



Fortessa, Inc. 800.296.7508

SHARE OUR STRENGTH LEADERSHIP  
AWARD TO FORTESSA

FOR IMMEDIATE RELEASE:

Sterling, VA – Fortessa, Inc., the diversified designer-developer-marketer of tableware for the foodservice industry, has won the Leadership Innovation Award from Share Our Strength (SOS). The SOS award is made annually to individuals and corporations that have shown outstanding leadership and innovation in support of the nonprofit group's fight to end childhood hunger.

Fortessa was recognized for its organization and production of the Chefs on Bikes 2005 tour that benefited SOS. The June event rallied chefs and foodservice officials from the Washington, DC, area – all motorcycle fans – for a business-social bike tour through the city and surrounding countryside. This year, 45 leading chefs rode to raise funds for SOS: Chef-riders contributed \$1.00 for every mile traveled during the day-long tour (an estimated 125 miles) – and their restaurants also supported the event, promoting the SOS benefit to customers. This year's tour raised in excess of \$10,000.00 for Share Our Strength.

Scott Hamberger, vice president at Fortessa, directed the SOS sponsorship program and tie-in with the tour events, which included stop-offs at culinary sources, entertainments, and a cook-off at a Virginia farm. "It was a unique way to share information with industry colleagues and contribute to a great cause at the same time," Mr. Hamberger said. Chefs on Bikes was co-founded in 2004 by Mr. Hamberger and Jean-Philippe Krukowicz, owner of Kruko, Inc., the Washington, DC, foodservice company.

With the success of this year's benefit event, Fortessa and co-sponsors are planning to expand Chefs on Bikes 2006, to stimulate wider support in the hospitality industry for Share Our Strength and its humanitarian projects.

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