

90/90



CHEF TOOLKIT

*Celebrating Jacques:  
90 Chefs / 90 Years*



*Fall 2024 - Winter 2025*

## WHAT

Jacques Pépin will be turning 90 years old on December 18, 2025. In honor of this momentous occasion, professional chefs, culinary personalities, and home cooks across the country will host dinners and fundraising events to support the Jacques Pépin Foundation.

## WHEN

Between Fall 2024 – December 18, 2025, professional chefs and culinary personalities will host ticketed benefit dinners across the country in restaurants and other event venues.

## WHY

To change lives through culinary education.



## This campaign will serve to:

- **Preserve**  
*Protect and expand Jacques' incredible legacy for years to come*
- **Promote**  
*Raise awareness for the work of the JPF*
- **Expand**  
*Enlarge the JPF's Grant Program to support Community Kitchens nationwide*
- **Connect**  
*Connect culinary leaders and Community Kitchens for local interchange ([see map](#))*
- **Inspire**  
*Inspire cooks to create community at their table and expand food literacy*
- **Fund**  
*Resource a JPF Curriculum and educational website for Community Kitchens*



# CAMPAIGN PARTNERS

This list represents the brands that are supporting the 90/90 campaign. If you are interested in incorporating their product(s) into your event, please email Susan Wilber at [susan@jp.foundation](mailto:susan@jp.foundation).

We will present opportunities to you and may have brand representatives attend some of the dinners and provide a few words at certain events throughout the series. Thank you for including them as our partners in this effort!

We are pleased to provide products from the below 90/90 campaign partners in an effort to help defray some of costs of your event. We are continuing to confirm additional partners and encourage you to check back as this list will continue to grow. We look forward to sharing more opportunities with you soon and appreciate your willingness to include these brands in your celebration dinner!

## FOOD PRODUCTS

- [MALDON SALT](#)
- [STRAUS FAMILY CREAMERY](#) *Official Yogurt Partner*



## PROTEIN PARTNERS

- [SALMÓN DE CHILE](#) *Exclusive Salmon Partner*
- [PRIME FOOD DISTRIBUTOR](#) *Northeast area only Proteins (Beef, Pork, Lamb, Veal, Chicken, Turkey)*



## SPIRITS

- [HINE COGNAC](#)
- [JOSEPH CARTRON CRÈME DE CASSIS](#)



## KITCHENWARE

- [LE CREUSET](#) *Official Cookware Partner*
- [STEELITE](#) *Official Gifting Partner*



## NON-ALCOHOLIC BEVERAGES

- Exclusive Water Partner*
- [ACQUA PANNA® Natural Spring Water](#)
- [S.PELLEGRINO® Sparkling Mineral Water](#)



## RECOMMENDED COCKTAIL RECIPES



### FRENCH 75

- 1 oz H by HINE VSOP Cognac
- ½ oz Lemon Juice
- ½ oz Simple Syrup
- 3 oz Champagne
- Lemon Twist to garnish

Add H by HINE VSOP, lemon juice and simple syrup into a shaker with ice and shake. Strain into a Champagne flute or coupe, and top with Champagne. Garnish with a lemon twist.



### FRENCH MANHATTAN

- 1½ oz H by Hine VSOP Cognac
- 2½ oz sweet vermouth  
*(preferably Silvio Carta Mazzino rosso)*
- 3 Dashes Bitters
- Luxardo Cherries to garnish

Add Hine Cognac, sweet vermouth and bitters into a mixing glass. Add ice and stir until chilled. Strain into a chilled cocktail glass and garnish with Luxardo cherries.



*Photos by Allison Webber*

## MENU PLANNING

You can create a menu inspired by Jacques Pépin's recipes, classical French techniques, or fundamentals of cooking – it is entirely up to you! We encourage you to “make it your own” and be creative with the theme.

Most dinners will begin with a cocktail reception followed by a seated multi-course dinner.

[Here are 3 options of menu templates](#) – choose whichever theme you like best!



## SAMPLE RUN OF SHOW

This sample timeline may assist  
with your event planning.



### Suggested Timeline

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3:00 pm – 5:00 pm	<b>Set-up &amp; Load-in</b> <i>Place tabletop décor, menus, signage, prep, etc.</i>
5:00 pm – 5:30 pm	Ready for service
<b>6:00 pm – 7:00 pm</b>	<b>Cocktail Reception</b>
6:50 pm – 7:00 pm	Guests ushered to tables
<b>7:00 pm – 10:00 pm</b>	<b>Seated Dinner</b>
7:15 pm	Welcome remarks from Host Chef Acknowledge and thank sponsors
7:20 pm	Brief remarks by Guest Speaker* JPF or Community Kitchen representative
9:30 pm	Host Chef shares stories & thanks guests for attending
10:00 pm	Guests depart
10:00 pm – 11:30 pm	Load-out and Breakdown

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*\* If applicable (not available in all markets)*

## DURING YOUR EVENT

Check out our [Social Media Toolkit](#) for tips!

We hope you will have fun at your event and we encourage you and diners to take photos and video throughout the evening to post in real time on social media and to share with us for our Digital Scrapbook!

Please tag **@jacquespepinfoundation**  
**#CelebrateJacques** on social media.



