

# 2018 Flavor Experience Program

Current as of 07/13/18

## Sunday, August 12th

### 10:00am - 5:00pm

Conference Registration & Check-in

(Newport Coast Registration)

## Monday, August 13th

### 8:00am - 5:00pm

Registration and Attendee Service Hours

(Newport Coast Registration)

### 8:00am - 5:00pm

CORE (Children of Restaurant Employees) *Official Charity of The Flavor Experience*

\*CORE Silent Auction goes live online for bidding.

### 11:30am - 2:30pm

Flavor to Go – Take It From Us

Flavor-On-The-Go

NEW this year, a customized trend-forward “Tastes of Flavor,” created by Chef Val and The Flavor team. This easy grab-and-go option means no-one misses their first chance to “take a taste of the trends”! The customized thermal bag is yours to take home.

(Newport Coast Registration)

## 2:30pm - 3:00pm

Greeting & Opening Remarks

Welcome

**Sharyn Iler • BSI Conferences, Inc.**

Recognition and check presentation for CORE

(Grand Pacific Ballroom)

## 3:00pm - 3:20pm

Chef Jet Tila, Emcee Extraordinaire, The Flavor Experience 2018

**Jet Tila**

(Grand Pacific Ballroom)

## 3:20pm - 3:50pm

Chef Gerry Ludwig's Street-Level Trends: The Next Foods & Flavors for Your Menu

**Gerry Ludwig • Gordon Food Service**

This year, Chef Gerry is taking a fresh approach to sharing his trend insights, with three rapid-fire presentations made over the course of the conference. Each talk will highlight different trend-based menu-building opportunities based on his latest findings, which he will directly tie back to dishes that will be served in upcoming tasting sessions – allowing you to get the same firsthand tasting experience that Gerry and his Culinary R&D Team do during their extensive live research of carefully targeted new restaurants in the major U.S. cities.

## 3:50pm - 4:15pm

Mix & Mingle Networking Break

It's great to see old friends – and it's important to make new friends. We've extended the break times so you can do both.

## 4:15pm - 4:45pm

Addressing Disruptors Facing the Restaurant Industry

**Melissa Wilson • Technomic**

**Dave Henkes • Technomic**

The pace of change in the restaurant business has never been faster, and new and evolving dynamics present both opportunities and challenges for operators and suppliers alike. Seismic shifts in technology, competition, sourcing and consumer behavior make navigating today's landscape more difficult than ever. Join Technomic's experts David Henkes and Melissa Wilson as they present on the unique challenges that face the industry and provide the outlook and implications for the next several years.

## 4:45pm - 5:15pm

Stirring The Pot—Cannabis & Food

**JJ McKay • Fresh Toast**

Overwhelmingly cannabis is being voted in as legal in many parts of the country. Before long, it will be everywhere, behind the bar and served as part of flavorful dishes on the food menu. So, it's time to get a lesson from "THE Cannabis Guru", JJ McKay. Among his many talents, JJ is Founder & Publisher of Fresh Toast, an on-line and hard copy magazine on Cannabis and the Cannabis lifestyle. JJ says that the same people who read Martha Stewart or and listen to Snoop Dog and sip Vodka are his reader profile. Those same people are also our guests.

## 5:30pm - 8:30pm

Premier Partner Showcase

**Tuesday, August 14th**

## 7:30am - 8:30am

BREAKFAST

(Served in the Atrium, seating in Rose Garden)

## 8:00am - 5:00pm

Registration and Attendee Service Hours

(Newport Coast Registration)

## 8:00am - 5:00pm

CORE (Children of Restaurant Employees) *Official Charity of The Flavor Experience*

\*CORE Silent Auction goes live online for bidding.

