

*Media Alert*

For Tuesday, September 18, 2012

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**James Beard Foundation and Vermilion Announce  
Women in Culinary Leadership Program**

*Powerful Panel Discussion with Lidia Bastianich, Rohini Dey, Dorothy Hamilton, Martha Stewart, Martha Teichner, and Susan Ungaro*

**WHAT:** On Tuesday, September 18<sup>th</sup>, the [James Beard Foundation](#) and [Vermilion](#) will host a thought-provoking panel discussion and five-course Indian-Latin fusion dinner to create awareness of the rarity of women in leadership roles in the culinary industry. In addition, Vermilion founder Rohini Dey will announce the launch of the James Beard Foundation Vermilion Women in Culinary Scholarship, spearheaded by the former World Bank development economist turned prominent restaurateur. Dey will also unveil the ongoing JBF Vermilion “Chefs for Women” Program at Vermilion (NY & Chicago).

**WHEN:** Tuesday, September 18, 2012  
6:00 p.m. – 8:00 p.m.

**WHERE:** Vermilion  
480 Lexington Avenue (at 46<sup>th</sup> Street)  
New York City

**WHO:** Martha Teichner, CBS News Emmy Award and James Beard Award winner, moderator  
Martha Stewart, Founder, Martha Stewart Living Omnimedia  
Lidia Bastianich, Chef, Author and Restaurateur  
Dorothy Hamilton, Founder and CEO, the International Culinary Center  
Rohini Dey, Ph.D., Founder/Owner, Vermilion (NYC & Chicago)  
Susan Ungaro, President, James Beard Foundation

**DETAILS:** **The Women in Culinary Leadership Evening** will raise funds for the **James Beard Foundation Vermilion Women in Culinary Scholarship**. The evening is \$100 for a five-course dinner and panel; \$135 with wine pairing. Prepaid reservations are necessary and can be made by calling Vermilion at 212.871.6600 or emailing [eventsny@thevermilionrestaurant.com](mailto:eventsny@thevermilionrestaurant.com). More details are available at [jamesbeard.org](http://jamesbeard.org) and at [thevermilionrestaurant.com](http://thevermilionrestaurant.com).

**About the James Beard Foundation**

Founded in 1986, the James Beard Foundation is dedicated to celebrating, nurturing, and preserving America’s diverse culinary heritage and future. A cookbook author and teacher, James Beard was a champion of American cuisine who helped educate and mentor generations of professional chefs and food enthusiasts. Today the Beard Foundation continues in the same spirit by offering a variety of events and programs designed to educate, inspire, entertain, and foster a deeper understanding of our culinary culture. These programs include educational initiatives, food industry awards, an annual national food conference, Leadership Awards program, culinary scholarships, and publications. In addition to maintaining the historic James Beard House in New

York City's Greenwich Village as a "performance space" for visiting chefs, the Foundation has created a robust online community, and hosts tastings, lectures, workshops, and food-related art exhibits in New York City and around the country. For more information, please visit [jamesbeard.org](http://jamesbeard.org). You can find insights on food at the James Beard Foundation's blog [Delights & Prejudices](#), become a JBF member at [jamesbeard.org/join](http://jamesbeard.org/join), like the James Beard Foundation on [Facebook](#), and follow the James Beard Foundation on [Twitter](#) and [Pinterest](#).

### **About Vermilion**

Known for its bold and unique indian-latin cuisine, Vermilion (NYC & Chicago) is founded by former World Banker and McKinsey management consultant Rohini Dey, ph.d. The melding at Vermilion is driven by Rohini's passion for culinary, her concept and travels. It is based on the deep historical cross-influences and geographical commonalities of the two regions, and an intellectually provocative evolution. Vermilion has been lauded for being both a woman-led entity and for its indian-latin cuisine by FT, Time, Gourmet, WSJ, Chicago Tribune 3 stars, Chicago magazine, Bon Appetit, Esquire, USA Today, Travel & Leisure, Town & Country, Wine Enthusiast among others ([www.thevermilionrestaurant.com](http://www.thevermilionrestaurant.com)). Apart from the platform of both her restaurants, Rohini is active in educating and mentoring women through her non-profit (MSEdG – Educate Girls Globally) to which all her writing proceeds are donated, as a senior donor of the American India Foundation, her active involvement with the International Women's Forum and The Chicago Network, and by contributing to the entrepreneurial programs of leading business schools (Kellogg, Chicago Booth, Columbia).