



TOP BAKING & PASTRY CAREER PATHS

CHOOSE YOUR PATH TO SUCCESS

Your exciting baking and pastry career is well within reach!

It's time to turn your passion and creativity into your dream career at The Culinary Institute of America.

There are so many diverse and amazing paths you can choose—paths that will take you places you've never even imagined. On the following pages are a number of outstanding baking and pastry career tracks, and examples of CIA alumni who are actually doing these jobs.

It worked for them—why not you? Now is the time to start your journey, and have the career that you always wanted. It all begins at the CIA!





BAKER

Bakers must be able to scale (or measure) ingredients accurately, mix them properly, and bake them correctly. This is not just a simple matter of following a formula. On any given day, the air may be more humid, or the flour may be a little harder or drier than it was for the last batch. Only bakers who are skilled enough to see or feel the difference in a dough and make the correct adjustments can ensure consistency. They must also have a keen sense of art and design throughout the creative process.

KAMAL GRANT '04

Owner, Sublime Doughnuts, Atlanta, GA



Kamal Grant's love for baking started at a very young age. So when he joined the Navy, Kamal used that as an opportunity to pursue his dream as a world-class baker. He enrolled at the CIA

once his enlistment ended, and after graduation worked as a production supervisor at the Flowers Baking Company. But Kamal wanted his own shop, and took a big chance with the business plan for his small bakery, Sublime Doughnuts in Atlanta. It worked—the bakery has done so well that he has since opened a Sublime Doughnut in Bangkok and is considering other franchising opportunities. And Kamal's creations have landed on the "best doughnuts" lists of *Food & Wine*, *Bake*, and *US News & World Report* magazines.

"The training and the background I received at the CIA gave me the tools to become a great chef. The lessons I learned—especially about using the best possible products and plate presentation—I still use every day."



42 KITCHENS & BAKESHOPS
on our New York Campus



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PASTRY CHEF

There's a need for skilled pastry chefs in virtually all corners of the food world, whether it be in restaurants, a corporate environment, or neighborhood pastry shops. The work that is required of pastry chefs is even more exacting than that done in bakeshops. Their creations demand a certain sense of form, line, and balance. Working with chocolate and sugar; knowing how to correctly measure, mix, and blend; and understanding certain scientific principles related to the craft are among the special skills that pastry chefs must have. Pastry chefs must also possess a keen sense of art and design during the creative process.

“The CIA turned out to be more than I could ever have imagined. Each baking and pastry chef I studied with felt like the best one.”

LAURA SAWICKI '05

Executive Pastry Chef and Co-Owner, Launderette, Austin, TX



Starting out as an aspiring artist, Laura Sawicki found a different kind of art studying abroad in Florence, Italy—the art of baking and pastry. She followed her newfound passion to the CIA, and after graduation *staged* in many of New York's finest restaurants before becoming pastry chef at

Paloma in Brooklyn. It was there that Chef Sawicki met Rene Ortiz, who would later invite her to join him at La Condesa in Austin, TX. That professional partnership ultimately led to them opening their own highly successful restaurant, Launderette. Chef Sawicki has received many accolades since, including being named *Food & Wine* magazine's Best New Pastry Chef, and nominated twice for James Beard Foundation awards.

*All you need is love.
But a little chocolate now and then doesn't hurt.*
CHARLES M. SCHULZ



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CHOCOLATIER

A chocolatier is a professional who creates confections out of chocolate. Becoming a successful chocolatier involves perfecting the art of working with chocolate to create not only delicious desserts, but also beautifully and skillfully crafted pieces of art. A good background in confections and pastries is needed to master the diverse world of chocolate. The best chocolatiers become highly skilled in techniques such as molding, tempering, and sculpting, and have an in-depth understanding of how to make chocolate from a variety of different origins.

GINGER ELIZABETH HAHN '03

Chocolatier and Owner, Ginger Elizabeth Chocolates

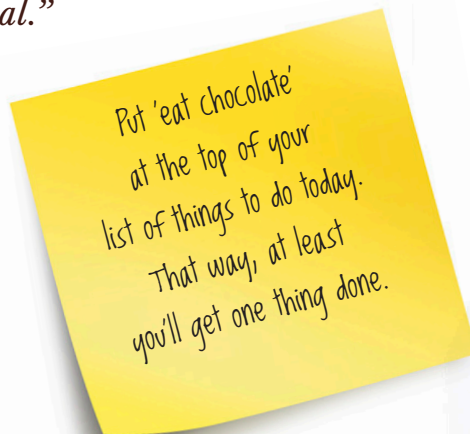


Ginger Hahn began her career as an apprentice under World Pastry Cup gold medalist En-Ming Hsu '92 at The Ritz-Carlton in Chicago. She then moved back home to California and, in 2005, launched the

wholesale chocolate company Couture Chocolates by Ginger Elizabeth. Three years later, she opened her first retail location in Sacramento under the company's new name, Ginger Elizabeth Chocolates, and business has grown

steadily ever since. In 2010, Ginger was named one of the Top Ten Chocolatiers in North America by *Dessert Professional* magazine. That same year, the *Sacramento Business Journal* named her one of its "40 under 40" notable business owners. Today she has a staff of 20 and a newly opened, 3,500-square-foot commissary workshop with a state-of-the-art kitchen.

