



American Culinary Federation
The Standard of Excellence for Chefs

CERTIFICATION TOOLKIT

Congratulations, you are now an ACF Certified Chef!

Congratulations on taking your career to the next level as an ACF Certified Chef! The American Culinary Federation's certification program is the most comprehensive certification program for chefs. ACF is accredited by the National Commission for Certifying Agencies (NCCA) for having met the highest standards for credentialing of a professional certification program – making it a mark of distinction for your career.

As a newly certified ACF Chef, you have a unique opportunity to share your success with others, and in doing so, increase their awareness of the value of certification in the culinary industry.

We'd like to make it easy for you to communicate your achievement to people within your professional community by using various tools within this document.

KNOW YOUR CREDENTIAL

ACF offers fourteen certification designations based on skills, knowledge, integrity and experience through an achievable process for all culinary professionals. You've achieved certification based on your education, experience and successful completion of both a written and practical exam.

You can use the following descriptions as a first step for all your promotional purposes (e.g. email signature, personal website, etc.) but feel free to incorporate and showcase the unique aspects of your career and profession:

COOKING PROFESSIONALS

CERTIFIED CULINARIAN® (CC®): The certification awarded by the American Culinary Federation to entry level culinarians within a commercial foodservice operation responsible for preparing and cooking an array of food items. The CC® is a mark of excellence and distinction in the culinary industry. Find out more at acfchefs.org.

CERTIFIED SOUS CHEF® (CSC®): The certification awarded by the American Culinary Federation to esteemed chefs who are in charge of a shift or station(s) in a foodservice operation. The CSC® is a mark of excellence and distinction in the culinary industry. The CSC® certification is accredited by the National Commission for Certifying Agencies (NCCA) for demonstrating compliance with the NCCA Standards for the Accreditation of Certification Programs. Find out more at acfchefs.org.

CERTIFIED CHEF DE CUISINE® (CCC®): The certification awarded by the American Culinary Federation to esteemed chefs who possess decision-making power as it relates to culinary operations. The CCC® is a mark of excellence and distinction in the culinary industry. Find out more at acfchefs.org.

CERTIFIED EXECUTIVE CHEF® (CEC®): The certification awarded by the American Culinary Federation to esteemed chefs who are responsible for all culinary units in a restaurant, hotel, club, hospital or food service establishment. The CEC® is a mark of excellence and distinction in the culinary industry. The CEC® certification is accredited by the National Commission for Certifying Agencies (NCCA) for demonstrating compliance with the NCCA Standards for the Accreditation of Certification Programs. Find out more at acfchefs.org.

CERTIFIED MASTER CHEF® (CMC®): The certification awarded by the American Culinary Federation to esteemed chefs who possess the highest degree of professional culinary knowledge, skill and mastery of cooking techniques. The CMC® is a mark of excellence and distinction in the culinary industry. Find out more at acfchefs.org.

PERSONAL COOKING PROFESSIONALS

PERSONAL CERTIFIED CHEF™ (PCC™): The certification awarded by the American Culinary Federation to esteemed chefs who engage in the preparation, cooking and serving of foods on a “cook-for-hire” basis. The PCC™ is a mark of excellence and distinction in the culinary industry. Find out more at acfchefs.org.

PERSONAL CERTIFIED EXECUTIVE CHEF™ (PCEC™): The certification awarded by the American Culinary Federation to advanced chefs who engage in the preparation, cooking and serving of foods on a “cook-for-hire” basis. The PCEC™ is a mark of excellence and distinction in the culinary industry. Find out more at acfchefs.org.

BAKING AND PASTRY PROFESSIONALS

CERTIFIED PASTRY CULINARIAN® (CPC®): The certification awarded by the American Culinary Federation to entry level culinarians within a pastry foodservice operation responsible for the preparation and production of an array of baked goods. The CPC® is a mark of excellence and distinction in the culinary industry. Find out more at acfchefs.org.

CERTIFIED WORKING PASTRY CHEF® (CWPC®): The certification awarded by the American Culinary Federation to pastry chefs who are in charge of a pastry section or a shift within a foodservice operation and has considerable responsibility for preparation and production of all pastry items. The CWPC® is a mark of excellence and distinction in the culinary industry. Find out more at acfchefs.org.

