



**For Immediate Release:**

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## **Vermilion and James Beard Foundation Announce Women in Culinary Leadership Cookoff**

### ***Call for Entries to Aspiring Women Culinary Leaders to Win Year-Long Internship***

New York, NY (November 2012) – Today, [Vermilion](#) and the [James Beard Foundation](#) (JBF) announced an open call for aspiring female culinary leaders to enter the [Women in Culinary Leadership Cookoff](#). As part of the James Beard Foundation Vermilion Women in Culinary Leadership Program launched this fall, the contest will identify driven women chefs and restaurateurs and help them develop their leadership and culinary skills through internship and mentorship opportunities.

Entrants must submit a resume, an essay, and a recipe for one contemporary Indian-Latin dish through Vermilion’s online entry form by Monday, January 14. A selection committee composed of chefs and culinary influencers will determine eight finalists to participate in the cookoff at Vermilion restaurant in New York City in February, where each competitor will execute her recipe for a signature Indian-Latin dish and conduct a brief interview with a panel of judges.

“Everyone knows about the so-called glass ceiling for women in business, but few people are aware that there is a much lower ‘gastro ceiling’ in the restaurant field,” said Rohini Dey, the founder of the Indian-Latin restaurants Vermilion in New York City and Chicago, who is spearheading these efforts. “The goal of the cookoff in conjunction with the Women in Culinary Leadership Program is not only to elevate the conversation about leadership roles for women in the food world, but to create real, tangible opportunities that will help ignite change.”

Two winners will participate in a one-year leadership intern program at Vermilion in New York and Chicago, where they will be personally mentored by Dey and experience culinary rotation across all stations to learn about kitchen leadership, front of the house management, and get a crash course in restaurant start-up. Winners will also receive a weekly \$500 internship grant from the Women in Culinary Leadership Scholarship and participate in a one-week internship at the James Beard House, where they will experience a behind-the-scenes look at how dinners are prepared more than 200 times a year. They will also have the opportunity to work with one of the [Chefs for Women](#) participating celebrity chefs including **Aarón Sanchez, Emily Luchetti, Michelle Bernstein, Lorena Garcia, Douglas Rodriguez, Patricio Sandoval, Sue Torres, Carmen Gonzalez, Anthony Lamas, and Susan Weaver.**

“The James Beard Foundation is thrilled to be partnering with Rohini on such an important year long program,” said Susan Ungaro, president of the James Beard Foundation. “And who better to spearhead the program than a former World Bank economist-turned-successful-restaurateur.”

**The James Beard Foundation Vermilion Women in Culinary Leadership Program** was created with the goal to create awareness about the rarity of women in leadership roles in the culinary industry as well as new leadership opportunities. **For more information about the program or to apply for the Cookoff**, visit [www.thevermilionrestaurant.com/wicl](http://www.thevermilionrestaurant.com/wicl).

#### **About Vermilion**

Known for its bold and unique Indian-Latin cuisine, [Vermilion](#) (NYC & Chicago) is founded by former World Banker and McKinsey management consultant Rohini Dey, Ph.D. The melding at Vermilion is driven by Rohini's passion for culinary, her concept and travels. It is based on the deep historical cross-influences and geographical commonalities of the two regions, and an intellectually provocative evolution. Vermilion has been lauded for being both a woman-led entity and for its Indian-Latin cuisine by FT, Time, Gourmet, WSJ, Chicago Tribune 3 stars, Chicago magazine, Bon Appetit, Esquire, USA Today, Travel & Leisure, Town & Country, Wine Enthusiast among others. Apart from the platform of both her restaurants, Rohini is active in educating and mentoring women through her non-profit (MSEdG – Educate Girls Globally) to which all her writing proceeds are donated, as a senior donor of the American India Foundation, her active involvement with the International Women's Forum and The Chicago Network, and by contributing to the entrepreneurial programs of leading business schools (Kellogg, Chicago Booth, Columbia).

#### **About the James Beard Foundation**

Founded in 1986, the James Beard Foundation is dedicated to celebrating, nurturing, and preserving America's diverse culinary heritage and future. A cookbook author and teacher with an encyclopedic knowledge about food, James Beard, who died in 1985, was a champion of American cuisine. He helped educate and mentor generations of professional chefs and food enthusiasts, instilling in them the value of wholesome, healthful and delicious food. Today, the Beard Foundation continues in the same spirit by administering a number of diverse programs that include educational initiatives, food industry awards, scholarships to culinary schools, publications, chef advocacy training, thought-leader convening, and by maintaining the historic James Beard House in New York City's Greenwich Village as a "performance space" for visiting chefs. In September of 2012, the Foundation launched the Diplomatic Culinary Partnership with the U.S. Department of State's Office of Protocol and helped create the American Chef Corps as a way to champion American chefs abroad, promote American food products and foster an interest in American culinary culture and history through international programs and initiatives. For more information, please visit [www.jamesbeard.org](http://www.jamesbeard.org). Find insights on food at the James Beard Foundation's blog [Delights & Prejudices](#). Join the James Beard Foundation on [Facebook](#). Follow the James Beard Foundation on [Twitter](#).

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