



## **The James Beard Foundation Appoints Wagstaff Media & Marketing as its Agency of Record**

(New York, NY; November 1, 2021) The James Beard Foundation is pleased to announce the appointment of Wagstaff Media & Marketing as its new agency of record. The firm will represent the Foundation in its marketing and communications efforts surrounding its national programming, awards, and leadership.

“The Foundation is focused on helping shape the future of the food and beverage industry,” said James Beard Foundation CEO Clare Reichenbach. “Wagstaff’s breadth of industry knowledge, demonstrated commitment and alignment to the foundation’s core values, and its national and international reach make them ideal partners to help us amplify this work. Our team is looking forward to working with them.”

Mary Wagstaff, President and Founder of Wagstaff Media & Marketing remarked, “The James Beard Foundation has always been a source of inspiration for our work. Our colleagues and clients are aligned with the JBF mission to celebrate, support, and elevate the people behind America’s food culture while championing a standard of good food anchored in talent, equity, and sustainability. At a moment when our industry deserves outstanding public relations and marketing support more than ever, we are thrilled to partner with the James Beard Foundation as they continue to provide critical resources to independent restaurants as a part of their Open for Good campaign; reintroduce the James Beard Awards; and amplify their industry and community programs that recognize and celebrate unique achievements in expressing America’s rich and diverse foodways.”

The team will be led by Valerie Wilson, who recently rejoined Wagstaff as Managing Director, Culture and Lifestyle, and brings over 20 years of hospitality, lifestyle, and cultural marketing experience. She has served clients from Gallo to Wines from Spain, Robert Mondavi, and the Miss America organization. She has also worked with international organizations including the Region of Campania (Italy). Her hospitality experience includes leading media relations for iconic culinary marketing platforms including NYC Restaurant Week and Restaurant Day as well as previous work on the James Beard Foundation Awards. Before founding her own agency in 2010, Wilson worked at leading PR and Event agencies including M. Young Communications, Kaplow Communications, DeVries Public Relations, and was the Director of Wagstaff’s Chicago office for two years in the early 2000s.

### **About the James Beard Foundation**

The James Beard Foundation 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™. As a result of the COVID-19 pandemic, the James Beard Foundation launched the Open for Good campaign to ensure that independent restaurants not only survive, but that the industry is able to rebuild stronger than before. For more information, subscribe to the digital newsletter Beard Bites and follow @beardfoundation on Facebook, Twitter, Instagram, TikTok, and Clubhouse. The James Beard Foundation is a national not-for-profit 501c(3) organization based in New York City.

**About Wagstaff Media & Marketing**

Since Mary Wagstaff founded the company in 1999, Wagstaff has grown from a humble staff of one to an international full-service agency with more than 60 account executives and offices in Los Angeles, New York, Chicago, San Francisco, and Vancouver, Canada. From the beginning, Wagstaff has been dedicated to supporting clients in all verticals of the hospitality world, including travel and tourism representation, hospitality lifestyle, and culinary products, personalities, events and festivals, hotels, airlines, as well as distinctive wine and spirits brands – creating innovative marketing strategies that build brand awareness, drive business, and secure results that matter. Wagstaff was included in Forbes' inaugural list of America's Best PR Firms, and Mary Wagstaff was honored as part of Los Angeles Business Journal's Women's Leadership Awards 2020.

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