

Culinary Kiiids

A Newark Culinary Arts Program

Program & Sponsorship Proposal

Led by Executive Chef Jason Wallace

The Restaurant Scientist™

16 donated hours per month, pro bono

Alletantte Italian Restaurant

212 Market Street, Newark, NJ



Prepared for: Newark Public Schools & surrounding districts

Grocery Partners Invited: ShopRite • Whole Foods Market

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EXECUTIVE SUMMARY

Culinary Kiiids

Culinary Kiiids is a Newark-based culinary arts program in which Executive Chef Jason Wallace — **The Restaurant Scientist™** — donates **16 hours of his personal time every month** back to his community, teaching high school students the craft, discipline, and business of professional cooking.

The program operates out of **Alletantte Italian Restaurant, 212 Market Street, Newark, New Jersey** — a live, working kitchen rather than a classroom simulation. Students train as *junior chefs* on real equipment, on real service standards, with a chef whose consulting work has generated more than \$20 million in net operating income improvements across the foodservice industry.

We invite **Newark Public Schools and surrounding districts** to enroll student cohorts, and we invite **ShopRite** and **Whole Foods Market** to serve as founding grocery partners — supplying the ingredients, the produce education, and the retail-side career pathway that turn a cooking class into a career.

The Ask, At A Glance

Item	Detail
Program	Culinary Kiiids — high school culinary arts training
Instructor	Executive Chef Jason Wallace, The Restaurant Scientist™
Donated time	16 hours per month of Chef Wallace's personal time (pro bono)
Location	Alletantte Italian Restaurant, 212 Market St, Newark, NJ
Cohort size	12-16 students per cohort • up to 4 cohorts per year
Schools	Newark Public Schools + surrounding Essex/Hudson/Union districts
Grocery partners	ShopRite and Whole Foods Market (ingredients, produce, retail pathway)
Annual budget	\$48,000 target — fully sponsorable (see Budget & Sponsorship)
Fiscal sponsor	O.I.U. Foundation — Opportunity. Investment. Uplift.

THE INSTRUCTOR

Executive Chef Jason Wallace

The Restaurant Scientist™



Jason Wallace is a visionary in the realm of restaurant operations. Armed with a Master's degree in Food Business from the esteemed Culinary Institute of America, he brings a unique blend of innovation and expertise to the culinary world.

Over the years, Wallace has cultivated an impressive portfolio, serving an eclectic range of clients across the foodservice spectrum — from pioneering start-ups to well-established institutions, spanning quick service, full and limited-service restaurants, bistros, and cafés. Notable endeavors include his involvement with the renowned Bar Vegan in Atlanta, the esteemed US Navy foodservice facilities, the iconic Sylvia's "Queen of Soul Food," Sweet T's Southern Eatery, Blvd Bistro, and Harlem Hops. Under his guidance, advanced scientific analyses and meticulous cost control measures have collectively contributed to a remarkable increase in net operating income profits, totaling over \$20 million.

Wallace's commitment to the culinary world extends beyond consulting. With a rich, 25-year history as a foodservice educator, he has taught as an Adjunct Professor at the New York Restaurant School, the Art Institute, Hudson County College, and Westchester County College. He also serves on the Diversity Advisory Board at the Culinary Institute of America, championing inclusivity and diversity in the industry.

He has conducted educational seminars on leadership development for Dallas BBQ, Tony Di Napoli's, Bogota Latin Bistro, Domino's Pizza, Dunkin' Donuts, Ayza Wine and Chocolate Bar, Havana Central, Fatty Crew, Bierhaus NYC, and Atomic Wings. Within the New York State Restaurant Association (est. 1935) he has held leadership positions including Treasurer and Vice Chairman of the Board of Directors — and in 2010 he made history as the **first African-American Chairman** in the NYSRA's storied legacy.

“A kitchen teaches a young person the three things school can’t always reach: timing, standards, and ownership. Give me sixteen hours a month and I’ll give Newark junior chefs who can run a station — and one day, run a business.”

