2017 Flavor Experience Program

Current as of 06/01/19

Sunday, August 18th

10:00am - 5:00pm
Conference Registration & Check-in
(Newport Coast Registration)

Monday, August 19th

8:00am - 5:00pm
CORE (Children of Restaurant Employees) Official Charity of The Flavor Experience
*CORE Silent Auction continues live online for bidding.

8:00am - 5:00pm
Registration and Attendee Service Hours
(Newport Coast Registration)

12:00pm - 3:00pm
Flavor-On-The-Go Boxed Lunch
Presented by the Pinnacle Partners
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)

3:00pm - 4:00pm
Meet-up and Catch-up – Networking break

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

4:00pm - 4:10pm
Greeting & Opening Remarks/Pro-Start Intro
Sharyn Iler ● BSI Conferences, Inc.
(Grand Pacific Ballroom)

4:10pm - 4:30pm
Emcee Extraordinaire, The Flavor Experience 2019
Jet Tila
(Grand Pacific Ballroom)

4:30pm - 5:30pm
KEYNOTE: Sustainable Seafood
Barton Seaver ● Coastal Culinary Academy

Barton Seaver is on a mission to restore our relationship with the ocean, the land, and with each other—through dinner. He has translated his illustrious career as a chef into his leadership in the area of sustainable seafood innovations. Barton is a firm believer that human health depends on the health of the ocean and that the best way to connect the two is at the dinner table.

(Grand Pacific Ballroom)

5:30pm - 5:50pm
Street-Level Trends Part 1
Gerry Ludwig ● CEC, Gordon Food Service

This year, Chef Gerry is taking a fresh approach to sharing his trend insights, with three rapidfire 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.

(Grand Pacific Ballroom)

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Speakers</th>
<th>Location</th>
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| 5:50pm - 6:00pm | Beverage Trends  | Cathy Nash Holley ● Flavor & The Menu  
David Commer ● Commer Beverage Consulting | (Grand Pacific Ballroom) |

6:00pm - 7:30pm
- Premier Partner Showcase

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

(Rose Garden)

**Tuesday, August 20th**

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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>6:00am - 7:00am</td>
<td>Pilates/Yoga</td>
<td>(Seaview)</td>
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- Pilates/Yoga
  - Sponsored by Boston Beer

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<tr>
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<tr>
<td>7:30am - 8:30am</td>
<td>BREAKFAST</td>
<td>(Served in the Atrium, seating in Rose Garden)</td>
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8:00am - 1:00pm

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.

8:30am - 8:45am

Opening Remarks & CORE check presentation

Jet Tila

Sharyn Iler • BSI Conferences, Inc.

(Grand Pacific Ballroom)

8:45am - 9:30am

The Next Dozen

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.

(Grand Pacific Ballroom)

9:30am - 10:00am

KEYNOTE: Blood Road

Rebecca Rusch
<table>
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<tr>
<th>Time</th>
<th>Event Description</th>
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<tr>
<td>10:00am - 10:45am</td>
<td>Mix &amp; Mingle Networking Break</td>
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<tr>
<td>11:00am - 11:30am</td>
<td>Street-Level Trends Part 2</td>
<td><strong>Gerry Ludwig</strong> • CEC, Gordon Food Service</td>
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<tr>
<td>11:30am - 12:30pm</td>
<td>Toolbox Sessions #1</td>
<td><strong>Melissa Wilson</strong> • Technomic</td>
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<td>Beverage Session</td>
<td><strong>David Commer</strong> • Commer Beverage Consulting</td>
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<td></td>
<td>Breakfast: How non-breakfast dayparts are influencing what is being offered at breakfast</td>
<td><strong>Maeve Webster</strong> • Menu Matters</td>
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<td></td>
<td>Connecting the Dots- Helping your audience find meaning in each menu experience.</td>
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**Colleen McClellan ● DATASSENTIAL**

Datassential’s signature trend identification process used in a workshop format. Using recipes from the event to highlight flavor opportunity areas. This presentation will discuss how to take an experience and determine the bigger trend at play and decide if it warrants ‘acting’ upon it. Limited to first 50 people.

**TBD Toolbox**

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**12:30pm - 2:00pm**

**FLAVOR INNOVATION LUNCHEON**

(Seating in Rose Garden)

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

Alternative Proteins

**Donna Hood Crecca ● Technomic**

The who/what/why of consumers and operators embracing alternative proteins and other healthful alternatives, including menu trends (including predictive analytics) and implications for the Flavor audience

(Grand Pacific Ballroom)

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**2:30pm - 3:00pm**

How to Use Strategic Thinking to Navigate 2020 Consumer, Food & Beverage Trends

**Suzy Badaracco ● Culinary Tides**

Consumer, food & beverage patterns all note a pull-back from extreme behaviors and preferences. This shift to caution affects what goes on the plate and how consumers approach food. The swings in behavior and desire are simultaneously wider and more extreme in nature. It also paints a more complex landscape to have to navigate, but affords more freedom to focus in areas of interest or expertise for the industry. Food industry players should understand the issues influencing food, flavor and beverage trends in order to successfully navigate them and uncover white space. Influencers including consumer, health, and sustainability forces will be discussed as they pertain to the shaping of marketplace trends and how they impact the creation of new products and menu items. The audience will be informed
on current consumer drivers and resulting behavioral trends, health drivers and trends, and shown how they overlay to create and influence upcoming food and beverage trends. Current food and beverage trends will be used to demonstrate connections between consumer drivers and resulting food and beverage outputs.

