



The American Institute of Wine & Food

Organization & Membership

AIWF National Office

26364 Carmel Rancho Lane, Ste. 201, Carmel, CA 93923 ■ (800) 274-2493 ■ (831) 622-7783 Facsimile



Who We Are

OUR FOUNDERS

In 1981 Julia Child, Robert Mondavi, Richard Graff, and others founded The American Institute of Wine & Food (AIWF), a 501(c)(3) non-profit educational organization devoted to improving the appreciation, understanding, and accessibility of food and drink.

OUR MEMBERSHIP

Today, The AIWF has 27 chapters in the United States, with more than 4,000 members who are restaurateurs, food industry professionals, food educators, nutritionists, chefs, wine professionals and dedicated food and wine enthusiasts.

OUR MISSION

The AIWF enhances quality of life through education about what we eat and drink

Continued....

Who We Are

OUR VISION

AIWF has vibrant prospects as we look toward 2010 and beyond. Our fundamental belief that food and wine enhance the quality of our lives remains the guiding force behind all of our activities. As an educationally focused organization, the members, volunteer leadership and professional staff of The AIWF will:

- Be leaders in discussions of current issues relating to food and drink;
- Produce substantive, distinctive programs and publications that are the best of their kind;
- Maintain an efficiently managed, fiscally sound and socially responsible organization at both chapter and national levels;
- Collaborate with other organizations to support food and wine education to children and adults across America;
- Encourage support and use of The AIWF gift collections of rare books and manuscripts on food and drink in the University of California at San Diego and Radcliffe College/Harvard University libraries;
- Encourage the development of such scholarly resources related to food and drink in other locations across the country;
- Build an endowment to secure the future of the organization;
- Offer scholarships, fellowships and research grants to individuals working in fields related to the AIWF mission.

Continued...

AIWF Chapter Locations

- Atlanta, GA
- Baltimore, MD
- Boston, MA
- Chicago, IL
- Dallas/Ft. Worth, TX
- Dayton, OH
- Denver, CO
- Fairfield County, CT
- Hilton Head, SC
- Kansas City, MO
- Louisville, KY
- Los Angeles, CA
- Milwaukee, WI
- Monterey Bay, CA
- National Capital Area, DC
- New Orleans, LA
- New York, NY
- Orange County, CA
- Providence, RI
- San Diego, CA
- San Francisco Bay Area, CA
- Santa Barbara, CA
- Scottsdale/Phoenix, AZ
- Seattle, WA
- Southern, FL
- Woodstock, VT
- Wichita, KS

Scholarships, Internships & Continuing Education

AIWF chapters sponsored 53 individual scholarship and internship opportunities in 2009 devoting nearly \$84,000 to further the education of culinary, viticulture, and hospitality students across the country.



Scholarship programs: A long and important AIWF activity—allow students to pursue their individual dreams while providing a key investment in promoting national excellence in wine and food in the future.

Internship programs: A new and exciting effort of many of our chapters—support students by pairing them with food and beverage professionals or providing funds to hire working culinary interns. These programs encourage high standards, foster professionalism and support student achievement.

Continuing Education: AIWF chapters also continued to produce new and compelling educational seminars for food and wine professionals, extending even further the reach of our educational mission.

In this age of fast and frozen foods, we want to teach school children about real food-where it is grown and how it is produced-so they can develop an understanding and appreciation of how good, fresh food is supposed to taste.

