



THE CULINARY INSTITUTE OF AMERICA presents

11TH ANNUAL INTERNATIONAL CONFERENCE & FESTIVAL WORLDS of FLAVOR

A Mediterranean Flavor Odyssey:
Preserving and Re-inventing Traditions
for Modern Palates.
November 6–8, 2008



“Inspirational, 11 on a 10 scale. Fabulous beyond belief. This extravaganza has become a hot ticket as word of its previous in-depth explorations has spread. [The CIA’s recent Worlds of Flavor Conference] was a massive undertaking, the biggest and most intense of its conferences. The buzz was terrific and the learning curve steep and exciting.”

—FOOD ARTS

OVERVIEW

The Worlds of Flavor International Conference & Festival, presented by The Culinary Institute of America (CIA), is widely acknowledged as our country’s most influential professional forum on world cuisines and culinary flavor trends. Soon to be in its 11th year, the annual gathering has become a “must attend” for leading chefs, corporate menu decision-makers, foodservice management executives, suppliers, journalists, and other professionals. The event has become such a popular draw that in 2007 it sold out in a matter of days, seven months in advance!

The event is the college’s flagship conference, and every November literally transforms the Napa Valley campus into an amazing crossroads of world food and culture. Each year it showcases the “gold standards” of world cuisines—from the Mediterranean and Latin America to Asia—that are increasingly reshaping American palates and the U.S. foodservice industry.

In November 2008, the CIA will stage **A MEDITERRANEAN FLAVOR ODYSSEY: PRESERVING AND RE-INVENTING TRADITIONS FOR MODERN PALATES**. This spectacular, multi-dimensional event will bring together a conference faculty of more than 60 top chefs, market cooks, food writers, beverage experts, food producers, and other authorities from throughout the Mediterranean and across the United States. This prestigious guest conference faculty will lead seminars, conduct tastings and demonstrations, collaborate on special meals, and participate in the colorful World Marketplace held in Greystone’s historic 15,000 square-foot Barrel Room.





The CIA's 2008 **A MEDITERRANEAN FLAVOR ODYSSEY** promises to be perhaps the largest and most spectacular conference on Mediterranean food, wine, cooking and culture ever to be held in the United States.

FEATURED COUNTRIES

Featured countries and cuisines for the 2008 program include **Italy, Spain, the South of France, Greece, Turkey, Tunisia, Morocco, Lebanon,** and other food cultures of the **Eastern Mediterranean and Middle East.**

PROGRAM OVERVIEW

Americans have come to love a wider range of Mediterranean flavors in recent years, as chefs have discovered and showcased these flavors on their menus. And yet the American foodservice industry is still just barely scratching the surface of what exists in the Mediterranean—from Southern Europe to the Eastern Mediterranean and North Africa. This represents an enormous opportunity to refresh and extend popular Mediterranean culinary trends with flavors that are at once new and seemingly familiar.

The 2008 conference, **A MEDITERRANEAN FLAVOR ODYSSEY**, will probe the far reaches of the greater Mediterranean and present the best of less familiar regional flavors. Then we'll look at how many of these flavors are being re-invented by leading Mediterranean-based and American chefs, melding the modern with the ancient.

Among the many elements to be included in the conference are the following:

- An update on the traditional, healthful Mediterranean diet, including an overview of the most recent scientific research on this healthy, cultural model of eating.
- The Mediterranean vegetable kitchen, often rooted in home cooking, and the related tradition of Mediterranean vegetarian cooking—with its enormous potential for American foodservice.



- Trends in style and quality of olive oil, cheeses, and a market basket of other Mediterranean ingredients and products.
- Traditions of spices and spice mixtures from the Middle East stretching across North Africa into southern Spain and Sicily.
- Mediterranean foodways as viewed—and tasted—through the lens of salt, that most essential element of preserving (think salted capers, ibérico ham, and the hundreds of cheeses that distinguish this region—for starters).
- Contemporary trends in Mediterranean wine, from the best of indigenous grape varietals to the latest in international wine styles—including the leading edge of winery architecture.
- The changing dynamic between contemporary, inventive Michelin-starred restaurant food and the best of traditional, product-driven home cooking traditions. Updated 09-22-07
- The best of Mediterranean seafood traditions from Spain, Italy and Greece to North Africa.
- Traditions of pasta, artisanal bread, rice, couscous, bulgur, farro and more—centuries-old approaches to the fine art of preparing grains, including whole grains.
- Flavor spectrums: sauces, aromatics and component tastings from 10 Mediterranean food cultures.
- Feast foods, festival traditions, and a taste of the legacy of royal cuisines. • Mediterranean snacking and fast food, from street food vendors to traditions of mezze and tapas.
- The untapped, healthy—and delicious!—world of Mediterranean savory nut sauces and legume traditions, from chickpeas to fava beans.
- Forgotten traditions of long, slow-cooked Mediterranean flavors, outdoor live fire cooking, and hearth oven techniques.
- The unexpected culinary results of centuries of mixing Christian, Jewish and Arab cultural influences.



