



Nov. 5, 2014



Lori Willis

Willis Named President of Les Dames d'Escoffier

ST. LOUIS – On Saturday, Nov. 1, before an audience of more than 250 in Boston, Mass., **Lori Willis**, director of communications for St. Louis-based Schnuck Markets, Inc., was named **President of Les Dames d 'Escoffier International (LDEI)**.

LDEI includes 1,900 women leaders in a variety of professions within the food, beverage and hospitality industries who share a vision to improve lives through education and philanthropy.

Willis follows Beth Allen (New York) who will now serve as past president. Willis will help guide the organization over the next year and assist in the development of the 2015 conference slated for Oct. 28 – 31 in Charleston, S.C.

Prior to her appointment as president, Willis had served on the LDEI board for three years contributing expertise in the areas of communications and partner development.

Willis brings to the office more than 30 years of communications experience and 13 years of experience in the food industry. After joined Schnucks in 2001, she helped to establish a communications division and presently serves as chief spokesperson for the family-owned food and pharmacy company. Willis is a resource in culinary arts, food safety, trends and initiatives, food education and legislation.

In 2008, Willis helped charter the St. Louis Chapter of LDEI and currently serves as past president. Over years of working at Schnucks and in supporting the growth of LDEI-STL, Willis has contributed to a variety of school and community programs – helping to provide or support food education and training.

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Willis holds a bachelor's degree in mass communications from Lincoln University in Jefferson City, Mo.

LDEI is an international organization of women leaders who create a supportive culture in their communities to achieve excellence in the food, beverage, and hospitality professions. To do this, members in 30 chapters worldwide provide leadership, educational opportunities and host philanthropic events within their communities. For more information, visit LDEI.org or on Facebook at Les Dames d'Escoffier Int'l. The St. Louis Chapter was founded in 2008 and now includes 40 members. For additional information: www.LDEI.org.

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