## 8:30am - 8:45am

OPENING REMARKS & ProStart Check Presentation

**Jet Tila**

**Sharyn Iler • BSI Conferences, Inc.**

(Grand Pacific Ballroom)

## 8:45am - 9:35am

Global Culinary Movements set to Influence NAM Foodservice 18/19 and Beyond

**Charles Banks**

Join Nestlé, as we discuss leading edge concepts and future-gaze around the world. Feed your creativity and be inspired by the food age of 'permissibility' that includes hybrid developments in West African, Indian and Middle Eastern food, cuisines-led plant centric eating, fact-based health, curbing waste and much more. We have been researching overseas to share intriguing disruptors that are coming to the NAM foodservice scene. At this session we will provoke thought and inspire you to consider new potential opportunities within your business. How can you further delight your customers - authentic flavors, perfected packaging, meaningful nutrition-led health and wellness or tech-forward experiential dining?

## 9:35am - 10:05am

## Chef Gerry Ludwig's Street-Level Trends: Opportunities Abound

**Gerry Ludwig • Gordon Food Service**

Chef Gerry re-takes the stage to provide another fast, deep dive into the latest dishes and ingredients that can provide your menu with significant differentiation and first-to-market potential. And again, he will call out the many dishes in the day's upcoming tasting sessions that are directly linked to the trends being highlighted.

### 10:05am - 10:30am

Networking Break

### 10:30am - 11:30am



## Toolbox Sessions #1

The Language of Love- How to Draw Them In

**Colleen McClellan • DATASSENTIAL**

Datassential returns with another amazing workshop on how to create and market amazing menu items to draw consumers in. Join us for this hands-on toolbox session led by Colleen McClellan. You will go deeper into "safe experimentation" and then action against the latest building blocks and trends to build a menu item. Each team's written creation will be tested with consumers overnight through Datassential's SCORES™ concept testing service, with a winner announced the next day. Yes, this is competitive and a prize will be given to the winning team.

Making the Case for Non-Alc

**Cathy Nash Holley • Flavor & The Menu**

**Kathy Casey • Food Studios-Liquid Kitchen**

**Maeve Webster • Menu Matters**

In this session, Kathy Casey, Maeve Webster and Cathy Holley will come together to outline the big opportunities in non-alcoholic beverages. Over the past decade, drink developers have put unprecedented efforts into cocktail creations and it's about time some of that attention to flavor balance and technique trickle over to the non-alc side of the menu. Why now? Because, like with every other part of the menu, flavor and variety matter. And a non-alc drink menu of black iced tea or soda isn't compelling enough for today's consumers. Retail brands are introducing consumers to a vast range of mature flavor profiles in non-alc beverages, from less-sweet switchels to kombuchas to drinking bitters, so their expectations are being raised for foodservice settings. We'll discuss ways to offer thoughtfully executed non-alc beverages that enable menu developers to deliver on all the attributes of today's leading cocktails: from basic enhancements like ice and glassware, to surprisingly delightful savory, smoky, even veg-centric flavor profiles.

Leaning into the Plant-Forward Trend: What's Working on Menus Today

**Katie Ayoub • Flavor & The Menu**

**Juliet Greene • Cal Walnuts**

**Steve Sturm • Firebird's Wood Fired Grill**

**Jorge Cespededs**

Thanks to the red-hot veg-centric movement and a growing demand for wholesome meals, "plant-forward" has moved from a lesser-known phrase to a viable menu strategy. In this toolbox, Katie Ayoub, managing editor of Flavor & The Menu, will moderate a lively panel discussion that looks at both plant-forward menus in action and creative ideas on how to incorporate them onto menus in craveable ways. Attendees will also get to taste on-trend plant-forward dishes that showcase the exciting menu opportunities in this brave new world.

Sous Vide – Revolutionizing Back of the House

**Benjamin Pasternak • Olek Group, Inc.**

**Bryan Voltaggio**

**Neville Crow**

**Matthew Raiford**

Sous Vide is revolutionizing the way we prepare our meals. From white table cloth to nationwide QSRs, hear from 3 chefs how they use this cutting-edge technology to improve their guest experience.

Evolving Family Dining Dynamics

**Melissa Wilson • Technomic**

**Dave Henkes • Technomic**

Family meal occasions represent nearly one in four (23%) foodservice occasions. Moreover, parents dine out often; 71% patronize restaurants at least once a week. However, today's families and the foodservice industry are changing in fundamental ways. In this session, Technomic will share insights to help operators and suppliers understand and respond to the evolving needs and expectations toward family dining to capture a greater share of these occasions.

