FLAVOR 20/20 – a Clear Vision on the Future of Flavor

Monday, August 3

1:00 - 6:30  Conference Registration Check-in     *(Pacific Registration Booth)*  
Non-Al Welcome Bar & Snacks  
CORE Silent Auction Open – supporting Children Of Restaurant Employees  
*Official Charity of The Flavor Experience. 100% of all donations go directly to the Children*

5:00 - 6:30  Meet & Greet – Happy Hour     *(Atrium and Outside Lanai)*

6:30 - ?  
Free Evening

Tuesday, August 4

7:00 - 5:00  Registration and Attendee Service Hours     *(Pacific Registration Booth)*

7:30 - 8:30  Full of Flavor Breakfast....On-Trend Tastes, Sips, and More     *(Rose Garden)*

8:30 - 8:45  Official Welcome to the Flavor Experience and Recognition of CORE  
Sharyn Iler, President, BSI Conferences Inc. & The Flavor Experience     *(Grand Pacific Ballroom)*

8:45 - 9:00  Introducing Chef Jet Tila, opening Keynote and Official Emcee of The Flavor Experience 2015, followed by Recognition of Pro-Start

9:00 - 10:00  Kick Off Keynote – Chef Jet Tila

10:00-10:20  Take a Break...Make New Friends...Enjoy the California sunshine


Gen Z, otherwise known as Generation Edge, influences $600 billion dollars of family spending. 60+% of them have a loud and influential voice within the family, making decisions on where & what to eat. This generation, because of their millennial predecessors, is more savvy and aware of health and adventurous eating. From the crib, these kids have been developing their own cravings for food & beverage menu items. Learn how to deliver the intersection of health and craveability through the lens of Gen Z. Using proprietary and custom trend research, CCD Innovation will present forward thinking recommendations on how operators can tap into this straight-talking consumer group as they grow up. **Presented by Mark Halperin and T.J.Williams, CCD Innovation. Dole Packaged Foods graciously sponsored this custom research study for all Flavor Experience attendees. We thank you.**

11:20 - 12:00  FLAVOR & THE MENU Top 10 Trends: A Retrospective and Forecast:

For a decade now, *Flavor & The Menu* has produced its showcase Top 10 Trends issue, compiling a set of trends likely to have influence over menu development. Publisher Cathy Holley takes attendees through a quick look back at 10 years of trends to provide perspective on trend forecasting and how it has panned out. She will also share a sneak peak at the 10 trends in the works for the upcoming 2016 Top 10 Trends issue. Q&A to follow.  **Cathy Nash Holley, Publisher/Editor-in-Chief, Flavor & The Menu**

12:00 - 1:30  Taste the Trends Luncheon & Break     *(Seaview Terrace)*
1:30 - 2:30 TOOLBOX SESSIONS #1 - Attendees select from 4 interactive sessions below

Marketing the Menu: maximizing the focus on Flavor and Profits
Get a close look at modern menu-marketing strategies designed to promote flavor and menu buzz while also boosting check averages. This session includes creative menu segmentation options i.e. an upgrade offering of “Premium Vegetables,” or a menu enhancement section of boldly flavored butters and sauces offered at an up charge of a few dollars each — as well as a flavor graduation menu approach in which menu sections are categorized by flavor profiles (from light and crisp to big and bold). It will cover iPad marketing, Paper Menus, and Table Tents. The session’s objective is to broaden the menu-marketing mindset with a variation of creative approaches that will influence guests to spend more AND have a better flavor experience along the way.

Maeve Webster, Sr. Director, Datassential (Cardiff)

Non-Al Beverage Trends & Ideas: applications for all Segments; all Day Parts; all Customers
Noted beverage professional David Commer shares insights on alcohol-free beverage trends and how to turn them into profits in QSR, Fast Casual, and Full Service segments. Leading with a review on what’s happening in the market overall with Flavored Waters, Hand Crafted Sodas, Fresh Brewed Specialty Teas, Lemonades, Shrubs and others, then sharing ideas for different levels of recipe development and execution techniques that are appropriate within different restaurant segments. David explains what they are, how they can work in your segment, and how to ensure more satisfied guests and bigger profits for your brand. Questions and idea exchange throughout.

