



The Culinary Institute of America
Harvard School of Public Health – Department of Nutrition
Saw Swee Hock School of Public Health, National University of Singapore
and
Health Promotion Board, Singapore
present

Worlds of Healthy Flavors ASIA®

*2nd Annual Invitational Leadership Conference
and Educational Initiative for Foodservice Leaders*

www.WorldsofHealthyFlavorsAsia.com

December 4-5, 2013

Raffles City Convention Centre, Singapore

PROGRAM SCHEDULE

Wednesday, December 4

2:00 PM

Registration and Refreshments

Raffles City Convention Centre, Olivia Foyer (Level 4)

2:30 PM

Welcome & Introductions (*5 minutes max per speaker*)

Olivia Ballroom

Speakers:

Greg Drescher (Vice President of Strategic Initiatives and Industry Leadership, The Culinary Institute of America)

Rob M. van Dam, PhD (Associate Professor, Saw Swee Hock School of Public Health, National University Singapore)

Annie Ling, PhD (Director, Adult Health Division, Health Promotion Board, Singapore)

2:45 PM

Opening General Session

Olivia Ballroom

Principles of Healthy Menu Research and Development

Session Host: **Amy Myrdal Miller, MS, RDN** (Senior Director of Programs and Culinary Nutrition, Strategic Initiatives, The Culinary Institute of America)

Presentation Combined with Culinary Demonstrations (90 minutes)

The Culinary Institute of America-Harvard School of Public Health Principles of Healthy Menu R&D: Re-imagining Healthy Menu Options for Singapore and Beyond

The Culinary Institute of America-Harvard School of Public Health Principles of Healthy Menu R&D are a set of ten principles (see list on next page) designed to stimulate discussion, spur ideation and innovation, and help support a more health-oriented foodservice menu research and development process. This session will feature a presentation of the ten principles interwoven with culinary demonstrations that bring each principle to life.

Speaker: **Amy Myrdal Miller, MS, RDN** (The Culinary Institute of America)

Guest Chefs: **Alexander Ong** (Chef, Consultant, San Francisco, CA)
Mai Pham (Chef, Restaurateur, Author, Sacramento, CA)
Devagi Sanmugam (Chef, Author, "Spice Queen," Singapore)
Robert Danhi (Chef, Author, Consultant, Southeast Asian Specialist, Los Angeles, CA)
Robert Jörin (Chef-Instructor, The Culinary Institute of America at Greystone, Napa Valley)

The Culinary Institute of America-Harvard School of Public Health Principles of Healthy Menu Research & Development

1. Think strategically about **flavor** and world cuisines.
2. Focus on **fruits and vegetables** first.
3. Increase use of **healthy plant-based oils**, eliminate *trans* fats, and substantially reduce saturated fats.
4. Increase options for **healthy protein choices**, adding fish, nuts, and legumes.
5. Emphasize **healthy carbohydrates**, increase menu presence of whole grains – especially “intact” whole grains – and increase food and beverage options with no or little added sugars.
6. Reduce **salt and sodium** in food preparation and choose lower sodium manufactured ingredients.
7. Provide a wider range of **calorie and portion-size options**.
8. Leverage **small measures of indulgence** for maximum, creative impact.
9. Share **nutrition information** with customers as appropriate, but emphasize strategies for selling healthier menu options that rely more on the language of flavor and culinary adventure.
10. Engage colleagues and industry partners in a long-term process of discovery to better understand **the art and science of healthy menu R & D**.

4:15 PM

Refreshment Break

Olivia Foyer

Sponsored by Ventura Foods

4:45 PM

General Session II

Olivia Ballroom

Creating and Selling Healthier Foods and Flavors in Asia

Session Host: **Greg Drescher** (The Culinary Institute of America)

Presentation (25 minutes)

Selling Healthy Flavors in Asia: What Nutrition Science Tells Us about the Biggest Opportunities for Improving Public Health

Increasing rates of obesity and Type 2 diabetes are affecting the health and prosperity of Asians in Singapore and beyond. This session will focus on trends affecting public health in Singapore, and provide specific recommendations for foodservice operators in Asia who want to provide healthier menu options for their customers.

Speaker: **Rob M. van Dam, PhD** (Associate Professor, Saw Swee Hock School of Public Health, National University Singapore)

Presentation (20 minutes) and Panel Discussion (25 minutes)

Healthy Dining-out Culture in Asia – Trends, Opportunities and Challenges

Dining out as part of a new lifestyle has seen rising popularity among consumers as they perceive eating out as a form of entertainment and a way to socialize. Euromonitor International’s latest research sized the global consumer foodservice industry at a lucrative US\$2,600 billion in 2012. Asia took a 40% slice of this pie and will continue to be among the top performing regions over the next five years. The growing concern about health and wellness among consumers has led to a push for more healthy menus. How do foodservice outlets lure health-conscious consumers who would otherwise consider home-cooked meals as a healthier option? Euromonitor International reviews key growth drivers and evaluates the opportunities and challenges presented by health and wellness trends in Asia’s consumer foodservice landscape. This panel discussion will feature 4-5 operators from various industry segments who will discuss their strategies to attract customers and encourage them to make the “better for you” choice.

