



## GLOBAL PLANT-FORWARD CULINARY SUMMIT: VIRTUAL SERIES

WEDNESDAYS 10AM-12:30PM PST  
MAY 13 - JUNE 10, 2020

# Global Plant-Forward Culinary Summit: Virtual Series Program Schedule

**Wednesday, 5.13.20**

**Virtual Series Week One**

All times are noted in Pacific Daylight Time.

10 AM

### **Welcome and Introduction: Why Plant-Forward Still Matters**

#### **Rebuilding our Industry, Pivoting to the Future: Communities of Change**

*Even as the COVID-19 pandemic continues to take lives and create economic wreckage across our country, our restaurant and foodservice industry is looking ahead to re-opening and rebuilding—whatever that can mean in these uncertain times. Imperatives around food and climate change, diet-linked chronic diseases (including their role in significantly elevating risk in the current pandemic), aspirations to craft sustainable food systems that restore planetary health, and changing consumer values about plants and animals—all drivers of the plant-forward movement—will most certainly play a transformative role in what's ahead for our sector. This year's Global Plant-Forward Culinary Summit—structured as a virtual gathering in smaller bites over several weeks—celebrates the culinary insights, the global cultural perspectives, and the communities of change-makers who are bringing us the flavors of our future.*

Speaker: **Greg Drescher** (VP of Strategic Initiatives, The Culinary Institute of America)

10:10 AM

#### *Panel Discussion*

### **Food, Climate, and Crisis: How Can Chefs Be Most Effective As Leaders for Near- and Long-Term Change?**

*Dominique Crenn was the first female chef in the U.S. to earn three Michelin stars, Kyle Connaughton helms the kitchen of three Michelin-starred Single Thread Farm-Restaurant-Inn, and Bill Corbett spent time in top-tier restaurants before joining Salesforce as its executive chef in 2017. While they navigate with ease the highest spheres of culinary expression, their most lasting impact on the industry and the world may be their leadership on sustainability and community stewardship in a time of crisis. In conversation with Anne McBride, these three industry luminaries will discuss how chefs can mobilize plant-forward*

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*culinary strategies to combat climate change amidst a changed foodservice landscape, while also rethinking what will make the food industry sustainable from a people/planet/profit perspective in a post-COVID-19 world.*

Moderator: **Anne E. McBride, PhD** (Deputy Director, Torribera Mediterranean Center)

Panelists: **Dominique Crenn** (Chef-Proprietor, Atelier Crenn, Petit Crenn, Bar Crenn, San Francisco, CA)

**Kyle Connaughton** (Chef-Owner, Single Thread Farm-Restaurant-Inn, Healdsburg, CA)

**Bill Corbett** (Executive Chef, Salesforce, San Francisco, CA)

10:55 AM **Networking Break and Sponsor Expo**

*Join engaging themed discussion tables in “Sessions,” enjoy chance encounters in “Networking,” and visit with our sponsors in the “Expo” to learn more about their plant-forward commitment and facilitate connections at a time when we cannot meet in person.*

**With virtual book signing by Kyle Connaughton. Books will be available for purchase in the Expo Booth with each author, and the author will have book plates to sign that we will ship to you along with your book purchase.**

**Sponsored by Unilever Food Solutions**

11:15 AM

*Culinary Demonstrations*

**The Mediterranean Plant-Forward Kitchen: From Time-Tested Flavors to Innovative Menu Strategies**

*The Mediterranean Diet represents one of the most well-researched, well-loved plant-forward dietary patterns for advancing health, sustainability, and deliciousness. And yet the diversity and appeal of its plant-centric core is still largely undiscovered by the American public, and underleveraged by chefs and operators. Join leading chefs from the Mediterranean and the U.S. as they highlight both traditional and innovative culinary strategies from Greece, Italy, and Spain, featuring recipes that will inspire you to celebrate produce and other plant-based foods at the center of the plate.*

Moderator: **Anne E. McBride, PhD** (Deputy Director, Torribera Mediterranean Center)

Guest Chefs: **Aglaia Kremezi** (Author and Co-Founder, Kea Artisanal, Greece)

**Michael Costa** (Head Chef, Zaytinya, Washington, DC)

**Paul Bartolotta** (Chef, Owner, and Co-Founder, Bartolotta Restaurants, Milwaukee, WI)

**Daniel Olivella** (Chef-Owner, Barlata Tapas and Bar, Austin, TX)

11:55 AM

**The Mediterranean Plant-Forward Kitchen: Live Q&A**

12:10 PM

**Virtual Networking Reception and Sponsor Expo**

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**With virtual book signing by Daniel Olivella. Books will be available for purchase in the Expo Booth with each author, and the author will have book plates to sign that we will ship to you along with your book purchase.**

