

# 2017 Flavor Experience Program

Current as of 05/21/18

## Monday, August 14th

### 8:00am

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

\*CORE Silent Auction goes live online for bidding.

### 10:00am - 5:30pm

Conference Registration & Check-in

(Newport Coast Registration)

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

CORE table open for Silent Auction and general information

### 5:00pm - 7:00pm

Meet & Greet Welcome Reception - featuring Flavor Trends to Sip & Savor

(Rose Garden)

## Tuesday, August 15th

### 7:00am - 5:00pm

Registration and Attendee Service Hours

(Newport Coast Registration)

### 7:30am - 8:30am

## BREAKFAST

(Served in the Atrium, seating in Rose Garden)

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

CORE general information table and silent auction

(Newport Coast Registration)

### 8:30am - 8:50am

Greeting & Opening Remarks

Welcome

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

Recognition and check presentation for CORE

### 8:50am - 9:15am

Chef Jet Tila, Emcee Extraordinaire, The Flavor Experience 2017

**Jet Tila**

(Back again by popular attendee request)

### 9:15am - 10:10am

Street-Level Trends: The Next Foods & Flavors for Your Menu

**Gerry Ludwig • Gordon Food Service**

After scouring another 100+ carefully targeted new restaurants in the major U.S. cities, Chef Gerry returns to take the audience on a fast, deep dive into his latest findings, featuring a broad array of intriguing new dishes and ingredients that offer significant menu differentiation and first-to-market potential. This presentation also includes references to nearly two dozen menu items being served throughout the conference, which reflect the highlighted trends and provide you with the opportunity to get a firsthand taste of the most exciting, new sales-building menu ideas.

## 10:10am - 10:30am

QUICK BREAK

## 10:30am - 11:20am

Drink In the Trends... Coast to Coast - Through the lens of the Millennial Mindset

Presented by Southern Glazer Wine and Spirits

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

**Jeff Fromm • Barkley**

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. An interesting finding was that millennials are not only the influencers of adult beverage attitudes among peers, but also the influencers of boomers and X'ers drinking preferences. With that in mind, the trends presented in the session will be discussed from the perspective of the millennial mindset and touch on the impact on Gen X'ers and Boomers who are following their lead.

## 11:20am - 12:00pm

Through the Looking Glass... The Next Generation of Flavor

**Jack Li • Datassential**

**Colleen McClellan • DATASSENTIAL**

With our country now more culturally diverse than ever, global flavors have never been more important. Thousands of flavors from around the world define the new American palate – gochujang, dukkah, zhug, and many that are even harder to pronounce. So, which ones should you be focusing on? Datassential's analysis of millions of consumer ratings of foods & flavors reveals what they love and the threads that connect them, including a deep look at the preference drivers by gender, generation, ethnicity, and more. This session also provides the best practices for creating foods & beverages that are both unique and highly appealing, along

with a preview of the top 30 early stage foods & flavors projected to boom in the years ahead.

## 12:00pm - 1:30pm

FLAVOR INNOVATION LUNCHEON...the fun way to learn!

The Program goes LIVE for LUNCH with Food & Beverage selections created by sponsor Chefs and Mixologists.

(Served in the Atrium, then enjoyed at table seating in Rose Garden)

## 1:30pm - 2:30pm



### Toolbox Sessions #1

Flavor-First Healthy Menu Makeovers

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

**Jamie Carawan • Twin Peaks**

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

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

Thanks in part to the media attention surrounding Menu Labeling, the consumer demand for healthier fare keeps increasing. But getting healthy items to become menu mainstays requires appealing to a broader audience than just the “health seeker.” It’s about thoughtfully prepared food that hits the right cues to seduce the guest, and delivers with a dynamite flavor appeal. It’s about what a dish has – like “grassfed beef,” not what it lacks “low-fat,” or “lite choice.” A focus on making protein count is smart too – as consumers are increasingly going “reducetarian,” they are getting choosier about their meats, and seeking better-for-me, better-for-the-planet choices. Celebrated dietitian-chef Pam Smith, a founding member of the Healthy Menu R&D Collaborative, worked with a number of chefs to make these ideas a reality on the plate. We’ll hear from Pam and two of her chef collaborators: Twin Peaks’ Jamie Carawan and Firebirds Wood Fired Grill’s Steve Sturm, and get to see and taste the results.

