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Dear Friends,

With our 30th anniversary just around the corner, the James Beard Foundation is more dynamic than ever. What began as a tribute to an important American culinary icon in New York City’s Greenwich Village is now a thriving national foundation known throughout the world for our James Beard Awards, the gold standard for culinary excellence; the hundreds of dinners created each year by renowned chefs and rising stars at the James Beard House and on the road; and our support of the next generation of culinary talent through our growing scholarship program.

Over the past several years, our Foundation has also become involved in making sure that good food is not only available to those who have access to dinners cooked by world-class chefs. Our food system is challenged, and the James Beard Foundation, with strong relationships to industry professionals, consumers, and corporations, is working with a number of stakeholders and thought leaders to make our food world a better place.

2014 was a year of significant milestones and achievements, and many of you were there to experience them with us. This annual report captures and celebrates these exciting accomplishments from our most recent fiscal year and recognizes the efforts of our supporters who helped make them possible. We look forward to sharing our celebrations and accomplishments from 2015 in next year’s annual report.

This past fiscal year, April 1, 2014–March 31, 2015, was a time of great growth. We increased our fundraising for culinary scholarships. We launched the Women in Culinary Leadership mentoring program. Our annual JBF Food Conference, Leadership Awards, and Chefs Boot Camps for Policy and Change programs engaged over 350 culinary professionals, academics, corporations, and non-profit leaders in important food-policy dialogue.

James Beard often said, “Food is our common ground, a universal experience.” We are proud to be a part of the good-food movement, working to ensure that all Americans have access to delicious, healthy food for generations to come. After nearly three decades of celebrating, nurturing, and honoring America’s diverse culinary heritage, our accomplishments are a result of the generosity of supporters like you. We look forward to continuing to make a difference with your help.

With gratitude,

LETTER FROM THE PRESIDENT AND BOARD CHAIR

SUSAN UNGARO
President

EMILY LUCHETTI
Board Chair
Chefs and students have volunteered over 12,000 hours of time and expertise during the last year in support of our programs.
In 2014 more than 200 events spotlighting chefs from across America were held at the historic, 172-year-old James Beard House. This performance space, which has been described as the culinary industry’s “Carnegie Hall,” was home to the Foundation’s very first guest-chef dinner, featuring Wolfgang Puck, more than 25 years ago. The James Beard House kitchen now hosts more than 400 visiting chefs every year.

Beard on Books is a free, monthly literary series of readings and discussions with some of the food world’s most celebrated authors. In 2014 featured presenters included James Beard Award–winning chefs Marcus Samuelsson and Michael Anthony, as well as Food & Wine editor-in-chief Dana Cowin.
THE JAMES BEARD AWARDS
James Beard left his hometown of Portland, Oregon, with hopes of making it big on Broadway in New York City.

To support himself, he did what many struggling actors and singers do: he paid the rent by working in restaurants. These side gigs led to a full-time, multifaceted career: Beard wrote cookbooks and magazine articles, taught cooking lessons in his home, appeared on television as one of the first chefs to grace the medium, and consulted on new restaurants. The stage’s loss was the culinary world’s gain.

In May 2014 the Foundation’s annual James Beard Awards Gala, known as the “Oscars” of the food industry, highlighted the harmony between music and food. The Beard Awards returned to Lincoln Center for the seventh year in a row and welcomed nearly 1,500 chefs, restaurateurs, sponsors, and food enthusiasts for a celebration of the best of the best in the culinary arts. (For the first time in Awards history, the 25th James Beard Awards took place outside of New York City, in the great food destination of Chicago. Look for a recap of this celebratory event in next year’s annual report.)
FOOD-FOCUSED MEDIA
JBF board chair Emily Luchetti introducing the chef lineup at the 2014 Book, Broadcast & Journalism Awards dinner in New York City.

Hosted by Matt and Ted Lee, the JBF Book, Broadcast & Journalism Awards were held on May 2, 2014 at New York City’s Gotham Hall and honored achievements across a diverse spectrum of food-related media. The Foundation welcomed over 470 guests to this festive occasion.
JAMES BEARD
THOUGHT LEADERSHIP PROGRAMS
To address the most pressing challenges related to food, health, and the environment, JBF has designed an interlocking suite of thought-leadership programs that serve to elevate the role of the culinary community in creating food-system solutions. These initiatives, which served close to 700 participants last year, include...