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10 AM **Welcome and Introduction**

**Plant-Forward in Practice: Why It Works When It's Successful**

Speaker: **Jacquelyn Chi** (Director of Programs and Special Projects, Strategic Initiatives Group, CIA)

10:05 AM *Presentation*

**Plant-Forward Umami**

*A chef with a PhD in biochemistry known for his approachable explanations of complex culinary science principles, Ali Bouzari will break down how specific culinary techniques, combinations of ingredients, and other strategies work to develop and enhance the “meaty” flavor of plant-forward dishes. We’ll consider leveraging diminishing quantities of animal-based flavors in overwhelmingly plant-sourced cooking as well as the mechanics—and chemistry—of delivering irresistible flavors in 100% plant-based, savory dishes.*

Presenter: **Ali Bouzari, PhD** (Co-Founder, Pilot R&D, Healdsburg, CA)

10:35 AM *Panel Discussion*

**Of Ingredients, Story Telling, and Menu Crafting: How to Showcase Value Around Plants**

*One of the big challenges of menuing plant-forward dishes is that many consumers still equate value with the size and amount of animal protein on a plate. Yet plant-forward cooking offers alternative paradigms to convey value—which will unquestionably be ever more top of mind for diners as they begin eating out of the home again. This panel discussion will explore how chefs can mobilize such factors as novelty and cultural discovery, growing methods, history, and tradition to promote plant-forward dishes in a newly value-conscious operating environment. And we’ll ask: what’s the best way to communicate plant-forward on menus in the future so as to match customer expectations around reduced amounts of animal-based proteins in non-vegetarian and non-vegan dishes?*

Moderator: **Anne E. McBride, PhD** (Deputy Director, Torribera Mediterranean Center)

Panelists: **Stéphanie Audet** (Owner, Senhor Uva, Lisbon, Portugal)

**Abra Berens** (Chef-Owner, Granor Farm, Galien, MI)

**Amanda Cohen** (Chef-Owner, Dirt Candy and Lekka Burger, New York, NY)

11:05 AM *Culinary Demonstration*

**Carrots as a Case Study in Plant-Forward Success: From Sides to the Main Event**

*Farm-to-table doesn’t get any fresher or more seasonal than when your farmer is also your chef. Abra Berens has played both roles over the course of her career, giving her an intimate knowledge of vegetables from soil to plate, and every step in between. In this culinary demonstration, Abra will show how she transforms roasted carrots into successively larger—and more profitable—entrees.*

Guest Chef: **Abra Berens** (Chef, Granor Farm, Galien, MI)

11:15 AM **Networking Break, Sessions, and Sponsor Expo**

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***With virtual book signings by Abra Berens and Ali Bouzari. Books will be available for purchase in the Expo Booth with each author, and the authors will have book plates to sign that we will ship to you along with your book purchase.***

***Sponsored by The Mushroom Council***

*Culinary Demonstration Session*

**Modern Day Menu Planning the Plant-Forward Way**

*Find out how peanut powered swaps are both nutritious and delicious in your daily diet!*

Presenter: **Elizabeth Shaw MS RDN CPT**, (Nutrition Author & Consultant,  
*ShawSimpleSwaps.com*)

***Sponsored by The National Peanut Board***

11:35 AM

*Panel Discussion*

**CIA-FSR Plant-Forward Watch List**

*The 2019 CIA-QSR Plant-Forward Watch List spotlighted operations at the forefront of the quick-service plant-forward movement. This year, the CIA-FSR Plant-Forward Watch List honors those multi-unit, high volume restaurant brands and groups that are leading the plant-forward vanguard. Join us for this engaging panel led by FSR editor, Nicole Duncan, in conversation with a few of the list's honorees on how they deliver the indulgence, deliciousness, and quality options that diners expect from full-service concepts, but in plant-forward form. We'll also discuss how their plant-forward ethos fits in to a post-COVID-19 foodservice industry.*

Moderator: **Nicole Duncan** (Editor, FSR)

Panelists: **Joshua McFadden** (Co-owner, Submarine Hospitality)

**Isa Chandra Moskowitz** (Chef-Owner, Modern Love, Omaha, NE and Brooklyn, NY)

**Becky Mulligan** (CEO, The Little Beet)

12:10 PM

**Virtual Networking Reception and Sponsor Expo**

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10 AM **Welcome and Introduction**

