



FOOD ARTS

2010 Greystone Flavor Summit

The Art of Flavor in the World of High-Volume, High-Quality Dining



An Invitational Leadership Retreat for Food and Beverage Executives, Corporate and Executive Chefs and other Experts in the Hotel, Resort, Casino and Cruise Line Sectors, and Upper-Tier Chain/Multi-unit Restaurants and Non-Commercial Foodservice

April 22 – 24, 2010

"...Of all the events/conference's that I have attended over the years, they do not hold a candle to the quality/organization of event/topics/interaction with operators and other sponsors alike/quality of operators/food, etc. to this event...go ahead and sign us up now for next year!"

— LAWRENCE SCHWARTZ
Director of National Accounts
American Roland Foods

"...Listening to the panel discussions during the Summit paved the way for the beginnings of business relationships with top customers in the hotel and lodging industry...The insights shared by the industry leaders will be invaluable to me as I prepare my go-to-market strategy with these leaders."

— LISA ABRAHAM
National Account Manager, Lodging
Unilever Foodsolutions

INTRODUCTION AND OVERVIEW

Throughout quality-focused, volume foodservice, American menus—and the American dining experience—are undergoing a revolution in flavor. Diners are expressing an interest in higher quality flavors, in freshness, in world flavors and authenticity, in flavor experimentation, and in new menu formats and dining concepts as never before.

The Greystone Flavor Summit, co-presented by the **CIA at Greystone** and *Food Arts Magazine*, brings together each year a select group of top food and beverage directors, corporate and executive chefs and other experts in American foodservice to explore, discuss and taste their way through a stimulating, critical set of flavor and related kitchen and dining management issues. This invitational leadership retreat welcomes as its core audience about 35-40 talented individuals drawn from these sectors:

- **Hotels, resorts, casinos, and cruise lines**—Corporate chefs and corporate food and beverage directors/vice presidents, as well as food and beverage directors and executive chefs from some of our country's largest, most significant properties
- **Chain/multi-unit restaurants**—Vice presidents of food & beverage, corporate chefs, and R & D chefs in the mid and upper tiers of this sector
- **Non-commercial volume foodservice**—Vice presidents of food & beverage, corporate chefs, and senior-level R & D chefs

In addition to this core audience of invited (and sponsored) food/culinary and beverage leaders, the retreat will also feature other leading flavor experts as presenters including sensory scientists; consumer insight specialists; flavor researchers and cuisine experts from around the world; wine, spirits and other beverage experts including sommeliers; pastry chefs; marketing and communications executives; and more.





This two-and-a-half-day program (that begins on a Thursday night and concludes on a Saturday evening) will include: a variety of special meals and tastings, a sponsor exchange/reception, and hand-on culinary and food/wine experiences in CIA at Greystone’s world famous teaching kitchens, Williams Center for Flavor Discovery, and the Rudd Center for Professional Wine Studies. Thematically, summit sessions and seminars will explore the following nine annual core topics highlighting menu R & D, product selection and purchasing, innovation in kitchen and dining operations, beverage management, and marketing:

- **Sensory Science and Consumer Insight: The Revolution in American Flavor Preferences**
- **Flavor Multipliers: From Umami to the Frontiers of Kitchen Science**
- **The Language of Flavor: From Tasting to Menu Development and Marketing**
- **Volume Fine Dining: Inventing the Next Great Flavor Experience**
- **World Cuisines: A Deep Dive into Regional Flavor Dynamics**
- **Emerging Flavors in Translation—Frontiers of Quality and Authenticity in Volume Foodservice**
- **The Perfect Flavor Match: Probing the Art of Interaction**
- **Of Wines, Spirits and Beverage Futures: Trends in Drinkable Pleasures**
- **Flavors in Context: Views from the Savory vs. Pastry Kitchen**

FOR MORE INFORMATION

For more information about the **2010 GREYSTONE FLAVOR SUMMIT**, please contact:

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