



#LIKEA

BOSS



FACT: FOR AS LONG AS THE LOVE OF FOOD HAS TRANSLATED INTO BIG BUSINESS, MEN HAVE CONTROLLED THAT BUSINESS. THEY'VE BEEN IN CHARGE FROM THE TIME OF HUNTING-GATHERING TO THE INDUSTRIAL REVOLUTION TO THE PRESENT, WHERE "ROCK STAR" CHEFS RUN ELITE KITCHENS AND CEOs CONTROL MULTINATIONAL FOOD COMPANIES. WOMEN REMAIN OUTNUMBERED IN TOP KITCHEN POSITIONS, AND WHEN THEY DO WRESTLE THEIR WAY IN, THEY EARN 28 PERCENT LESS THAN THEIR MALE COUNTERPARTS, ACCORDING

TO GLASSDOOR. IT'S NO BETTER IN "BIG FOOD." SCAN THE *FORTUNE* 500 AND YOU'LL FIND ONLY THREE FEMALE CEOs RUNNING FOOD COMPANIES. JUST A FEW YEARS AGO, *TIME* MAGAZINE FEATURED A COVER WITH THREE MEN DUBBED "THE GODS OF FOOD." WHERE WERE THE GODDESSES?

WE'VE GOT 'EM RIGHT HERE: WOMEN WHO HAVE CARVED OUT THEIR OWN SPACE IN THE BRO-Y FOOD WORLD AND ARE PULLING UP OTHER LADIES WITH THEM. BECAUSE DESPITE ALL THE BAD NEWS, THERE'S PLENTY TO CELEBRATE: WOMEN HAVE NEARLY 50 PERCENT OF OWNERSHIP STAKES IN RESTAURANTS, ACCORDING TO THE NATIONAL RESTAURANT ASSOCIATION. LAST YEAR, BARBARA LYNCH WAS THE ONLY CHEF, FEMALE

OR OTHERWISE, TO MAKE *TIME*'S 100 MOST INFLUENTIAL PEOPLE LIST. AND IF THE VAUNTED CULINARY INSTITUTE OF AMERICA—WHERE, IN 2016, WOMEN MADE UP THE MAJORITY OF ENROLLEES FOR THE FIRST TIME IN 70 YEARS—IS ANY INDICATION,

THE FUTURE OF FOOD IS DEFINITELY FEMALE.

BY SARAH Z. WEXLER
PHOTOGRAPHY BY PEGGY SIROTA,
WINNIE AU & AMANDA MARSALIS
ILLUSTRATIONS BY KATE BINGAMAN-BURT

South Carolina
Just right. 



KATLIN SMITH CHICAGO

THE 20-SOMETHING CEO

WHY SHE'S A BOSS At the age of 24, Smith started her own company, Simple Mills, which makes gluten-free, non-GMO baking mixes, crackers, cookies, and frostings. Her products are found in more than 12,000 stores nationwide. Last year, Smith was named on *Forbes* magazine's 30 Under 30 list.

HER STORY "There are things that you run into as a woman and also as somebody who's young and hasn't proven herself yet. When we were developing our package design for Simple Mills, the agency we'd hired kept showing us logo after logo, and I kept looking at them thinking, *No, this isn't it. This isn't it either.* But we were on round four of designs. I told my mom, 'Maybe I'm being too demanding. Maybe these are perfectly fine or I don't even know what I'm looking for. Maybe it's just not out there.' She thought for a minute and said, 'I can't think of a great CEO who wasn't known for being demanding.' That helped me go back to the designers and tell them we weren't there yet. On the next round, I knew the winner as soon as I saw it, and that's our design to this day."

HER ADVICE "Many women struggle with having confidence in their ideas. I like to joke that men will display full confidence when they are 80 percent sure, but women like to be 150 percent sure. It's this idea of impostor syndrome, but that lack of confidence can make the difference between getting funding and being stocked by a retailer or not. For a long time, I believed in 'Fake it till you make it,' but now I've replaced it with a phrase that's more empathetic: 'I haven't learned this yet.' You can still come off as confident when you don't know something yet, because it means you're learning."

ADVICE FROM THE TOP OF THE FOOD CHAIN

BY GLORIA DAWSON

“Early in my career, I was very results-driven and efficient. I had a mentor tell me, 'Denise, people see you coming! You need to invest time to build your relationships.' This feedback helped me realize that leadership is about influencing and inspiring people. Networking is working. Achieving results is a given, but your relationships take you the rest of the way.

—DENISE MORRISON, president and CEO of Campbell Soup Company

“Nerds make great entrepreneurs and leaders, and science fiction is the best business training. Remember, it was Yoda who said, 'Do. Or do not. There is no try.'

—JENI BRITTON BAUER, founder of Jeni's Splendid Ice Creams

“Women are viewed as more emotional in the workplace by both women and men, which is often considered a negative. But I believe that strong leaders can achieve great results by showing authentic vulnerability. Combined with transparency, vulnerability creates a shared sense of urgency for the team. It creates the 'why' for why things matter.

—AMY PROSENJAK, president of A to Z Wineworks, Oregon's largest wine producer

“Be prepared to be knocked down—multiple times! When we purchased our first 50-foot oven, it took six months to close the deal. The oven was loaded on the truck, then some other company came in and purchased it right out from under us! Boy, did I cry about that oven. But eventually I realized that if I was going to make it in this business, I better use the energy spent crying toward moving forward.

—STACY MADISON, founder of Stacy's Pita Chips

“I always say that 'No' is just the first step to getting a 'Yes.' Luckily, as an actor, I've been dealing with rejection my entire life. If you believe in your idea, you need to follow through and remember that for all the 'No's, it only takes one 'Yes.'

—SARAH MICHELLE GELLAR, chief creative officer and cofounder of Foodstirs

“Partnerships have enhanced my business life. For the past 20 years, my cofounder, Peggy Smith, and I have grown our Cowgirl Creamery cheese business into a successful, profitable, and fun business with an amazing team of both male and female collaborative managers. But women do seem to be more capable than men of sharing power.

—SUE CONLEY, cofounder of Cowgirl Creamery

WHY WE ♥ SOUTH CAROLINA



Just as we were pulling together this celebration of women and food, the state's Department of Parks, Recreation & Tourism was rolling out the first all-female lineup for its Chef Ambassador Program, which sends chefs around the country to spread the gospel of the Palmetto State's eats. It was a match made in magazine heaven! They supported our efforts, and we applaud theirs. Chef Heidi Vukov of Croissants Bistro & Bakery in Myrtle Beach summed up the group's vibe—and ours—nicely: "All four chef ambassadors have different backgrounds and experiences, but we face similar challenges. Working together, we can overcome those challenges." Exactly!

PHOTO: COURTESY OF SIMPLE MILLS

WOMEN WIDE WEB

The world of female chefs is a delightfully entangled one. These culinary badasses salute the lady bosses who came before—and after—them.

BY PAMELA KAUFMAN



ILLUSTRATIONS BY KATE BINGAMAN-BURT. OPPOSITE: PHOTOGRAPH BY WINNIE AU. PROP STYLING BY SARAH SMART. HAIR BY ASHLEY RUBELL, MAKEUP BY HEATHER SCHNELL/EXCLUSIVE ARTISTS. WARDROBE STYLING BY HALEY LOEWENTHAL.



1976

Mimi Sheraton is the first female restaurant critic at the *New York Times*, a prominent post that she will hold for eight years.



1987

Madeline Triffon passes the Court of Master Sommeliers' diploma exam, becoming the first American woman—and only the second woman ever—to achieve the designation.