— Executive Chef Jason Wallace

THE CASE

Why Newark, Why Now

Newark is a restaurant city surrounded by restaurant jobs — and too few structured pathways from a high school hallway into a professional kitchen. Culinary Kiiids closes that gap with three deliberate choices:

- **Real kitchen, real standards.** Training happens on the line at Alletantte, not on a hot plate in a classroom.
- **A chef with executive-level range.** Students learn technique *and* the economics behind it — food cost, yield, plate margin — from a consultant who has moved eight figures of operating income.
- **A retail partner on the other side.** ShopRite and Whole Foods bring sourcing education, produce literacy, and an entry-level hiring pipeline that exists in every neighborhood the students live in.

What Students Learn

Module	Focus	Outcome
1. Kitchen Discipline	Sanitation, mise en place, station setup, timing, chain of command, knife safety	ServSafe-ready habits; students can open and close a station
2. Culinary Fundamentals	Knife cuts, stocks, the mother sauces, heat control, protein cookery, seasoning	A repeatable technique base transferable to any cuisine
3. Signature Italian	Fresh pasta, ragù and sugo, risotto, braising, regional Italian menus at Alletantte	Each junior chef executes a signature dish to service standard
4. Food Preparation	Butchery basics, produce handling, batch prep, storage, waste and yield control	Understanding of cost per portion and zero-waste prep
5. Presentation	Plating composition, color, height, sauce work, photography for menus and social	A plated portfolio each student can show to an employer
6. Entrepreneurship	Menu costing, pricing, vendor negotiation, pop-up planning, branding, pitching	A student-built concept pitched to the sponsor panel

STRUCTURE

How the 16 Hours Work

Chef Wallace donates 16 hours of personal time each month. Those hours are structured so that students get consistent contact, and so schools get a predictable, calendar-friendly commitment.

Session	When	Hours	What Happens
Junior Chef Lab A	1st Saturday, 9:00 AM – 1:00 PM	4	Technique block: knife work, stocks, sauces, protein cookery
Junior Chef Lab B	2nd Saturday, 9:00 AM – 1:00 PM	4	Italian signature block: pasta, risotto, braises, plating
Service Shadow	3rd Saturday, 3:00 – 7:00 PM	4	Students shadow live dinner prep and service at Alletantte
Business Table	4th Saturday, 10:00 AM – 2:00 PM	4	Costing, pricing, entrepreneurship, guest chef, sponsor visit
Total	Per month	16	Donated pro bono by Chef Jason Wallace

Cohort Design

- **Cohort size:** 12–16 students, ages 14–18, drawn from participating high schools.
- **Cohort length:** 12 weeks (one academic trimester), up to four cohorts per calendar year.
- **Selection:** Nominated by a school counselor or culinary/CTE teacher; short written interest statement. No prior experience required — attendance and attitude are the entry criteria.
- **Uniform:** Each junior chef receives a Culinary Kiiids chef coat, apron, and knife roll to keep.
- **Graduation:** A public *Junior Chef Showcase* dinner at Alletantte — students cook and serve a menu to family, school leadership, and sponsors.

Safety, Supervision & Compliance

- All sessions supervised by Chef Wallace plus Alletantte kitchen staff; minimum 1:8 adult-to-student ratio.
- NJ youth labor rules observed — this is instruction, not employment; no student operates prohibited equipment.
- Signed parent/guardian consent, media release, and emergency contact on file before the first session.
- Allergen intake collected per student; food safety orientation completed before any knife or heat work.

FOR SCHOOLS

Newark & Surrounding Districts

Culinary Kiiids is designed to bolt onto what a school already runs — a CTE culinary track, an after-school program, a career readiness requirement, or a 21st Century Community Learning Center block — at no cost to the district.