Presenter: **Yu Yu Ong** (Euromonitor, Singapore)

Moderator: **Jeff Cheong** (Tribal Worldwide, Singapore)

Panelists: **Kerryn Chan** (CEO, Restaurant Association of Singapore)

Malcolm Lee (Chef/Owner, Candlenut Restaurant, Singapore)

Anthony Say (CEO Jack’s Place – JP Pepperdine Group Pte Ltd)

Tamir Shanel (Vice President, Food & Beverage, Marina Bay Sands, Singapore)

Nicholas Tan (Deputy Director, NTUC Foodfare Co-operative Ltd, Singapore)

6:00 PM

Sponsor Exchange Reception

Olivia Foyer

Featuring Stations Hosted by Guest Chefs and Sponsors

7:00 PM

Program Concludes for the Day

Attendees on their own for dinner

Thursday, December 5

8:30 AM

Welcome, Coffee & Tea

Raffles City Convention Centre, Olivia Foyer (Level 4)

9:00 AM

General Session III

Olivia Ballroom

Healthy Menu R&D: A Focus on Healthy Fats & Oils

Session Host: **Greg Drescher** (The Culinary Institute of America)

Presentation (25 minutes)

Healthy Fats & Oils: Nutrition Science Update

Nutrition science researchers and experts largely agree that when it comes to dietary fat, quality matters more than quantity. Yes, calories do matter, but most people (especially people who are overweight or obese) are better off consuming a moderate fat diet versus a low-fat diet. This session will focus on the research showing why the type of fat is more important than the quantity, as well as the specific health benefits provided by ingredients that are sources of healthy fats and oils, foods like nuts, seeds, nut butters, and plant oils. Concerns about the health effects of coconut, palm, and other tropical oils will also be addressed during this session.

Speaker: **An PAN, PhD** (Assistant Professor, Saw Swee Hock School of Public Health, National University Singapore)

Presentation (20 minutes)

Sourcing Healthy Fats & Oils in Asia

When it comes to sourcing healthy fats and oils in Singapore and other parts of Asia, what products are available to foodservice operations? This session will provide information on available ingredients as well as tips on storing these ingredients. (Many sources of healthy fats and oils, including nuts and seeds, are best stored under refrigerated conditions to protect the integrity and quality of the healthy oils.)

Speaker: **Gypsy Gifford** (Chef-Instructor, The Culinary Institute of America, Singapore)

Culinary Demonstrations (45 minutes)

Healthy Fats & Oils: From Baking and Pastry to Salads and Stir-Frying

This culinary session will feature three guest chefs who will present ways to use healthy fats and oils in place of less healthful ingredients to create flavorful, appealing menu options.

Guest Chefs: **Robert Jörin** (Chef-Instructor, The Culinary Institute of America at Greystone, Napa Valley)
Mai Pham (Chef, Restaurateur, Author, Sacramento, CA)
Jeremy Nguee (Chef/Owner, Preparazzi, Singapore)

10:45 AM

Morning Break

Olivia Foyer

11:15 AM

General Session IV

Olivia Ballroom

Healthy Menu R&D: A Focus on Healthy Carbohydrates, Part I

Session Host: **Amy Myrdal Miller, MS, RDN** (The Culinary Institute of America)

Presentation via VIDEO (20 minutes)

Healthy Carbohydrates: Nutrition Science Update

Healthy carbohydrates include whole grains, fruit, vegetables, and legumes. This session will present information on how carbohydrates in various forms affect short and long-term health, including risk of diabetes and cardiovascular disease.

Speaker: **Frank B. Hu, MD** (Professor, Harvard School of Public Health, Department of Nutrition)

Presentation (25 minutes)

Sourcing Healthy Carbohydrates in Asia: A Focus on Whole Grains, Rice, and Legumes

When it comes to sourcing healthy carbohydrates in Singapore and other parts of Asia, what products are available to foodservice operations? This session will provide information on available ingredients for cooking and baking and include tips on product handling and cooking techniques.

Speaker: **Robert Danhi** (Chef, Author, Consultant)

Culinary Demonstrations (30 minutes)

Cooking with Healthy Carbohydrates: A Focus on Rice and Legumes

This session will feature demonstrations of savory whole grain rice and legume-based dishes applicable to a wide range of foodservice operations.