Bonus: you will have a chance to see, sip, savor and compare all these trends as they are showcased throughout the conference.

David Commer, President, Commer Beverage (Non-al Tasting – limited to 75 attendees, with seating up to 110) (Salon 1/2/3)

Clear Vision Menu Solutions for a Cleaner, Healthier, and more Flavorful Menu In the current food & beverage climate, your restaurant and its menu have to say Who You Are to a more discerning multi-generational, multi-racial customer base. These guests all want great atmosphere and a menu of flavor-forward foods with clean labels, lower fat, reduced sugars, and salt content. To achieve this, savvy operators are turning to growers, product providers, seasoned chefs, and culinary/nutritional experts for support. Join our panel of experienced professionals. Communicate with them, taste with them, and also learn how the next generation of industry professionals is being trained for the future of the menu. Share your own experience and ideas to help make this a win:win endeavor. The result; helping guests get what they want while operators and suppliers manage costs and stay in compliance with new government regulations. It’s all about the flavor! Moderator: Kim Kennedy, Business Development, RD Culinary. Panelists: Chef Kurt Kulzer, Exec Chef R&D, Wegman’s Food Markets; Chef Steven Strum, Corp Exec Chef, Firebirds Wood Fired Grill; Chef Todd Seyfarth, MS, RD, CSSD, Program Director Culinary Nutrition, Johnson & Wales University. Tasting Presenters: Chef Rick Perez, Exec Chef, RD Culinary/Consultants for Sunsweet Growers; Steve Solomon, Managing Director, FSInsights/The Mushroom Council. (Tasting – limited to 50 attendees, with seating up to 110) (Salon 4/5)

This session will be repeated on Wednesday

The Southeast Asian Flavor Experience
What is driving the rising popularity of the cuisine of Asia into the mainstream restaurant and retail sectors? Chef Danhi will take you on a virtual journey through Vietnam, Thailand, Malaysia, Singapore, Philippines and Indonesia as he curates their cultures and deciphers what makes their food and their dishes so desirable to American diners across all segments these days and why the demand will continue to grow. Chef Danhi lives two lives. From his home in California he consults to restaurant and food manufacturers and teaches about Asian foods. From his home in Malaysia, he is the star of two TV shows; hosting Taste of Vietnam and as a main judge in Top Chef Vietnam. He will also teach at the CIA’s Singapore campus this fall. Chef Danhi knows exactly how to help you combine two worlds and many different foods & tastes for guaranteed guest satisfaction.

Chef Robert Danhi, Curator of Cultures, Global Flavor Shakers (Grand Pacific Ballroom)

2:30 - 3:00 Wet your Whistle Break

3:00 - 4:00 Toolbox Sessions #2 - Attendees select from the 4 interactive sessions below

Millennials at the Bar: Myths & Realities
Millennials are getting older – are their adult beverage choices changing? Separating fact from fiction about this all-important generation and how its approach to adult beverages in all types of dining locations, from fast-casual to full-service, is evolving is crucial to insuring your drink offerings satisfy their thirst for experiences and flavor. Current research reveals the spirits, wine and beer preferences, as well as decision drivers and attitudes, of this dynamic and diverse consumer group. This interactive session will include actionable insights about Millennial consumers and discussion about strategies for capturing their drink occasions now and in the future. Bonus: A sneak peek at Gen Z.

Donna Hood Crecca, Senior Director, Technomic Inc. (Cardiff)
**Flavor Pairings 2.0...for Adventurous Palates and Culinary Thrill Seekers!**
This session picks up where Chef Ryan left off at last year’s Flavor Experience. If you weren’t in that session, you will still fully benefit from the exploration of unique flavor pairings, non-traditional food forms, the exotic, the unusual and the just plain strange through lecture, discussion and, of course, interactive tasting exercises. Some of the themes to be explored include:

**Flavor Mapping:** What science can tell us about food and flavor pairings - explore unusual food pairings that will surprise you.