**Plant-Forward and the Consumer: Bridging the Familiar and the Unfamiliar**

Speaker: **Jacquelyn Chi** (Director of Programs and Special Projects, Strategic Initiatives Group, CIA)

10:05 AM *Presentations*

**The Mind of the Consumer: Understanding Demand and Motivation for Plant-Forward Options**

*This session will dig deeper into how the consumer understands the term “plant-forward” and the vast landscape of food products and dishes that fall under this umbrella. How does their understanding of the health and environmental benefits of plant-based foods impact potential market growth, and what is actually driving purchase intent for this growing category? Have recent concerns about safety and health impacted the trajectory of plant-forward menus? What can we predict about consumer behaviors in the 12 months ahead? How is the market likely to shape up for “replacement” versus “discovery”—and all manner of hybrids in between?*

Moderator: **Jacquelyn Chi** (Director of Programs and Special Projects, Strategic Initiatives Group, CIA)

Presenters: **Amanda Topper** (Associate Director, Foodservice, Mintel)  
**Zak Weston** (Foodservice and Supply Chain Manager, Good Food Institute)

10:45 AM **The Mind of the Consumer: Live Q&A**

11 AM **Networking Break and Sponsor Expo**

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***Sponsored by Oatly and MorningStar Farms***

11:20 AM *Culinary Demonstrations*

**Beyond Peanut Butter and Jelly: Innovation in Plant-Forward Sandwiches**

*Plant-forward innovation abounds in grain bowls, composed salads, and sit-down entrees, but what about in that all-American classic favorite: the sandwich? Deli cold cases and menus seem to offer little more than cold grilled vegetable paninis and caprese baguettes. What is the plant-forward equivalent of the classic jambon-beurre? Join this session to see how chefs are re-imagining the humble sandwich as truly craveable plant-forward versions*

Moderators: **Jacquelyn Chi** (Director of Programs and Special Projects, Strategic Initiatives Group, CIA)

**Scott Giambastiani** (Program Manager, Food at Google)

Guest Chefs: **Bill Billenstein '10** (Senior Director of Culinary & Nutrition Strategy, Guckenheimer)

**Richard Landau** (Chef-Owner, Vedge, V-Street, Fancy Radish; Philadelphia, PA and Washington, DC)

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11:40 AM

*Special Presentation and Discussion*

**Taking Care of Your Team to Create Sustainable Menus**

*The all-encompassing impacts of coronavirus on the foodservice industry have forced us to reconsider all aspects of business as usual, including how we support and protect our employees. As we look to rebuild a more robust industry, we must also consider how positive work environments and healthier kitchen cultures make for more resilient workforces, particularly in times of crisis. This session will discuss tools and resources to empower staff in overall health and wellbeing.*

Moderator: **Einav Gefen** (Corporate Executive Chef, Unilever Food Solutions)

Presenters: **Amanda Cohen** (Chef-Owner, Dirt Candy and Lekka Burger, New York, NY)

**Eric Ernest** (Executive Chef, University of Southern California)

**Leslie Ferrier** (Vice President of Human Resources, Momofuku)

*Sponsored by Unilever Food Solutions*

12:10 PM

**Virtual Networking Reception and Sponsor Expo**

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***With virtual book signings by Amanda Cohen and Richard Landau. Books will be available for purchase in the Expo Booth with each author, and the authors will have book plates to sign that we will ship to you along with your book purchase.***

*Q&A with General Session Presenters*

**Taking Care of Your Team to Create Sustainable Menus**

*Join this session for further conversation and questions with some of our presenters from this session.*

Moderator: **Einav Gefen** (Corporate Executive Chef, Unilever Food Solutions)

Discussant: **Eric Ernest** (Executive Chef, University of Southern California)

**Leslie Ferrier** (Vice President of Human Resources, Momofuku)

*Sponsored by Unilever Food Solutions*

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10 AM **Welcome and Introduction**

**Plant-Forward: Culture and Communications**

Speaker: **Jacquelyn Chi** (Director of Programs and Special Projects, Strategic Initiatives Group, CIA)

10:05 AM *Culinary Demonstrations*

**Asia Plant-Forward Strategy: Of Geography and Culture**

*Culture, religion, and geography have historically played key roles in de-emphasizing the prominence of animal protein throughout the cuisines of Asia, giving way to deliciousness predicated on strong plant-forward foundations. This session—spanning the cuisines of Vietnam, Thailand, Malaysia, and India—will give you a deeper insight into these inherently plant-forward cuisines, providing inspiration from street food and home cooking to the temples of fine dining (as well as the cooking of monks at actual temples!).*

