The Advocate: Entrepreneur puts muscle behind startups

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From The Advocate, Feb. 8, 2015:

Business writer Kathy Finn profiled John Elstrott, chairman of Whole Foods Market and former executive director of the Freeman School's Levy-Rosenblum Institute for Entrepreneurship, in Sunday's Advocate newspaper.

> He has guided scores of young business students toward careers in business innovation, sometimes becoming an investor and board member in their startups.
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> That's how Elstrott came to be involved in Dinner Lab, a member-based catering and events business that has quickly spread into 24 cities, where teams of highly trained chefs and wait staffs serve hundreds of guests at pop-up dinner parties hosted in unusual settings. Dinner Lab plans to enter

the Baton Rouge market within the next few weeks.

Four of the company’s five founders were students of Elstrott at Tulane. “We approached John early on, and he joined our board and made the very first investment,” co-founder and CEO Brian Bordainick said.

To read the article in its entirety, visit TheAdvocate.com:

http://theadvocate.com/news/11523822-123/veteran-entrepreneur-puts-muscle-behind