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TWENTY-TWO ASIAN LEADERS ARE BREAKING BARRIERS IN HOSPITALITY

MFHA Celebrates Asian Leaders During Asian Pacific American Heritage Month

PROVIDENCE (May 2, 2012) -- Each year, The Multicultural Foodservice & Hospitality Alliance (MFHA) honors distinguished leaders of diverse background whose achievements have contributed to the advancement of the food and hospitality industry. In May, during the Asian Pacific American Heritage month, MFHA is celebrating successful leaders of Asian descent by releasing its 2nd Annual **Tribute to Asian Pacific American Leadership in Hospitality** media campaign.

Asian hoteliers are a dominate force in the hospitality industry with nearly **37% of hotels in the U.S.** owned by them, according to 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., according to the International Franchise Association (IFA). As the **fastest growing race** in the U.S., Asians have flourished and will continue to achieve success in the business world.

The Tribute not only recognizes senior-level individuals who exhibit excellence in their fields, but also aims to communicate the industry's efforts to advance multicultural talent to executive levels in companies. Participating corporate members of MFHA for this Tribute include: *Darden; McDonald's Corporation; Yum! Brands, Inc. (KFC Corporation); Morrison Management Specialists; Sodexo; The Elliot Group; Hyatt Hotels Corporation; PepsiCo Foodservice; Burger King Corporation; Choice Hotels International; The Kellogg Company (Kashi Company); MGM Resorts International; Clipper Corporation; and Oakwood Temporary Housing.*

The leaders in this year's Tribute rank among the country's elite in foodservice and hospitality. Among the twenty-two profiled Asian leaders, there are eight Chief Officers, six Senior Vice Presidents and eight Vice Presidents. Eleven of all featured individuals are women, including five Chief Officers. The featured leaders are a true inspiration to multicultural youth and professionals who want to pursue a successful career in the food and hospitality industry.

MFHA will continue to honor successful multicultural leaders by releasing at least two more Tributes in 2012: first, a Tribute to Multicultural Allies in Hospitality (July release), featuring White leaders with outstanding accomplishments and contributions to multicultural initiatives; and then, a Tribute to Latino/Hispanic Leadership in Hospitality (September release).

The Tribute to Asian Pacific American Leadership in Hospitality can be found at:
http://mfha.net/files/pdfs/Asian_Heritage_Month_2012.pdf.

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The Multicultural Foodservice & Hospitality Alliance (MFHA)

2012 marks The Multicultural Foodservice & Hospitality Alliance's (MFHA) 15th year of making the case for multicultural opportunities in the food and hospitality industry. The 501(c)(3) nonprofit organization educates, advocates for, and connects its members with opportunities to build their cultural intelligence in order to effectively engage multicultural employees, customers, and communities. For more information, visit www.mfha.net.