

JamesBeard Foundation

PLATFORM
THE JAMES BEARD FOUNDATION



JAMES BEARD FOUNDATION ANNOUNCES PLATFORM BY THE JAMES BEARD FOUNDATION™ AND GOOD TO GO BY JBF™ AT PIER 57 IN PARTNERSHIP WITH GOOGLE AND JAMESTOWN

*Opening Spring 2023 – Platform by JBF and Good To Go by JBF
Will Anchor the New Market 57 Food Hall,
Offering Visitors A Place Where Culture, Pleasure, and Purpose Meet*

*Foundation Expands its Real Estate Portfolio for the First Time
Since its Founding in 1985 at the James Beard House*

*Pier 57 Will Become the Primary Hub
of Public-Facing Culinary Activity for the Foundation*

New York, NY (March 14, 2023) – This spring, the [James Beard Foundation](#) (JBF), in partnership with Google and Jamestown, will launch a groundbreaking mission-driven culinary project and space at the newly reimagined Pier 57 in New York City's Hudson River Park. Anchored within the Pier's 16,000 square foot Market 57 food hall, **Platform by the James Beard Foundation (Platform)**, a brand new, state-of-the-art show kitchen, event space, and educational hub for outstanding culinary arts programming, and **Good To Go by JBF (Good To Go)**, a bustling retail incubator for fast casual concepts featuring rotating menus from established operators who embody JBF's mission and values, will be the physical manifestation of the Foundation's Good Food for Good® mission.

The project marks the first time the Foundation is expanding its real estate portfolio since it was founded at the historic James Beard House in the West Village in 1985. Located at **25 11th Avenue at 15th Street**, just a few yards from Little Island and steps from the Whitney Museum in New York's Chelsea neighborhood, Platform and Good To Go will welcome thousands of visitors from New York City and beyond.

*"The James Beard Foundation's presence at Market 57 will enliven the food hall experience, offering visitors opportunities to celebrate and support emerging talent in the food & beverage industry," said **Michael Phillips, President of Jamestown**. "Through the public programming at*

Platform and Good To Go small business incubator, visitors can feel a deeper connection to the space, food, and community.”

Built out with the support of Google, the new space is set to become the primary hub of public-facing culinary activity for the Foundation, while the James Beard House will remain an integral part of the organization’s mission, activity, and history—including for select events that support fundraising for JBF programs, as well as other industry and donor engagement opportunities.

*“We are thrilled to launch Platform by JBF—a new home for the Foundation to bring our Good Food for Good mission to life. Through a robust calendar of events, dinners, demos, tours, and other offerings, we look forward to showcasing our commitment to American food culture and leadership, equity, and sustainability—while inviting the public to experience the work of some of our industry’s best talent,” said **Kris Moon, President and COO of the James Beard Foundation**. “The hope for this project is that visitors walk away excited and inspired to learn more about our country’s food system—as well as some of the larger issues at play. Guests will not only enjoy delicious experiences, but they’ll also be part of our work to champion a better food culture for all.”*

*“This is a transformational evolution of the Foundation—extending our mission and brand to a global audience year round,” said **Clare Reichenbach, CEO of the James Beard Foundation**. As an industry-first organization this is a unique opportunity to engage the food-loving consumer like never before. We look forward to celebrating and spotlighting those leading American food culture through exceptional culinary programming at Platform and Good To Go in the days and years to come.”*

Platform by the James Beard Foundation will welcome visitors to experience the best of American food culture and the people behind it through dynamic programs and events—fully open to the public six to seven days a week. From a weekly chef-in-residence program, to intimate dining events, exceptional beverage-focused programming, exciting cooking demos, hands-on culinary classes, interactive exhibits, book signings, industry convenings, and more—there will be something for everyone to indulge their love of food and beverage, and to celebrate the people, cultures, traditions, and innovations shaping America’s food culture today. To cater to broad culinary interests and ensure access, ticketing for Platform events will be offered at a range of price points, including at times free.

Beginning in May, Platform will also launch a weekly, rotating chef-in-residence program that will provide an unparalleled stage for our country’s top culinary talent to showcase their craft to the wider public. In 2023, visitors will experience the work of more than 30 “mission-aligned” chefs—representing a diversity of cuisines, cultures, experience levels, cooking philosophies, and styles—through a range of unique and intimate offerings in the Platform show kitchen and experiential space.

