



**NATIONAL  
FOOD & BEVERAGE  
FOUNDATION**

**Brent Rosen**  
President/CEO

Originally from St. Louis, Missouri, Brent Rosen's impressive career has taken him from the legislature in Alabama and the halls of Congress in Washington D.C., to New Orleans' thriving hospitality industry. After Rosen earned a Bachelor of Arts in Political Economy from Tulane University ('05) and a Juris Doctor from the University of Alabama School of Law ('11), he worked at a law firm where he represented a variety of clients and their interests. It was here that his background with community organizations, and the desire to make an impact, originated. Through these cultivated partnerships, he discovered the importance of educating the public through poignant stories and historical documentation.

Rosen launched his career as a lobbyist and attorney involved in coalition building, business development, marketing, fundraising, and the conception and execution of strategic plans. His experience in those areas, combined with his passion for food and culture, led him to create a number of successful culinary experiences, publications, restaurants, festivals, and promotional activations.

In 2019, he took his love for food and culture to perhaps the most influential position he has held thus far—as the President and CEO of the Southern Food & Beverage Museum (SoFAB) and its parent organization, the National Food & Beverage Foundation (NatFAB). Founded by Rosen's predecessor Liz Williams, SoFAB officially became a nonprofit entity in 2004 presented as a series of pop ups, but didn't have a brick and mortar location until 2008. Since then, it has celebrated the rich history of food and drink of the South via a variety of exhibitions and educational programming. The museum has received critical acclaim from across the globe including being named one of "11 of the World's Top Food Museums" by *CNN* and one of the "12 Best Museums Around the World" by *Elle Décor*.

Now at the helm of NatFAB, Rosen oversees the outreach, programming, and operations of SoFAB, the Museum of the American Cocktail (MOTAC), and the John & Bonnie Boyd Hospitality & Culinary Library in New Orleans. Rosen will also continue NatFAB's work with its affiliate museums, such as the Pacific Food & Beverage Museum and west coast arm of MOTAC, in Los Angeles. As the organization commences its second decade, he hopes to build on the foundation built by Williams by expanding the Museum's efforts throughout the country—documenting and sharing the important story of the nation's rich culinary history.

**Images and interviews available upon request.**

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**About Southern Food & Beverage Museum (SoFAB):** In September 2014, the Southern Food & Beverage Museum (SoFAB) opened in its new location at 1504 Oretha Castle Haley Boulevard in the renovated Dryades Market, a public food market which first opened in New Orleans in 1847. Named as one of "11 of the World's Top Food Museums" by *CNN* and one of the "12 Best Museums Around the World" by *Elle Decor*, SoFAB is a division of the nonprofit National Food & Beverage Foundation (NatFAB), which celebrates the food and drink of all cultures, with a focus on the history of cuisine and cocktails, through a variety of exhibits, programming, and a range of media. Located inside SoFAB are The Museum of the American Cocktail's (MOTAC) New Orleans collection; the Boyd Library, Toup's South restaurant and spectacular exhibits, including La Galerie d'Absinthe. <https://natfab.org/southern-food-and-beverage/>

**About the National Food & Beverage Foundation:** The National Food & Beverage Foundation (NatFAB) is a tax-exempt, 501(c)(3) nonprofit cultural enterprise. It documents and celebrates the food and drink of all cultures through exhibits, programming, and a range of media. Because everyone eats, all aspects of food and drink—culture and geography, anthropology and history, economics and politics, law and policy, media and the arts, science and technology—reveal the state of the world. NatFAB, home to the Southern Food & Beverage Museum, The Museum of the American Cocktail (MOTAC), Pacific Food & Beverage Museum, the John & Bonnie Boyd Hospitality & Culinary Library, Nitty Grits Media, and the National Culinary Heritage Register, is among the nation's most comprehensive cultural institutions studying food and drink. For more information, visit [www.natfab.org](http://www.natfab.org).