

# mise *en* place

ALUMNI MAGAZINE OF THE CULINARY INSTITUTE OF AMERICA

No. 53, September 2010

## KEYS TO CAFÉ SUCCESS



## CIA + AOL = Kitchen Daily

With AOL's *Kitchen Daily* being the third most frequented food site on the Internet, and the CIA bursting at the seams with food-related content, a marriage between the two was almost inevitable. Since separating from Time Warner, AOL has been aggressively marketing itself as a digital content provider. In fact, it has more than 80 original content sites, including Moviefone and Mapquest. AOL's *Kitchen Daily* was the perfect platform for the CIA to continue to grow its awareness among both prospective students and consumers in general. Right now, the CIA has more than 63 instructional videos featuring our faculty available on *Kitchen Daily*, with more to come. Check it out and see what some of your old profs are up to at [www.kitchendaily.com/category/kitchen-basics](http://www.kitchendaily.com/category/kitchen-basics).

## Ciaprochef.com—e-learning

A virtual journey to learn all about the cheese of France or to get the inside scoop on almonds is just a click away at [ciaprochef.com](http://ciaprochef.com).

**Cheeses of France** offers a comprehensive program providing up-to-date,

easy-to-access resources and recipes to the professional chef. *Healthy Baking with Almonds* explores the bakeshop opportunities of one of America's most popular nuts. Video demos illustrate how to use California almonds in every format—from almond oil to almond flour to almond milk—enhancing the nutritional profile of pastries, breads, and desserts.

## Aramark Makes Its Mark

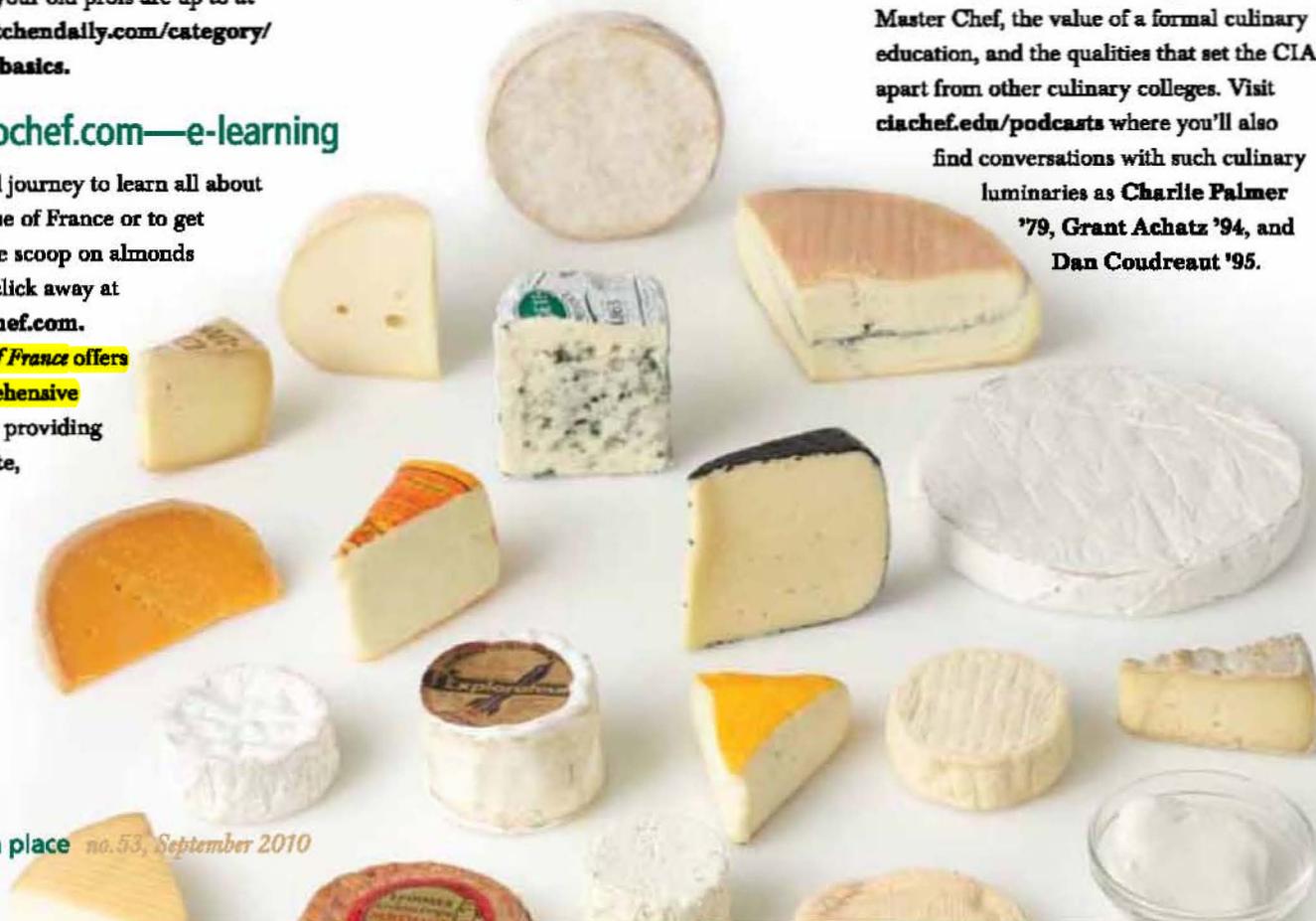
Aramark is expanding its partnership with the CIA, reaffirming its commitment to honing the company's culinary talent through the college's prestigious ProChef® Certification program. The relationship between the two organizations, which began back in 2008 with chefs from Aramark's Sports & Entertainment