Featured talent will include everyone from established leaders—such as James Beard Award winners, nominees, and semifinalists—to the next generation of culinary talent the Foundation supports through programs like the Beard House Fellows, Legacy Network, Women’s

Entrepreneurial Leadership Program, and others. To further support JBF's mission to showcase the diversity of talent, Pepsi Dig In—a platform designed to drive access, business growth, and awareness for Black-owned businesses—will partner on the selection of Black chefs for four residencies during the year. Opportunities with guest chefs will include everything from live cooking demonstrations to special dining experiences, innovative classes and workshops, and complimentary talks. To ensure chefs who are invited are fully supported to do so, the Foundation will cover such things as travel, accommodation, food costs, and staffing to help execute events.

As the official credit card and banking partner of the James Beard Foundation, Capital One cardholders will have early access to the robust calendar of programming at Platform by JBF through Capital One Access Passes and special onsite perks, starting in May.

For food and beverage industry members interested in learning more about participating in Platform programs, they can complete the form on the [Platform by JBF website](#).

Highlights of events are listed below. To access our calendar of offerings, and reserve your tickets today, visit: [platformbyjbf.org](#)

Good To Go by JBF will function as a 6-month rotating incubator for fast-casual concepts featuring menus from established operators who embody JBF's mission and values. The kiosk will be a place where delicious innovation from exciting talent meets sustainable, ethically sourced, delicious food. Through an application process, the James Beard Foundation will select innovative business concepts and provide culinary professionals with critical resources to bring their vision to life, with the first 'incubated' concept launching in fall 2023. As proof of concept, special menu items will only be found at Good To Go during each businesses' residency. The program will feature a selection of first-time brick-and-mortar outposts from beloved pop-up concepts, or seasoned operators looking to grow and evolve their businesses within a financially de-risked setting, with the support of the James Beard Foundation. Incubator concepts will collect a percentage of topline sales while in residence. The kiosk will initially launch with select menu items that were created as part of the Foundation's Beard House Fellows program and featured nationally as part of their beloved Beard Box. In partnership with JBF, Pepsi Dig In will select a Black chef or restaurateur for an upcoming concept.

Applications for the Good To Go by JBF kiosk, including criteria, timeline, and details, will be available on the [James Beard Foundation website](#) beginning April 1, 2023. Further details on Good To Go will be announced soon.

ABOUT BUSINESS OPERATIONS FOR PLATFORM AND GOOD TO GO

Recognizing that change is needed in the food and beverage industry, the James Beard Foundation is committed to ensuring business operations for Platform and Good To Go support sustainability and equity in hospitality. Thus, following an extensive RFP process in spring 2022, the Foundation is pleased to announce that Great Performances Hospitality Group (Great Performances)—known for consistently setting the standard for best practices in the food and beverage industry—will be the operational partner for both Platform and Good To Go. Under the

direction of the Foundation, Great Performances will function as both back and front of house support for the two operations—where all onsite staff will be employees of Great Performances and will be paid a competitive hourly wage directly by the company. There will be no required tipping for either Platform or Good To Go.

In addition, all vendors of Market 57, including Platform and Good To Go, have made a commitment to work towards more environmentally sustainable operations through efforts to reduce food waste, directing organic matter to compost, sourcing sustainable protein options, and utilizing sustainable packaging where possible. The Pier will facilitate compost collection and food recovery for all operations.

Like all other Market 57 tenants, the James Beard Foundation will pay rent for its space. As such, the Foundation, as a 501c3 nonprofit, will cover the costs of the operations through ticket sales, sponsorship support, and donations.

ABOUT THE PEPSI DIG IN™ PARTNERSHIP

In support of our shared goal of nurturing, elevating, and providing opportunity for Black-owned food businesses, JBF is delighted to welcome [Pepsi Dig In](#) as an official partner of Platform and Good To Go by JBF. Now in its third year, Pepsi Dig In has supported more than 13,000 Black-owned restaurants, leveraging PepsiCo's scale, partners, and resources to shine a spotlight on these businesses and help address the barriers they disproportionately face. Together, JBF and Pepsi Dig In will offer short-term and long-term tools to drive the continued success of participating Black-owned restaurants, put them in front of food lovers, and help consumers discover their new favorite spot to dine.

