

# 2017 Flavor Experience Program

Current as of 02/16/19

## Sunday, August 12th

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

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

\*CORE Silent Auction continues live online for bidding.

### 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 continues live online for bidding.

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

Flavor-On-The Go – Take It From Us

Flavor-On-The-Go

**NEW THIS YEAR**, a trend-forward lunch created by Chef Val and the Flavor Culinary team. This easy grab-and-go lunch in a reusable thermal bag ensures that no-one misses their first chance to take a taste of the trends!

(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

Street-Level Trends: Next Foods & Flavors for Your Menu – Volume 1

**Gerry Ludwig • Gordon Food Service**

New this year, Chef Gerry takes a fresh approach to sharing his trend insights, with **three** rapid-fire presentations made over the course of the conference general sessions. Each talk highlights different trend-based menu-building opportunities from his latest findings. Each day, Gerry will call out the trends featured in dishes that will be served throughout the day to give you the same tasting experience Gerry and his Culinary R&D Team do during their extensive live research of carefully targeted new restaurants in the major U.S. cities.

(Grand Pacific Ballroom)

### 3:50pm - 4:15pm

Mix & Mingle Networking Break

It's great to see old friends and make new ones. Break times are extended so you can do both.

(Grand Pacific Ballroom)

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

Defusing the Disruptors Facing our 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 makes navigating today's landscape more difficult than ever. Technomic experts present the unique challenges that face the industry and provide the implications and outlook for the next several years.

(Grand Pacific Ballroom)

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

Cannabis at the Table & the Bar

**JJ McKay • Fresh Toast**

It is the fastest growing "sin" market in North America and it's a topic on everyone's lips. Within a few years, it will be mainstay – and may be on the menu. JJ McKay founded The Fresh Toast. They have been called the most trusted voice in cannabis. Learn about the state of weed and the intersection of weed, alcohol, and food.

(Grand Pacific Ballroom)

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

Premier Partner Showcase

Enjoy the best of the best Flavor Forward Foods and Beverages from our Premier Sponsors.

(Rose Garden)

**Tuesday, August 14th**

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

BREAKFAST

(Served in the Atrium, seating in Rose Garden)

**7:30am - 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*

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**8:30am - 8:45am**

OPENING REMARKS & ProStart Check Presentation

**Jet Tila**

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

(Grand Pacific Ballroom)

**8:45am - 9:35am**

## The Brave New World - Global Culinary Movements Influencing National Accounts

**Charles Banks • thefoodpeople**

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. Based on research from overseas, Charles will share intriguing disruptors that are coming to the NAM foodservice scene. This session 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? Brought to you by Corporate Partner, Nestle Professional.

(Grand Pacific Ballroom)

### 9:35am - 10:05am

Street-Level Trends: Abounding Opportunities for your Business - Volume 2

**Gerry Ludwig • Gordon Food Service**

Chef Gerry returns to the stage to provide a deeper dive into the latest dishes and ingredients that can provide your menu with significant differentiation and first-to-market potential. He will again call out the many dishes in the day's upcoming meals and sessions that are directly linked to the trends being highlighted.

(Grand Pacific Ballroom)

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

Mix & Mingle Networking Break

(Grand Pacific Ballroom)

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



**Toolbox Sessions #1**

## The Language of Love- How to Draw Them In

**Colleen McClellan • DATASSENTIAL**

Back by attendee request, Datassential returns with a 2018 updated workshop on how to create and market menu items to draw consumers in. Join Colleen for this hands-on toolbox session. 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. A prize will be given to the winning team. **NOTE:** if you attended last year, please give others a chance this year.

(Cardiff)

Making the Case for Non-Alc

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

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

**Maeve Webster • Menu Matters**

This “Flavor Brain Trust” comes together to outline the big opportunities in non-alcoholic beverages & mocktails. 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. 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. Thoughtfully executed non-alc beverages inspired by today’s leading cocktails: from basic enhance-ments like ice and glassware, to surprisingly delightful savory, smoky, even veg-centric flavor profiles. **TASTING – Seating for 70**

(Salon 4/5)

Sous Vide – Revolutionizing Back of the House

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

**Neville Crow • Arby's Inc.**

**Matthew Raiford • Gilliard Farms**

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.

(Grand Pacific Ballroom)

Riding the Surge in Veg-centric Dining

**Katie Ayoub • Flavor & The Menu**

**Juliet Greene • California Walnut Board**

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

**Jorge Cespedes**

**Jeremy Bringardner • Mendocino Farms**

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. Follow 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. **TASTING – Seating for 70**

(Salon 1/2/3)

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.

(Laguna/Sunset)

## 11:30am - 1:00pm

### FLAVOR INNOVATION LUNCHEON

(Served in Atrium, Seating in Rose Garden and Palm Court)

## 1:00pm - 1:30pm

Drink In the Trends... Coast to Coast

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

**Allen Katz • Southern Glazer's Wine & Spirits of New York**

To ensure that all Flavor Experience attendees receive a full vision of industry trends, we are once again partnering with Southern Glazer's Wine & Spirits to bring you an in-depth overview of what is happening in beverage across the country; from New York, Los Angeles, and Chicago in addition to the hip middle-America cities such as Kansas City and Dallas. Visiting hand-selected, trend-forward bars, restaurants, and clubs to check out drink innovations for multi-chain operator considerations.

