

Introducing Alice Medrich Special Guest Presenter

FCIA's Elevate Chocolate – Winter 2018 is proud to announce that long-time friend and FCIA Member, Alice Medrich will lead a panel of chocolate educators, pastry chiefs and chocolate professionals in exploring *The Future of Chocolate in the Pastry Kitchen*.



Alice Medrich, photo courtesy of Deborah Jones

Author, pastry chef, and teacher, Alice Medrich's career began with the 1976 opening of her renowned chocolate dessert shop, Cocolat, in Berkeley California. Alice is credited with popularizing chocolate truffles in the US in the 1970's and introducing the larger "American" chocolate truffle. Alice is a featured case study in "Growing a Business," Paul Hawkins' book and TV series profiling successful entrepreneurs and had the great honor of appearing with Julia Child on Baking at Julia's.

The *New York Times* recognized Alice for creative leadership in the decades that saw the gourmet and specialty foods segment take on national culinary stature. Alice's

innovative ideas and recipes and her insistence on pure ingredients have influenced a generation of confectioners, pastry chefs and home cooks.

In the years since the (1989) sale of her Cocolat shops, Alice has written 10 cookbooks and received more Cookbook-of-the-Year and best in category awards from the James Beard Foundation and International Association of Culinary Professionals than any other author.

Her most recent book, *Flavor Flours*, called "game-changing by the press, won the James Beard Best Baking Book for its innovative and delicious approach to baking with gluten free and mostly whole grain flours.

Alice is never happier than when challenged with a new ingredient, but chocolate remains her first love. She continues to consult with established and emerging chocolate makers. She is a member of the Fine Chocolate Industry Association and a champion of the craft chocolate movement.

Alice lives in Berkeley, California.