**Future foods:** Are insects the next big protein trend? Why insects matter and why Grasshoppers, Mealworms, Locusts and Crickets may be in your near future. Come taste and preview! **Miracle Fruit:** How can a small red berry dramatically alter our perception of sour turning lemons into lemonade without adding sugar? What other interesting applications could that serve? Taste and see!

**Fun with Molecular Gastronomy:** Spherification Caviar, Cheese burger Jerky, Ketchup Consommé, other Cool techniques, unusual food forms and MORE! **Chef Ryan Baxter, Corporate Executive Chef and Barbara Schranz, Sr. Food Technologist,**

Nestlé Professional Culinary  
( **Tasting – limited to 75 attendees, with seating for up to 150)**  
(Grand Pacific Ballroom)

**Can Healthier Foods be Craveable?... Naturally!**
Thanks in part to the media attention surrounding Menu Labeling, consumer demand for healthier fare is increasing. But having healthy items become menu mainstays requires appealing to a broader audience than just the “health seeker.” It’s about thoughtfully prepared food with sexy flavor appeal, not a mere collection of healthy foods on a plate. Our chef panelists, all experts in these categories, have been facing the challenge head-on. See and hear what they’ve learned, come away inspired to take a fresh look at your own BFY menus. Each will provide a look into healthy menu development with a flavor-first approach; going further than marketing buzzwords to build craveability and menu staying power. **Moderator:** Cathy Nash Holley, Publisher/ Editor-in-Chief, **Flavor & The Menu** magazine & digital media; **Panelists:** Chef Gerry Ludwig, Corp Exec Chef, Gordon Food Services; Chef Matt Harding, Exec Chef, Piada Italian Street Food; Chef Chandon Clenard, Sr. Exec Chef, Stanford University  
( **Comparison Tasting – limited to 50 attendees, with seating for up to 110)**  
(Salon 4/5)

**Desserts Plus**
Almost all diners want a sweet finish to their meal. A baked good or ice cream is often the first to come to mind, but desserts are almost limitless. Some may be enjoyed with a fork, or on a stick, with one’s fingers, or maybe it’s sipped. Making that last bite memorable is a strategy that pays off in guest satisfaction and increased check average. Knowing that dessert innovation in high-volume settings can be a challenge, this session provides solutions by simple modifications to create signature desserts that provide your guests a memorable last bite. These include plus-one upgrades for differentiation, including flavor layering and finishing treatments for full service concepts, and also simple implementation and marketing ideas for concepts fast-casual and QSR. **Moderator:** Chef Ken Chan CMC, Exec Corp Chef, Azar Nut Co & Sharon Fratilla, President, Across The Board Resource; **Participants:** Chef Lucy Berman-Edelman, Exec Corp Chef, CSM Bakery Solutions; Chef Mark Miller, Exec Chef, Monin Gourmet Flavorings; Chef Dave Woolley, Corp Exec Chef, CA. Avocado Commission, CA. Strawberry Commission, Nat. Mango Board, Nat. Watermelon Promotion Board  
(Salon 1/2/3)

**Round Table - Culinary Nutrition**
Comprehending Nutritional Sciences can demand a large commitment of time and discipline. **The good news is...the level of understanding needed to apply cutting-edge nutritional principles in the kitchen, is far less arduous.** And this is one of the most critical kitchen skills chefs now need as part of their training. This Culinary Nutrition Roundtable discussion is to simplify and clarify the latest, evidence-based science around healthy eating, and to address the barriers that often prevent its seamless integration into menu development and food production. We will discuss how to achieve the goal of staying ahead of consumer trends and anticipating future demands, as well as recognizing fads, and categorizing persistently efficacious strategies for good health. **Led by chef/dietitian Todd Seyfarth, the Program Director of the Johnson & Wales University, Didactic Program in Dietetics, and the Chair of its Culinary Nutrition Department**  
( **limited to 34 attendees)**  
(Atrium)