CERTIFIED EXECUTIVE PASTRY CHEF® (CEPC®): The certification awarded by the American Culinary Federation to department head pastry chefs who are responsible to the executive chef of a food operation or to the management of a pastry specialty firm. The CEPC® is a mark of excellence and distinction in the culinary industry. The CEPC® certification is accredited by the National Commission for Certifying Agencies (NCCA) for demonstrating compliance with the NCCA Standards for the Accreditation of Certification Programs. Find out more at acfchefs.org.

CERTIFIED MASTER PASTRY CHEF® (CMPC®): The certification awarded by the American Culinary Federation to esteemed pastry chefs who possess the highest degree of professional knowledge, skill and mastery of cooking techniques as they apply to baking and pastry. The CMPC® is a mark of excellence and distinction in the culinary industry. Find out more at acfchefs.org.

CULINARY ADMINISTRATORS

CERTIFIED CULINARY ADMINISTRATOR® (CCA®): The certification awarded by the American Culinary Federation to executive-level chefs who are responsible for the administrative functions of running a professional foodservice operation. The CCA® is a mark of excellence and distinction in the culinary industry. Find out more at acfchefs.org.

CULINARY EDUCATORS

CERTIFIED SECONDARY CULINARY EDUCATOR® (CSCE®): The certification awarded by the American Culinary Federation to a culinary professional who is working as an educator at an accredited secondary or vocational institution. The CSCE® is a mark of excellence and distinction in the culinary industry. Find out more at acfchefs.org.

CERTIFIED CULINARY EDUCATOR® (CCE®): The certification awarded by the American Culinary Federation to a culinary professional, with industry experience, who is working as an educator in an accredited postsecondary institution or military training facility. The CCE® is a mark of excellence and distinction in the culinary industry. Find out more at acfchefs.org.

SHARE YOUR NEWS

Within your organization, there may be colleagues who are not aware of the ACF certification and the value it provides to your employer.

SEND AN EMAIL TO YOUR HR TEAM

Reach out to colleagues in your human resources department. There may be opportunities for you to share your professional goals and why it was important for you to receive your certification through ACF. This type of announcement could be featured in your company's blog or newsletter.

You can use the following sample email as a first step:

Dear [HR Contact],

I realize that you are always in search of examples of ways in which [company name] employees are demonstrating their commitment to both our organization and to their profession in the culinary industry. I'm not sure if you are aware of it, but I recently became a [ACF Certification Level] by the American Culinary Federation (ACF).

The American Culinary Federation (ACF) operates the only comprehensive certification program for chefs in the United States and currently certifies nearly 13,000 professionals worldwide. Candidates for ACF certification must have a high level of work and educational experience, and pass both a written and practical examination. In addition, candidates must complete coursework in food safety, nutrition and supervisory management. If you're interested in learning more about this, please feel free to contact me or visit www.acfchefs.org/certification.

I am proud to have been certified through ACF's esteemed credentialing program. It is an important professional honor, and one for which I hope you will share my enthusiasm. I would be happy to speak with others who may be interested in becoming ACF certified.

Please let me know if you have any questions that I can answer for you.

Thank you,
[Your name]

SEND OUT A PRESS RELEASE THROUGH YOUR LOCAL CHAPTER

Promote your achievement through your local ACF Chapter with a press release highlighting your accomplishment.

You can use the following press release template as a first step:

Recommended margins: Press releases should be on chapter letterhead if possible, and the text should begin a ½ to one inch from the top or one inch if not using letterhead or a logo. The left, right and bottom margins are one inch.

Note: To insert your chapter logo, follow these instructions: click insert (on the toolbar at the top); picture from file; select the image; click insert (bottom right); select the image, hold the control key; resize image.

AMERICAN CULINARY FEDERATION [Insert Chapter Name]

FOR IMMEDIATE RELEASE:

MEDIA CONTACT:

Month, Day, Year

Name, Title

Phone number, Email

Certificant's Name, Employment Title of Name of Employer, Receives Write Out Designation from the American Culinary Federation

City, State, Month, Day, Year—Name, of hometown city, state, employment title at employer's name in employer's city, employer' state, has earned the spell out certification (insert acronym for certification in parenthesis) designation from the American Culinary Federation (ACF), Inc., the nation's largest organization of professional chefs. Certificant's last name is a member of chapter name.

