



**Elliot Katz**

#### Biographical Notes

Elliot Katz is currently a consultant to the foodservice coffee industry, working with Peerless Coffee & Tea of Oakland, CA. Elliot retired from Sara Lee Corporation as a Regional Vice President after 38 years in the coffee industry in March 2007.

- Began his career in a San Francisco family-owned bakery business in 1959. In 1969 began coffee career at Continental Coffee Company
- In 1981 joined Superior Coffee and Foods as an Account Executive, and subsequently held the positions of District Sales Manager, Regional Sales Manager, Director of Route Sales, Vice President of Route Sales Western Division, National Vice President of Corporate Sales Development and Training, and Western Region Vice President.
- BA, San Francisco State University, 1966
- Certified Food Executive, International Foodservice Executives Association, 1994
- Tender Champ Award, Central City Hospitality House San Francisco, 1996
- Director's Award for Community Service, Society for Food Management, 1998
- Greg Upton Memorial Award, Leukemia and Lymphoma Society, 2001, 2003
- Honorary member the American Academy of Chefs – the Honor Society of the American Culinary Federation, 2002
- Crème Medal Honoree – Chefs Association of the Pacific Coast, 2001
- Richard L. Swig Hospitality Leadership Award – University of San Francisco, 2003
- Civic, Philanthropic and Industry Activities:
  - Trustee – Hotel and Restaurant Foundation
  - Trustee – Golden Gate Restaurant Association Educational Foundation
  - Trustee – California Hotel & Lodging Association Educational Foundation
  - Chair – SF Unified School District's Hospitality & Tourism Career Academy Advisory Board
  - Formed the first hospitality advisory board at San Francisco State University and now serves as an emeritus member of that board
  - Member – Advisory Board Hospitality Management Program University of San Francisco
  - Created Chef's Auction for the Raphael House, SF which has raised over \$400,000 in the past six years
  - With extended family prepares and serves Christmas Dinner at the Raphael House for the past 13 years
  - Former National Trustee Leukemia & Lymphoma Society and President of the Northern California Chapter. Served over 20 years as a trustee for the Northern California chapter
  - Participates and secures food for volunteers – KGO Radio/Leukemia Annual Curathon for the past 26 years. This event raises of one million dollars annually for research.
  - Gastronomique – Lake Tahoe Chapter Confrerie de la Chaine des Rotisseurs
  - Awards Judge – Hotel Heroes, 2007, 2008
  - Member - Steering Committee Hotel Heroes 2008, 2009
  - Member – Golf Committee, San Francisco Hotel Council