(Salon 1/2/3)

## The Anti-Vegetarian: What You Need To Know About The Meteoric Rise in “Flexitarian” Eating

**Barb Stuckey • Mattson**

It seems like everyone’s changing their diet these days. One of the most talked-about trends is “plant based” eating. But, really, how many vegans exist? And are they worth your time and effort? If this is what you think about plant-based eating, this talk will change your beliefs. There’s an enormous, seismic change happening involving a huge percentage of the population, way beyond those self-identifying as vegans or vegetarians. In other words, it’s not about the vegans! Mattson President and author Barb Stuckey will present to The Flavor Experience attendees the results of a new study that Mattson conducted with consumers ranging from fervent meat-eaters to those infamous vegans. The results might surprise you. You’ll learn about consumer beliefs and behavior at home and away from home. Understand which categories represent the biggest opportunities for plant-based menu items. And learn how best to menu them.

(Grand Pacific Ballroom)

### Drink in the Trends Coast to Coast – a Deeper Dive

Presented by Southern Glazer’s Wine & Spirits

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

**Jeff Fromm • Barkley**

This interestingly crafted, interactive session is for a more detailed exploration & discussion on the power of the Millennials – from their key beverage alcohol category trends that are now influencing the other two prime groups of on-premise money spenders – the Boomers and GenXers – who, we hear, are now holding the Boomers up as the people they want to emulate, for cocktails, wines, spirits, and who knows what else. Where can it take your drink trends and your overall menu trends? This is the perfect opportunity for talking sales & marketing practices, showcasing ideas to help build your profitable bar business (and even food business), while also increasing the overall guest satisfaction.

(Salon 4/5)

Change Your Observer - The World is full of Inspiration for new Innovation

**Adam Moore • Bluedog Design**

We all know that the world around us is constantly changing. Theoretically, we also know that it is full of inspiration for new innovation. But... did you know that the difference in how you sort through the noise and connect it to your organization or product can be the make it or break it component between a transformative idea and one that struggles to exist. In this interactive workshop, Innovation Strategist and Chef Adam Moore will provoke you with different tools and techniques that will help you sort through the clutter, inspire new ideas and connect them to your organization (**Limited to 25 people, will be repeated**).

(Sunset)

**New Ways with Whiskey**

**Donna Hood Crecca • Technomic**

**Tony Pereyra • The Spirits In Motion**

Fact: Whiskey hasn't been this hot since before the Prohibition! But capitalizing on its current popularity requires an understanding of which whiskeys are right for your operation and how your customers approach the category. Join Technomic's Donna Hood Crecca to explore patron purchase drivers, menu dynamics and selection strategies to sharpen your competitive edge and eventually, grow your sales and profits.

(Cardiff)

**2:30pm - 2:50pm**

P.M. BREAK

**2:50pm - 3:50pm**



**Toolbox Sessions #2**

Flavor-First Healthy Menu Makeovers

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

**Jamie Carawan • Twin Peaks**

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

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

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(Salon 1/2/3)

**The Anti-Vegetarian: What You Need To Know About The Meteoric Rise in “Flexitarian” Eating**

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(Grand Pacific Ballroom)

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(Salon 4/5)

The Language of Successful Menu Items

**Colleen McClellan • DATASSENTIAL**

Learn what goes into the creation and marketing of a truly great item on the menu, one that creates buzz and helps build the business. During this hands-on toolbox, you'll work in teams and apply the mantra of "safe experimentation" to create a new menu item – including how it's described on the menu. Items from each team are then tested with the consumers overnight through Datassential's SCORES™ concept testing service, with a winner announced at the next morning's general session.