ACF operates the only comprehensive certification program for chefs in the United States and currently certifies more than 12,800 culinary professionals worldwide. Candidates for ACF certification must have a high level of work and educational experience, and pass both a written and practical examination. In addition, candidates must complete coursework in food safety, nutrition and supervisory management.

Insert paragraph on applicable earned certification here.

{Example: A Certified Executive Chef® (CEC®) is a chef who is the department head and usually responsible for all culinary units in a restaurant, hotel, club, hospital or foodservice establishment. In addition to culinary responsibilities, other duties include budget preparation, payroll, maintenance, controlling food costs and maintaining financial and inventory records.}

Certified chefs in restaurants, hotels and other foodservice operations demonstrate commitment to quality foodservice and must renew their certification(s) every five years. ACF has awarded more than 25,000 certifications since 1973 and is the only certifier of U.S. master chefs and master pastry chefs.

-MORE-

(Add -MORE- centered at the bottom of the page when the release continues to another page)

Insert paragraph on applicant from employment history to accolades – use only last name of applicant.

{Example: Name has had # years of experience in the restaurant/hospitality/foodservice industry. Previously he/she was employed as a job title at name of employer in location, as a title at employer in location and as a title at employer in location. He/she completed his/her education/apprenticeship at school/restaurant. In addition, he/she holds additional degrees or certifications.}

[About the American Culinary Federation](#)

The American Culinary Federation, Inc. (ACF), established in 1929, is the standard of excellence for chefs in North America. With more than 17,500 members spanning more than 150 chapters nationwide, ACF is the leading culinary association offering educational resources, training, apprenticeship and programmatic accreditation. In addition, ACF operates the most comprehensive certification program for chefs in the United States, with the Certified Executive Chef®, Certified Sous Chef®, Certified Executive Pastry Chef® and Certified Culinary Educator® designations accredited by the National Commission for Certifying Agencies. ACF is home to ACF Culinary Team USA, the official representative for the United States in major international culinary competitions, and to the Chef & Child Foundation, founded in 1989 to promote proper nutrition in children and to combat childhood obesity. For more information, visit www.acfchefs.org. Find ACF on [Facebook](#) and on [Twitter](#).

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UPDATE YOUR COLLATERAL

Keep your professional profile, in both print and online media, up to date with your new credentials.

ADD YOUR CERTIFICATION TO YOUR BUSINESS CARD

Update your contact information:

- Your business card should always reflect current and relevant information that allows potential clients or employers to contact you.
- Consider updating the following areas:
 - Your **Name** – add your certification level after your last name (e.g. Jane Smith, CEC®)

ADD YOUR CERTIFICATION TO YOUR MENU

Update your contact information:

- Your meal has been prepared by [Title] [Insert Name], [ACF Certification Level] certified by the American Culinary Federation. (e.g. **Executive Chef Jane Smith, CEC®**, certified by the **American Culinary Federation**)
 - Your meal was created by a certified chef with proven skills, knowledge, and integrity keeping food safety, sanitation and nutrition top of mind
 - Include the ACF website, www.acfchefs.org
 - For online menu: link to the ACF Dining Guide

ADD YOURSELF TO ACF'S DINING GUIDE AND CHEFPERTISE

- *Chefpertise Guide*: A resource for the media and communities across the country seeking expert chefs to host cooking demonstrations, offer their expert opinion on the latest culinary trends, provide delicious recipes for readers and to answer listeners' cooking questions: <http://www.acfchefs.org/ACFSource/Media/chefpertise.aspx>
- *Dine with an ACF Chef*: Choosing the right restaurant can turn your meal time into a night to remember. With an ACF chef, your meal will be prepared by a culinary professional that has received extensive training and education: <http://www.acfchefs.org/ACFSource/Dining/Guide.aspx>



UPDATE YOUR WEBSITE OR BLOG WITH YOUR NEW ACHIEVEMENT

Update your member profile:

- Depending on the site that hosts your website or blog, the page to update your profile may be different. Usually this option is found under “Settings.” Once you’ve made it to the applicable page, update your information with your new ACF certification level.
- Consider updating the following areas:
 - Your **Name** – add your certification level after your last name (e.g. Jane Smith, CEC®)
 - Your **“About Me” Section**
 - Your **Contact Information**
- Also consider writing a post announcing your new certification and why you got it

ADD YOUR CREDENTIAL TO YOUR CHEF COAT

Update your chef coat:

- Your **Name** – add your certification level after your last name (e.g. Jane Smith, CEC®)

ADD YOUR CREDENTIAL TO YOUR RESUME

Update your resume:

- Your **Name** – add your certification level after your last name (e.g. Jane Smith, CEC®)

INCLUDE YOUR CERTIFICATION IN YOUR EMAIL SIGNATURE

Update your signature:

- Depending on your email service, the page to update your signature may be different. Usually this option is found under “Settings.” Once you’ve made it to the applicable page, update your information with your new ACF certification level.
- Consider updating the following areas:
 - Your **Name** – add your certification level after your last name (e.g. Jane Smith, CEC®)
 - Your **Job Title and Organization**
- Also consider including a description of your certification level!

You can use the following sample signature as a first step:

Signature:
(appended at the end of all outgoing messages)
[Learn more](#)

No signature



Christopher Allan Tanner, CEC, AAC
Executive Chef, Soup and Simple Meals - Campbell Soup Company

*CEC (Certified Executive Chef) is the certification awarded by the American Culinary Federation to esteemed chefs who are responsible for all culinary units in a restaurant, hotel, club, hospital or food service establishment. The CEC credential is a mark of excellence and distinction in the culinary industry. Find out more at acfchefs.org

CELEBRATE YOUR CERTIFICATION WITH OTHERS

This is your opportunity to celebrate your accomplishment and share the news with friends and colleagues. What better way to do this than through social media channels like LinkedIn, Facebook and Twitter? Read on for helpful tips and sample postings.



ENHANCE YOUR PROFESSIONAL PROFILE

Update your profile:

- After you're signed in to LinkedIn, click on Your Profile. Once you've made it to the Profile page, update your information with your new ACF certification level.
- Consider updating the following areas:
 - Your **Name** – **add your certification level after your last name (e.g. Jane Smith, CEC®)**
 - Your **Experience and Education**
 - Your **Honors and Awards**

The screenshot displays a LinkedIn profile for Christopher Tanner, CEC, AAC. The profile includes a search bar at the top, navigation tabs for Home, Profile, Network, Jobs, and Interests, and a banner for the Successful Womens Network. The main profile section features a profile picture of Christopher Tanner, a chef in a white uniform and hat. To the right of the photo, his name and certifications are listed, along with his current role as Executive Chef at Campbell Soup Company. Below this, his current and previous employers and education are detailed. The profile also shows a 'Connect' button, a 'Send InMail' button, and a '500+ connections' indicator. At the bottom, the 'Background' section is visible, with a 'Summary' icon and a brief description of his professional experience.

www.linkedin.com/in/christophertanner

Background

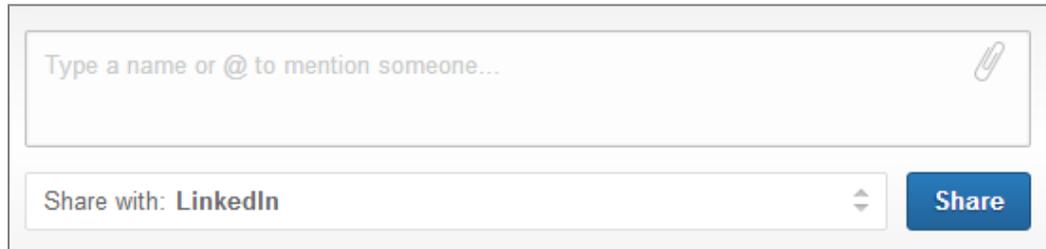
Summary

I am the Executive Chef at Campbell Soup Company overseeing the companies Soup and Simple Meals portfolios. My industry experience spans from private industry restaurants, hotels, private clubs, education, and education administration. I have had the distinct joy to be one of the few people in the world to truly love what they do. As such I love to share my craft with others so we can expand the quality of our industry and the quality of food in our country as a whole.