(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. Take a look at what's new and growing on restaurant menus, the coming "functional foods" revolution, 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.

(Grand Pacific Ballroom)

## 2:30pm - 3:15pm

Mix & Mingle Networking Break

featuring assorted nibbles and mocktails served by Sweet N Chili

(Newport Coast Registration)

## 3:15pm - 4:15pm



### Toolbox Sessions #2

Cider at The Table, A Global Perspective

**Ryan Burk • Angry Orchard**

**Adam Moore • Flashpoint Innovation**

Angry Orchard's Head Cidermaker Ryan Burk explores the global history and culture of cider and its place at the table. Ryan has been working for years to elevate cider alongside food through thoughtful dinners and events around the country. Join them to taste cider as you never have before. **TASTING – Seating for 70**

(Salon 4/5)

The Language of Love- How to Draw Them In

**Colleen McClellan • DATASSENTIAL**

Back by attendee request, Datassential returns with a 2018 updated workshop on how to create and market menu items to draw consumers in. Join Colleen for this hands-on toolbox session. 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. A prize will be given to the winning team. **NOTE:** if you attended last year, please give others a chance this year.

(Cardiff)

Menu Labeling for Your Brand - Strategies & Tactics from the Trenches

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

The ever-elusive cloud of menu labeling that has loomed over the industry for eight years. In this toolbox, take a deep dive into the protective and promotional brand strategies, giving insight into what worked – and what didn’t. Hear the expectations and experiences from various dining sectors about the menu development and layout tactics employed to dodge the bullet and reduce brand risk. Get tips on how to approach future construction of menu items from ideation and creation to implementation, and how to keep track of it all.

(Grand Pacific Ballroom)

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

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

**Allen Katz • Southern Glazer's Wine & Spirits of New York**

## Liz Frye • Southern Glazers Wine & Spirits

Deconstructing a complicated cocktail while improving efficiency and execution for chains. This educational session is where 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. Presented by Newport Beach Marriott Hotel & Spa. **TASTING – Seating for 70**

(Salon 1/2/3)

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.

(Laguna/Sunset)

## 4:25pm - 4:55pm

Long Term Success with Limited Time Offers

## Louis Maskin

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)

## 4:55pm - 5:25pm

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 - 8:00pm

Ultimate Flavor Festival

(Pool & Rose Garden)

### 8:00pm - 8:30pm

Drinks Keep Flowing

Go out to eat and come back for a night cap or stay all night! We'll keep the bar open!

(Pool)

### 8:30pm - 10:00pm

After Hour "Nibbles & Drinks"

(Pool)

## 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

Street-Level Trends: Volume 3 - Grand Finale

**Gerry Ludwig • Gordon Food Service**

In his final presentation, Chef Gerry recaps the year's findings and previews many of the dishes that will be served at the final day's lunch. 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**

Mix & Mingle Networking Break

(Grand Pacific Ballroom)

**10:30am - 11:30am**



### **Toolbox Sessions #3**

Powerful New Trends in Adult Beverages

**David Commer • Commer Beverage Consulting**

**Ken Ruff • Beam Suntory**

**Scott Hempstead • Boston Beer Co.**

**Patrick Kozel**

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. **TASTING for 70**

(Salon 1/2/3)

Launching an LTO Program that Lands in Success

**Louis Maskin**

**Michael Parlapiano • Culinary Edge**

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

Limited Time Offers 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)

Where Do We Go From Here? - A Deeper Discussion

**Maeve Webster • Menu Matters**

If you like what you heard in the general session, this toolbox will dig 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.

(Laguna/Sunset)

The Winds of Change: Embracing a Bold Vision for the Future of Culinary Education

**Kevin Duffy • Johnson and Wales University Chef Instructor**

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

It is important to remember that shared thinking and inclusive action, both innovative as well as what is enabled by technology, is what will significantly affect both the present and the future of the foodservice industry. Farmers, suppliers, manufacturers, restaurateurs, retailers, and institutions of higher education all have an important role to play in maintaining and creating the future of our industry. This interactive session discusses why culinary education is being rethought and how higher education institutions are rededicating programs to speak to 21st century needs...and how can industry help form the learning of these generations and prepare them to file the roles for which you hire them.

(Cardiff)

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

FLAVOR INNOVATION LUNCHEON

(Served in Atrium, Seating in Rose Garden and Palm Court)

## 12:25pm - 12:45pm

Marijuana on Your Menus? What the Industry is REALLY Thinking!

**JJ McKay • Fresh Toast**

You won't want to miss this recap from live discussions at this conference. You may be surprised by some of the responses from your fellow foodservice executives.

(Grand Pacific Ballroom)

## 12:45pm - 1:30pm

A Candid Flavor Open Discussion with the Audience

**Gerry Ludwig • Gordon Food Service**

**Jet Tila**

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

(Grand Pacific Ballroom)

## 1:30pm - 2:00pm

Flavor Icon Award

**Jet Tila**

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

Starting this year, The Flavor Experience introduces this annual iconic award to be awarded to an innovator, leader, and all-around superstar in the industry of Flavor. Who will be the first to set the bar high?

(Grand Pacific Ballroom)