*"Pepsi Dig In has worked with thousands of Black-owned restaurants across the country, on a mission to level the playing field and help them thrive," said **Scott Finlow, Chief Marketing Officer of PepsiCo Global Foodservice**. "We're thrilled to be bringing in some of the country's most beloved local Black-owned restaurants to New York City, one of the top culinary cities in the world, and give diners another reason to keep coming back to Platform and Good to Go by JBF. Together with the James Beard Foundation, we're continuing to double down on our support of Black restaurateurs and their cuisine."*

PLATFORM SPONSORS

Platform by JBF is made possible thanks to the support of founding kitchen partners who generously provided state-of-the-art equipment and technology to bring Platform by JBF and Good To Go by JBF to life including: BentoBox, Blodgett, Clover, Ecolab, Jade Range, Manitowoc, Middleby, Perfect Fry, True Refrigeration, and TurboChef.

Platform Purveyors will support the operations at Platform by JBF on an annual basis providing product and support for our Chefs In Residence and related programming and include: Anchor Hocking Company, FOH®, Gourmet Settings, Great Performances, HexClad, Lavazza Coffees, Lyre's Non-Alcoholic, McCormick for Chefs, OXO, S.Pellegrino® Sparkling Mineral Water, Skuna Bay Salmon, Sysco, TABASCO® Brand, Tilit, Tuxton Cookware, and VerTerra.

The James Beard Foundation is also supported by official partners American Airlines, the official airline of the James Beard Foundation; Capital One, the official credit card and banking partner of the James Beard Foundation; and Windstar Cruises, the official cruise line of the James Beard Foundation.

UPCOMING PLATFORM BY JBF EVENTS

The Foundation is excited to launch the inaugural lineup of Platform events, with the first three months of programming curated along the following themes:

- **April—Empire State of Mind:** Honoring New York State’s culinary history and culture, featuring incredible food and beverage talent that lives within our state and city’s borders
- **May—Road to the Red Carpet:** Presented by Capital One, May programming will kick off the Chef-In-Residence program with a series of 2022 James Beard Award Winners in the run up to this year’s James Beard Awards ceremonies in June
- **June—Celebrating Pride:** Spotlighting the delicious food and achievements of LGBTQ+ members and allies in our industry

April at a Glance: Empire State of Mind

- **“Restaurants That Changed New York”** (Friday, April 7)—a panel discussion and reception highlighting establishments that significantly impacted New York City’s dining landscape with moderator Paul Freedman and panelists: Drew Nieporent, Alexander Smalls, and Tren’ness Woods-Black, granddaughter of Sylvia Woods.
- **“The Amazing Oyster with Ben ‘Moody’ Harney”** (Saturday, April 8)—a hands-on class that will shed light on how the humble oyster is advancing the sustainability of our water and the lesser-known history of the Black influence on the oyster industry.
- **“Century Club: A Tribute to New York’s Oldest Restaurants”** (Monday, April 10)—a collaborative dinner showcasing New York’s iconic, long-standing institutions that still operate today, featuring Fraunces Tavern, Grand Central Oyster Bar, Russ & Daughters, and Gage & Tollner.
- **“Restaurants Shaping New York: Unapologetic Foods”** (Monday, April 17) —a dinner series focused on the chefs and restaurateurs projecting their point of view through their cuisine, featuring Unapologetic Foods, a restaurant group led by James Beard Award winners Roni Mazumdar and Chintan Pandya that includes the celebrated Dhamaka, Masalawala & Sons, Semma, and Rowdy Rooster.
- **“Holiday Feasting; Librae Bakery’s Eid Al Fitr Celebration”** (Saturday, April 22)— a springtime, celebratory feast marking the end of Ramadan with the East Village’s Librae Bakery, brainchild of Bahrain-born owner, Dona Murad.
- **“Hip Hop to Hospitality: Ladies First”** (Saturday, April 28)—a panel and reception moderated by Kysha Harris, this conversation will cover the intersection of hip-hop and food culture and what it takes to be a multi-hyphenate entrepreneur across two male-dominated industries.
- **“Market 57 Tasting Tour”** (Saturday, April 29)—Consumers will be treated to a guided tasting tour of Market 57 stopping at a select group of kiosks and at Good To Go, ending with a cooking demonstration inside Platform led by Wilson Tang, second-generation owner of Nom Wah.