SHARE YOUR INFORMATION

Whether you're posting to your employer's LinkedIn account or to your own personal LinkedIn profile, here are a few tips to get you through the process:

- Your LinkedIn account makes it easy to share links:



Sample LinkedIn posts to customize and use:

- I'm proud to have earned my certification as a [ACF Certification Level] from the American Culinary Federation (ACF). Be that Chef, and get certified! acfchefs.org/certification
- I'm more than a Chef, I am an ACF Certified Chef! Join me and get certified. To learn more, visit acfchefs.org/certification

Ask your organization to post your news on its LinkedIn Group

Sample LinkedIn posts to customize and share with your employer:

- Congratulations to [Insert Name] on earning their certification from the American Culinary Federation as a [ACF Certification Level]. Much like [Insert Name], our organization is committed to excellence in the culinary industry. Learn more at acfchefs.org/certification
- Many of our staff have certifications in their areas of specialty. We're now proud to have a [ACF Certification Level] on our team. Congratulations [Insert Name] for acquiring this esteemed credential and committing to excellence in the culinary industry. Learn more at acfchefs.org/certification

ACF also has a group on LinkedIn. If you haven't already, please join and share information about your certification: <http://www.linkedin.com/groups?gid=22351&mostPopular=&trk=tyah>

UPDATE YOUR SOCIAL PROFILE

Update your name:

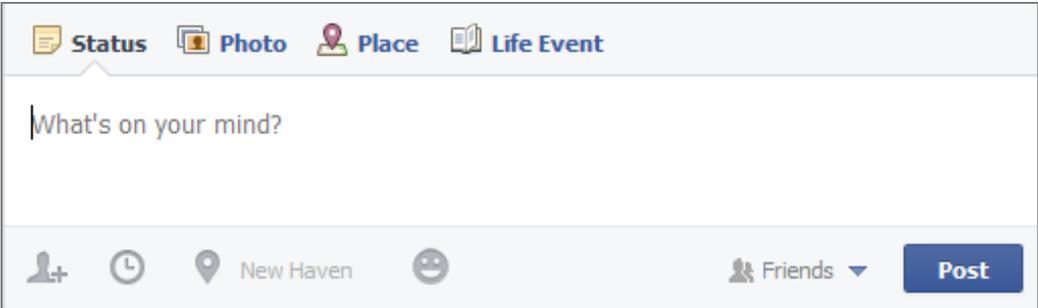
- After you're signed in to Facebook, click on , then on "Account Settings."
- Once you're on the General Account Settings page, update your name by adding your new ACF Certification Level designation after your last name.

SHARE YOUR INFORMATION

Update your status:

Whether you are posting to your organizational Facebook account or to your own personal Facebook profile, here are some tips to help you through the process:

- Your Facebook status makes it easy to share your news:



Sample Facebook posts to customize and post:

- I'm proud to have received my certification from the American Culinary Federation. Being a [ACF Certification Level] gives me a competitive edge and adds value to my involvement in the culinary industry. Anyone who wants to check out the program should visit [acfchefs.org/certification](https://www.acfchefs.org/certification)
- I'm more than a chef, I am an ACF certified Chef! Join me and get certified. To learn more about certification, visit [acfchefs.org/certification](https://www.acfchefs.org/certification)

Ask your organization to post your news on its Facebook Page:

Sample Facebook posts to customize and share with your employer:

- Congratulations to [Insert Name] on earning their [ACF Certification Level] credential with the American Culinary Federation. Learn more at [acfchefs.org/certification](https://www.acfchefs.org/certification)
- We're proud to have a [ACF Certification Level] on our team. Congratulations, [Insert Name], on this accomplishment. Learn more about ACF and Certification at [acfchefs.org/certification](https://www.acfchefs.org/certification)

