



**Stanford**  
**FOOD INSTITUTE**  
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### **Jesse Ziff Cool**

WRITER, RESTAURATEUR, SPOKESPERSON AND CONSULTANT

Jesse Ziff Cool has been dedicated to sustainable agriculture and cuisine since 1976. It was not easy as concepts like *Sustainable Cuisine*, *Farm-to-Table* and *Eat Local* did not exist. Efforts towards regenerative farming and food service continue to drive her curiosity.

Jesse founded five restaurants in the SF Bay Area, she authored seven cookbooks, and wrote for magazines and newspapers. She is a lecturer for Stanford's Department of Education with a "Seven Ingredient, No Recipe, Real Food" curriculum. Jesse has been a hospital food service consultant for over 10 years working with Sodexo to prove that food is medicine.

Her company's core concept is: "The Customer Comes Last." This translates to: Take care of the environment and people from beginning to end in our food system and the guest will in the end get genuine care from people who are respected for their hard, honest work. With two restaurants still in operation, she remains the founding chef/partner of Flea Street (39 years) and Cantor Cool Café (20 years).