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## Research Chefs Association Announces New Corporate Positioning and Visual Identity

Chicago (March 15, 2017) – The [Research Chefs Association](#) (RCA) unveiled a newly refreshed brand through the launch of a updated mission, vision, tagline and a redesigned logo at the 2017 Annual Conference & Culinology® Expo in San Juan, Puerto Rico, USA. The new RCA corporate positioning is:

### **Vision:**

As a pioneer in the discipline of Culinology®, the Research Chefs Association integrates food science and culinary arts expertise to elevate product development.

### **Mission:**

The Research Chefs Association cultivates collaborations between the chefs and food science professionals who develop food to increase innovation, quality and speed-to-market.

### **Tagline:**

Blending culinary arts and food sciences

RCA has illustrated its unique position at the intersection of food sciences and culinary arts in the development of the new logo.

“The new RCA corporate identity is a designed to enhance the brand both visually and strategically,” said Chip Potter, RCA executive director. “The vision, mission, tagline and logo have changed to better distinguish us in the industry and better define our organization’s purpose.”

Representing the blending of the chefs and the food scientists, the logo supports the brand tagline “Blending culinary arts and food sciences” through the use of the Erlenmeyer flask and the chef’s knife and whisk, coming together to create one visual icon. The type treatment used is modern and the blended RCA, broken down into the letters’ most basic shapes, created a unique letterform for the association.

Finally, RCA chose to keep the red from the previous logo for brand equity with the idea of looking forward with reverence to the past.

“It is important that RCA evolves and our corporate identity remains relevant to our members,” said Catherine Proper, CEC®, president of the RCA board of directors. “While staying true to the core and roots of RCA, the newly refreshed brand will allow the association to transform with the industry today and in the future.”

The association immediately began rolling out the new branding across its platforms, products and services as of March 15.

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### **About the Research Chefs Association**

Founded in 1996, the [Research Chefs Association](#) has rapidly grown to more than 2,000 members, including chefs, food scientists, technologists, writers, nutritionists, academics, researchers, consultants, sales and marketing professionals, suppliers, co-packers, distributors and students. RCA integrates food science and culinary arts expertise to elevate product development and is committed to the advancement of Culinology®—the blending of the culinary arts and food sciences.

For more information on the RCA, visit [www.culinology.org](http://www.culinology.org)