

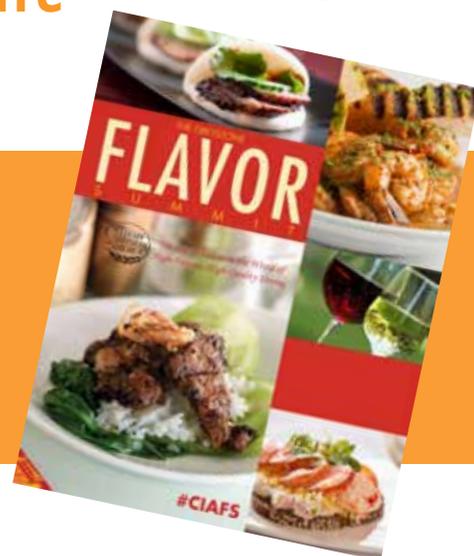


The Greystone Flavor Summit

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

March 8 – 10, 2017



INTRODUCTION AND OVERVIEW

"None of the events/conferences that I have attended over the years 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 KERMIZIS ABRAHAM
Director of National Accounts
Bigelow Tea

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

The Greystone Flavor Summit 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 hospitality and related kitchen and dining management issues.

This invitational leadership retreat welcomes as its core audience 35 to 40 talented individuals drawn from the following sectors:

- **Hotels, Resorts, Casinos, and Cruise Lines**—corporate chefs, corporate food and beverage directors, and corporate vice presidents, as well as food and beverage directors and executive chefs from some of our country's largest, most significant properties
- **Upper Tier Chain/Multi-Unit Restaurants**—vice presidents of food and beverage, corporate chefs, and R&D chefs in the upper tiers of this sector

In addition to this core audience of invited (and sponsored) food/culinary and beverage leaders, the retreat will also feature leading experts from the hospitality and culinary worlds as presenters, including consumer insight specialists; hotel and restaurant developers; chefs representing the latest trends in cuisine, both locally and internationally; hospitality consultants; wine, spirits and other beverage experts including sommeliers and mixologists; pastry chefs; designers; marketing and communications executives; and more.



This two-and-a-half-day program (which begins on a Wednesday afternoon and concludes on a Friday evening) will include: a variety of special meals and tastings; a sponsor exchange/reception; and culinary and food/wine experiences in the CIA at Greystone's world famous teaching kitchens and Ecolab Theater. Thematically, summit sessions and seminars explore core topics that highlight menu R & D, product selection and purchasing, innovation in kitchen and dining operations, beverage management, and marketing, such as:

- **The ever-changing business environment of the hospitality world**
- **Volume fine dining: inventing the next great flavor experience and setting**
- **Cocktails and wines: trends in drinkable pleasures, including food pairings**
- **Winning partnerships that make an operation stand out**
- **Social media use to the benefit of one's operation**
- **Flavors in context: trends in the savory and the pastry kitchens**
- **Sustainability at the high-volume fine dining level**
- **The ultimate experience: using service, design, and other refinements to stand out in the mind of global travelers**
- **World cuisines in U.S. interpretations: a deep dive into regional flavor dynamics**



FOR MORE INFORMATION

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