Guest Chefs: **Tod Kawachi** (Chef-Instructor, The Culinary Institute of America at Greystone, Napa Valley)
Devagi Sanmugam (Chef, Author, "Spice Queen," Singapore)

12:45 PM

Walk Around Lunch

Olivia Foyer

Featuring Stations Hosted by Sponsors

1:45 PM

General Session V

Olivia Ballroom

Healthy Menu R&D: A Focus on Healthy Carbohydrates, Part II

Session Host: **Cathy Jörin, MBA** (Director of Special Projects, The Culinary Institute of America)

Culinary Demonstrations (40 minutes)

Menu Innovation with Healthy Carbohydrates: A Focus on Fruits, Vegetables, Intact Whole Grains and Whole Grain Noodles

This culinary session will feature demonstrations of recipes featuring fresh fruits and vegetables as well as intact whole grains.

Guest Chefs: **Aziza Ali** (Chef, Managing Director, Aziza International, Singapore)

Alexander Ong (Chef, Consultant, San Francisco, CA)

Panel Discussion (35 minutes)

Healthy Carbohydrates: Menu Innovation and Promotion Strategies

How are foodservice operations in Singapore and other parts of Asia promoting healthy carbohydrates? This session will feature 4-5 culinary and marketing representatives from various sectors of the foodservice community in Asia.

Moderator: **Amber Bastian, PhD, RD** (Manager, Center for Excellence, Health Promotion Board, Singapore)

Panelists: **Samia Adad** (Founder and Culinary Director, Coriander Leaf Group, Singapore)

Grace Chong (Nutritionist, Sodexo Pte Ltd, Singapore)

Jeremy Nguee (Business Director, Preparazzi, Singapore)

Emmanuel Stroobant (Chef/Owner, Emmanuel Stroobant Restaurants, Singapore)

John Tan (Onn Vegetarian)

3:00 PM

Afternoon Networking & Refreshment Break

Olivia Foyer

3:30 PM

General Session VI

Olivia Ballroom

Healthy Menu R&D: Sodium Reduction Strategies

Session Host: **Amy Myrdal Miller, MS, RDN** (The Culinary Institute of America)

Brief Presentation (8 minutes)

Nestlé's Global Commitment to Sodium Reduction

Speaker: **Tricia Siwajek, MBA, RD** (Global Nutrition, Health, and Wellness Champion, Nestlé Professional)

Presentation (20 minutes)

Sodium in the Asian Diet

Excessive salt and sodium consumption is linked to increased risk of high blood pressure, stroke, and cardiovascular disease. This session will provide data on sodium intake in Singapore and other parts of Asia.

Speaker: **Rob M. van Dam, PhD** (Associate Professor, Saw Swee Hock School of Public Health, National University Singapore)

Presentation and Culinary Demonstration (25 minutes)

Strategies for Sourcing and Cooking with Lower Sodium Products

This session will provide information on lower sodium products available to chefs and foodservice operators in Singapore and other parts of Asia. The presenter will also discuss culinary strategies for improving flavor, including the use of umami rich ingredients. The guest chef will then demonstrate the use of some of these ingredients and culinary strategies.

Speaker: **Robert Danhi** (Chef, Author, Consultant)

Guest Chef: **Moon Kyung Soo** (Executive Chef, Mikuni Restaurant, Fairmont, Singapore)

4:30 PM

Closing General Session

Olivia Ballroom

Healthy Menu R&D: BIG Opportunities

Session Host: **Greg Drescher** (The Culinary Institute of America)

Panel Discussion (45 minutes)

Healthy Menu R&D in Asia: What Are the BIG Opportunities?

This panel discussion will draw on the expertise of Asian chefs and foodservice leaders to discuss and describe the three to five biggest opportunities to accelerating the pace of healthy menu R&D in Asia.

Moderator: **Eve Felder** (Managing Director, The Culinary Institute of America, Singapore)

Panelists: **Aziza Ali** (Chef, Managing Director, Aziza International, Singapore)

Tricia Siwajek, MBA, RD (Global Nutrition, Health, and Wellness Champion, Nestlé Professional)

Robert Stirrup (Senior Executive Sous Chef, Fairmont Singapore & Swissôtel The Stamford)

Ang, Kian Peng (The Soup Restaurant, Singapore)

Nam Q. Nguyen (Founder and Managing Director, Annam Pte Ltd, Singapore)

5:15 PM

Closing Remarks

Olivia Ballroom

Speakers: **Rob M. van Dam, PhD** (National University
Singapore)
Annie Ling, PhD (Health Promotion Board, Singapore)
Greg Drescher (The Culinary Institute of America)

5:30 PM

Closing Reception

Olivia Foyer

Sponsored by Nestlé Professional

6:30 PM

Reception and Program Conclude