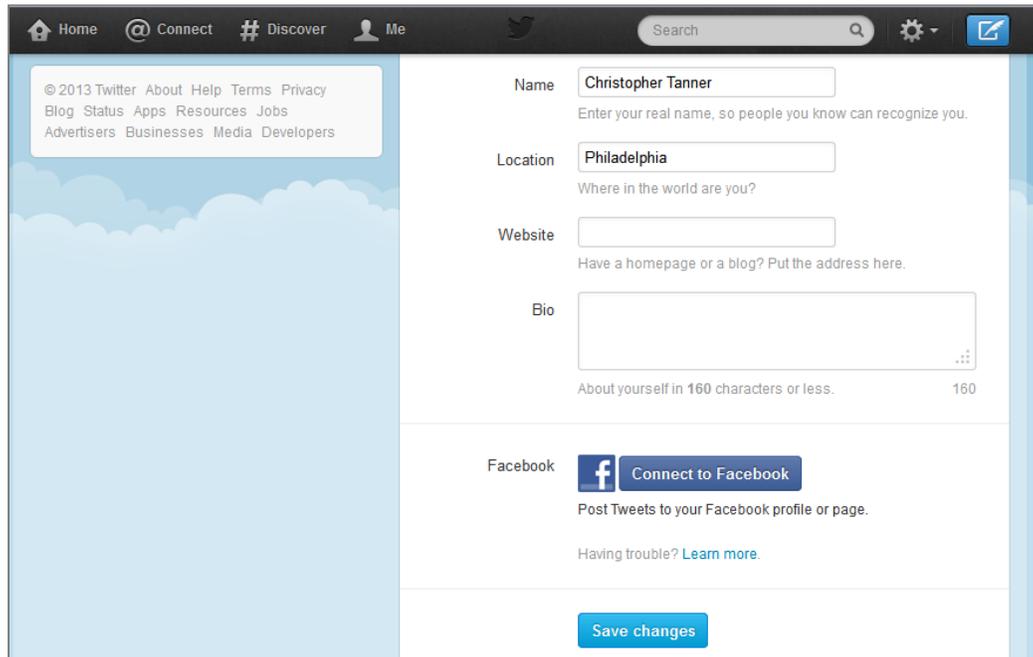
ACF also has its own Facebook page: <https://www.facebook.com/ACFChefs?ref=ts>. 'Like' us and share your views on the ACF certification program and your experiences as an ACF certificant!



TWEET ABOUT IT

Update your profile:

- After you're signed into Twitter, click on  or and update your information with your new ACF Certification Level designation.
- Consider updating the following areas:
 - Your **Job Title**
 - Your **Bio**



The screenshot shows the Twitter profile edit interface. At the top, there are navigation tabs for Home, Connect, Discover, and Me, along with a search bar and a settings gear icon. The main content area is divided into two columns. The left column contains a copyright notice for 2013 Twitter and links to About, Help, Terms, Privacy, Blog, Status, Apps, Resources, Jobs, Advertisers, Businesses, Media, and Developers. The right column contains the profile edit form. The form has the following fields: Name (Christopher Tanner), Location (Philadelphia), Website (empty), and Bio (empty). Below the bio field is a character count: "About yourself in 160 characters or less. 160". At the bottom of the form, there is a "Facebook" section with a "Connect to Facebook" button and a "Save changes" button.

SHARE YOUR GOOD NEWS

If you have a Twitter account, feel free to tweet about your certification accomplishment (remember to keep your tweets under 140 characters).

Sample Tweets:

- I'm more than a chef, I am an ACF certified Chef! Join me, get certified. To learn more visit <http://bit.ly/1aqoR7L> @acfcchefs #ACFchefs
- I'm an ACF chef, are you? #ACFCertification @acfcchefs <http://bit.ly/1aqoR7L>
- After [insert number] years in the culinary industry, I'm proud to be a [ACF Certification Level] by @acfcchefs <http://bit.ly/1aqoR7L>

Additional Tips:

- Be sure to follow [@acfcchefs](https://twitter.com/acfcchefs)
- If you are linking to a webpage, use www.bit.ly to shorten your website links so they don't take up as many characters. Just copy and paste the link you'd like to share, press "Shorten," and you're done!