(Cardiff)

THE MENU... Biggest Challenges & Opportunities Facing Menus Today and Tomorrow: A Town Hall Inclusive Conversation and Discussion

**Lori Daniel**

Lori Daniel, CEC, Designer, Creator, CIA Board Member, and highly successful Culinary and Business Executive leads a "Town Hall" discussion on the menu...where are the biggest challenges? And, where are the biggest opportunities? Is it in sourcing? Is it the consumer? Is it the current and rapidly changing trends? Is it the ambiance & environment? Is it all of



these, or is it something or someone else? This session provides the collaboration opportunity for a group of food, beverage, sourcing, sales and marketing professionals to ponder and discuss how to constructively face some of the challenges and opportunities around menus, flavors, designing, and execution that work together to drive guest satisfaction, a point of differentiation, increased revenue, and BUZZZZ. **(Limited to 50 attendees).**

(Sunset)

### 4:00pm - 5:00pm

Robots in Food Service: Possibilities and Challenges

**Deepak Sekar • Chowbotics**

**Jack Li • Datassential**

Just think about it: automated kitchens, restaurants with no front of house staff, and a friendly machine that makes your salad...and more than you can even imagine. The future is here, and it's full of robots! Join us in this timely exploration of the automation revolution in our industry and what it means for you. Robots in food might be polarizing to many, but they're also inevitable. Get a jump on this industry-changing trend and prepare yourself for a future that's much closer than you might think." Toolbox session available Wednesday.

### 5:30pm - 6:00pm

Premier Partners Food & Beverage Flavor Showcase

Open to Operators Only

(Rose Garden)

### 6:00pm - 8:00pm

Premier Partners Food & Beverage Flavor Showcase

Open to All

(Rose Garden)

**Wednesday, August 16th**

## 7:00am - 3:00pm

Registration and Attendee Services

(Newport Coast Registration)

## 7:30am - 8:30am

BREAKFAST

(Served in the Atrium, seating in Rose Garden)

## 8:00am - 5:00pm

CORE general information table and silent auction

(Newport Coast Registration)

## 8:30am - 8:45am

OPENING REMARKS – Jet Tila, Emcee

**Jet Tila**

## 8:45am - 8:55am

ProStart check presentation

## 8:55am - 9:40am

KEYNOTE

**Steve Fisher • Red Bull**

Sometimes a man and a mode of transport are just simply made for each other. Such is the case with Steve Fisher and the kayak. Since the age of six, this fearless South African native has paddled rapids in countries around the globe conquering dozens of first descents. He's won major competitions, starred in and produced his own documentary films, and fought environment-damaging dam-building on the Nile River in Uganda. It's no wonder top pro kayakers have three times voted Steve the world's "Best All-Arounder." What drives this

man? “I used to talk about the rush of adrenaline,” he says, “but, you run a drop, the first thing you do is look up at your buddies. Sharing challenges and accomplishments with friends at the bar afterwards is the best part.”

## 9:40am - 10:00am

TAKE A BREAK; TASTE SOME TREATS; MAKE NEW FRIENDS; ENJOY THE CA SUNSHINE

## 10:00am - 10:40am

The Healthy Eating Journey

**Rafael Stein • Nestlé Professional**

**Laurence Vernerey • Nestlé Professional**

The journey begins way back in time and shows how, over the course of time, trends and habits of the past still influence today’s demand for “Healthy Eating”. We start with early eating and diet patterns. Even “back then”, there were recognizable aha moments. As we move along, you’ll see how a series of cultural, sociological, and economic factors play in this historical era worked to shape the meaning of healthy eating. After understanding the 3 factors above, which have impacted this evolution, we will explore what healthy eating currently means in the US and what roles do chefs & restaurants play in the peoples’ lives and diets. More aha moments! The Journey concludes with a preview of the future... the ways in which the next generations of eating will be viewed. The question, it seems, will always remain... What will healthy eating look like tomorrow and how will the restaurants transform to remain relevant?