**4:00 - 4:15**  
Travel back to General Session Room

**4:15 - 5:30**  
**LIVE... The Voice of the Consumer**
Telling it like it is, four generations of consumers (Baby Boomers, Generation X, Millennials/Gen Y, and Generation Z) share what motivates them to choose specific restaurants and menu items for their food & beverage dining experiences. In a candid question & answer session, hear what they like, what turns them off, and how & why they make their choices. The audience will have direct interaction with the panel - here is your chance to ask your customers (or potential customers) what you need to do to earn – and keep – their business. The panel will join us for part of the Premier Partners’ Flavor Showcase to continue informal conversations with attendees. **Moderator:** Melissa Wilson, **Principal, Technomic**

**5:45 - 6:05**  
Premier Partners Food & Beverage Flavor Showcase – Open to Operators Only  

**6:05 - 8:00**  
Premier Partners Food & Beverage Flavor Showcase – Open to All  
(Rose Garden)
Wednesday, August 5

7:00 - 3:00  Registration and Attendee Service Hours  (Grand Pacific Foyer)

7:15 - 8:15  Fresh Flavors Breakfast in the California Sunshine  (Rose Garden)

8:15 - 8:20  Flavor Experience Morning Welcome – Sharyn Iler  (Grand Pacific Ballroom)

8:20 - 8:40  Flavor Experience 2015 Emcee – Chef Jet Tila

8:40 - 9:30  Brand & Menu Evolution through Design Thinking

By popular attendee request, Steven Goldstein, brand strategist and leading restaurant industry consultant has become a pillar of The Flavor Experience. Steven always arrives with insightful & useful information that can become business “best practices”. This year he’ll introduce Design Thinking to some, and enhance the knowledge of others. This process involves integrating the analytical with the intuitive, resulting in converting need into demand. Steven illustrates how Design Thought utilizes overlapping spaces to create a clear vision on the future of your menu and your business…and he’ll provide a road map for getting there. For those who want a deeper dive, Steven will conduct a roundtable discussion in the afternoon.

Steven Goldstein, Partner, The Culinary Edge

9:30 - 10:10  International Flavors & Techniques - American Application

The world is full of incredible ingredients and an endless variety of flavor combinations. From full service to QSR, some of these are ready for the American food scene immediately or in the next couple of years. Chef Christopher Koetke presents a snapshot of international culinary inspirations from his on-going world travels. At the end of the presentation, he will reveal his top picks for most potentially impactful ingredients/ideas for the U.S. For those interested in further exploration, Chef Koetke will conduct a Toolbox with an operator panel across restaurant segments and interactive audience participation.

Chris Koetke, CEC, CCE, HAAC Vice President, Laureate International Universities Center of Excellence in Culinary Arts

10:10 - 10:30  Take a Break

10:30 - 11:30  BULLS EYE: Targeting the Occasion Who...Where...When...and What

Get a clearer vision of where the elements that define the dining occasion will change dramatically in the next five years. It’s a unique time. Millennials, Gen X and even some Boomers are in the family phase at the same time – an unusual position which puts a new spin on the family dining occasion in terms of where they’ll go and the food/beverage items and experiences they’ll be seeking. Technomic presents ground-breaking research and insights around generational and life stage trends that will impact consumer need states and food and beverage preferences through 2020. Their information will clarify opportunities for driving concept and food & beverage menu development in a way that prompts visits and sparks sales. Darren Tristano, Executive Vice President, Donna Hood Crecca, Sr. Director of Adult Beverage Resource Group – Technomic

11:30 - 12:05  The Technology of Flavor...the influence of technology on guests’ flavor experiences