**11:30am - 1:00pm**

FLAVOR INNOVATION LUNCHEON

(Served in Atrium, Seating in Rose Garden)

**1:00pm - 1:30pm**

Drink In the Trends... Coast to Coast

**Brian Masilionis • Southern Glazer's Wine & Spirits**

**Allen Katz**

To ensure that all the Flavor Experience attendees receive a FULL vision of the industry trends, an in-depth Beverage Trends review has been added to the Flavor program. We launch with wines and spirits, partnering with Southern Glazer Wine & Spirits, the same way we partner with Chef Gerry and Gordon Food Service. Beverage Expert Brian Masilionis traveled from New York to San Francisco, Los Angeles, Chicago and other hip cities in between. In each city, he was joined by noted Mixologists for a Safari to hand-selected trend-forward bars, restaurants, and clubs to checkout drink innovations and interview Mixologists and guests.

(Grand Pacific Ballroom)

### 1:30pm - 2:00pm

Trendology Translated into Better Business

**Jack Li • Datassential**

Datassential shares the latest trends you need to know – from the next generation of health & wellness to emerging flavors and inspirations from around the world. Join Jack Li for a look at what's new and growing on restaurant menus, the coming “functional foods” revolution, plant-based eating, and how artificial intelligence can help you create better menu items.

(Grand Pacific Ballroom)

### 2:00pm - 2:30pm

Reality Bites 2.0: Improving the Impact of Menu Labeling

**Pam Smith • Shaping America's Plate**

Over recent years, evolving health and wellness attitudes and generational appetites present great opportunities – and challenges – for the foodservice industry. With FDA menu labeling finally in place and aggressive public health policy and local mandates ever looming, it's time for a candid and sobering look at business impact and implications. Trading behavior, change in frequency and the resulting effect on check and margin could impact purchase intent, brand loyalty and the bottom line faster than most can fathom. Learn the compelling market research and consumer insights on labeling calories, along with the progressive and protective strategies planned in play to dodge the bullet – and reduce risk – all while creating a profitable flavor-first experience. This session explores how to approach future construction of menu items from ideation and creation to implementation, and how to keep track of it all.

### 2:30pm - 3:15pm

Networking Break

featuring assorted nibbles and mocktails served by Sweet N Chili

### 3:15pm - 4:15pm



## Toolbox Sessions #2

Future Chefs—What drives them? Who's hiring them?

**T.J. Delle Donne • Johnson & Wales University, College of Culinary Arts**

**Kevin Duffy**

Reality Bites 2.0: Menu Labeling – Insight From the Trenches

**Pam Smith • Shaping America's Plate**

Drinking in the Trends: Tasting and Translating Trends for your Menu

**Allen Katz**

**Liz Frye**

Deconstructing a complicated cocktail while improving efficiency and execution for chains. In this educational session, you'll get to taste the different flavor components of a trend-forward cocktail to understand their individual and collective role in the drink. From there, you'll get to experience how those flavors can be pre-batched at the bar to improve execution and speed. Southern Glazer's Wine & Spirits experts Allen Katz, Master Mixologist, and Brian Masilionis, Certified Specialist of Spirits will moderate this session sponsored by Marriott.

Cider at The Table, A Global Perspective

**Ryan Burk**

**James Rigato**

Angry Orchard's Head Cidermaker Ryan Burk and Chef/Owner of Mable Gray James Rigato explore the global history and culture of cider and its place at the table Friends and

collaborators, Ryan and James have been working together for years to elevate cider alongside food through thoughtful dinners and events around the country. Join them to taste cider and food as you never have before.

## Round Table - MARKETING A HEALTHY MENU

**Jack Li • Datassential**

Participate in an interactive discussion around the nuances of marketing healthy items to consumers. Group discussion topics include what consumers are seeking today, challenges with marketing around health & wellness, and how to anticipate the next wave of healthy eating & drinking trends.

### 4:15pm - 4:45pm

#### Long Term Success with Limited Time Offers

LTOs are part art, part science. In this presentation, learn what it takes to conceptualize, launch and market a successful LTO program. We'll break down the different types of LTOs, success metrics and goals, and some key LTO "do's" and "don'ts".