~ Julia Child



DAYS OF



TASTE





AIWF Days of Taste®

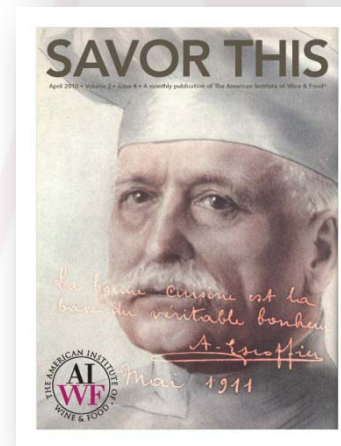
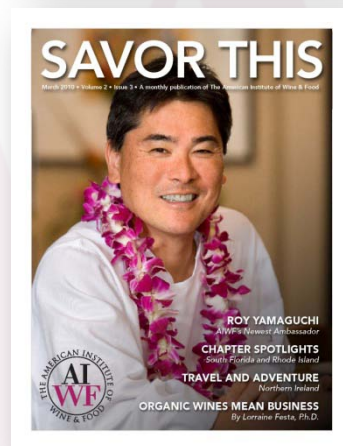
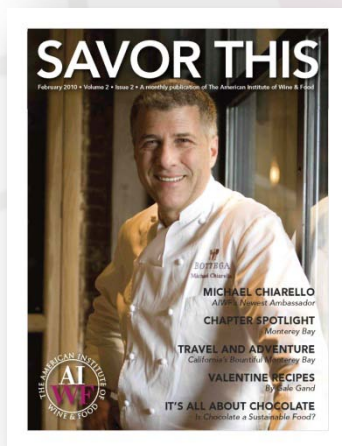
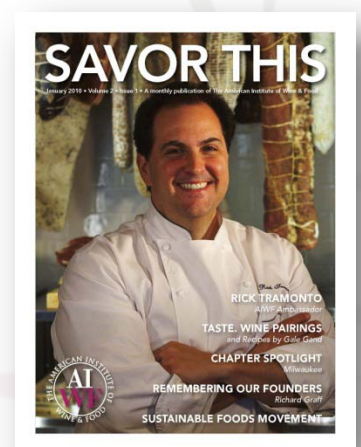
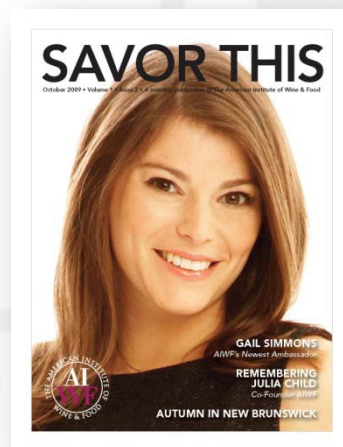
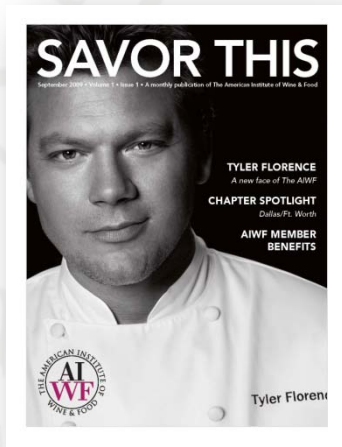
The signature education program of The American Institute of Wine & Food, is a discovery-based program which introduces elementary school children to the basic elements of taste and teaches them how food weaves its way through daily life from farm to table. The program brings together chefs, farmers and grocers with kids to discuss, savor, and compare different tastes and flavors of fresh food. Children learn for themselves through hands-on (and “taste buds-on”) experiences that good taste, fresh food and good health go together naturally.



Savor This™ Monthly eMagazine

Introducing AIWF's Ambassadors

Industry Professionals Who Support and Endorse The AIWF



Click on Publication to Open & View

AIWF Ambassador

Gale Gand

Tru- Chicago, James Beard Award Winning Pastry Chef



“I find it rewarding and stimulating to be a board member of the Chicago chapter of the AIWF. Helping spread the word about the pleasure and importance of good food and wine, along with all the support systems needed to create it such as farming and manufacturing, make it one of the most important things I do. I love how learning about food and wine brings people together at the table in a way nothing else does.” – Gale

AIWF Ambassador

Gail Simmons

FOOD & WINE Magazine & Bravo's Top Chef

"I am thrilled to join AIWF and play a larger role in supporting its vision. Its core values are more relevant than ever as we all manage our busy daily lives: sharing knowledge, encouraging health, promoting leadership, and rallying community around and through a love of great food and drink. I especially look forward to participating in AIWF Days of Taste® and hope to assist in garnering much deserved national recognition for this outstanding initiative. The chance to impact the lives of young people and help them make better food choices, which affect not only their lives but the larger world is not only exciting but imperative." – Gail



AIWF Ambassador

Rick Tramonto

Tru-Chicago



"I'm extremely honored to join AIWF and to play the role as one of the national culinary ambassadors to support its vision and values. In the spirit of my good friends and founding members, Julia Child and Robert Mondavi, I hope to carry on the great work that they started in giving kids these great scholarships and opportunities to advance and inspire their culinary careers. Through the love of great food and wine, and in celebrating the community of the table, I think we can make a difference." – Rick

AIWF Ambassador

Michael Chiarello

Bottega – Napa, Food Network, & Top Chef Masters



“AIWF is an incredible resource for the food and wine community. My life and career centers around my passion for food, drink, tradition and hospitality - just like the members of AIWF. Through their educational programs, scholarships, and overall dedication to the enjoyment of the culinary experience AIWF continues to carry on the ideals of food and wine pioneers who founded the organization almost 30 years ago.”

– Michael

AIWF Ambassador

Michel Richard

Citronelle, James Beard Award-Winning Chef



"AIWF's mission to promote gastronomy is a principal that has inspired and guided me throughout my career. I am eager to lend my dedication and support to this passionate organization that celebrates epicurean culture with such creative and compelling programs."

Membership Benefits

There are seven levels of membership to choose from - something for everyone. When you become a member, you'll join thousands of others who share interest in food, wine, education, and social events. Join us and share the spirit of our diverse cultural and culinary heritage.

PHILANTHROPIC BENEFITS:

AIWF Days of Taste® – The benefit of being part of a National Institute whose mission is to reach out to thousands of children each year. Our focus and main objectives are to build a food and nutrition vocabulary, understand that locally grown ingredients are the freshest, and gain the experience to contrast flavors and develop taste memories.

Scholarships – AIWF awarded more than \$84,000 in culinary and enology scholarships in 2009 to students in full-time or continuing education accredited programs.