More and more consumers state that their choice of where to go for a meal or a drink now depends on the availability of technology options like smart phone apps to inform and direct them and self-service kiosks. While much of this technology is consumer facing, there is also no shortage of new tools, apps, and appliances for front and back of the house professional chefs, bartender, servers, and sommeliers. Wake up to this change...the way to manage flavor in the future has as much to do with precision, speed and efficiency as it does with freshness and origin. This session will explore the many ways, both current and future, that technology is taking our flavor experiences where it’s never gone before! Ben Salisbury, President, Salisbury Creative Group

12:05 - 1:30  Lunch and Libations on the Terrace  (Seaview Terrace)

1:30 – 2:30  Toolbox Session #3 - Attendees select from 4 interactive sessions below

International Flavors & Techniques - American Application Innovation Session – with Panel & Audience Participation

Chef Koetke and a group of chain menu developers & food experts across the industry conduct an interactive audience session, each first giving their take on applications for these ingredients & ideas for implementation in their own industry segment, then in exchange with the audience there will be ideation on how these trends can be expanded into palate pleasing, guest pleasing, profitable innovations in different foodservice segments. Chris Koetke, VP Culinary School, Laureate International Universities/Kendall College; Panelists: Bob Gallagher, Sr. VP Culinary/Purchasing, Romacorp; Marshall Scarborough, Dir, Culinary & Product Innovation, Wendy’s Intl; Mac Gregory, CEO, Saint Marc USA; David Goldstein, COO, Sharky’s Wood Fired Mexican Grill  (Grand Pacific Ballroom)
Adult Beverages - It’s all about the Flavor: Bigger & Bolder – Stepping up your Flavor Game and profits with Beers & Ciders, Wines, Spirits and More From cocktails...to non-al drinks...to beers and ciders...to wine and sangria mashups. It’s all about the favor and freshness that gets the consumer to order more than 1! Learn who is drinking what and experience what’s new in the world of trending Adult Beverage Flavors, what’s on the horizon, and how to incorporate all this into your menus. Kathy Casey, President, Kathy Casey Food Studios and Liquid Kitchen; Maeve Webster, Sr. Director, Datassential

Clear Vision Menu Solutions for a Cleaner, Healthier, and more Flavorful Menu
In the current food & beverage climate, your restaurant and your menu have to say Who You Are to a more discerning customer base of multiple generations. These customers, depending on age and taste, want great atmosphere and a menu of flavor-forward foods with clean labels, lower fat, reduced sugars, and salt content. To achieve this, savvy operators are turning to growers, product providers, seasoned chefs, and culinary/nutritional experts for support. Join our panel of experienced professionals. Communicate with them, taste with them, and find out how the next generations of industry professionals are being trained for the future of the menu. Share your own experience and ideas to help make this a win: win endeavor. The result: helping guests get what they want while operators and suppliers manage costs and stay in compliance with new government regulations. It’s all about the flavor!

Moderator: Kim Kennedy, Business Development, RD Culinary. Panelists: Chef Kurt Kulzer, Exec Chef-R&D, Wegman’s Food Markets; Pam Smith representing Cracker Barrel; Chef Anisha Mandol, Consultant, Blue Apron; Chef Todd Seyfarth, MS, RD, CSSD, Program Director Culinary Nutrition, Johnson & Wales University. Tasting Presenters: Chef Rick Perez, RD Culinary-Exec Chef/Consultants for SunSweet Growers; Steve Solomon, Managing Director, FSInsights /The Mushroom Council.

Spice up Guest Loyalty and Engagement These days “I was there” is the top stakes in customer engagement. From posting food & beverage photos with instant communications, to creating energy, atmosphere and connection with your guests, “Builds the Flavor Moment” that turns guests into loyal fans and brand ambassadors. Learn how to build authentic live experiences and a social atmosphere with and without mobile technology. How do you balance creativity and innovation with relevancy and long-term growth? How do you create an on-going loyalty program using today’s technology and real activities that motivate fans to spread the word and increase frequency of visits? Understanding fans and their unique attributes, and how to reach more similar fans and grow guest loyalty, will be shared. Linda Duke, 25 year multi-unit restaurant marketing veteran, will share case studies and answers to finding and keeping raving loyal fans, and creating flavorful experiences to build special moments and a long-term legacy for your brand.