Reserve your tickets today and be the first to learn about exciting Platform by JBF events and Good To Go announcements by visiting platformbyjbf.org and following us @platformbyjbf on [Facebook](#), [Instagram](#), and [LinkedIn](#).

PRESS ASSETS:

- Platform by JBF Renderings: <https://app.air.inc/a/bwWptfH0K>
- Still Images*: <https://app.air.inc/a/b8jgi7Ile>

**Please use photography credit listed as file name.*

###

About the Market 57 Partnership

The James Beard Foundation is a brand partner of Market 57 Food Hall but not a partner of any of the business arrangements between Jamestown and each individual vendor. Each Market 57 kiosk, including both JBF spaces, will be run as independent businesses subject to the terms of their lease with Google, as well as the same laws and regulations as all NYC food businesses. As part of the partnership, the Foundation provided guidance to Jamestown in the selection of other Market 57 vendors by suggesting business operators who have engaged with the Foundation's various programs or events and are aligned with the Foundation's mission of celebrating, supporting, and elevating the people behind America's food culture, and championing a standard of good food anchored in talent, equity, and sustainability. From there, the leasing and property management team had conversations with potential vendors and assembled what they believe will be a winning mix of concepts, culinary styles, and offerings.

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 JBF**—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 Pier 57

Located within Hudson River Park between West 14th and West 17th Streets, Pier 57 is a year-round cultural destination on the Hudson River that celebrates New York City (NYC) and its diverse community. It will include plentiful public spaces, both indoors (one being the Living Room) and outdoors with sweeping views of NYC, where visitors can gather for a waterfront experience filled with food, art, culture, nature, and more. Its public spaces include a new rooftop park stewarded by Hudson River Park Trust which will offer inspiring views, lawns and seating. The ground floor will be home to a food hall (Market 57 with 15 kiosk vendors), mission-centered showcase kitchen, dining and demonstration space called Platform by JBF, and a rotating chef residency program called Good to Go by JBF, all curated by culinary nonprofit the James Beard Foundation. Market 57 will serve as an incubator for local small businesses and food entrepreneurs while emphasizing new chef-driven, fast-casual concepts.

Originally built in 1907 as a shipping and storage terminal, Pier 57 has become a significant part of NYC's history and earned a spot on the National Register of Historic Places. Thanks to the joint efforts between Hudson River Park Trust, Jamestown, Google, and RXR, Pier 57 was thoughtfully redeveloped as a community destination with public spaces and a rooftop park, community events and a market hall while adaptively reusing the historic building.

About Jamestown

Jamestown is a global, design-focused real estate investment and management firm with a 39-year track record and mission to create places that inspire. Since its founding in 1983, Jamestown has executed transactions totaling approximately \$40 billion. As of September 30, 2022, Jamestown has assets under management of \$13.2 billion and a portfolio spanning key markets throughout the U.S., Latin America, and Europe. Jamestown employs more than 400 people worldwide with headquarters in Atlanta and Cologne, and offices in Amsterdam, Bogotá, Boston, London, Los Angeles, Madrid, Milan, New York, San Francisco, and Washington, D.C. Current and previous projects include One Times Square and Chelsea Market in New York, Industry City in Brooklyn, Ponce City Market in Atlanta, Ghirardelli Square in San Francisco, the Innovation and Design Buildings in Boston and Lisbon, and Groot Handelsgebouw in Rotterdam. For more information, visit www.jamestownlp.com.

About Hudson River Park Trust

Hudson River Park extends from Chambers Street to 59th Street along Manhattan's west side and includes dozens of unique piers and landscapes. This free, urban recreational oasis is home to award-winning skate parks, playgrounds, sports fields, gardens and nature exhibits, boating and maritime activities, art installations, and myriad year-round events that celebrate the diverse cultures and neighborhoods along its shores. The financially self-supporting Park, which has transformed four miles of decaying piers and parking lots into a premier New York City destination for local residents and visitors alike, plays a critical role in protecting the Hudson River ecosystem, and is being planned, constructed, developed and operated by the Hudson River Park Trust. For more information, please visit www.hudsonriverpark.org, or follow the Park on Twitter, Facebook and Instagram at @HudsonRiverPark.