## 10:40am - 11:20am

Next-level Delivery: The On-Demand Conundrum

**Melissa Wilson • Technomic**

**Donna Hood Crecca • Technomic**

Restaurant take-out and delivery are evolving quickly as the on-demand economy expands rapidly. Off-premise dining is moving in new directions as the consumers are embracing options ranging from meal-kit subscription services to third-party delivery from restaurants.

Join Technomic's Melissa Wilson and Donna Hood Crecca to understand who's using these services, why and how, and the ways to explore the opportunities and implications for restaurant operators. The next phase of off-premise dining isn't out there on the horizon, it's here now – will it be a boon to your business or the bane of your existence?

## 11:20am - 12:00pm

The Future Dozen... 12 Trends that Spell Opportunity

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

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

**Maeve Webster • Menu Matters**

This intuitive, high energy team covers a dozen trends worthy of consideration for menu growth in the near future, presented in a way that will highlight the opportunities in different segments, day parts, and across all the menu sections from drinks through desserts. There is a take-away morsel for every menu and every guest to enjoy.

## 12:00pm - 1:30pm

FABULOUS FLAVORS LUNCHEON

(Served in the Atrium, seating in Rose Garden)

## 1:30pm - 2:30pm



### Toolbox Sessions #3

The Spirited Menu

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

**Maeve Webster • Menu Matters**

Learn how to best incorporate Spirits, Beer and Wine into your menu through signature food items. Today's Cocktails are often inspired by the kitchen – but now the bar is inspiring the kitchen as well! Kathy Casey of the Food Studios-Liquid Kitchen and Maeve Webster of Menu Matters know their ways around a kitchen and a bar and are always cooking up and seeking new trends. They will discuss why this is a great menu opportunity, why it is relative, who's doing it and who should be doing it. Find out “how to” do it in all the menu categories, from the types of spirits that work the best, to promo ideas to partnership opportunities. The toolbox includes a tasting.

(Salon 1/2/3)

Leverage the Power of Sustainability.

**Katie Ayoub • Flavor & The Menu**

**Dave Zino • The Beef Checkoff**

**Dan Kish • Food-Fixe**

**Steven Goldstein • Sharky's Woodfired Mexican Grill**

We've gathered some of the best minds in the business, from both the operators, suppliers, and the Commodity Board sides, to explore how underutilized ingredients can be used to create on-trend menu items while supporting your sustainability efforts. Join us for a vibrant panel discussion, moderated by Flavor & The Menu's managing editor, Katie Ayoub. Today's diners value sustainability, but respond better to modern messaging, where the information is conversational rather than academic. We'll discuss the strategies on how to enrich and convey your sustainability story while maximizing the ingredients on your menu.

(Sunset)

Healthy Eating in restaurants Now and Tomorrow

**Ryan Baxter • Nestlé Professional**

**Keith Blanks • High Liner Foods**

**Freeman Moser III • Panera Bread**

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

In the recent years the restaurant industry has had an evident evolution in its food and

beverage offerings as well as the consumer demands. Healthy eating has changed its definition and how consumers perceive it has shaped how restaurants act and react. Following the General Session “Journey of Healthy Eating”, join us in an operator panel to discuss the current situation of menus in the US restaurants, the healthy approaches found in those and how we envision the future of healthy eating in the US restaurant industry.

(Grand Pacific Ballroom)

Round Table – The Robots are Here

**Jack Li • Datassential**

The automation revolution is here, and there's no doubt that robots will play a key role in the dining experience of the future. Whether it's the back-of-house robot-chefs or front-of-house kiosks and robot-bartenders, we're on the precipice of a major shift in how food is ordered, prepared, and served. Datassential's Jack Li leads a discussion on the role that automation should play in foodservice. Will consumers want robot chefs? Are ordering kiosks just the start to a more automated dining experience? When is the human touch needed, and when can machines deliver a better experience? Join this important conversation on one of the biggest trends that will shape our industry for years to come.

