



THE CULINARY INSTITUTE OF AMERICA presents

13TH ANNUAL INTERNATIONAL CONFERENCE & FESTIVAL

WORLDS of FLAVOR

JAPAN: FLAVORS OF CULTURE

From Sushi and Soba to Kaiseki, A Global Celebration of Tradition, Art and Exchange

November 4–6, 2010



OVERVIEW: JAPANESE FLAVORS, AMERICAN MENUS

One of the pre-eminent trends shaping the future of American menus and the foodservice industry is the rise of Asia and Asian flavors. Interest in Japanese food and culinary traditions in particular has seen phenomenal growth among American consumers in recent years.

Japanese *sushi* has moved from the exotic to mainstream, as *sushi* bars have proliferated and the taste for *sushi* has increasingly claimed a regular niche in supermarkets and neighborhood delis. Volume foodservice operators, from college campuses to Las Vegas casinos, now regularly include Asian noodle bars—and Japanese noodle soups—for their patrons.



In American fine dining, the best Japanese restaurants claim top tier ratings in restaurant surveys and Japanese flavors and culinary aesthetics influence the menus and ambience of more and more non-Japanese-owned restaurants. A number of Japanese ingredients—from soy sauce (*shoyu*) and *wasabi* to

miso, tofu and soy milk—have made their way beyond purely Japanese menus to marry with a wide range of Western flavors and recipes. Japanese green tea—both hot and chilled—has become the beverage of choice for many Americans.

Japanese flavors and food traditions are also benefiting from a “health halo” that they enjoy in the American market. From Americans’ broad concern about diet-linked chronic diseases to the growth of the upscale, Asian-inspired spa experience, Japanese sensibilities about food and health are very much on-trend.

Again on the flavor front, the world of *umami*—now widely accepted by sensory scientists as the fifth sense and originally tied to savory Japanese food traditions—is capturing the imagination of avant-garde chefs, research and corporate chefs, and flavor seekers in the U.S. and around the world.

Finally, Japan’s broader role as a technology, design and arts leader has grabbed the attention of millions of Americans. This has had a spill-over effect into the food and restaurant choices of these consumers, and suggests that Japanese flavors and ideas about food, design and culture have a bright future in the United States.

However, at the same time, Japan is often less familiar to Americans than, say, Italy, France or a host of other European countries. Among American food professionals there is a sense that we are only at the beginning of our discovery of Japan and Japanese food culture. And for American chefs who seek authenticity in their Japanese flavors, and an understanding of cultural contexts, the “gold standards” of the best of Japanese food and cooking have often seemed challenging to understand and out of reach.



JAPAN: FLAVORS OF CULTURE

The Culinary Institute of America's 13th Annual Worlds of Flavor International Conference & Festival, **Japan: Flavors of Culture**, will both celebrate this increasing interest in Japanese flavors in American foodservice as well as provide access to an unprecedented gathering of culinary talent from Japan—talent who represent mastery in their respective areas of endeavor.

Japan: Flavors of Culture, subtitled *From Sushi and Soba to Kaiseki, A Global Celebration of Tradition, Art and Exchange*, will represent one of the largest and most significant American professional conferences ever held dedicated to the flavors and food culture of Japan. Scheduled for November 4-6, 2010, the program will take place at the spectacular, historic Greystone campus of The Culinary Institute of America (CIA) in Napa Valley, California.

The conference faculty will include more than 60 leading chefs and other experts on the food and culinary traditions of Japan, including dozens of top chefs and food and beverage experts from Japan. Participating chefs from Japan will represent a variety of Japanese regional culinary traditions, and types of cooking, from casual to high cuisine and from traditional to modern.

We'll also hear from American chefs and operators on how they are adopting and translating Japanese flavors for a range of new-generation U.S. foodservice concepts. Additionally, we'll see and hear from a dazzling selection of Japanese artists and cultural performers.

But most importantly, following more than two years of careful planning, the CIA's 13th Annual Worlds of Flavor International Conference & Festival, **Japan: Flavors of Culture**, will present for the first time in the United States a comprehensive, global standard of excellence in traditional Japanese cuisine as practiced by Japan's most revered master chefs and food experts.

