

FOR IMMEDIATE RELEASE**Media Contact:**

Helga Melgar
Marketing & Communications Manager
The Multicultural Foodservice & Hospitality Alliance (MFHA)
401.461.6344 x 102
helga.melgar@mfha.net

25 Asian-American Executives Recognized for Leadership in Foodservice & Hospitality

(Image in PDF provided)

PROVIDENCE (May 1, 2014) – The Multicultural Foodservice & Hospitality Alliance (MFHA) is celebrating successful industry leaders of Asian-American heritage by releasing a full page ad and announcements in relevant publications and social media. Dubbed “Tribute”, the annual initiative is timed with the May Asian-American & Pacific Islander Heritage Month, recognizing senior-level Management from this racial group, in Member organizations. By publishing a Tribute, MFHA aims to communicate how these companies are attracting top multicultural talent.

2014 marks the 4th Asian-American & Pacific Islander Tribute for MFHA, with 25 honorees from 19 participating companies, in positions of responsibility ranging from President, Sr. Vice-President, Executive Vice-President; Chief Executive Officer, Vice-President (US, Regional, Division), Executive Director to Director. Participating MFHA Members on this tribute are: Chipotle Mexican Grill; Compass Group North America; Darden; Hyatt Hotels & Resorts; Johnson & Wales University; Kellogg Company; The Matlet Group; McDonalds' Corporation, MGM Resorts International, PepsiCo; Starbucks; Sodexo; Wendy's International and YUM! Brands' KFC & Pizza Hut.

As the fastest growing racial group in the U.S., Asian hoteliers are a dominating force in the hospitality industry owning nearly 37% of US hotels according to the American Hotel & Lodging Association (AH&LA). In addition, Asians own 8.9 percent of all franchises, the highest percentage compared to all minority groups in the U.S., per the International Franchise Association (IFA).

The 2014 Tribute to Asian-American & Pacific Islander can be found at:

http://www.mfha.net/files/pdfs/Asian_Heritage_Month_2014.pdf

###

The Multicultural Foodservice & Hospitality Alliance (MFHA)

MFHA is an educational non-profit that helps companies maximize their Return-on-Investment by engaging diverse cultural groups through Cultural Intelligence. Learn more about how MFHA is helping its members in this growing multicultural market through education, advocacy and connections. Visit www.mfha.net.