(Cardiff)

Wine Symmetry Blending Session

**Heather Hanks • Rodney Strong Wine Estates**

Join us for some fun and test your pallet and wine blending skills by creating your own Meritage Blend! After tasting the 5 Bordeaux varietals that can be found in a Meritage, participants will work in teams of 4-6 people. Their team goal will be to blend the best wine possible using the wines in front of them. When they come up with their final blend, they will name their wine and have the opportunity to share their blend with the group. Whether a novice or a wine expert, this seminar is perfect for wine enthusiasts of all levels. **(Limited to 50 attendees)**

(Salon 4/5)

**2:30pm - 2:50pm**

P.M. BREAK

**2:50pm - 3:50pm**



## **Toolbox Sessions #4**

The Spirited Menu

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

**Maeve Webster • Menu Matters**

Learn how to best incorporate Spirits, Beer and Wine into your menu through signature food items. Today's Cocktails are often inspired by the kitchen – but now the bar is inspiring the kitchen as well! Kathy Casey of the Food Studios-Liquid Kitchen and Maeve Webster of Menu Matters know their ways around a kitchen and a bar and are always cooking up and seeking new trends. They will discuss why this is a great menu opportunity, why it is relative, who's doing it and who should be doing it. Find out “how to” do it in all the menu categories, from the types of spirits that work the best, to promo ideas to partnership opportunities. The toolbox includes a tasting.

(Salon 1/2/3)

Next-Level Delivery: Headaches, Best Practices, and Successes

**Jim Rand**

**Gabriel Caliendo • Lazy Dog Restaurants**

**Mark Hardison • El Pollo Loco**

**Mario Del Pero • Mendocino Farms**

**Melissa Wilson • Technomic**

**Donna Hood Crecca • Technomic**

A sudden surge of take-out orders that maxes out the kitchen, the erosion of dine-in patrons, concerns about product quality once the dish leaves the restaurant -- the transformation of off-premise dining brings both challenges and opportunities. Moderated by Melissa Wilson, Principal at Technomic, a panel of restaurant operators who are in the trenches with the on-demand consumer will share their experiences and shed light on the strategies and tactics they're employing to meet this demand.

(Salon 4/5)

**Chefticians: The Evolving Cross Functional Landscape**

**Thomas H Talbert • Culinary R&D**

**Marie Molde • Datassential**

The traditional roles of chefs and dietitians are changing, influenced by flavor trends, consumer demands, federal mandates and the evolving foodservice landscape. Join us to get a comprehensive look at these contributing factors, along with an examination of the "Cheftician" title, which has emerged as a response. How are the chefs and dietitians approaching today's culinary trends? And how will the "Chefticians" grow to meet the desires of consumers in the future? These questions will guide a presentation on the key issues in foodservice nutrition to ensure that your business meets the regulation requirements while reflecting the needs of a dynamic industry.

(Sunset)

**Women and Beer; Beer and Women; ...hmmmm – Where are we going with this?**

Note: Moderator and all Panelists are Certified Cicerones and work in the on-premise sector

**Jason Stone • MarkeTeam**

**Julia Herz • Brewer's Association, Craft Beer Program**

**Stuart Melia • Craftworks Restaurants & Breweries**

**Kip Snider • Coin Restaurant Consulting**

The largest beverage alcohol offered in substantial volumes is beer and it is underrepresented with 51% of the population... **WOMEN!** Are you leaving money on the



table? Would you like to maximize your Beer Business and profits? Then join CC Jason Stone and a panel of leading CC on-premise Beer Industry Executives. The group will share their knowledge, experiences, recommendations and vision with interested attendees and Jason will chair a dialogue with the audience. You'll walk away with best ways to increase your own beer sales, out-perform your competition, and enhance your guests' flavor experience with your concepts.