CONFERENCE FORMAT AND SESSION & TASTING THEMES

Following its regular format, the 13th Worlds of Flavor Conference will be divided into four key sections:

- General sessions (for all attendees, with a state-of-the-art culinary stage);
- Seminars and kitchen workshops (held concurrently throughout the CIA's Napa Valley campus);
- The World Marketplace (a dazzling walk-around event with both culinary and beverage tastings, demonstrations and cultural performances, and sponsor exhibits that occurs on Thursday night, Friday night and Saturday lunch); and
- The Friday outdoor tented lunch including tastes from the Japanese live fire kitchen.

Conference sessions and tastings will consider the full range of Japanese foods and elements of food culture, from agriculture and aspects of quality in food and beverage production to the Japanese table—as well as the aesthetics and cultural ideas that animate all of these areas. Specific themes will include:

- The Japanese approach to traditional food—*washoku*—and its principles for achieving aesthetic harmony and nutritional balance.
- Traditional and modern techniques for Japanese farming and fishing, from the cultivation of seasonal vegetables and the handling of fish to fruit cultivation practices tied to the tradition of gift giving.
- The Japanese heritage of traditionally processed and preserved foods, from brewed soy sauce (*shoyu*) and *miso* to tofu, other soy products, rice vinegar, *nori* and more.



- The foods of Japanese festivals (*matsuri*).
- The art and signature flavors of *dashi*, that all important stock in the Japanese kitchen.
- The world of Japanese noodles, from *soba* and *udon* to *ramen*, and applications to American noodle bars. Japanese noodle shops and *soba* restaurants as institutions, and the noodle maker as a profile in culinary heritage.
- Authentic flavors and the exacting techniques of the best of Japanese *sushi* and *sashimi* traditions, as well as new flavors that are giving these popular foods a different look.
- Aromatics and aromatic sauces in the Japanese kitchen, from *yuzu*, ginger, *wasabi* and *shiso* to *ponzu* sauce.
- The Japanese restaurant scene in Tokyo, Kyoto, New York, California and elsewhere in the United States, including a look at what is firing up critics, guidebooks and the dining public.
- Techniques and styles of Japanese cooking, from *tempura*, *sukiyaki* and *shabu-shabu* to the Japanese live fire kitchen.
- Japanese rice traditions, from cultivation to the cooking secrets of *sumeshi* (vinegared rice for *sushi*).

- The growing science and culinary applications of *umami*, with insights into key flavor building strategies of the Japanese kitchen.
- An insider's view of the legendary *kaiseki* kitchens of Japan, and the culinary masters that inspire them.
- Food, religion and philosophy in Japan, and the delicious traditions of Japanese vegetarian cooking.
- Japanese flavors for American menus, from quick serve and fast casual to college foodservice and fine dining.
- Japanese beverage traditions, from the ancient art of green tea to the world of *sake* (with its classifications, and range of styles and flavors) and Japanese beer and other beverages.
- The philosophy and art of Japanese food design, from *bento* boxes and laquerware to food package, table top, restaurant design and food presentation.
- Japanese kitchen tools, from knives to mandolins and wasabi graters, and their potential contribution to American professional kitchens.
- The undiscovered world of Japanese home cooking, and its contribution to our understanding of the culinary practices behind the Japanese cultural model of healthy eating.
- Japanese food and world wine and other beverage pairings, with a look at the complementary flavor profiles of selected European, American and other New World wines.
- The tradition of *wagashi*, or Japanese sweets, and Japanese flavors as inspiration for new Western dessert traditions of America's top pastry chefs.
- Opportunities and strategies for greater collaboration and exchange between Japanese and American chefs, farmers and food producers.



THE WORLDS OF FLAVOR CONFERENCE & FESTIVAL: A 12-YEAR TRADITION

The Culinary Institute of America's Worlds of Flavor International Conference & Festival is widely acknowledged as our country's most influential professional forum on world cuisines and trends. Now in its twelfth year, the annual gathering has become a "must attend" for leading chefs, corporate menu decision-makers, foodservice management executives, suppliers, journalists and professionals.

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. The Worlds of Flavor conference showcases the gold standards of world cuisines—from Asia and the Mediterranean to Latin America—that are increasingly reshaping American palates and the U.S. foodservice industry.

