Nenes, MBA, CEC, CCE, assistant vice president of Culinary Arts for The Art Institutes. "This survey uncovers some of the possibilities that may lie ahead for America's menus."

Professional Intentions

Greener business practices are a top priority for students at The International Culinary Schools at The Art Institutes. Nearly all responding students (97 percent) said environmental responsibility will play some role in their culinary careers and more than half said environmentalism is "very important."

Tomorrow's culinary professionals are in tune with today's culinary trends as they report that knowing a food's origin and supporting local food suppliers is important to them. Three out of four are interested in including locally supplied ingredients and more than half want to include organic foods (55 percent) in their ventures.

These environmentally-minded students aspire to put these practices into place at restaurants of their own. Most students (81 percent) are considering opening a restaurant during their careers; of those, nearly 40 percent are interested in starting a fine dining establishment and about the same percentage have an interest in opening a mid-scale restaurant.

Influences and Education

Aspiring culinary professionals are ready to pack their bags to perfect their global cuisine of choice. Slightly more than one-half (52 percent) of students believe that studying abroad is the best way to learn about a country's cuisine, pointing to a desire for authenticity.

Venturing outside traditional education, many students turn to food media to build their knowledge base. Nearly all (96 percent) students agree that the media plays a role in their culinary lives, and the role spans education (64 percent), source of news and trends (61 percent) and entertainment (57 percent).

Despite the significance of the food media, most students look beyond prominent celebrity chefs for their primary source of influence. One-third of students said culinary school and about the same number said chefs they have worked with (31 percent) are their dominant influences. Students admire their chef educators over celebrity chefs by a three-to-one margin.

To learn more about results from The International Culinary Schools at The Art Institutes student survey, visit http://www.artinstitutes.edu/NewsMediaRelations/PressKit.aspx?prid=ICS_0208_001_pr.

Survey Methodology

The International Culinary Schools at The Art Institutes commissioned Insight Express to conduct an online survey of their students in December 2007. A total of 906 students within two quarters of degree/program completion were invited to take the survey via e-mail and 128 students completed the survey (14 percent response rate). Results are calculated at the 95 percent significance level.

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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. The course offerings have been redesigned to expand the international focus, introducing students to an increased number of world cuisines.

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 Institute 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 Education Management LLC

Education Management LLC (<http://www.edmc.com>), with 96,000 students as of fall 2007, is among the largest providers of post-secondary education in North America, based on student enrollment and revenue. Education Management has 83 locations in 26 U.S. states and in Canada. Education Management's educational institutions offer a broad range of academic programs concentrated in the media arts, design, fashion, culinary arts, behavioral sciences, health sciences, education, information technology, legal studies and business fields, culminating in the award of associate's through doctoral degrees. Education Management has provided career-oriented education for over 40 years.

About The Art Institutes

The Art Institutes (www.artinstitutes.edu) is a system of over 40 education institutions located throughout North America, providing an important source of design, media arts, fashion and culinary professionals.

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



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“A Taste of What’s to Come” Culinary Student Survey The International Culinary Schools at The Art Institutes

Students have a taste for Italian when it comes to international cuisine of choice

- Italian (68 percent) stands out as the most popular international cuisine that students are interested in incorporating in their repertoire, followed by French (53 percent) and Spanish (47 percent).

Tomorrow’s culinary professionals foresee menus influenced by Latin American cuisines

- Students believe Spanish (45 percent) and South American (44 percent) cuisines have the most potential influence on future American menus.

International fusion cuisines offer appeal for next generation of culinary professionals

- A majority of students (84 percent) would consider specializing in a fusion cuisine. Japanese and French (17 percent) and Thai and Mexican (16 percent) are the most popular fusion cuisines among students.

Culinary students are considering becoming “commander in chief” of their own kitchen

- The majority of students (81 percent) are considering opening a restaurant during their careers with nearly equal proportions interested in fine dining (40 percent) and mid-scale (39 percent) establishments.

Entrees provide ample opportunity for exotic experimentation among culinary students

- Students are most interested in experimenting with exotic flavors in their entrées (31 percent), desserts (27 percent) and appetizers (24 percent).

Aspiring culinary professionals have a greener outlook for the food industry

- Nearly all (97 percent) students say that environmental responsibility will be at least a “somewhat important” part of their culinary careers, and six out of 10 say it will play a “very important” role.

Locally supplied and organic ingredients figure prominently in the menus for future culinary professionals

- More than three quarters of students are interested in incorporating locally supplied ingredients in their culinary ventures, while 55 percent would consider incorporating organic foods.

Food media takes on the role of “edutainment” for today’s culinary students

- Nearly all students (96 percent) say food media plays a role in their culinary lives which includes source of education (64 percent), news and trends (62 percent) and entertainment (57 percent).

Celebrity is nice, but chef educators take the cake in the eyes of culinary students

- Students most admire their chef educators (58 percent), while celebrity chefs (19 percent) and chefs students have worked with (14 percent) are a distant second and third.

Culinary students are ready to pack their bags to perfect a cuisine

- Slightly more than one-half (52 percent) of students believe that traveling to a country is the best way to learn about that country’s cuisine.

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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.

According to the U.S. Department of Labor 2008-2009 *Occupational Outlook Handbook* (<http://www.bls.gov/oco/ocos161.htm>), opportunities for chefs, cooks and other kitchen professionals are expected to be plentiful through 2016 and grow as fast as the average of all occupations for the 2004-2014 period.

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

Culinary Arts programs are offered at more than 30 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 aim to help prepare students for the ever-changing and increasingly sophisticated tastes in world cuisines.

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.

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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 are 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.

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 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 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 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 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

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**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.

****The Art Institute of Washington is 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.

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Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook, 2008-09 Edition*, Chefs, Cooks, and Food Preparation Workers, on the Internet at <http://www.bls.gov/oco/ocos161.htm> (visited October 4, 2008).