

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.

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

- Exclusive Salmon Partner*
- [SALMÓN DE CHILE](#)
- Official Yogurt Partner*
- [STRAUS FAMILY CREAMERY](#)



SPIRITS

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



KITCHENWARE

- [STEELITE](#)



NON-ALCOHOLIC BEVERAGES

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



More Partners Coming Soon...
Wine, Spirits, Dairy, Olive Oil, etc.



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

3:00 pm – 5:00 pm	Set-up & Load-in <i>Place tabletop décor, menus, signage, prep, etc.</i>
5:00 pm – 5:30 pm	Ready for service
6:00 pm – 7:00 pm	Cocktail Reception
6:50 pm – 7:00 pm	Guests ushered to tables
7:00 pm – 10:00 pm	Seated Dinner
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

** 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.

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.



Need Guidance? Just Ask...

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