Linda Duke, CEO, Duke Marketing, LLC (Cardiff)

Round Table - What’s Up With Beverages?
Join David Commer for an in-depth interactive discussion about beverage philosophies and trends in all types of restaurants. What’s happening in the marketplace? What makes a beverage program successful? How much risk can you or should you take? How do you differentiate fads from trends? How much innovation is enough? What flavors are on the horizon? Is skinny dead? Bring some topics of your own and join the discussion on these: Philosophy: walking the balance between the Guest you have and the Guest you want; Failure: Fail Fast – beverage is different than food. It’s much lower risk. Learn from it vs. Failing to Learn; Fads or Trends?: How do you know? Does it matter? Flavor: Bubba loves sweet - Coconut water - Aloe juice - Skinny versus Healthy - Vinegar and Shrubs. Session Leader: David Commer, President, Commer Beverage Consulting (limited to 34 attendees) (Sam & Harry’s Bar & Lounge)

Annual Trends Roundtable – Cathy Nash Holley, Publisher/Editor-in-Chief, Flavor & The Menu (limited to 34 attendees) (Atrium)

2:30 - 2:50 Afternoon Break

2:50 CORE Silent Auction ends – Winners pay before 5:30 p.m.

2:50 - 3:50 Toolbox Session #4 - Attendees select from 4 interactive sessions below

The World of Hospitality Technology…. The Rest of the Story!
Now it’s YOUR TURN... join us in this highly interactive session where we share our experiences and take a deeper dive into the irrefutable future of flavor…the warp speed impact of technology on our businesses and our industry. As a follow-up to the General Session presented by Ben Salisbury, we welcome all attendees with positions in every sector of foodservice industry - from culinary, beverage, operations, marketing & guest relations, innovation, IT, or finance, to national account sales or marketing. This is YOUR chance to share information, ask questions, get feedback from your peers, and ponder where technology is taking us in the future. Bring your thoughts and ideas on products and processes you know about, new items and ideas that can work in the industry, and how we can all benefit more as we go forward in our digital business world. 100% Audience Participation

Moderator/Facilitator: Ben Salisbury, President, Salisbury Creative Group (Salon 4/5)
Capitalizing on Craveability: it’s not a fad!

Craveability – Flavor insights aside, this one simple, yet complex word can be the connection that differentiates YOUR CONCEPT from the competition. It has greater currency today, given the influence of social media & increasingly discerning consumer palate. Hence, the need to capitalize on Craveability across the board; so it becomes part of your business develop strategy, marketing strategy, culinary strategy, menu development, overall messaging, and promotions. This session explores the building blocks of Craveability, breaking down the influences and then translating this into applicable and actionable takeaways such as Messaging Cues (operator & consumer driven); Menu Verbiage; Visual Appeal; Food & Beverage operations; Flavor Drivers & Cross utilization of existing menu equity.  **Presenter:** Chef Rob Corliss, Chef/Founder, ATE – All Things Epicurean  **(Grand Pacific Ballroom)**

Modern Sauces: what customers are calling for

The role of a sauce has greatly increased in menu development today. As menu offerings become more dynamic, sauces’ vitality and versatility play a key part, delivering a dollop of flavor on a bite-sized fritter or a drizzle atop a global mash-up taco, or serving as the flavor carrier elevating trending veg-centric menu items. In this session, we’ll profile four categories of trending modern sauces: pepper/Chile sauces, modern cheese sauces, fresh herb sauces, Latin/tropical fruit sauces. Each category will have culinary representation set up in a demo-station format, providing for a lively session of on-trend sauce ideation and applications, and takeaways of 20 new sauce ideas.  **Moderator:** Katie Ayoub, Managing Editor, *Flavor & The Menu*