What the school provides	What Culinary Kiiids provides
Student nominations (12–16 per cohort) and a staff point of contact	Instruction by Executive Chef Jason Wallace — 16 donated hours monthly
Distribution of consent and media release forms to families	Kitchen, equipment, and ingredients at Alletantte Italian Restaurant
Attendance verification for credit or service hours, if applicable	Chef coat, apron, and knife roll for every junior chef
Optional: transportation coordination or a stop-based meet point	Certificate of completion, plated portfolio, and letter of reference

Priority Districts & Schools

Area	Target Partners
Newark	Newark Public Schools — Barringer, Central, East Side, Malcolm X Shabazz, Weequahic, West Side, Arts High, and district CTE culinary programs
Essex County	Irvington, East Orange, Orange, Bloomfield, Belleville
Hudson County	Jersey City, Bayonne, Harrison, Kearny
Union County	Elizabeth, Hillside, Union Township
Charter & Independent	Newark charter networks, parochial schools, and youth-serving nonprofits

Outcomes We Report Back

- Attendance and completion rate per cohort.
- Number of students who earn or sit for a food-handler / ServSafe credential.
- Number of students placed in a paid kitchen, catering, or grocery position within 6 months.
- Student-built concepts pitched, and any that proceed to a pop-up or market stall.
- A written and photographic impact report delivered to every school and sponsor each term.

FOR GROCERY PARTNERS

ShopRite & Whole Foods Market

We are inviting ShopRite and Whole Foods Market to become **Founding Grocery Partners** of Culinary Kiiids. This is not a logo placement — it is a supply relationship, a teaching relationship, and a hiring pipeline in the same neighborhoods your Newark-area stores already serve.

Partner contribution	How it is used	What it makes possible
Weekly ingredient donation or store credit (\$250-\$400 per session)	Proteins, produce, dairy, dry goods for four monthly labs	Every student cooks with real product, every session
Store tour + buyer or produce manager guest session	One 'Business Table' Saturday per cohort	Students learn sourcing, seasonality, grading, and margin
Career pathway: interview access for graduates 16+	Deli, bakery, prepared foods, produce departments	A first paid job that builds on what they just learned
Optional: in-store Junior Chef demo day	Students demo a dish at a Newark-area store	Shopper-facing community moment and local press
Optional: scholarship fund contribution	Knife rolls, uniforms, ServSafe exam fees	Removes every cost barrier for the student's family

What Partners Receive

- Logo on chef coats, aprons, program signage, and the Junior Chef Showcase menu.
- Named recognition as a Founding Grocery Partner in all press, school communications, and on suijuriss.com.
- Content rights to program photo and video for the partner's own community and CSR reporting.
- An invitation for store leadership to serve on the sponsor panel that hears student concept pitches.
- A term-end impact report suitable for corporate giving and community-benefit documentation.

BUDGET

Annual Program Budget

Chef Wallace's instruction — the single most valuable line in this program — is donated. The budget below covers only what it costs to put students in front of him.

Line item	Basis	Annual
Chef Wallace instruction	16 hrs/month × 12 months, donated pro bono	\$0 (in-kind)
Kitchen & facility use	Alletantte Italian Restaurant, donated/at cost	\$0 (in-kind)
Ingredients & consumables	48 sessions × ~\$325	\$15,600
Student uniforms & knife rolls	56 students × ~\$135	\$7,560
ServSafe / food handler exam fees	56 students × ~\$85	\$4,760
Transportation stipends	Cohort meet-point shuttle & passes	\$5,400
Guest & celebrity chef sessions	Travel, product, hospitality — 4 per year	\$4,800
Junior Chef Showcase dinners	4 graduation events	\$4,400
Media, photography & outreach	Consultant-supported promotion and documentation	\$3,600
Program administration & insurance	Fiscal sponsorship, coverage, supplies	\$1,880
TOTAL ANNUAL TARGET	4 cohorts • up to 56 students	\$48,000