At this year’s Chefs Boot Camp gatherings, programmed in partnership with the Chef Action Network, 45 chefs received advocacy and leadership training with a focus on food-system activism. Participating chefs left these sessions with practical skills for good-food advocacy, as well as an empowered understanding of their ability to influence policies related to nutrition, access, agriculture, and other issues facing the food world. These chefs joined a growing network of Chefs Boot Camp alumni who are working for better food at the local, state, and national levels.
Nearly 200 thought leaders from the health and sustainability fields gathered for the fifth annual JBF Food Conference, themed “Health & Food: Is Better Food the Prescription for a Healthier America?” Highlights included a panel on personal and collective responsibility with JBF Award-winning journalist Michael Pollan and former Let’s Move! executive director Sam Kass, as well as a dialogue with New York Times op-ed columnist and celebrated cookbook author Mark Bittman.

A celebration of the achievements of food-system leaders and influencers, the 2014 Leadership Awards, held in New York City last October, honored a diverse group of individuals whose work has advanced the movement toward a healthier, safer, and more sustainable food world. The 2014 Leadership Award recipients were Mark Bittman, Ben Burkett, Navina Khanna, Michael Pollan, and Karen Washington.
Last year JBF launched its Culinary Labs program, hosting two workshops in partnership with Chefs Collaborative that engaged chefs in hands-on sustainability education. The new series, which connects chefs with mindful producers, attracted 40 culinary professionals, ranging from line cooks to chefs de cuisine, who learned about practices that are good for their diners, good for their businesses, and good for the planet.

Free and open to the public, Enlightened Eaters events connect New Yorkers with change-making authors and speakers within the food movement. Last year the James Beard Foundation partnered with the Natural Gourmet Institute to host eight Enlightened Eaters events with featured speakers at the Beard House.
“Having a scholarship specifically for someone from an underprivileged background with parents who are hardworking—it means a lot to that family.”

ANA-NICOLE RODRIGUEZ
Food Writer and 2011 JBF Scholarship Recipient

THE JBF SCHOLARSHIP PROGRAM is one of the educational pillars of the James Beard Foundation and is essential to the Foundation’s mission. Since its inception in 1991, the program has awarded close to $6 million in financial aid to a diverse group of promising aspiring culinarians, ranging from recent high-school graduates to career-changing professionals from other fields. JBF scholarship recipients embody a wide range of experiences and demographics, as well as virtually every discipline in the culinary arts and other food-related subjects. These fields include food sciences (agriculture, sustainability, nutrition, chemistry); food studies (history, anthropology, literature, economics); business (management, entrepreneurship, hospitality, food systems); and the essentials of the culinary arts, like cooking and baking. In 2014 more than $400,000 in scholarships was awarded to talented and promising individuals.
2014 SCHOLARSHIP PROGRAMS

4 Rivers Smokehouse &
The Legends Series
Jacksonville Culinary
Scholarship

5 Fusion and Sushi Bar
Alain Ducasse Education
Scholarship

Alberto Bello
American Restaurant

Andrew Zimmern’s
“Second Chances”
Scholarship

AnQi House of An –
South Coast Plaza

Art Institute of Pittsburgh
Honoring Chef Tony Pais

Berns Laxer Memorial
Scholarship

Bob Zapatelli Memorial
Scholarship

Charles Dale/Santa
Fe Culinary Academy
Scholarship

Christian Wölffer
Scholarship (to support
food and wine studies)