(Grand Pacific Ballroom)

3:00pm - 3:30pm
TBD General Session

3:30pm - 4:15pm
Energizing Networking Break
Presented by Sweet N Chilli & Red Bull

(Newport Coast Registration)

4:15pm - 5:15pm

Toolbox Sessions #2

How Health & Wellness Trends Directly Alter Consumer Behavior and Food & Flavor Trends

Suzy Badaracco • Culinary Tides

Issues influencing health and wellness trends will be explored along with how to successfully navigate them and white space not yet discovered. Influencers will be discussed as they pertain to the shaping of marketplace trends and how they impact the creation of new products. Health and wellness issues layer benefits attractive to consumers which create a winning combination that can lead to making food and beverage products and menu items successful in the marketplace. We will explore consumer drivers – including trust, control, and prevention issues – and the biggest media and consumer driven issue in health and wellness to date. The talk will examine the fermentation, high protein, beauty, gut health, weight loss, and cognitive function territories and reveal their birth patterns, parents, drivers, and impact on resulting food and beverage trends. The trend patterns note more cautious behaviors and activities; a sense of mindfulness, reserved experimentation, self-care, and vulnerability. It also paints a more complex landscape to have to navigate, but at the same time more freedom to focus in areas of interest or expertise for the industry.
Menu Ubiquity: What is your food/beverage menu telling your guest?

Colleen McClellan • DATASSENTIAL

This break out session would assist attendees in evaluating if their menu, brands and how they’ve engineered design tell the best and most correlated brand story. What we are seeing in the world of restaurants is that the food/beverage program is adjunct to their overall message and/or an afterthought. This hands on workshop would challenge attendees to identify menus based on brand attributes and showcase ways to improve messaging and make food/beverage inclusive to the brand and food offerings.

R&D: The Future of Food

Cathy Nash Holley • Flavor & The Menu

Creating Sweet Treats Under the New Sugar Labeling Laws

James Painter, PhD, RD • The University of Texas, Health Sciences Center at Houston, Brownsville Campus

Dr. Painter will present the “in the trenches” applications for using whole food, whole grains and fruit ingredients in categories of food products to create ‘hot products’ in light of the FDA’s labeling law changes and a changing consumer landscape.

Non Al/Low ABV Trends

Tony Pereyra • The Spirits In Motion

5:30pm - 7:30pm

Ultimate Flavor Festival

(Pool & Rose Garden)

Wednesday, August 21st
6:00am - 7:00am
Pilates/Yoga
Sponsored by Boston Beer
(Seaview)

7:30am - 8:30am
BREAKFAST
(Served in the Atrium, seating in Rose Garden)

8:30am - 8:50am
Opening Jet Talk
Jet Tila
(Grand Pacific Ballroom)

8:50am - 9:20am
Old School Flavors & New School Ways to Innovate Your Menu
Robert Danhi • Flavor360 Solutions
What are menu favorites, best sellers and comfort foods your customers crave often traced back to the flavor experiences and food memories as children? Nostalgia is a complex equation of innate preferences, cultural habits, flavor experiences, personal expression, and family values. Food researcher and Curator of Cultures Robert Danhi will discuss how to take an idea from the past and turn it into a menu hit of the future. Find out which 10 Nostalgic Dishes are Ready for Makeover and see a few examples from industry leaders turning nostalgia into profitable menu opportunities.
(Grand Pacific Ballroom)

9:20am - 9:50am
Dual Migration
Colleen McClellan • DATASSENTIAL
Jack Li • Datassential

This pattern of movement among boomers and millennials changing the dining scene and the trends which are arising from their different life stage needs i.e. Millennials needs value and speed and Boomers desire experiences – lifestyle centers have emerged (the next food hall), new independents, delivery demands, etc. This could tee up other speakers to follow focused on Delivery, Technology etc…as this is part of the major driving force of change.

(Grand Pacific Ballroom)

9:50am - 10:15am
Street-Level Trends
Gerry Ludwig • CEC, Gordon Food Service

10:15am - 10:50am
Mix & Mingle Networking Break
(Grand Pacific Ballroom)

10:50am - 11:50am
Toolbox Sessions #3
Maximizing the Value and Out of In Market Immersions
Thomas H Talbert • CSSI, A Marlin Network Agency, Culinary R&D
Round Table w/ Robert Danhi
Robert Danhi • Flavor360 Solutions
Join Robert Danhi as he will facilitate dialog on 10 Nostalgic Dishes Ready for Makeover
Future of Food and Alcohol Delivery

Donna Hood Crecca • Technomic

Round Table w/ Cathy Nash Holley

Cathy Nash Holley • Flavor & The Menu

BOH efficiencies

Bryan Voltaggio • Executive Chef, Owner VOLT, Lunchbox, Family Meal, RANGE, AGGIO

Jason Moore • Schlotsky’s Deli

Mike McEwen • Dunkin Donuts

11:50am - 12:50pm

FLAVOR INNOVATION LUNCHEON

(Seating in Rose Garden)

12:50pm - 1:50pm

The Future of Whole Foods for the Whole Person For the Whole Planet: Where Does Added Sugar Fit?

James Painter, PhD, RD • The University of Texas, Health Sciences Center at Houston, Brownsville Campus

With nutrition experts seeming to be at polar opposites, what is the consumer to think? Paleo adherents say it is meat that provides the benefits, while vegans say it is exactly the opposite, meat is the problem. The low fat diets propose that fat is the problem, while the keto diet are fat friendly. And all these diets show health benefits. What is the answer? What if fat levels and protein source are not the main issue? Dr. Painter will address how product manufacturers can position themselves to meet the needs of future consumers in the arenas of whole foods and added sugar.
1:50pm - 2:50pm

Street-Level Trends Part 3

Gerry Ludwig • CEC, Gordon Food Service
Cathy Nash Holley • Flavor & The Menu
Jet Tila