"I knew the CIA was the best. I wanted to achieve pastry excellence and the CIA gave me the skills to reach for my goal."



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CAKE DESIGNER/ DECORATOR

Cake decorating ranges from simple to elaborate, from basic supermarket birthday cakes to breathtaking designs of professional pastry chefs. Even with this variety of end products, the basic skills and knowledge needed for cake decorating are generally the same. Cake designers work with a wide range of cakes, fillings, and icings, and must understand the characteristics of each and how they all work together. They need basic baking techniques to assemble the cake itself, then the artistry and creativity to craft it into a beautiful finished piece. Piping and sculpting are among the essential skills of the successful cake designer.

DUFF GOLDMAN '98

Owner, Charm City Cakes, Baltimore, MD



Thanks to his past success as host of the Food Network's *Ace of Cakes*, Duff Goldman earned nationwide fame for his creative cake design. He began his professional career with stints as executive

pastry chef at the Vail Cascade Hotel and Resort in Colorado and bread baker at Olives in Washington, DC before opening his own business in Baltimore. Known for its out-of-the-ordinary creations inspired by just about anything, Charm City Cakes offers special-occasion cakes made to order, each taking anywhere from 10

to 200 hours to complete. The award-winning Chef Goldman often uses drills, power saws, belt sanders, and blowtorches to make his cakes. Before long, the recognition—as well as the cake orders—started pouring in. His celebrity customers have ranged from Hillary Clinton to Alice Cooper.

“Going to the CIA was one of the best experiences of my life. I had so much fun and learned so much—everything that I possibly could. I had the best instructors in the world at the CIA.”



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RESEARCH AND DEVELOPMENT (R&D) CHEF

Everyone who produces a piece of equipment that is used in a bakeshop or kitchen, or a bottled sauce, spice, herb, or mustard, would like their potential customer to get the most out of their product. This is important in order to build consumer confidence, increase repeat business, and keep their company at the top of the heap. Who better than a chef or pastry chef to help devise recipes, uses, videotapes, booklets, pamphlets, and cookbooks that promote the product? Areas for R&D chefs include product development, equipment design and development, test kitchens and bakeshops, menu development, and corporate research and development.

“I learned so much at the CIA. I’d bring my creations in to show Chef Coppedge what I was doing with the gluten-free flour mixtures. He was an enormous help—critiquing my results and encouraging me to pursue a new frontier in baking.”

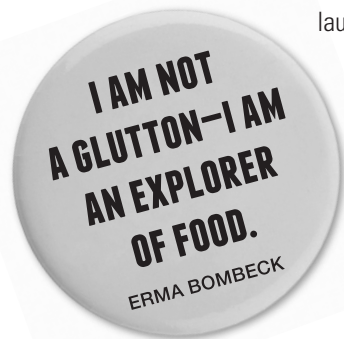
GEORGE CHOOKAZIAN '93

Founder, Foods By George, Mahwah, NJ



When George Chookazian and his wife Cecilia were dating, they discovered that she had celiac disease. To George, that wasn't a deterrent to their relationship but rather a call to action. As he learned more and came to understand how difficult it was for Cecilia to find gluten-free foods, he developed gluten-free baking mixes so she could eat a broader selection of high-quality foods—and a groundbreaking business was born. Foods By George was launched in 1991, and today the wholesale facility

sells food to distributors from Maine to Florida and from New York to Chicago; to larger chain stores like Wegmans, Hannafords, and Whole Foods; and through his online store at foodsbygeorge.com.



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FOOD STYLIST

The preparation and unique arrangement of food being photographed is often the work of a food stylist. When you look at a magazine article and are struck by the way the food is presented on a plate or the way it is garnished, you are usually reacting to the work of the food stylist. It is up to the stylist to make sure that the fondant is perfect and that the fruit sauce is carefully “painted” onto the plate to achieve the greatest visual impact. A comprehensive knowledge of food—how to select the best product and apply the right technique—helps the stylist make any dish look spectacular.

“There is a clear difference in students who come out of the CIA versus other schools. There’s a real work ethic and preparedness.”

KERSTI BOWSER '01

Food Stylist and Owner, Gourmet Butterfly Media & Special Events, New York City



Growing up part-time in the mountainous region of Sweden sparked Kersti Bowser’s interest in the food world.

Originally a fashion model who traveled the world, Kersti took the opportunity to learn about

the indigenous foods and unique cooking styles of different cultures. In 1999, she followed her dream and enrolled at the CIA. Today she’s one of the most sought-after food stylists and culinary producers in the industry, with more than 1,000 television shows to her credit, and several cookbook

and magazine collaborations for top names such as Cat Cora '95, Ming Tsai, Tyler Florence, Rachael Ray, Rocco DiSpirito '86, Lidia Bastianich, Sandra Lee, Guy Fieri, Paula Deen, and Sara Moulton '77.

The restaurant industry is the nation’s 2nd largest private employer.



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