## CONTENT CAPTURE

*Please take photos and videos of your event, post them on your social media channels and share them with us!*

The “digital scrapbook” will memorialize your evening supporting the campaign and the JPF mission. We would especially love to receive HORIZONTAL photos and HORIZONTAL video of guests enjoying the food, dessert, birthday cake, toasting Jacques or even a group toast wishing him a happy birthday. A wide shot of the entire party and any special guests would be “icing on the cake.”

Please tag **@jacquespepinfoundation**  
**#CelebrateJacques** on social media.



## SHARE YOUR STORY

*Why does the Jacques Pépin Foundation's mission resonate with you?*

A personal story, combined with statistics about the Jacques Pépin Foundation's impact, will help donors understand why your fundraiser is important. Read more about our impact online here, and find photos, stories, and quotes on our Instagram.

Perhaps you have a personal connection to Jacques, the Foundation, or have known and/or experienced just how impactful culinary training has benefited someone with barriers to employment.



## Suggested Talking Points

- The JPF's mission is in part realized by supporting non-profit, community-based, culinary arts training programs that offer free life skills and culinary training to individuals with high barriers to employment.
- In advancing Jacques Pépin's lifelong legacy to provide culinary education to others, the JPF is uniquely positioned to add to the curricula and capacity of these existing organizations, helping to raise awareness about the important work of these organizations that offer opportunities for individuals detached from the workforce to gain confidence, skills, and employment in the food industry.
- Since 2019, the JPF has disbursed over \$1.2M in grant funding to over 60 culinary training programs nationwide. The JPF also supports culinary training organizations by providing curriculum materials from Jacques Pépin's publications and videos and kitchen equipment from industry partners.
- A mapped state by state listing of organizations that have received JPF support is on the [Programs page of the JPF website](#).
- [Read more about our impact online here](#), and find photos, stories, and quotes on [our Instagram](#).





## AFTER YOUR EVENT

After the event, please send us your photos, videos, and guest list so we can send your attendees a thank you email with a complimentary JPF Membership.



### WHAT TO SEND TO US

*Please upload your photos and videos [here](#).*

Please label all photos and video with your name or organization, or the event name.

We'd like to send your guests a complimentary JPF Commis Membership. Please send us your guest list so we can send a thank you email with an activation link to join.



## PR & MEDIA COVERAGE

We will be doing outreach to local, regional, and national media to support the campaign and your events, and we may have requests for you.



If you have a PR team, please connect them with Juliana Pesavento, the JPF's Media Liaison, Juliana Pesavento, at [Juliana@middlenamecommunications.com](mailto:Juliana@middlenamecommunications.com).

In the past few years, Jacques Pépin has been on the cover of *Food & Wine Magazine*, featured in *The New York Times*, *bon appetit*, *Saveur*, *Washington Post* and *Boston Globe*, appeared on *The Tonight Show* with Jimmy Fallon, Rachael Ray, and many more.

*The excitement surrounding his 90th birthday will be palpable. We invite you to pitch and promote to share our mission and message.*



# RESOURCES

We have created a variety of assets to assist you in planning, promoting and executing your event.

Visit our event website at the link below for print materials, social media graphics, videos and more:

[www.celebratejacques.org/host-an-event/resources](http://www.celebratejacques.org/host-an-event/resources)



## Collateral



### Save the Date template

Please use this template for your Save the Date. This is a Canva link. You may need to activate a free account to access.



### Menu border templates

Three (3) choices of a downloadable, printable menu border template painted by Jacques. Choose whichever you like best! This is a Canva link designed to print 8.5"x11". You may need to activate a free account to access.



### Cocktail Table Tent

Please use this template for drink or cocktail table tents at a bar or cocktail reception (if applicable). This is a Canva link designed to print 5"x7" (standard sheet of paper). You may need to activate a free account to access.



### Birthday Postcard for Jacques

Please download and print if you'd like guests to write and send a birthday message to Jacques. This is in Canva. You may need to activate a free account to access.



### Invitation template

Please use this template for your event invitation. This is a Canva link. You may need to activate a free account to access.



### Welcome sign

Please use this template if you'd like to print a larger sign for your event (example: foamcore welcome sign on an easel or a thank you sign as guests depart). This is a Canva link designed to print 24"x36". You may need to activate a free account to access.



### Menu Tabletop sign

Please use this template for tabletop signage, such as food stations at a cocktail reception (if applicable). This is a Canva link designed to print 8.5"x11" (standard sheet of paper). You may need to activate a free account to access.



### QR code to make donations

Please use this QR code on collateral to direct guests to a donation portal. Thank you!

## Social Media



### Social Media Toolkit

The Social Media Toolkit has suggested language to post on your channels before, leading up to, and after your event.



### Official IG JPF 90/90 Social Frame

You can use this frame on Instagram and customize with your date, location, and restaurant name. Feel free to add additional photos!



### Jacques with "90" Balloons

Landscape (best for Facebook)



### Jacques with wine

Portrait (best for Instagram Story)



### Jacques with Champagne

Here is the main "hero shot" of Jacques for the celebration



### Official FB 90/90 Social Frame

You can use this frame on Facebook and customize with your date, location, and restaurant name. Feel free to add additional photos!



### Jacques with cocktail and caviar

Square (best for Instagram Feed)



### Jacques with chicken apron

Square (best for Instagram Feed)

[View All Resources >](#)

# *Need Guidance? Just Ask...*

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