About RXR

RXR is an innovative investor, developer and place-maker committed to applying a customer and community-centered approach to building properties, services, and products that create enduring value for all stakeholders. Headquartered in New York with a national platform strategy, RXR is a 500+ person, vertically integrated operating and development company with expertise in a wide array of value creation activities, including ground up real estate, infrastructure and industrial development, uncovering value in underperforming properties, repurposing well-located iconic properties, incorporating cutting edge technologies and value-added lending. The RXR platform manages 93 commercial real estate properties and investments with an aggregate gross asset value of approximately \$20.7 billion, comprising approximately 30.5 million square feet of commercial properties, a multi-family residential portfolio of approximately 8,800 units under operation or development, and control of development rights for an additional approximately 3,500 multi-family and for sale units as of December 31, 2022. Gross asset value compiled by RXR in accordance with company fair value measurement policy and is comprised of capital invested by RXR and its partners, as well as leverage.

About Youngwoo & Associates

Founded in 1979, Young Woo & Associates (YWA) has identified and developed a variety of specialized projects in the NY metro area and throughout the United States. The firm has earned a reputation as one of the most innovative developers, largely the result of YWA's unique ability to apply creative solutions to emerging lifestyle trends, implement bold design with new technology and, most importantly, identify up-and-coming locations ripe for creative development.

About Baupost Group

The Baupost Group is a Boston-based investment manager with a long-term, value-oriented approach. Since 1982, the firm has been thoughtfully stewarding and compounding capital on behalf of families, foundations and endowments, as well as employees who collectively are the firm's largest client. Baupost manages roughly \$26 billion with a broad and flexible charter, investing in a wide range of asset classes, including significant holdings in publicly traded debt and equity securities, private debt, real estate, and private equity. CEO and Portfolio Manager Seth Klarman has overseen Baupost's investments from the company's inception.

About Google

Google first came to New York in 2000 and has been a dedicated partner to the city and state since. With over 12,000 employees in the state, Google knows New York is one of the most important talent pools in the world because of its unparalleled entrepreneurial and creative energy. Through Grow with Google workforce development programs, local Google.org grant initiatives, continued building development and various public-private partnerships, Google intends to be a staple to New York's economic growth, a vital member of the community and a leader of New York's recovery.

About Great Performances

Great Performances is New York City's premier catering, events, and hospitality company. Founded in 1980 as a waitress service for women in the arts who needed a flexible way to supplement their income, GP is mission driven with deep roots in the arts, New York City civic and community life, and an established commitment to furthering equity in all its endeavors.

About Capital One

At Capital One we're on a mission for our customers – bringing them best-in-class products, rewards, service, and experiences. Capital One is a diversified bank that offers products and services to individuals, small businesses and commercial clients. We use technology, innovation, and interaction to provide consumers with products and services to meet their needs. Through Capital One Dining and Capital One Entertainment, we provide our rewards cardholders with access to unforgettable experiences in the areas they're passionate about, including dining, music and sports. Learn more at capitalone.com/dining and capitalone.com/entertainment.

About PEPSI DIG IN™

Pepsi Dig In is a platform designed to drive access, business growth, and awareness to Black-owned restaurants. Pepsi Dig In helps diners discover, dine at, or order from Black-owned restaurants while providing resources, mentorship, and training to Black restaurateurs. Utilizing the scale and reach of PepsiCo and its partners, Pepsi Dig In aims to help Black-owned restaurants overcome the barriers they disproportionately face while creating opportunities for them to thrive.

Launched in 2020 as part of [PepsiCo's Racial Equality Journey \(REJ\)](#), the company committed \$50 million to support Black-owned businesses over five years, part of PepsiCo's larger REJ initiative totaling more than \$400 million to increase representation within the company, support Black-owned businesses, and help to create economic opportunities in the communities it serves. For more information, visit pepsidigin.com and follow @pepsidigin on [Twitter](#), [Instagram](#) and [Facebook](#).

###

Media Contact

Contact:

MMGY Wagstaff

[Cara Zizzo](#)

CZizzo@wagstaffmktg.com