(Grand Pacific Ballroom )

Round Table

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

In this popular session, Flavor & The Menu's, Cathy Nash Holley will lead a lively and interactive roundtable discussion on trends. The attendees will participate in an open-forum discussion of food and beverage trends having an impact on menu development in the coming years. *Attendance limited.*

(Cardiff Patio)

**4:00pm - 5:00pm**



## **Toolbox Sessions #5**

Women and Beer; Beer and Women; ...hmmmm – Where are we going with this?

Note: Moderator and all Panelists are Certified Cicerones and work in the on-premise sector

**Kip Snider • Coin Restaurant Consulting**

**Stuart Melia • Craftworks Restaurants & Breweries**

**Jason Stone • MarkeTeam**

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(Grand Pacific Ballroom )

**Chefticians: The Evolving Cross-Functional Culinary Landscape**

**Thomas H Talbert • Culinary R&D**

**Marie Molde • Datassential**

Influenced by flavor trends, consumer demands, federal mandates and the evolving foodservice landscape, the traditional roles of **Chef** and **Dietitian** are changing. Join this deep dive to explore the contributing factors, along with an examination of the of-late "Cheftician" title, which has emerged as a response. Find out how chefs and dietitians are approaching today's culinary trends, and how the "Chefticians" will grow as a category, in order to meet the desires of the evermore "foodie" consumers in the future. These issues will mark the trail for the future on key issues in foodservice nutrition to ensure that your business meets the regulation requirements while also reflecting the needs of a dynamic industry.

(Sunset)

**Leverage the Power of Sustainability**

**Dave Zino • The Beef Checkoff**

**Katie Ayoub • Flavor & The Menu**

**Dan Kish • Food-Fixe**

**Steven Goldstein • Sharky's Woodfired Mexican Grill**

We've gathered some of the best minds in the business, from both the operators, suppliers, and the Commodity Board sides, to explore how underutilized ingredients can be used to create on-trend menu items while supporting your sustainability efforts. Join us for a vibrant panel discussion, moderated by Flavor & The Menu's managing editor, Katie Ayoub. Today's diners value sustainability, but respond better to modern messaging, where the

information is conversational rather than academic. We'll discuss the strategies on how to enrich and convey your sustainability story while maximizing the ingredients on your menu.

(Salon 4/5)

Veg-Centric: Unearthing the Potential

**Gerry Ludwig • Gordon Food Service**

Since first identified in his research nearly a decade ago, Chef Gerry has been closely monitoring the rapid rise of Vegetable Centricity on commercial menus, which has grown in earnest over the past three years, as more and more chefs rethink the relationship between fresh produce and meat proteins in new menu development. In this fast-paced, highly visual session, Join Chef Gerry for a deep dive into his latest findings on the Veg-Centric trend, citing the many opportunities for menu development that the trend presents, via dozens of examples of innovative dishes, where chefs place fresh produce squarely in the center of the plate, and then boost the levels of craveability via the judicious use of umami-rich, meat-based proteins.

(Salon 1/2/3)

Change Your Observer - The World is Full of Inspiration for new Innovation

**Adam Moore • Bluedog Design**

We all know that the world around us is constantly changing. Theoretically, we also know that it is full of inspiration for new innovation. But... did you know that the difference in how you sort through the noise and connect it to your organization can be the make it or break it component between a transformative idea and one that struggles to exist? In this one hour interactive workshop, Innovation Strategist and Chef Adam Moore will provoke you with different tools and techniques that will help you sort through the clutter, inspire new ideas and connect them to your organization **(Limited to 25 people)**.

(Cardiff)

**5:00pm**

CORE Silent Auction ends

Winners will be notified by Silent Auction Pro after auction ends.

**5:30pm - 8:30pm**

Ultimate Flavor Festival....PARTY BY THE POOL & ROSE GARDEN

Don't miss our great sunset soiree at the beautiful pool and surrounding area. It's our last chance together to enjoy the Fabulous Culinary Sensations from our food sponsors, incredible libations - cocktails, wines, and beers from our Beverage Suppliers, and the best networking in the industry! **ENJOY! We hope to see you here again next year, August 13-15, 2018!**

(POOL & ROSE GARDEN)