- The world of Mediterranean sweets and desserts, made irresistible with local honeys, nuts and nut pastes, dried fruit, flower waters, spices, and more.
- Strategies for introducing lesser known Mediterranean flavors and dishes onto American foodservice menus.

All in all, this extraordinary flavor immersion will help attending chefs, operators, and suppliers understand how they can stay ahead of the curve in integrating and leveraging “the next big thing” in the Mediterranean culinary mega-trend on behalf of their operations.

ATTENDANCE

Total attendance for the Worlds of Flavor Conference is limited to 700 senior-level chefs, independent and chain restaurant operators, university and contract foodservice managers, hotel food & beverage directors, leading foodservice manufacturers and marketing experts, wine and other beverage producers and distributors, supermarket foodservice operators, educators, world cuisine experts, and other influential foodservice industry professionals from the United States and around the world.

As part of the attendance, the conference has traditionally included 50-60 consumer and foodservice trade media representatives. Recently, journalists attending and/or covering the Worlds of Flavor Conferences have represented publications ranging from *Nation’s Restaurant News*, *Food Arts*, and *Flavor & The Menu* to the *New York Times*, *Gourmet*, *San Francisco Chronicle*, *Houston Chronicle*, *Saveur*, *Sacramento Bee*, *Rocky Mountain News*, *Cooking Light* and *Time* magazines—together with international media from Europe to Australia.

Don’t miss this seminal event in American foodservice as we consider the future of Mediterranean food and cooking, and its impact on American menus. And remember that the Worlds of Flavor Conference series has historically sold out six months in advance, so be sure to secure your participation early so as not to miss out on this incredible flavor odyssey. (In 2007, the Worlds of Flavor Conference sold out in less than 10 days in early March for the November 2007 program. Registration opens for the November 2008 Worlds of Flavor Conference in April 2008, but sponsorships are available now.) Please join us!

Watch for an announcement about the opening of registration for the 2008 Worlds of Flavor Conference as well as program updates on the Web at www.ciaprochef.com.

SPONSORS OPPORTUNITIES

The Culinary Institute of America welcomes a wide range of organizations to participate in helping to make this ambitious program a reality, including Mediterranean national governments, regional governments, trade associations and private companies, as well as compatible association and corporate sponsors from the United States.

The Culinary Institute of America Founded in 1946, The Culinary Institute of America is an independent, not-for-profit college offering bachelor's and associate degrees in the culinary arts and baking and pastry arts. A network of more than 30,000 alumni in foodservice and hospitality have helped the CIA earn its reputation as the world's premier culinary college. Courses for foodservice professionals are offered at the college's main campus in Hyde Park, NY and at The Culinary Institute of America at Greystone, in St. Helena, CA.

For many years, The Culinary Institute of America has been a widely recognized leader in making the best of world cuisines and flavors more accessible for foodservice professionals and the media. The CIA at Greystone is the location of the college's annual, critically acclaimed **Worlds of Flavor International Conference &**

Festival. Now in its 11th year, this CIA program (for professionals only) brings together the world's top culinary talent—from Shanghai, Tokyo and Singapore to Barcelona, Rome, Athens and Mexico City—and showcases the “gold standards” of world flavors. Educational programs highlighting world cuisines permeate the curriculum and special initiatives of both campuses of The Culinary Institute of America.

The CIA's annual DVD and Web series, **Savoring the Best of World Flavors**, was honored with a James Beard Award in 2007 for Best Webcast. Updated 09-22-07

The Culinary Institute of America at Greystone is also the home of the **Rudd Center for Professional Wines Studies** which offers the most comprehensive portfolio of in-depth wine courses in the United States. The newly opened, multi-million dollar Rudd Center for Professional Wine Studies features two state-of-the-art tasting classrooms designed for the optimal sensory evaluation of wine.

With **foodservice in the United States now representing nearly 50% of the consumer food dollar** and, in addition, substantially shaping consumer and retail trends—and with the CIA at Greystone playing host to thousands of the most influential American chefs and





foodservice operators each year—the CIA’s California campus has become a favorite venue of many of our association, corporate and governmental partners in reaching key audiences for their foodservice education and marketing efforts.

To learn more about The Culinary Institute of America and the programs and activities of its two campuses, please visit the college’s two Web sites: www.ciachef.edu (for general information about the college, and especially its degree programs) and www.ciaprochef.com (for information about the college’s programs for culinary and wine professionals, as well as access to its many online learning opportunities).

FOR MORE INFORMATION

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