Charleston Wine + Food
Scholarship

Chelsea Market Sunday
Supper Scholarship

Chris Desens/St. Louis
Friends of James Beard
Scholarship

Clay Triplette Scholarship
The ConnectOne Bank
Scholarship

CRU Restaurant

Dana Campbell Memorial
Scholarship

Deseo at the Westin
Scholarship

Destination & Travel
Foundation Scholarship

Flight Restaurant &
Wine Bar

Fred Halpert Scholarship

Fulton Youth of the
Future at the Robert
Fulton Houses
Scholarship

Gino Cofacci Memorial
Scholarship

Green Door Gourmet
Scholarship

Heaven on Seven

High South Bentonville
Culinary Scholarship

James Beard Foundation
General Scholarship for
Culinary Studies

The Jean-Louis Palladin
Professional Work/Study
Grant

La Petite Grocery
La Toque Scholarship in
Wine Studies

Marc Restaurant At the
Marcus Whitman Hotel

Marche Modern–
South Coast Plaza

Mildred Amico
Scholarship

Miljenko “Mike” Grgich’s
American Dream
Scholarship

Morgan’s in the Desert,
La Quinta Resort & Spa

Moto Restaurant

The Omaha Steaks
Scholarship

Omni Amelia Island
Plantation

Palm Desert Food &
Wine Festival

Paris Bistro Scholarship

Patrick Clark Memorial
Scholarship

Peter Cameron
Housewares Charity
Foundation Scholarship

Peter Kump Memorial
Scholarship

The Phoenician
Ranch House

at Devil’s Thumb
Ranch

Red Stage Supper Club

The Rhone Rangers
Professional Study/
Travel Grant

Roland Liccioni
Scholarship

Rosewood Mansion on
Turtle Creek

Sullivan University/
Brown Hotel Scholarship

Sunday Supper Club
South Atlanta

Taste America
Scholarships

Visit Orlando/James
Beard Scholarship

Wally Joe’s

Women in Culinary
Leadership Program

Zov’s Bistro
Over the course of 2014, more than 25,000 people nationwide attended a James Beard Foundation program or event.
The Foundation’s annual fall gala was held at the Four Seasons Restaurant in New York City. Themed “Celebrating Charlie Trotter and the New American Cuisine,” the event gathered friends and protégés of the late Charlie Trotter for a tribute to one of the country’s most influential chefs. Hosted by chef Norman Van Aken, this festive evening also included the announcement of the new Charlie Trotter Culinary Scholarship (to be awarded in 2015).

CHEFS & CHAMPAGNE®

This annual tasting party, held at Wolffer Estate Vineyard in the Hamptons, featured select beverages and culinary offerings from more than 40 chefs. The 2014 event honored the James Beard Award–winning chef, restaurateur, cookbook author, and media personality Bobby Flay. The James Beard Foundation also announced the recipient of the Christian Wolffer Scholarship program, which supports food and wine studies.
For the second year in a row, the James Beard Foundation hit the road and traveled to ten cities for Taste America. This national program, headlined by some of the country’s most acclaimed chefs, features cooking demonstrations, book signings, and unique dining experiences. These events also support the JBF Scholarship Program.
For the tenth consecutive year, JBF hosted the Celebrity Chef Tour, bringing dining experiences similar to those at the historic James Beard House to cities around the country. At each Celebrity Chef Tour dinner, the nation’s top chefs come together to create a fantastic multi-course meal.

Each year, restaurants, chefs, and individuals across the country host Friends of James Beard Benefits and Sunday Suppers. These events provide critical support for the James Beard Foundation and the JBF Scholarship Program, while creating a local stage for chefs and restaurants to feature local and visiting culinary talent.
### SOCIAL MEDIA

During the past year, JBF’s media team has significantly grown the Foundation’s online audience and created new and innovative content.

<table>
<thead>
<tr>
<th>Platform</th>
<th>New Followers 2014</th>
<th>Total Followers</th>
<th>Growth (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TWITTER</strong></td>
<td>49,626</td>
<td>317,476</td>
<td>18.5%</td>
</tr>
<tr>
<td>@beardfoundation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>FACEBOOK</strong></td>
<td>21,028</td>
<td>80,528</td>
<td>35.3%</td>
</tr>
<tr>
<td>/beardfoundation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>INSTAGRAM</strong></td>
<td>40,716</td>
<td>92,700</td>
<td>78.3%</td>
</tr>
<tr>
<td>@beardfoundation</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Followings as of March 2015*
In 2014 JBF launched the JBF Kitchen Cam, giving the public the ability to watch visiting chefs at work in the James Beard House kitchen. Other video content included short, chef-focused vignettes on select Beard House dinners, giving members and the larger JBF audience behind-the-scenes access.

RECIPES AND COOKING

Each week the Foundation’s media team shares recipes by award-winning chefs and archival James Beard recipes on jamesbeard.org. In 2014 JBF also began partnering with Simmer to produce monthly cooking and cocktail-making demo videos. The James Beard Foundation Vegetables app also debuted in 2014, featuring inventive and delicious recipes for vegetables from Outstanding Chef award winners like Mario Batali, Daniel Boulud, and Alice Waters.
Thanks to the contributions of our many supporters and partners, Fiscal Year 2015 marked a banner year of significant achievements for the James Beard Foundation. The success of our ongoing signature programs and events, including our annual James Beard Awards, food conference, culinary scholarships, and Beard House dinners helped us realize our ten million dollar revenue goal. Next year promises to build on our past achievements and deliver even greater returns as we expand our thought leadership programs.

