



Present

Worlds of Healthy Flavors ASIA®

*An Invitational Culinary Design Experience:
How to Create Healthier Dishes without Sacrificing Deliciousness!*

Monday, August 24, 2015

Hosted by

*The Culinary Institute of America, Singapore and Temasek Culinary Academy
at Temasek Polytechnic*

PROGRAM SCHEDULE

- 7:45 - **Breakfast and Registration**
8:30 AM *The Vista and The Foyer*
- 8:30 AM **Welcome & Opening Remarks from the CIA and HPB**
Theater
Speakers: Greg Drescher, The Culinary Institute of America
CHOO Lin, Health Promotion Board, Singapore
- 8:50 AM **Welcome & Opening Remarks from the Co-Chairs**
Speakers: Cathy Jörin, The Culinary Institute of America
Melissa Koh, Health Promotion Board, Singapore
- 9:00 AM **Introductions**
All operator members, corporate members, speakers, and guests will be invited to briefly introduce themselves
- 9:15 AM **General Session I: CONSUMERS**
Sample Topic: Consumer Insights and Information
Host: Cathy Jörin, The Culinary Institute of America

We Are What We Eat, Healthy Eating Trends

What do we know about Singaporeans and their desire for healthier menu options? What motivates them with regards to health and what are they willing to invest in? Are they willing to pay more for premium ingredients? What messages and marketing strategies are most powerful?

Presenter: Vasha Azoor, Director, Client Business Partner, Singapore and Malaysia, Nielsen

9:45 AM **General Session II: CALORIES**

What is Strategic Calorie Design and What Does it Mean to the Volume Foodservice Industry? Guiding Principles for Success and Key Learnings from the US Strategic Calorie Design Working Group

Presenter: Pam Smith, RDN

10:30 AM **Refreshment Break**

The Vista

10:45 AM **General Session III: CALORIE REDUCTION/PORZION CONTROL**

Theater

Strategic Calorie Design - Making Dishes Healthier without Sacrificing Flavor Principles and Techniques to Cut 100 Calories from Any Meal or Dish Best Practices/Case Studies: US

Presenter: Pam Smith, RDN

Culinary Demonstration - Practical Applications of Principles and Techniques for Strategic Calorie Design - Western Cuisine

Tuna Three Ways: Tartare, Burger, Carpaccio

Presenter: Toni Sakaguchi '84, Associate Dean for Culinary Arts, The Culinary Institute of America, Greystone

Culinary Demonstration - Practical Applications of Principles and Techniques for Strategic Calorie Design - Asian Cuisine

White Cauliflower of Chicken

Sambal Petai Prawns

Presenter: Chef Malcolm Lee, Candlenut Restaurant, Singapore

11:45 AM **General Session IV: BEST PRACTICES**

Panel Discussion- Healthy and Flavorful Menu Options, Business Opportunities and How to Leverage Them

Presenter/

Moderator: Pam Smith

Panelists: Dennis Hipolito, YUM!

Andrew Khoo, ABR Holdings

Anna Lim, The Soup Spoon

Chef Nam Q. Nguyen, NamNam Noodle Bar

- 12:30 PM **BREAK OUT GUIDED DISCUSSION SESSIONS** (*All participants*)
Classroom Locations
**Introduction to Hands-On Kitchen Session:
 Strategic Calorie Design Menu Development Challenge**
Break out into two larger groups for discussion and planning:
- **Western Cuisine Focus** - *Cumin Classroom*
 - **Asian Cuisine Focus** - *Dill Classroom*
- Presenters: Western Cuisine Focus - Toni Sakaguchi '84, CIA
 Cathy Jörin, CIA
 Michael Sanson, CIA Singapore
- Asian Cuisine Focus - Malcolm Lee, Candlenut Restaurant,
 Singapore
 Pam Smith, RDN
 Michael Sanson '96, CIA Singapore
- Each group breaks into smaller pre-assigned teams. Specific recipe challenges will be given to each team. Teams will be challenged to create healthy and delicious dishes with reduced calories.*
- 1:00 PM **Lunch/Team Ideation Sessions**
Top Table Restaurant
Teams sit together to discuss how they are going to approach their hands-on kitchen session challenges.
- 1:45 –
 3:45 PM **For Non-Chef Summit Participants:
 Innovation in Action, Innovation Practice for Restaurants**
Theater
 Presenter: Vasha Azoor, Director, Client Business Partner, Singapore and Malaysia, Nielsen
- 1:45 PM **For Chefs: Hands-On Kitchen Sessions: Kitchen Orientation**
Teaching Kitchens
 Chef/Guides: Overall Kitchen - Michael Sanson, CIA Singapore
 Western Cuisine Focus - Toni Sakaguchi, CIA
 Asian Cuisine Focus - Malcolm Lee, Candlenut Restaurant,
 Singapore
- Strategic Calorie Design Menu Development Challenge**
Teams create new menu items based on the guidelines, discussions and presentations from today.
- 3:45 PM **Team Presentations and Reception**
Teaching Kitchens
- 4:25 PM **Closing Remarks**
 Speakers: Greg Drescher, The Culinary Institute of America
 CHOO Lin, Health Promotion Board, Singapore
- 4:30 PM **Summit Concludes**