**Modern Sauce Presenters:** Pepper/Chile Sauces – Chef Michael O’Donnell, Corporate Exec Chef- T.W. Garner/TX Pete; Modern Cheese Sauces – Chef Erich Chieca & Chef Warren Katz, Corporate Exec Chefs- Lactalis Culinary; Fresh Herb Sauces – Chef Scott Adair & Chef Michael Banks, Corporate Exec Chefs- SupHerb Farms; Latin/Tropical Fruit Sauces – Chef Ken Shipton & Chef Dieter Preiser , Corporate Exec Chefs, Dole Packaged Foods.  **(Tasting – limited to 48 attendees, with room for up to 80)**

On the Front Burner…Issues & Answers – What’s Up with Eggs?!

In our inaugural “Front Burner” toolbox, in which we’ll take a look at those pressing industry issues, a panel of foodservice experts will discuss in depth the impact Avian flu is having on the essential egg. All segments of the foodservice industry are feeling the pinch of increased egg prices and shortened supplies. Beyond the egg in and of itself, the issue is morphing the menu in many ways. This session will provide an open forum for those concerned to discuss the challenges (liquid eggs to shell eggs; contract losses; increased egg prices and shortened supplies. Beyond the egg in and of itself, the issue is morphing the menu in many ways; so it becomes part of your business development strategy, marketing strategy, culinary strategy, menu development, overall messaging, and promotions. This session explores the building blocks of Craveability, breaking down the influences and then translating this into applicable and actionable takeaways such as Messaging Cues (operator & consumer driven); Menu Verbiage; Visual Appeal; Food & Beverage operations; Flavor Drivers & Cross utilization of existing menu equity.  **Moderator:** Cathy Nash Holley, Publisher/Editor-in-Chief, *Flavor & The Menu*.  Panelists: Renate DeGeorge, Corporate Executive Chef, HMS Host; David Cox, Corporate Chef/Director Purchasing Norms Restaurants; Michelle Eche, National Pasteurized Eggs, Inc.  **(Cardiff)**

Round-Table - Design Thinking . . . a Deeper Dive – Steven Goldstein, The Culinary Edge (limited to 34 attendees)  **(Atrium)**

3:50 - 4:00  **Travel Time – to Gen Session Room**

**FINAL WEDNESDAY GENERAL SESSION**

4:00 - 5:00  **HE’S BACK.....CHEF GERRY’S ANNUAL FLAVOR FINDS TOUR - 2015**

Chef Gerry's high energy whirl wind tour of flavor finds across the nation is again our much awaited “Last Call” on The Flavor Experience program. Some of the things Chef Gerry talks about have been featured throughout the conference. But wait...you will have the opportunity to see, sip, and taste some more of the flavors he’s discussed as they come to life at our 11th Annual Ultimate Flavor Festival. At this event every attendee will receive their CD containing all the Annual Flavor Finds Tour information for your further reference.  **Chef Gerry Ludwig**

5:30 - 8:30  **Ultimate Flavor Festival #11**  **(at the POOL & Outdoor Bar)**

*THE FLAVOR EXPERIENCE™ is brought to you by BSI Conferences, Inc.*

Sharyn W. Iler, President
John-Bruce Iler, COO/CFO
Nancy Rottman, Sr. Director, Registration & Operator Services
Christina Fischer, ICO, Marketing & Conference Operations
Teresa Cowan, Marketing & Conference Operations
Thomas J “TJ” DelleDonne, CEC, The Flavor Experience Executive Chef
Valeria Molinelli, CEC, The Flavor Experience Executive Sous Chef
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Commer Beverage, Beverage Production Partner - David Commer, Barbara Akin, Chuck Watson

After the conference you will receive a survey via email. When you complete and return the survey you will receive a password to download Speakers’ presentation from the Flavor Website.  

www.FlavorExperience.com