division, will now expand to include the company's Higher Education division. "Aramark's partnership with the CIA is part of an ongoing commitment to provide our culinary leaders with the training and tools needed to excel in their careers, and deliver outstanding outcomes for our clients and customers," explained Chris Hackem, president, Aramark Higher Education. Together, Aramark and the CIA have created a customized, hands-on course that provides chefs with a real-world experience focusing on menu diversity and innovation unique to large-quantity production.

## The View from the Top

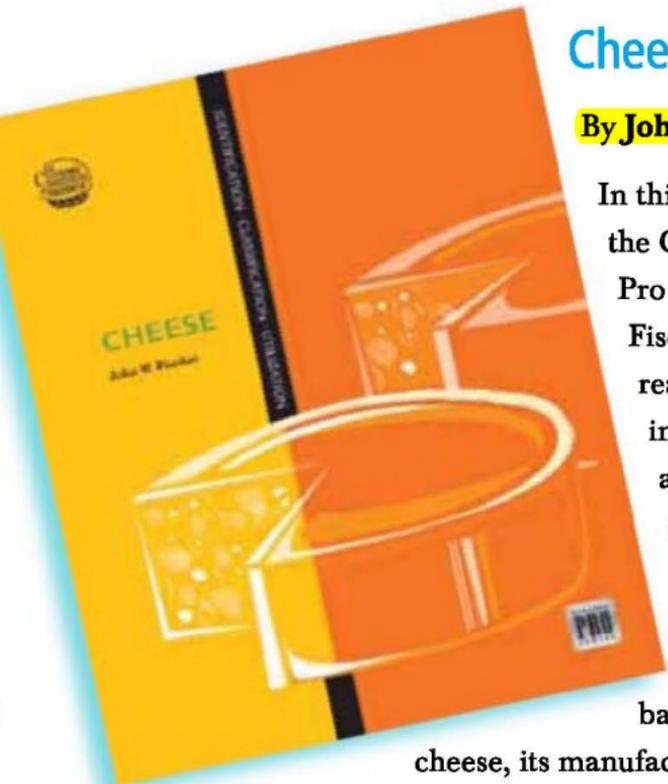
Download the brand-new podcast of CIA President **Dr. Tim Ryan '77** as he talks about the process of becoming a Certified Master Chef, the value of a formal culinary education, and the qualities that set the CIA apart from other culinary colleges. Visit [ciachef.edu/podcasts](http://ciachef.edu/podcasts) where you'll also

find conversations with such culinary luminaries as **Charlie Palmer '79**, **Grant Achatz '94**, and **Dan Coudreant '95**.



## Cheese

By **John W. Fischer '88**



In this book, part of the CIA's new Kitchen Pro Series, John Fischer provides readers with an inviting and accessible look into the world of cheese. This unique resource explores the basic history of

cheese, its manufacture, and its

incorporation into different cuisines. Each cheese is carefully described and provides you with information to aid identification. Also covered are flavor profile, the aging process, and "terroir." An entire recipe section is devoted to cooking with cheese, while another focuses on pairing cheese with the proper beverage. The full-color photographs make the mouth-watering cheeses easy to identify and even easier to want to sample!