



The Culinary Institute of America

and

Harvard T. H. Chan School of Public Health, Department of Nutrition

present

Worlds of Healthy Flavors

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

<http://www.ciaprochef.com/wohf/>

14th Annual Invitational Leadership Retreat
for Chain Restaurants, Supermarkets, and Volume Foodservice

January 16-18, 2018

*The Culinary Institute of America at Copia
Napa Valley, California*

PROGRAM SCHEDULE

Unless otherwise indicated, all sessions take place in the Copia Theater (1st floor).

TUESDAY, JANUARY 16

3:30 PM **Registration and Refreshments**
Atrium (1st floor)

4:00 PM **Welcome and Introductions**
Presenters: **Greg Drescher** (Vice President of Strategic Initiatives and Industry Leadership, CIA)
 Eric Rimm (Professor of Medicine, Harvard Medical School;
 Professor of Epidemiology and Nutrition, and Director of the
 Program in Cardiovascular Epidemiology, Harvard T. H. Chan
 School of Public Health)

4:15 PM

Opening General Session

Opening Keynote Address

In the Line of Dietary Duty: Mythbusting, Translating, and Sharing the Sound Science of Nutrition in the Era of Fake News

How do scientists determine fact versus fiction? In reality, it's more of a continuum, whose final destination is a point where the weight of the evidence results in strong scientific consensus. Unfortunately, though, between special interests, political interference, and journalistic sensationalism, much is lost in translation from diet-related research finding to diet-related news headline or national guideline. Along with the latest diet quality trends, this session will provide a checklist of things that can go wrong along the information pipeline of nutrition science, equipping attendees to understand when the science is sound – and to feel confident making business decisions supported by strong evidence.

Moderator: **Greg Drescher** (Vice President of Strategic Initiatives and Industry Leadership, CIA)

Presenters: **Walter Willett** (Past Chair, Department of Nutrition, and Professor of Nutrition and Epidemiology, Harvard T.H. Chan School of Public Health; Professor of Medicine, Harvard Medical School; and Chair, Menus of Change Scientific and Technical Advisory Council)
Frank Hu (Chair, Department of Nutrition, and Professor of Nutrition and Epidemiology, Harvard T.H. Chan School of Public Health; Professor of Medicine, Harvard Medical School and Channing Lab, Brigham and Women's Hospital)

5:15 PM

General Session I

Presentation and Culinary Demonstration

Plant-Forward Kitchen, Part 1: Inspiration from The Plant-Forward Global 50 – the Best Places in the World to Eat Your Veggies

When we think of countries that embody the plant-forward ethic, India is among those at the top of the list. But it hasn't always been easy to translate that style of eating from the traditions of home cooking to the sphere of restaurants. This session's guest chef shares how he raised the value proposition of plant-forward menu items – making meals fun and interactive for enjoying a variety of flavors. Many of his most iconic dishes may be vegetarian, but they leave diners of all preferences satisfied with a fabulous food experience.

Moderator: **Greg Drescher** (Vice President of Strategic Initiatives and Industry Leadership, CIA)

Guest Chef: **Floyd Cardoz** (Chef and Managing Partner, Paowalla, New York, NY; Culinary Director, Bombay Canteen and O Pedro, Mumbai, India)

6:00 PM

Opening Sponsor Exchange Reception

Atrium (1st floor)

Featuring the Gold and Sustainability Sponsors

With book signings by Walter Willett and Floyd Cardoz. Books will be available for purchase.

7:00 PM

Reception Ends, Program Concludes for the Evening

Enjoy dinner on your own in the Napa Valley

WEDNESDAY, JANUARY 17

8:00 AM **Napa Valley Breakfast Buffet**

Atrium (1st floor)

Sponsored by American Egg Board

8:30 AM **General Session II**

Presentation and Culinary Demonstration

Plant-Forward Kitchen, Part 2: Marrying Tradition and Modernity in Standout Baja Californian Cuisine

Baja California is a place unlike anywhere else. And according to Roberto Alcocer, so are its foods. His restaurant Malva is a passionate tribute to place. Roberto capitalizes on the gifts of the region, whether fresh seafood from the coasts on either side of Baja or fresh strawberries whose flavors are intensified by the lack of water and blazing desert sun. See how great ingredients can carry most any dish to its most delicious potential.

Moderator: **John Barkley '97** (Director of Digital Media, Strategic Initiatives Group, CIA)

Guest Chef: **Roberto Alcocer** (Executive Chef and Owner, Malva Cocina de Baja, Ensenada, Baja California)

9:15 AM **General Session III**

Panel Discussion

Improving Nutritional Quality in a Plant-Forward Future: What Every Operator Should Know about the Science of Healthy Eating

From grains to ghee, sugar to saturated fat, questions abound even as consensus grows in favor of shifting menus toward more plant-based foods. In this session, learn what a healthy plant-forward eating pattern truly looks like, and how menus can be designed in ways that are backed by strong science and delight diners. Building on Tuesday's opening keynote talk, this session will explore the areas of greatest confusion among operators. After dissecting some of the most problematic instances of misperception and misinformation from the past year, this panel discussion will leave you armed to read articles about food and health with a judicious eye.