ADDITIONALLY, AIWF MEMBER BENEFITS:

- Special member pricing on AIWF events and programs nationwide
- Networking opportunities both locally and nationally, with well-known chefs, authors, restaurateurs, wine and food producers and purveyors, as well as other professionals and enthusiasts
- Private invitations to AIWF Partner events and member-only offers on consumer goods and services
- Save up to 50% on subscriptions to the following publications by AIWF subscription order form: ***Appellation, Architectural Digest, Bon Appétit, Condé Nast Traveler, Cook's Illustrated, Home, Petit Propos Culinaires, Restaurant Wine, Santé, Saveur, Shields Hood's Wine Notes, Travel & Leisure, Guide to Cooking Schools, The Wine Advocate, Wine Spectator, Gastronomica.***
- ***KitchenAid™*** offers special pricing on portable appliances to all AIWF members via a special website.
- ***Santé, The Magazine for Restaurant Professionals,*** is offering a free subscription to Business, Chapter Affiliation and National Affiliation membership levels. All members levels may request a 50% discount on the regular subscription rate.
- *And much more*

Membership Levels

THE ENTHUSIAST:

INDIVIDUAL - \$75.00

Includes membership benefits for one.

DUAL - \$125.00

Add a friend, colleague or spouse to the individual membership category. You will receive only one set of materials at the mailing address listed above.

THE PROFESSIONAL:

PROFESSIONAL / CONTRIBUTING - \$150.00

This category is designated for food & wine industry professionals (individuals) and includes membership benefits for one and a commemorative membership certificate. A portion of your membership goes towards supporting AIWF educational programs and scholarships.

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Membership Levels

THE BUSINESS:

BUSINESS/WINERY/RESTAURANT PARTNERSHIP – \$250.00

MEMBERSHIPS:

Benefits for (2) two designated representatives, each of whom may be assigned to same chapter

AIWF CHAPTER WEBSITE MARKETING:

Logo Presence on Chapter Corporate Partner page with link to business website or AIWF Promotion or Discount offer page (can be changed out (4) Four times annually)

DEDICATED MAILING:

Access to Chapter Active Membership Mailing Address or Email Address List to send own designed postage pre-paid promotional mailing or eBlast to chapter membership (1) one time a during term.**

NATIONAL eMAGAZINE:

Company logo and link to business website or AIWF Specific Promotion Page inclusion with Chapter Spotlight featured (1) one time annually in National eMagazine *Savor This*TM – Distribution 14,000+

HOSTED EVENTS:

Opportunity to host at least (1) one event annually at business/venue

COMMEMORATIVE CERTIFICATE:

Business will receive a Commemorative Membership Certificate

OTHER OFFERS:

Publicity/benefits the chapter offers to such members**

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Membership Levels

THE BUSINESS:

CHAPTER PARTNERSHIP – \$500.00

MEMBERSHIPS:

Benefits for (4) four designated representatives, each of whom may be assigned to same chapter

AIWF CHAPTER WEBSITE MARKETING:

Logo Presence on Chapter Corporate Partner page with link to business website or AIWF Promotion or Discount offer page (can be changed out (4) Four times annually)

DEDICATED MAILING:

Access to Chapter Active Membership Mailing Address or Email Address List to send own designed postage pre-paid promotional mailing or eBlast to chapter membership (2) Two times during term.**

NATIONAL eMAGAZINE:

Company logo and link to business website or AIWF Specific Promotion – ¼ Page inclusion with Chapter Spotlight featured (1) one time during term in National eMagazine *Savor This™ – Distribution 14,000+*.

COMMEMORATIVE CERTIFICATE:

Business will receive a Commemorative Membership Certificate

HOSTED EVENTS:

Opportunity to host at least (2) two events annually at business/venue**

OTHER OFFERS:

Publicity/benefits the chapter offers to such members**

Continued...

Membership Levels

THE BUSINESS:

NATIONAL PARTNER – \$2,500

MEMBERSHIPS:

- Benefits for (10) Ten designated representatives, each of whom may be assigned to different chapters

WEBSITE MARKETING:

- Prominent display of logo with link to business website or AIWF Promotion or Discount offer page (can be changed out 4 times annually) on AIWF National website
- Opportunity for up to (2) two AIWF Facebook Page promotions/postings

DEDICATED MAILING: 14,000+ Distribution

- Access to National Active Membership Mailing Address or Email Address List to send own designed postage pre-paid “Mission Related” promotional mailing or eBlast to (2) Two times. Mailing would be coordinated through a third-party mailing house and email promotion through AIWF.

NATIONAL eMAGAZINE: 14,000+ Distribution

- One (1) one full page or (2) two half page ad placement and link to business website or AIWF specific promotion page(s) in National eNewsletter during agreement term
- Logo placement with link to business website, AIWF specific promotion or discount promotion inclusion on National Partner Recognition page in publication monthly.

HOSTED EVENTS:

- Opportunity to host at least (2) Two AIWF events annually at business/venue

OTHER OFFERS:

- Priority Sponsorship opportunities at the National level.
 - AIWF National Annual Member Conference

** Any Event Activation, layout & design or mailing costs are an additional expense. All proposed items are to take place within the agreement term. AIWF Database access through AIWF designated third party.

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Carmel, California 93923

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