



## AMERICAN CULINARY FEDERATION PRESS RELEASE

### FOR IMMEDIATE RELEASE:

August 9, 2010

**MEDIA CONTACTS:** Leah Craig or Patricia Carroll

(904) 484-0213; (904) 484-0247

[lcraig@acfcchefs.net](mailto:lcraig@acfcchefs.net); [pcarroll@acfcchefs.net](mailto:pcarroll@acfcchefs.net)

### **John Reed, CEC, CCA, Receives 2010 Chef Professionalism Award at 2010 American Culinary Federation National Convention in Anaheim**

**St. Augustine, Fla., August 9, 2010**—John Reed, CEC, CCA, of Skokie, Ill., received the American Culinary Federation, Inc., (ACF) 2010 ACF Chef Professionalism Award, sponsored by Minor's®, at the 2010 ACF National Convention held at the Anaheim Marriott, Anaheim, Calif., Aug. 2-5.

“This is a tremendous honor,” said Reed during his acceptance speech in which he thanked his ACF chapter and his family for their support.



The ACF Chef Professionalism Award is presented annually to the culinarian who exemplifies the highest standards of professionalism through certification, continuing education and training, culinary competitions and community involvement. Reed was one of four regional finalists.

Reed is owner of Customized Culinary Solutions, a culinary-focused consulting firm in Skokie. He was divisional executive chef for Food For Thought, Lincolnwood, Ill., from 1999 to 2008. He has more than 28 years of experience in foodservice, and has also worked for Johnson & Wales University, North Miami, Fla., Four Seasons Hotel, Chicago, and Swissôtel, Basel, Switzerland. He has an associate degree in culinary arts from Johnson & Wales University, Providence, R.I., and a bachelor's in hotel/restaurant/travel administration from the University of Massachusetts, Amherst, Mass. He is a member of Research Chefs Association, Foodservice Consultants Society International and Slow Food, in addition to ACF Windy City Professional Culinarians Inc.

For a list of past Chef Professionalism Award winners, visit

[www.acfcchefs.org/Content/NavigationMenu2/Events/Awards/Professionalism/Winners/default.htm](http://www.acfcchefs.org/Content/NavigationMenu2/Events/Awards/Professionalism/Winners/default.htm).

Anaheim was the location of the 2010 ACF National Convention, bringing approximately 2,000 chefs, cooks, students and foodservice professionals to the Golden State. The national convention provided attendees with numerous opportunities to advance their professional development and enhance their culinary skills through informative workshops and seminars, cutting-edge demonstrations, a trade show featuring more than 95 exhibitors, national competitions and ACF's annual national awards.

Sponsors of the 2010 ACF National Convention are: Allen Brothers; American Technical Publishers; Barilla America, Inc.; Barry Callebaut; Beef Information Center; BelGioioso Cheese Inc.; Buckhead Beef; Butterball Farms, Inc.; California Olive Ranch; Canada Cutlery Inc.; Canola Council of Canada; The Catfish Institute; The Cheesecake Factory Bakery Inc.; Chef's Hat Inc.; Christopher Ranch; Cleveland Range, LLC; Contessa Premium Foods; Custom Culinary, Inc.; Diamond Crystal Salt; Dietz & Watson, Inc.; Ecolab; Eneron, Inc.; Fisher-Nickel Inc.; Five Star Gourmet Foods, Inc.; French's Foodservice; GFF, Inc./Girard's Dressings; Guittard Chocolate Co.; Hudson Valley Foie Gras; The International Culinary Schools at The Art Institutes; J.R. Simplot Company; Johnson & Wales University; Kingsburg Orchids;

King & Prince Seafood; Koch Foods, Inc.; Lactalis; Le Cordon Bleu Schools North America; MARS Food Services; McCormick For Chefs; MenuMax; Michael Foods, Inc.; MINOR'S®; Monterey Bay Aquarium Seafood Watch; NEWCHEF Fashion Inc.; Plugrá European-Style Butter; PreGel AMERICA; Rastelli; Riviana Foods Inc.; R.L. Schreiber, Inc.; Saputo Cheese; Sara Lee Foodservice; The Schwan Food Company; Smeraldina; Splenda®; The Sterno Group; S&D Coffee; Tanimura & Antle Fresh Foods, Inc.; Tyson Food Service; Unilever Foodsolutions; U.S. Foodservice; Victorinox Swiss Army, Inc; Villeroy & Boch; VitaMix Corp.; Washington State Potato Commission; and Wisconsin Milk Marketing Board.

### **About the American Culinary Federation**

The American Culinary Federation, Inc., established in 1929, is the premier professional organization for culinarians in North America. With more than 20,000 members in 225 chapters nationwide, ACF is the culinary leader in offering educational resources, training, apprenticeship and programmatic accreditation. In addition, ACF operates the most comprehensive certification program for chefs in the United States. ACF is home to ACF Culinary Team USA, the official representative for the United States in major international culinary competitions, and to the Chef & Child Foundation, founded in 1989 to promote proper nutrition in children and to combat childhood obesity. For more information, visit [www.acfchefs.org](http://www.acfchefs.org).

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**Editor's Note:** To arrange an interview or for a high-res photo from the event, contact Leah Craig at (904) 484-0213 or [lcraig@acfchefs.net](mailto:lcraig@acfchefs.net), or Patricia Carroll at (904) 484-0247 or [pcarroll@acfchefs.net](mailto:pcarroll@acfchefs.net).

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