Moderator: **Janet Helm** (Nutrition Communications Professional; Founder, Nutrition Blog Network; and Co-Founder, Healthy Aperture)

Panelists: **Eric Rimm** (Professor of Medicine, Harvard Medical School; Professor of Epidemiology and Nutrition, and Director of the Program in Cardiovascular Epidemiology, Harvard T. H. Chan School of Public Health)

Walter Willett (Past Chair, Department of Nutrition, and Professor of Nutrition and Epidemiology, Harvard T.H. Chan School of Public Health; Professor of Medicine, Harvard Medical School; and Chair, Menus of Change Scientific and Technical Advisory Council)

Frank Hu (Chair, Department of Nutrition, and Professor of Nutrition and Epidemiology, Harvard T.H. Chan School of Public Health; Professor of Medicine, Harvard Medical School and Channing Lab, Brigham and Women's Hospital)

- 10:30 AM **Morning Snack and Networking Break**
Atrium (1st floor)
- 11:00 AM **General Session IV**
Presentation
From Consumer Attitudes to Menu Trends, the Latest Findings from the Frontlines of Industry Research
As the saying goes, knowledge is power. The insights presented by Datassential will enable you to position plant-forward menu items for success in your operation. We'll explore menu language, visual and value perceptions of various dishes and concepts, and attitudinal differences between operators and consumers when it comes to offering dining options that support The Protein Flip.
Introduction: **Arlin Wasserman** (Partner, Changing Tastes; Chair, Menus of Change Sustainable Business Leadership Council)
Presenter: **Marie Molde** (Account Executive for Client Solutions, Datassential)
- 12:00 PM **General Session V**
Presentation and Discussion
Steal this Presentation: Menus of Change, the Sound Science to Share
The science supporting the Menus of Change Principles of Healthy, Sustainable Menus has been sound for some time. If only we could quickly convey this to our colleagues. Happily, this session is intended to do just that. We'll share with you the first version of a presentation that you and other foodservice professionals can deliver to lay out the evidence behind Menus of Change and plant-forward dining. Then we'll gather your input for how to improve the presentation and make it a more valuable tool for your colleagues and within our industry.
Presenter: **Arlin Wasserman** (Partner, Changing Tastes; Chair, Menus of Change Sustainable Business Leadership Council)
- 12:30 PM **Family-Style Lunch**
Atrium (1st floor)
Sponsored by Maple Leaf Foods
- 1:15 PM **Dessert and Coffee Break**
Atrium (1st floor)
- 1:30 PM **General Session VI**
Presentation
How to Connect with Your Diners through Craveable Food Photography and Compelling Digital Content: Insights from the Nutrition Blogger Community
Social media has totally changed the game for food. Learn how you can more effectively tell your story by curating the culinary experiences you offer via digital content, and more effectively leverage the support of food and nutrition bloggers in positive ways to raise the virality of healthier menu items. Find out what makes a food image go viral and gain insights from Healthy Aperture, an online food photo gallery that features the best of what's healthy to eat on the web. When it comes to plant-forward foods, which recipes, dishes, and food concepts are resonating most with American diners? Hear how data from Instagram and other social platforms can inform menu R&D for high-volume foodservice operators.

Introduction: **Sophie Egan** (Director of Health and Sustainability Leadership and Editorial Director, Strategic Initiatives Group, CIA)
Presenter: **Janet Helm** (Nutrition Communications Professional; Founder, Nutrition Blog Network; and Co-Founder, Healthy Aperture)

2:15 PM

General Session VII

Presentation and Discussion

The Technology Landscape of Healthy Eating: Designing Future Food Experiences in the Next Decade

From blockchain to wearable technologies, how will the tools and norms of the future shape both customer demands and operator possibilities? This session will paint a picture of multiple possible futures, empowering you to design a healthy, satisfying food experience – backed by emerging technologies such as engaging menu boards, AI-powered R&D processes, or virtual reality eating environments – that resonates most with your customers.