ATTENDANCE & REGISTRATION

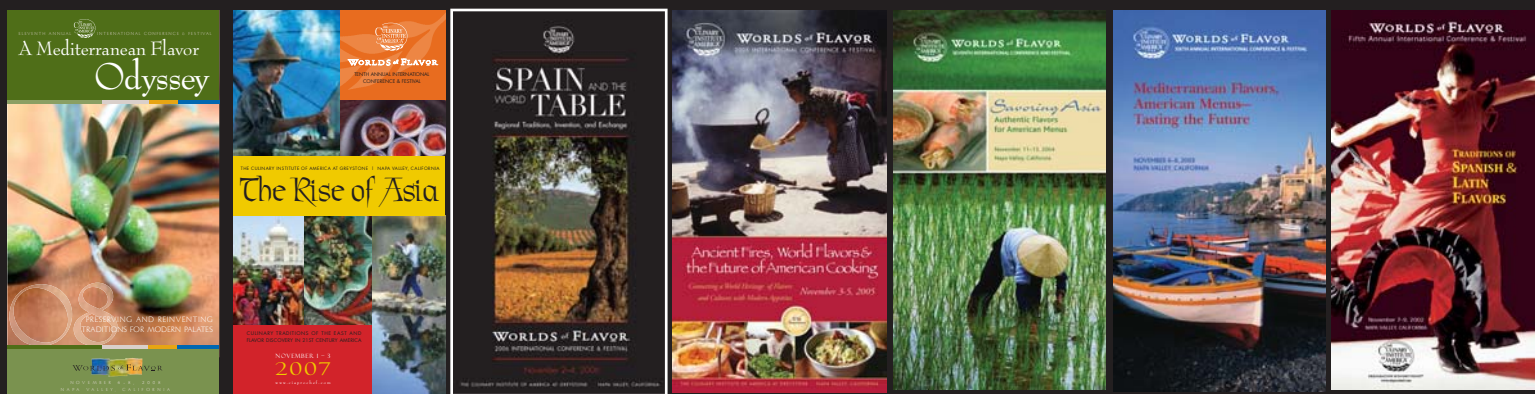
Total attendance for the Worlds of Flavor Conference is limited to 700 senior-level chefs, independent and chain restaurant operators, university and contract foodservice managers, hotel food & beverage directors, leading foodservice manufacturers and marketing experts, wine and other beverage producers 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 discover the depth and breadth of world street food and world comfort food traditions, and their 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. Registration opens for the November 2010 Worlds of Flavor Conference in early 2010, but sponsorships are available now. Please join us!

Watch for an announcement about the opening of registration for the 2010 Worlds of Flavor Conference as well as program updates on the Web at www.ciaprochef.com.





SPONSOR OPPORTUNITIES

The Culinary Institute of America welcomes a wide range of organizations to participate in helping to make this ambitious program a reality, including national and regional governmental agencies, 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 37,000 alumni in foodservice and hospitality have helped the CIA earn its reputation as the world's premier culinary college. Degree programs, certificate programs and courses for foodservice professionals are variously offered at the college's main campus in Hyde Park, NY, at the CIA at Greystone, in St. Helena, CA, at the CIA's newest campus in San Antonio, Texas, and in conjunction with Temasek Polytechnic Institute in Singapore.

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 12th 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 all 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.

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 three 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, PLEASE CONTACT:

IN JAPAN:
The Culinary Institute of America's
2010 Worlds of Flavor Japan Representative Office
 Tel 81 (0) 33403-9495
 Fax 81 (0)35785-1901
wof2010@chikaraishi.jp

IN THE UNITED STATES:
Cathy Jörin (Planning and Sponsorship)
 Director of Special Projects and Planning, Strategic Initiatives
 The Culinary Institute of America
 (707) 537-7742
cathyjorin1@aol.com

Holly Briwa (Sponsorship)
 Director of Corporate Relations
 (707) 967-2400
h_briwa@culinary.edu

Shara Orem (Sponsorship)
 Associate Director of Strategic Initiatives
 (707) 967-2439
s_orem@culinary.edu

Greg Drescher (Program Development/Sponsorship)
 Executive Director of Strategic Initiatives
 The Culinary Institute of America at Greystone
g_dresch@culinary.edu

