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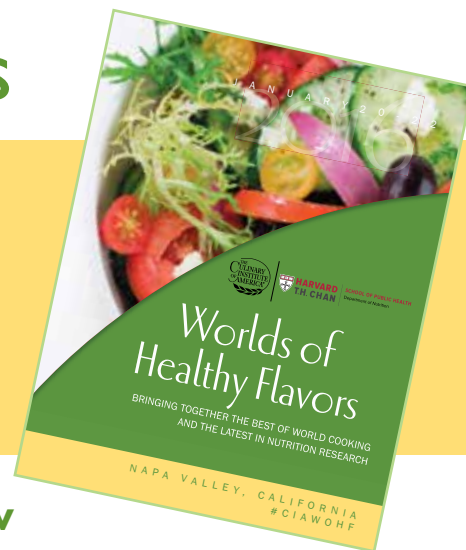
14TH ANNUAL

Worlds of Healthy Flavors

Leadership Retreat for Chain Restaurants,
Supermarkets, and Volume Foodservice

January 16-18, 2018

The Culinary Institute of America at Copia



INTRODUCTION AND OVERVIEW

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

Continuing a long-running collaboration, **The Culinary Institute of America and the Harvard T.H. Chan School of Public Health—Department of Nutrition** are pleased to co-present the 14th Annual Worlds of Healthy Flavors Leadership Retreat in January 2018 at The Culinary Institute of America at Copia in Napa Valley, California.

This by-invitation-only leadership retreat includes 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 unacceptably high rates of diet-related chronic diseases, from obesity and type 2 diabetes to cancer, cardiovascular disease, and dementia—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, supermarkets, and volume foodservice often feel discouraged about trying to address what they perceive as customers' mixed messages regarding healthy meal choices, and what they sense is still "shifting ground" under ongoing nutrition research findings. Adding confusion to the mix is the plethora of branded weight loss programs, books, and news stories—all competing for attention and converts. And few in the foodservice industry have the appetite to repeat failed healthy menu initiatives from the '80s and '90s.

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 and public health research. The initiative 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 its invitational retreat series, the CIA has worked with key leaders in the chain restaurant, 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 been guided by a prestigious group of our nation's most influential nutrition researchers and public health specialists through the Worlds of Healthy Flavors Scientific Advisory Committee.

In February 2018, the Worlds of Healthy Flavors website will be updated with content from the retreat at: <http://www.ciaprochef.com/wohf/>

Worlds of Healthy Flavors: Think Produce First

Focusing on fruits and vegetables first is not only a Principle of Healthy, Sustainable Menus, (as part of the 24 Menus of Change principles developed by The Culinary Institute of America in collaboration with partners at the Harvard T.H. Chan School of Public Health—Department of Nutrition), it's also a focused programming area for the annual Worlds of Healthy Flavors leadership retreat. Each year a general session focuses on how produce can be used to achieve a variety of healthy menu R&D goals, including improving carbohydrate quality, reducing calories and sodium, and most importantly, developing craveable, on-trend menu concepts.