SPONSORSHIP

Sponsorship Tiers

Tier	Investment	Recognition
Feed A Junior Chef	\$250	Sponsors one student's ingredients for a full month; named thank-you
Knife Roll Sponsor	\$1,000	Outfits 7 students; logo on program signage
Cohort Sponsor	\$5,000	Underwrites one 12-week cohort; logo on chef coats; Showcase invitation
Founding Grocery Partner	\$12,000 or in-kind equivalent	Full partner benefits (see previous page); sponsor panel seat
Title Partner	\$25,000	Presenting rights: "Culinary Kiiids, presented by —"; year-round recognition

How Sponsorship Dollars Convert

Because instruction and kitchen use are donated, sponsorship goes almost entirely into the student experience. For every \$1,000 contributed, Culinary Kiiids can:

- Outfit **seven junior chefs** with a chef coat, apron, and knife roll they keep for life; or
- Fund **three full lab sessions** of ingredients for an entire cohort; or
- Cover **eleven ServSafe / food handler exams** — a credential a student can work with immediately; or
- Underwrite a **guest or celebrity chef session** plus the Junior Chef Showcase for one cohort.

All contributions are made to the **O.I.U. Foundation** as fiscal sponsor. Sponsors receive written acknowledgment, a term-end impact report, and photography rights for their own community and CSR reporting. In-kind product, transportation, and services are welcomed at equivalent tier value.

SCOPE OF SUPPORT

Consultant Role

Chef Jason Wallace teaches. A program consultant — engaged by or through the O.I.U. Foundation — may support the program so that the chef's donated hours stay in the kitchen and not in logistics. Consultant support may include:

- **Promotion:** program branding, flyers, social content, website presence, and press outreach.
- **Outreach:** district and school engagement, counselor briefings, family information sessions, enrollment.
- **Sponsors:** identifying, pitching, and stewarding grocery, corporate, and individual sponsors.
- **Media:** photography, video, Showcase coverage, and impact reporting for schools and partners.
- **Community relationships:** liaison with Newark civic leaders, faith partners, and youth organizations.
- **Guest participation:** inviting celebrity chefs and industry figures to join sessions as guest instructors.

Launch Timeline — First 90 Days

Window	Activity	Owner
Days 1-15	Finalize proposal; confirm Alletantte kitchen calendar; secure insurance and consent forms	O.I.U. Foundation
Days 10-30	Present to Newark Public Schools and surrounding district CTE leadership; identify pilot schools	Consultant + Chef Wallace
Days 15-45	Sponsorship approach to ShopRite and Whole Foods Market community-giving contacts	Consultant
Days 30-55	Student nominations, family information night, cohort selection, allergen and consent intake	Schools + Foundation
Days 45-65	Order uniforms and knife rolls; finalize curriculum packets; confirm first guest chef	Chef Wallace
Days 60-75	Orientation and food safety session; cohort one begins the four-Saturday cycle	Chef Wallace
Days 75-90	First press moment and store demo day; mid-cohort report to schools and sponsors	Consultant

NEXT STEPS

Let's Put Newark Kiiids on the Line

Culinary Kiiids asks a school for its students and a grocer for its shelves. In exchange, a chef who has trained professionals for twenty-five years gives Newark sixteen hours of his life every single month — and gives its young people a trade, a standard, and a way to own something.

To move forward

Audience	Next step
School / district leaders	Confirm interest and nominate a staff point of contact; we schedule a 30-minute briefing
ShopRite / Whole Foods	Introduce us to your community-giving or store-leadership contact for the Newark market
Corporate & individual donors	Select a sponsorship tier; O.I.U. Foundation issues acknowledgment and reporting
Guest & celebrity chefs	Choose a Business Table Saturday and join a cohort session at Alletantte

Program	Contact
Culinary Kiiids A program of the O.I.U. Foundation Opportunity. Investment. Uplift. Sui Juriss Community	suijuriss@proton.me (951) 847-1836 suijuriss.com Alletantte Italian Restaurant 212 Market Street, Newark, NJ

Supported by Kings Kiiids Inc.