With thanks,

Marilyn C. Platzer
Chief Financial and Operating Officer
STATEMENT OF 
FINANCIAL POSITION 
(for the year ended March 31, 2015)

<table>
<thead>
<tr>
<th>Assets</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>2,427,182</td>
</tr>
<tr>
<td>Restricted cash and cash equivalents</td>
<td>184,462</td>
</tr>
<tr>
<td>Grants and other receivables</td>
<td>301,827</td>
</tr>
<tr>
<td>Prepaid expenses and other assets</td>
<td>701,573</td>
</tr>
<tr>
<td>Property and equipment, net</td>
<td>983,140</td>
</tr>
<tr>
<td>Deferred financing costs, net</td>
<td>10,450</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>$ 4,608,634</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Liabilities and Net Assets (Deficiency)</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liabilities</td>
<td>4,586,310</td>
</tr>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>543,967</td>
</tr>
<tr>
<td>Mortgage note payable</td>
<td>1,786,348</td>
</tr>
<tr>
<td>Deferred revenue</td>
<td>2,255,995</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td>4,586,310</td>
</tr>
<tr>
<td>Net Assets (Deficiency)</td>
<td>22,324</td>
</tr>
<tr>
<td>Unrestricted</td>
<td>(1,492,501)</td>
</tr>
<tr>
<td>Temporarily restricted</td>
<td>1,514,825</td>
</tr>
<tr>
<td><strong>Total Liabilities and Net Assets (Deficiency)</strong></td>
<td>$ 4,608,634</td>
</tr>
</tbody>
</table>

ALLOCATION OF EXPENSES
The James Beard Foundation is committed to using funds responsibly.

STATEMENT OF ACTIVITIES 
(for the year ended March 31, 2015)

<table>
<thead>
<tr>
<th>Support and Revenue</th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>1,885,020</td>
<td>615,045</td>
<td>2,500,065</td>
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<tr>
<td>Membership fees</td>
<td>609,088</td>
<td>--</td>
<td>609,088</td>
</tr>
<tr>
<td>In-house events</td>
<td>1,650,230</td>
<td>--</td>
<td>1,650,230</td>
</tr>
<tr>
<td>Awards event sponsorships and ticket sales</td>
<td>1,797,135</td>
<td>--</td>
<td>1,797,135</td>
</tr>
<tr>
<td>Other out-of-house events</td>
<td>3,698,854</td>
<td>--</td>
<td>3,698,854</td>
</tr>
<tr>
<td>Publication support</td>
<td>84,267</td>
<td>--</td>
<td>84,267</td>
</tr>
<tr>
<td>Educational program support</td>
<td>377,500</td>
<td>--</td>
<td>377,500</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>3,750</td>
<td>--</td>
<td>3,750</td>
</tr>
<tr>
<td>Dividend and interest income</td>
<td>3,100</td>
<td>--</td>
<td>3,100</td>
</tr>
<tr>
<td>Net assets released from restrictions</td>
<td>(166,140)</td>
<td>(166,140)</td>
<td>--</td>
</tr>
<tr>
<td><strong>Total Support and Revenue</strong></td>
<td>$ 10,275,084</td>
<td>$ 448,905</td>
<td>$ 10,723,989</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenses</th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Services</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Scholarship and education</td>
<td>1,089,997</td>
<td>--</td>
<td>1,089,997</td>
</tr>
<tr>
<td>Membership</td>
<td>239,525</td>
<td>--</td>
<td>239,525</td>
</tr>
<tr>
<td>In-house events</td>
<td>1,779,663</td>
<td>--</td>
<td>1,779,663</td>
</tr>
<tr>
<td>Awards events</td>
<td>2,097,213</td>
<td>--</td>
<td>2,097,213</td>
</tr>
<tr>
<td>Other out-of-house events</td>
<td>2,139,005</td>
<td>--</td>
<td>2,139,005</td>
</tr>
<tr>
<td>Publications and communications</td>
<td>798,634</td>
<td>--</td>
<td>798,634</td>
</tr>
<tr>
<td><strong>Total Program Services</strong></td>
<td>8,144,037</td>
<td>--</td>
<td>8,144,037</td>
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</table>

<table>
<thead>
<tr>
<th>Supporting Services</th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management and general</td>
<td>1,322,830</td>
<td>--</td>
<td>1,322,830</td>
</tr>
<tr>
<td>Fundraising</td>
<td>679,601</td>
<td>--</td>
<td>679,601</td>
</tr>
<tr>
<td><strong>Total Supporting Services</strong></td>
<td>2,002,431</td>
<td>--</td>
<td>2,002,431</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>$ 10,146,468</td>
<td>$ 1,514,825</td>
<td>$ 10,146,468</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Change in net assets</th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>128,616</td>
<td>448,905</td>
<td>577,521</td>
</tr>
<tr>
<td>Net Assets (Deficiency)-Beginning</td>
<td>(1,621,117)</td>
<td>1,065,920</td>
<td>(555,197)</td>
</tr>
<tr>
<td><strong>Net Assets (Deficiency)-Ending</strong></td>
<td>$ (1,492,501)</td>
<td>$ 1,514,825</td>
<td>$ 22,324</td>
</tr>
</tbody>
</table>

