



NAPA VALLEY
COOKING SCHOOL
NAPA VALLEY COLLEGE

Sweet Smell of Success: Napa Valley Cooking School Logo Wins 2011 Gold ADDY® Award

The chef instructors at Napa Valley Cooking School pride themselves on coaxing creative excellence out of their culinary students. So it was particularly fitting that the school's new logo design took home gold – that is, a Gold ADDY award – at the 2011 San Francisco Bay Area ADDY Awards, presented Saturday, February 26th, at the Bentley Reserve in downtown San Francisco.

The logo, which features a chicken perched on a cooking whisk, was among only 19 Gold ADDY awards given out this year, across all categories of advertising and design, out of literally hundreds of submissions from four San Francisco Bay Area branches of the American Advertising Federation.

The panel of judges – creative directors from the country's preeminent creative agencies – “were incredibly impressed by the strength of all entries and felt that this was one of the strongest years ever,” according to sfgate.com. They included Todd Grant, Creative Director, Crispin Porter + Bogusky; Larry Corwin, Creative Director, BBDO/NY; and Seth Weisfeld, Digital Creative Director, Wieden+Kennedy.

“The school is very proud of their heritage chickens that the students help raise on the school's property; the chicken in the logo speaks to their unique dedication to local sourcing,” said Stephanie Lucas, the designer of the logo.

“This was truly a labor of love, but to have it win gold in such a tough competition was absolutely great.”

Said Executive Chef Instructor Barbara Alexander, who directed the logo design effort. “We always knew the logo was a success, but these kudos are wonderful.”

“Stephanie did an outstanding job capturing our passion, pride, artistic vision and slightly irreverent style,” said Napa Valley Cooking School chef-instructor Laura Lee.

The sold-out gala awards ceremony was attended by over 200 creative professionals representing the four advertising clubs of the greater SF Bay Area.

The ADDY Awards, conducted annually by the American Advertising Federation (AAF), is the advertising industry's largest and most representative competition, attracting over 50,000 entries every year in local ADDY competitions. The mission of the ADDY competition is to recognize and reward creative excellence in the art of advertising.

For more information about the SF Bay Area ADDYs, visit <http://www.sfaddys.com/> .
For more information about the AAF, visit <http://www.aaf.org> .

About Napa Valley Cooking School

Located in the heart of the California's Wine Country, the Napa Valley Cooking School offers high quality, intensive training for aspiring chefs. Led by Executive Chef Barbara Alexander and Chef Instructor Laura Lee, the program provides each student with hands-on, quality, culinary and pastry skills required for a career in a fine-dining establishment. The disciplined and professional learning environment, availability of global externships, low student teacher ratio and focus on sustainability make the Napa Valley Cooking School unique. Located in one the country's top tourist destinations, the program provides students with access to the Napa Valley's well-known chefs, winemakers, and artisan producers through community involvement.

For more information about the Napa Valley Cooking School, visit: <http://www.napavalleycookingschool.org>
or call 707.967.2900.

About Stephanie Lucas Creative

Stephanie Lucas Creative is an East Bay-based design firm, providing identity design, advertising, print, web, presentation, and information design for both business-to-business and consumer audiences. Stephanie Lucas, a Bay Area native with deep roots in Bay Area advertising and design, has worked with such recognizable companies as Specialized Bicycles, Sidi Cycling Shoes, and the Culinary Institute of America.

For more information about Stephanie Lucas Creative, visit:
<http://www.stephaniesdesignmind.com>
or call 510.325.1164.

Additional logo and Napa Valley Cooking School images may be provided; send request to stephanie_r_lucas@hotmail.com