Introduction: **Sophie Egan** (Director of Health and Sustainability Leadership and Editorial Director, Strategic Initiatives Group, CIA)

Presenter: **Sarah Smith** (Research Director, Food Futures Lab, Institute for the Future)

3:15 PM

Afternoon Snack and Networking Break

Atrium (1st floor)

Sponsored by Kikkoman Sales USA

3:45 PM

General Session VIII

Presentations and Panel Discussion

Advancing Plant-Forward Menus in Volume Foodservice: Success Stories and Lessons Learned from Operators on the Ground

Plant-forward menu offerings bring great opportunity – and great challenge – to foodservice operators. In this session, the chairs of the CIA's Healthy Menus R&D Collaborative's Plant-Forward and Protein Quality working groups bring candid discussion and insight into the dilemmas, initiatives, and strategies currently at play in their operations, along with best practices for providing interesting, craveable choices that are crafted and curated to emphasize plant-based foods and deliciousness – with or without a moderate portion of high-quality animal protein.

Moderator: **Pam Smith** (Food Industry Consultant, Author, and Radio Host; Founding Principal, Shaping America's Plate; and Co-Chair, CIA Healthy Menus R&D Collaborative)

Presenters/

Panelists: **Lisa Feldman '91** (Director of Culinary Services, Sodexo; Plant-Forward Working Group Co-Chair, CIA Healthy Menus R&D Collaborative)
Annette Grecchi Gray (Associate Vice President for Culinary Innovation and Development, Aramark; Plant-Forward Working Group Co-Chair, CIA Healthy Menus R&D Collaborative)
Rafi Taherian '95 (Associate Vice President for Yale Hospitality; Protein Quality Working Group Co-Chair, CIA Healthy Menus R&D Collaborative)

5:00 PM

Sponsor Exchange Reception

Atrium (1st floor)

Featuring the Silver and Copper Sponsors

6:00 PM

Reception Ends, Program Concludes for the Evening

Reception dinner on your own in the Napa Valley

THURSDAY, JANUARY 18

8:30 AM **Napa Valley Breakfast Buffet**

Sponsored by Northarvest Bean Growers Association

9:00 AM **General Session IX**

Presentation

Nutrition for the 21st Century: Where We've Been, Where We Are, and Where We're Going

This session explores the evolution of customized eating in the United States: What are people avoiding, seeking, afraid of, and confused about? Which diet and nutrition questions do consumers most search for on WebMD, and how has that changed over time? This presentation will help you understand your customers, what they're looking for most in the quest for healthy food choices, and what that means for your operation.

Introduction: **Eric Rimm** (Professor of Medicine, Harvard Medical School; Professor of Epidemiology and Nutrition, and Director of the Program in Cardiovascular Epidemiology, Harvard T. H. Chan School of Public Health)

Presenter: **Kathleen Zelman** (Director of Nutrition, WebMD)

9:40 AM **General Session X**

Presentation

Are All Fruits and Vegetables the Same? A Research Case Study

As the field of nutrition science has evolved, one new direction that has emerged is the idea of personalized nutrition. It's the idea that some individuals are sensitive to foods that others aren't, so more directed dietary guidance could be useful for optimizing the health of the population as a whole. This Harvard researcher will shed light on the implications of a case study on blueberries for the future of personalized nutrition.

Introduction: **Kathleen Zelman** (Director of Nutrition, WebMD)

Presenter: **Eric Rimm** (Professor of Medicine, Harvard Medical School; Professor of Epidemiology and Nutrition, and Director of the Program in Cardiovascular Epidemiology, Harvard T. H. Chan School of Public Health)

10:20 AM **Morning Snack and Networking Break**

Atrium (1st floor)

10:50 AM **Closing General Session**

Panel Discussion

Plant-Forward Kitchen, Part 3: What's Ahead for the Industry

In our final session of the conference, we'll bring all the strands of the plant-forward conversation together: what volume foodservice operators can glean from leading independent chefs and are already learning from each other about presentation, menu structure, staff training, and flavor strategy – and how all culinary professionals can work together to bring about a true cultural shift, elevating plant-based foods for the sake of health, sustainability, and deliciousness.

Moderator: **Greg Drescher** (Vice President of Strategic Initiatives and Industry Leadership, CIA)

Panelists: **Roberto Alcocer** (Executive Chef and Owner, Malva Cocina de Baja, Ensenada, Baja California)
Floyd Cardoz (Chef and Managing Partner, Paowalla, New York, NY; Culinary Director, Bombay Canteen and O Pedro, Mumbai, India)
Jason Henderson '99 (Vice President of Product Innovation, Captain D's)
Christine Seitz (Vice President of Culinary Business Excellence, Compass Group North America)

12:00 PM **Closing Remarks**

Presenters: **Eric Rimm** (Professor of Medicine, Harvard Medical School; Professor of Epidemiology and Nutrition, and Director of the Program in Cardiovascular Epidemiology, Harvard T. H. Chan School of Public Health)
Greg Drescher (Vice President of Strategic Initiatives and Industry Leadership, CIA)

12:15 PM **Lunch**

Atrium (1st floor)

Featuring the Gold Sponsors

1:15 PM **Lunch and Retreat Conclude**