Audited financial statements available online at jamesbeard.org/financials
In September 2014 the USPS released its Celebrity Chef Stamp collection, which included the first-ever James Beard stamp. Mr. Beard, along with other iconic American chefs, was chosen because he “revolutionized our understanding of food.” Fellow honorees included Chinese food champion Joyce Chen, legendary cookbook author Julia Child, Southern cooking ambassador Edna Lewis, and South American chef Felipe Rojas-Lombardi.
In 2014 the Foundation continued its work with the U.S. Department of State on the Diplomatic Culinary Partnership, initiated under former Secretary of State Hillary Clinton. To date, American chefs have taken more than 30 trips abroad to engage in culinary diplomacy. This American Chef Corps currently has over 110 members.
JAMES BEARD
LEADERSHIP AND SUPPORT
The James Beard Foundation’s mission is to celebrate, nurture, and honor America’s diverse culinary heritage through programs that educate and inspire.
The James Beard Foundation gratefully acknowledges the following for their tax-deductible support of our programs.

**$25,000+**
- Anonymous (2)
- The Elkes Family Foundation
- Genentech
- GRACE Communications Foundation
- International Houseware Association
- The Osprey Foundation
- Palisades Media Ventures
- Sunday Supper at Chelsea Market
- Sunday Supper at Union Market
- Sunday Supper South
- Rochelle Troter
- W.K. Kellogg Foundation
- Leslie Ziff

**$10,000–$24,999**
- American Restaurant
- Barcelona Enterprises
- Robyn T. Conlon
- Crystal Spring Resort
- Devil’s Thumb Ranch
- Sylvia Golden
- I’Tlady
- Garrett Kirk
- LaTour Wine
- Marché Moderne
- Paris Bistro & Jazz Café
- Irene W. and C.B. Pennington Foundation
- Red Stag Supperclub
- Rioja Festival
- Donna Lee Trotter
- Susan and Colin Ungaro
- Walton Family Foundation

**$1,000–$9,999**
- 4 River Smokehouse
- 5 Fusion and Sushi Bar
- 21c Museum Hotel
- Andre’s Restaurant and Lounge at Monte Carlo
- Madeline and Mickey Arison
- Art Institute of Pittsburgh
- Banfi Vintners Foundation
- Scarlett and Neff Bausre
- Bern’s Steakhouse
- Diane Harris Brown and Jared Brown
- Jeff and Mary Elizabeth Bussert
- Shaun Butler and Ray Harris
- Crescent Communities, LLC
- Donald M. Dickinson
- Douglas Durst
- Marion Edwards
- Green Door Gourmet
- Craig and Kathryn Hall
- Heaven on Seven
- Kristina Huber
- Julia and Reuel Jordan
- The Dean and Gerda Koonsz Foundation
- La Mar by Gaston Acurio
- La Petite Grocery
- Gail and Richard Maidman
- The Mansion at Rosewood
- Mansion on Turtle Creek
- The Marc Restaurant
- The Marcus Foundation
- Minneapolis City Center
- MobileCause, Inc.
- Monterey Bay Aquarium Foundation
- Corinne Moon and Kevin Boehm
- Morgan’s in the Desert
- Moto Restaurant
- Omni at Amelia Island
- Palm Desert Food & Wine Festival
- Michael Remaley and John Delaney
- Savannah Distributing Co., Inc.
- Securities Industry & Financial Market Association
- Robert and Suzanne Sherwood
- South Hills Market and Café
- VisitSOMO
- Kim Williams
- Kim and Thomas Wood
- William Lie Zeckendorf

**$100 – $999**
- Abbey and Richard Aborn
- Mary Beth Albright
- Lori Bohn
- Michael Borello
- Eric Castillo
- Luigi D’Inzitari
- John Dryzza
- Melinda Dunmire
- Christopher Edwards
- Ronald Gambaz
- Jonathan Harris
- Steve Koch
- Alissa Kofman
- Roger Knox
- Christine Lance
- Manhattan Women’s Club
- Gabriel Mendes
- Michael Michlewski
- Kristina and Tom Montague
- Antoniette Pitta
- Amar Santana

Eileen Sullivan
TriBeCa Native
TVW Consulting, LLC
Susan Walter
Jenie Wang
WDM Marketing
To request more information about this report, please contact

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James Beard Foundation
+1 212 627 5252
kmoon@jamesbeard.org