

Media Contact: Danielle Walton, Adept Marketing
614.360.3132 x3/dwalton@adeptmarketing.com

FOR IMMEDIATE RELEASE



***Return On Ingredients' CEO To Speak at
Central Michigan University April 23, 2010***

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April 9, 2010 (Columbus, OH) — Return On Ingredients® President and CEO Mark Kelnhofer has been asked to speak to the culinary program at Central Michigan University located in Mount Pleasant, Michigan. Kelnhofer will address the students on the topic of “The Importance of Accurate Recipe Costs and Effective Menu Engineering”. Kelnhofer, President and CEO of Return on Ingredients®, created a proven, one-of-a-kind methodology to mitigate loss and increase profits in the restaurant industry.

Central Michigan University, with a main campus in Mount Pleasant, Michigan, and more than 60 locations across the United States, is nationally recognized for academic excellence in more than 200 programs. Cutting edge research, new facilities, graduate programs and top faculty ensure an education that is one of the best in the state. Mr. Kelnhofer will be speaking to students involved with pursuing their Hospitality Services Administration undergraduate degrees and who are now taking a menu development course.

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