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The James Beard Foundation Launches JBF Greens Membership Category for Foodies Under 40

NEW YORK, NY (January 13, 2014) – The [James Beard Foundation](#) (JBF), the world's foremost culinary organization, is expanding upon its breadth of membership options with the launch of **JBF Greens**, a new category for New York City–area foodies between the ages of 21 and 39. An invite-only kick-off event will be held at Bar 75 at the Andaz Wall Street hotel on January 28 to celebrate the launch of JBF Greens membership as well as a new partnership between JBF Greens and Andaz Hotels. Through this new partnership, JBF Greens events and featured participants will be featured regularly on the [Andaz Salon website](#).

The new membership category grew out of the James Beard Foundation's popular Greens program, developed more than 12 years ago by special events producer Siobhan Flaherty Haber. It offers foodies under 40 an opportunity to discover New York City's newest restaurants, chefs, and culinary trends at venues throughout the five boroughs. Members have access to great food and drink events that range from wine tastings to walk-around chef tastings, multi-course dinners, and the JBF Greens "From Scratch Sessions," a series of hands-on cooking classes and demos. In addition, JBF Greens members are able to attend select events throughout the year at the historic James Beard House in Greenwich Village.

"JBF Greens offers exciting food events at great value," explained Kris Moon, director of charitable giving and strategic partnerships for the James Beard Foundation. "We also see this new membership program as a way to attract young professionals to our Foundation's work and educate a younger demographic on our country's rich culinary heritage in a fun, interactive environment of like-minded culinary enthusiasts."

JBF Greens members enjoy the following special benefits:

- Advance notice of 12 JBF Greens events per year including:
 - Jazz at Lincoln Center, February 2014
 - Brooklyn Cooks: Sixth annual dinner at the James Beard House featuring Brooklyn-based chefs and artisans, October 2014
 - Annual Greens Holiday Party at the James Beard House, December 2014
 - JBF Greens and Film Society of Lincoln Center's New Wave present A Night of Film and Food, June 2014
- JBF member discounts on tickets for two people for all JBF Greens events (excludes house events)
- Subscription to *JBF Notes*, JBF's bimonthly printed member newsletter
- Subscription to the member's version of *Beard Bites*, JBF's biweekly e-newsletter, containing exclusive content for members
- Access to exclusive members-only content on jamesbeard.org
- Special email invitations to purchase tickets at a JBF Greens Table, where you'll be seated with other JBF Greens members, at select James Beard House events for a discounted rate of \$85

Sponsors for the launch event include Stella Artois, Árvoro Limoncello, and Punzoné Vodka with food provided by JBF Greens partner Andaz Hotels and chef Victor Cruz. For more information on the JBF Greens

membership, which has annual dues of \$75.00, or to start your membership now, visit: <https://www.jamesbeard.org/greens>. Connect with the JBF Greens community on Twitter with #JBFGreens.

Additional JBF Membership options include:

Friend: For individuals anywhere in the world who want to stay abreast of our country's culinary scene, food and drink trends and latest news on chef and beverage experts, this introductory membership is \$29 per year. It includes subscriptions to *JBF Notes* and *Beard Bites*, as well as a \$50 gift certificate toward the member's first James Beard House event.

Associate: For anyone interested in food and wine who want to stay abreast of the country's exciting culinary scene and who plan on regularly attending JBF events at the James Beard House in New York City and elsewhere. Associate members receive a discounted price to all Foundation events; subscriptions to *JBF Notes*, *Beard Bites*, and its bimonthly events program *JBF Events*. Associate Membership is \$125 per year.

Fellow: This member level includes discounted prices for two people to attend all JBF events and receive advance notice of upcoming JBF events through *Previews*. It also includes subscriptions to *JBF Notes*, *Beard Bites*, and *JBF Events*. Fellow Membership is \$250 per year for New York City-area and international residents and \$150 per year for non-residents (outside a 75-mile radius of NYC).

Chairman's Circle: For food-loving individuals who want to demonstrate their strong commitment to the Foundation's mission and receive discounted prices for four people to attend all JBF events. Chairman's Circle members also receive advance notice of upcoming JBF events through *Previews*, invitations to private receptions, as well as subscriptions to *JBF Notes*, *Beard Bites*, and *JBF Events*. Chairman's Circle Membership is \$500 per year.

Culinary Professional: For chefs and industry professionals who want to network with other members of the culinary community and attend JBF events at the member rate. Culinary Professional Membership is \$275 for New York City-area residents and international members and \$175 per year for non-resident (outside a 75-mile radius of NYC).

Student: For full-time students currently enrolled in a university, college, or culinary school. Student Membership is \$25 and benefits include special student pricing at select events and educational programs; as well as subscriptions to *JBF Notes* and *Beard Bites*.

Corporate: Unique opportunity for businesses to entertain clients and get their products and services into the hands of the food world's top tastemakers. Additional benefits of a Corporate Membership include member price for six people (enroll up to five additional names under the title membership); special corporate discounts for private dining; invitations to Chairman Circle receptions in New York, and subscriptions to *JBF Notes*, *Beard Bites*, *JBF Events* and *Previews*. Corporate Membership is \$1,000 per year.

For more information about James Beard Foundation Membership options, call 212-675-4984 or visit www.jamesbeard.org/membership.

About the James Beard Foundation:

Founded in 1986, the James Beard Foundation's mission is to celebrate, nurture, and honor America's diverse culinary heritage through programs that educate and inspire. 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 for culinary students, publications, chef advocacy training, and thought-leader convening. The Foundation also maintains 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. 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](#) and [Instagram](#).

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