(Grand Pacific Ballroom)

### 4:45pm - 5:15pm

#### Town Hall Discussion: Hospitality Outlook in the Age of Doordash & Mobile Pay

**Cathy Nash Holley • Flavor & The Menu**

In this townhall-type general session, Flavor & The Menu's Cathy Holley will lead a discussion on the future of hospitality. In a time of takeout and delivery, mobile ordering and mobile pay, not to mention robots, where does this leave Hospitality? We'll discuss the role and "preservation" of hospitality, the founding principle of the foodservice industry, in the modern, mobile-friendly age.

(Grand Pacific Ballroom)

**5:30pm - 7:30pm**

Ultimate Flavor Festival

(Pool & Rose Garden)

**7:30pm - 8:00pm**

Drinks Keep Flowing

**8:00pm - 10:00pm**

After Hour "Nibbles & Drinks"

(Pool & Rose Garden)

**Wednesday, August 15th**

**7:30am - 8:55am**

BREAKFAST

(Served in the Atrium, seating in Rose Garden)

**8:55am - 9:10am**

Opening Jet Talk

**Jet Tila**

(Grand Pacific Ballroom)

**9:10am - 9:40am**

Where Do We Go from Here?

A Sneak Peek at the Future

**Maeve Webster • Menu Matters**

From the increased role of produce and the introduction of lab-grown meats to instagrammability and the high-tech takeover, Millennial-driven trends have had a fundamental and sweeping impact on foodservice today. But where are these changes taking the industry, and what will the future of foodservice look like long-term? This general session will give you a sneak peek into the broader discussion featured in the longer breakout session into the opportunities, challenges, and potential future outcome of these significant and unavoidable trends. Forewarned is forearmed and understanding how these trends will both strengthen and challenge the foodservice industry's role in the everyday lives of future consumers will help manufacturers and operators better assess and prepare for the changes to come.

(Grand Pacific Ballroom)

### 9:40am - 10:00am

Chef Gerry Ludwig's Street-Level Trends: The Recap

**Gerry Ludwig • Gordon Food Service**

In his final presentation, Chef Gerry will recap the year's findings and preview many of the dishes that will be served at the final day's lunch. But wait – this is a session you won't want to miss, as we will also be distributing the much-anticipated Flash Drive that the Flavor Experience Team and Gordon Food Service provide attendees each year – containing nearly 200 selected plate presentations with complete descriptions and pricing, and over 150 pages of menus, all from Gerry's most recent External Research trips.

(Grand Pacific Ballroom)

### 10:00am - 10:30am

Networking Break

### 10:30am - 11:30am



#### **Toolbox Sessions #3**

The Language of Love- How to Draw Them In

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Powerful New Trends in Adult Beverages

**Scott Hempstead • Boston Beer Co.**

**David Commer • Commer Beverage Consulting**

**Patrick Kozel**

**Jacquie Dreyer • Beam Suntory**

Please join David Commer and his panel of experts from Beam Suntory, Boston Beer and Ste. Michelle as they share their take on trends in Liquor, Beer and Wine. An adult beverage will be shown for each of the panelist as support for their take on trends.

Launching an LTO Program that Lands in Success

**Michael Parlapiano • Culinary Edge**

**Louis Maskin**

**Shane Schaibly • First Watch Restaurants, Inc.**

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Where Do We Go From Here?

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**11:30am - 12:25pm**

FLAVOR INNOVATION LUNCHEON

(Served in Atrium, Seating in Rose Garden)

**12:25pm - 12:45pm**

Marijuana & Your Menu

**JJ McKay • Fresh Toast**

(Grand Pacific Ballroom)

**12:45pm - 1:30pm**

Gerry Ludwig + Jet Tila + Cathy Holly

**Gerry Ludwig • Gordon Food Service**

**Cathy Nash Holley • Flavor & The Menu**

**Jet Tila**

(Grand Pacific Ballroom)

**1:30pm - 2:00pm**

Flavor Icon Award

**Jet Tila**

**Sharyn Iler • BSI Conferences, Inc.**

(Grand Pacific Ballroom)