

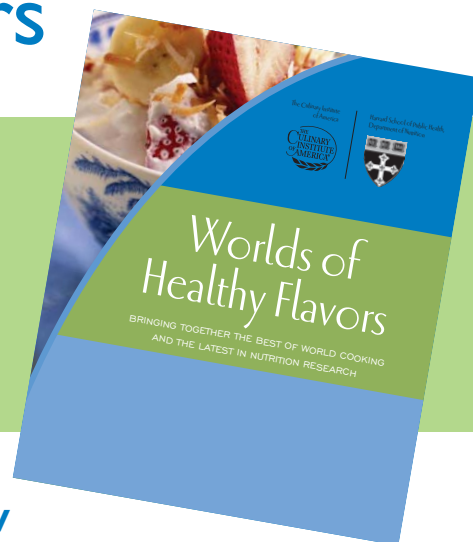


6TH ANNUAL

Worlds of Healthy Flavors

Leadership Retreat and New Media Initiative
for Chain Restaurants, Hotels, Supermarkets,
and Volume Foodservice

January 20-22, 2010



INTRODUCTION AND OVERVIEW

Worlds of Healthy Flavors: A Leadership Retreat and New Media Initiative for Chain Restaurants, Hotels, Supermarkets, and Volume Foodservice is a groundbreaking educational initiative launched in September 2004 by The Culinary Institute of America (CIA) and designed to assist corporate and executive chefs of chain restaurants, hotels, supermarkets (foodservice operations) and volume foodservice expand options for healthy meal choices within their businesses and on behalf of their customers.

In developing this project, **The Culinary Institute of America** has teamed up with the **Harvard School of Public Health—Department of Nutrition** in a multi-year collaboration, and will co-present the Sixth Annual Worlds of Healthy Flavors Leadership Retreat in January 2010 at the CIA's California Greystone campus in Napa Valley, California.

This by-invitation-only leadership retreat will include 30-35 of America's most influential corporate chefs and other foodservice leaders, together with top nutrition scientists, world cuisine experts, and consumer and trade media.

This program comes at a pivotal time for American foodservice. American menus are being fundamentally reshaped by an accelerating interest in world culinary traditions from Latin America to Asia and the Mediterranean, as Americans find themselves drawn to bolder, more assertive flavors from a broad range of cultures.

Chefs and operators have never had a wider range of ingredients, flavors and flavor dynamics, recipes, and menu concepts from which to choose. As exciting as this unprecedented range of flavors is, most culinary professionals know that they are just in the early stages of understanding what these flavors represent, and how best to take advantage of them in their operations.

At the same time, on the scientific front, leading experts in nutrition research continue to refine our understanding of what constitutes a healthy diet, and healthy menu choices. And yet—as evidenced by alarmingly high rates of diet-linked chronic diseases, from heart disease and cancer to obesity and type II diabetes—many Americans clearly find it a challenge to actually make healthy meal choices.

*Bringing
Together the
Best of World Cooking
and the Latest in
Nutrition Research*





For their part, chefs and operators of chain restaurants, hotels, supermarkets, and volume foodservice often feel discouraged about trying to address what they perceive as customers' mixed messages about healthy meal choices, and what they sense is still "shifting ground" under ongoing nutrition research outcomes. Adding confusion to the mix is the plethora of branded weight loss programs, books and media stories—all competing for attention and converts. And few in the foodservice industry have the appetite to repeat failed healthy menus initiatives from the 80's and 90's.

Worlds of Healthy Flavors brings together long-term foodservice flavor trends with approaches to healthy cooking that represent the thinking of the best and the brightest in current nutrition research. The project leverages the strategy that growing interest in a broader range of world flavors gives chefs and operators many more options to deliver healthier menu choices to their customers.

In developing this Invitational Retreat Series and New Media Initiative, the CIA is working with key leaders in the chain restaurant, hotel, supermarket, and volume foodservice sectors in order to integrate vital operational concerns—as well as with a small group of America's leading experts on world cuisines. Further, the CIA has confirmed a prestigious group of our nation's most influential nutrition researchers and public health specialists to participate on our project's Scientific Advisory Board.

In February 2010, the Sixth Edition of the New Media Initiative will be available on a 24/7 tuition-free basis for the foodservice industry, professionals in related areas of food and health, and the media at www.ciaprochef.com.



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