

For Immediate Release



JAMES BEARD FOUNDATION® PARTNERS WITH LEADING RESTAURANT
TECHNOLOGY COMPANY BENTOBX

The exclusive partnership will support the Foundation's programs and events on behalf of a more sustainable, equitable, and thriving independent restaurant industry

NEW YORK, NY (May 23, 2023) - The [James Beard Foundation](#)® announces [BentoBox](#), the restaurant technology company, as the **Official Restaurant Technology Partner** of the James Beard Foundation, kicking off an exclusive partnership anchored in a shared mission to support the independent restaurant industry. Acquired by Fiserv in 2021, BentoBox will support the James Beard Foundation's full slate of programs and events including the James Beard Awards, PLATFORM by JBF at Pier 57, Taste America, Women's Leadership Programs, advocacy and sustainability programs, and more.

BentoBox's Marketing and Commerce Platform helps restaurants around the world create better experiences for their customers and staff. Using the BentoBox platform, the James Beard Foundation will launch a dedicated website for **PLATFORM by the James Beard Foundation**—a brand new, state-of-the-art show kitchen, event space, and educational hub for culinary arts programming at New York City's Pier 57 in Hudson River Park—which will help showcase and drive traffic to the Foundation's mission-focused offerings and events in the space. The new website launches soon at [platformbyjbf.org](#). In addition, the Foundation will use Clover, also a Fiserv company that has a fully integrated point of sale solution with BentoBox, at **Good to Go by JBF**, a retail incubator for fast casual concepts featuring operators who embody JBF's mission and values.

*"We are honored that BentoBox—a company who shares our mission and values—will be coming on as our first-ever Official Restaurant Technology Partner," said **Kris Moon, President and COO of the James Beard Foundation**. "BentoBox has helped countless restaurants across the country create more value for their customers and staff, and we look forward to working with them to do the same for our entire suite of programs and initiatives in support of the independent restaurant community."*

This partnership marks the second year in a row that BentoBox is working with the James Beard Foundation, expanding their support of the 2022 James Beard Awards to an entire suite of Foundation initiatives. As a major partner, BentoBox will work with the Foundation to propel their shared mission of empowerment and support for independent restaurants, providing new avenues for growth and connection. Their partnership and support will help bolster programming that amplifies industry voices and honors their contributions to the hospitality community.

*"We are thrilled to support the James Beard Foundation as its official restaurant technology partner and are proud to work with an organization that is equally committed to celebrating, empowering, and moving the restaurant industry forward," said **Krystle Mobayeni, BentoBox***

Co-Founder and Head of Restaurants at Fiserv. *"BentoBox was founded to help the world's restaurants succeed in their mission of hospitality. We look forward to furthering our mission and supporting the hospitality community in collaboration with the Foundation through a range of programs, including the James Beard Awards, events, advocacy and sustainability work, and women's leadership initiatives."*

The James Beard Foundation looks forward to working with BentoBox to advance its mission of celebrating, supporting, and elevating the people behind America's food culture, while pushing for new standards in the restaurant industry to create a future where all have the opportunity to thrive.

About the James Beard Foundation

The James Beard Foundation (JBF) is a 501(c)3 nonprofit organization that celebrates and supports the people behind America's food culture, while pushing for new standards in the restaurant industry to create a future where all have the opportunity to thrive. Established over 30 years ago, the Foundation has highlighted the centrality of food culture in our daily lives and is committed to supporting a resilient and flourishing industry that honors its diverse communities. By amplifying new voices, celebrating those leading the way, and supporting those on the path to do so, the Foundation is working to create a more equitable and sustainable future—what we call Good Food for Good®. JBF brings its mission to life through the annual Awards, industry and community-focused programs, advocacy, partnerships, and events across the country. For the first time in the Foundation's history, exceptional culinary talent, industry leaders, and visitors from NYC and beyond can experience unforgettable dining and educational programming at Platform by the James Beard Foundation—and be the first to try new food concepts at the Good To Go by JBF kiosk—inspiring food and beverage devotees for decades to come. Learn more at jamesbeard.org, sign up for our newsletter, and follow @beardfoundation on social media.

About BentoBox

The BentoBox Marketing and Commerce Platform delivers a seamless guest experience dedicated to accelerating growth and helping restaurants thrive. BentoBox empowers modern restaurants to stand out online, sell more, engage diners between visits, and operate more efficiently. To do so, the platform includes products such as websites, ordering (online ordering, pre-order & catering, gift cards, merchandise, tickets), events management, reservations, and marketing tools.

Over 14,000 restaurant concepts worldwide rely on BentoBox as their digital front door. BentoBox is trusted and loved by hospitality groups such as José Andrés's ThinkFoodGroup and Danny Meyer's Union Square Hospitality Group and independent restaurants including Emmy Squared, Suerte, and The Meatball Shop. In November 2021, Fiserv, a leading global provider of payments and financial services technology that enables 200,000 restaurants to deliver differentiating experiences, acquired BentoBox. The acquisition will allow BentoBox to support more restaurants than ever before.

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