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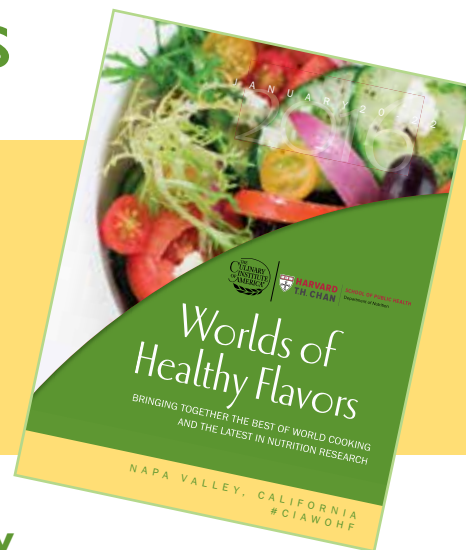
SCHOOL OF PUBLIC HEALTH

Department of Nutrition

13TH ANNUAL

Worlds of Healthy Flavors

Leadership Retreat for Chain Restaurants,
Hotels, Supermarkets, and Volume Foodservice
January 17-19, 2017



INTRODUCTION AND OVERVIEW

Worlds of Healthy Flavors: A Leadership Retreat for Chain Restaurants, Hotels, Supermarkets, and Volume Foodservice is a groundbreaking educational initiative launched in September 2004 by The Culinary Institute of America (CIA). This initiative is designed to help high-volume menu decision-makers expand options for healthy meal choices within their businesses and on behalf of their customers.

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

Continuing a multi-year 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 13th Annual Worlds of Healthy Flavors Leadership Retreat in January 2017 at the CIA's 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-related chronic diseases, from heart disease and cancer to obesity and type 2 diabetes—many Americans clearly find it a challenge to actually make healthy meal choices.





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 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 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, 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 the Worlds of Healthy Flavors Scientific Advisory Committee.

In February 2017, the Worlds of Healthy Flavors website will be updated with content from the retreat: at www.ciaprochef.com/wohf/.

Worlds of Healthy Flavors: The Produce First Strategy

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 will focus 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.