Moderator: **Jacquelyn Chi** (Director of Programs and Special Projects, Strategic Initiatives Group, CIA)

Guest Chefs: **Mai Pham** (Chef-Owner, Lemon Grass Restaurant and Star Ginger, Sacramento, CA)

**Suvir Saran** (Chef, The House of Celeste, New Delhi, India)

**Christina Arokiasamy** (Chef, Author, *The Malaysian Kitchen*, Kent, WA)

**Prateek Sadhu '11** (Chef-Owner, Masque Restaurant, Mumbai, India)

10:50 AM **Asia Plant-Forward Strategy: Live Q&A Breakout Sessions**

11:10 AM **Networking Break and Sponsor Expo**

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**With virtual book signings by Christina Arokiasamy and Suvir Saran. Books will be available for purchase in the Expo Booth with each author, and the authors will have book plates to sign that we will ship to you along with your book purchase.**

***Sponsored by National Peanut Board and Nestlé Professional***

*Session Presentation*

**Guiding Diners Toward Plant-Rich Dishes**

*This session will feature the World Resources Institute Playbook for Guiding Diners Toward Plant-Rich Dishes in Food Service. Learn about how Google Food utilizes this resource on descriptive dish titles in addition to how they integrate Behavioral Sciences across food spaces.*

Presenters: **Anna Gavrieli, PhD** (Research Global Program Manager, Compass @ Google)

**Sophie Attwood** (Senior Behavioral Scientist at the Better Buying Lab, World Resources Institute)

***Sponsored by Food at Google***

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11:30 AM

*Panel Discussion*

**Spreading the Word on Plant-Forward: Challenges and Opportunities for Media**

*From trade to consumer publications, Twitter threads to Instagram stories, plant-forward dishes have dominated the media conversation in the last couple of years. So, what type of plant-forward stories are journalists tracking today? And what do data experts see as primary concerns for consumers looking to increase their produce, legume, and grain intake? What's easy to convey when it comes to plant forward and what makes it a challenging beat? What's missing in plant-forward stories? How will the COVID-19 crisis change what readers and diners prioritize when it comes to their food choices, and what journalists write about? What does healthy, plant-forward comfort food look like? This panel will address these questions and more with media and data experts who track, cover, and understand the plant-forward movement like no other, to gain a deeper insight into what drives consumers and the industry.*

Moderator: **Anne E. McBride, PhD** (Deputy Director, Torribera Mediterranean Center)

Panelists: **Jane Black** (Journalist)

**Nicole Duncan** (Editor, *FSR*)

**Larissa Zimberoff** (Journalist)

12:10 PM

**Virtual Networking Reception and Sponsor Expo**

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10 AM **Welcome and Introduction**

**Plant-Forward and the Future of Our Industry: Rethinking Culinary Education and Training for our Teams**

Speaker: **Anne E. McBride, PhD** (Deputy Director, CIA-University of Barcelona Torribera Mediterranean Center)

10:05 AM

*Presentation*

**Plant-Forward Certification Initiative: Solutions for Plant-Forward Training and Talent Development**

*Advancing plant-forward innovation throughout the foodservice industry requires new and different skills for culinarians who may be dispersed across various sites or learning from home. Hear how The Culinary Institute of America is teaming up with Google to leverage technology and new learning models—including high-impact, virtual learning paired with on-site training and mentorship—to increase skill development and engagement around plant-forward imperatives across all levels of management. And we'll also hear how the Food Team at Google is working to accelerate balanced, plant-forward food experience design for a global workforce as we look beyond this pandemic.*

Introduction: **Greg Drescher** (VP of Strategic Initiatives, CIA)

Presenters: **Michiel Bakker** (Director, Global Workplace Programs, Google)  
**Mark Erickson '77** (Provost, CIA)

10:25 AM

*Roundtable*

**Supplier-Operator Roundtable: What Does Plant-Forward Look Like in the Post COVID-19 Era?**

*Within just a few weeks, the coronavirus pandemic handed a devastating blow to the restaurant industry and disrupted sector suppliers and supply chains. As we wait to see how the economy and businesses recover and consumer dining patterns may change, we'll consider the role of plant-forward—and related menu and concept innovation, more broadly—within this new era. And we'll ask our roundtable participants what collaboration means to them now.*

**Bringing It Back to the Farm**

Introduction: **Jacquelyn Chi** (Director of Programs and Special Projects, Strategic Initiatives Group, CIA)

Presenter: **Derek Azevedo** (Executive Vice President, Bowles Farming Company)

**Building Community to Advance Plant-Forward Through Ingredient and Flavor Discovery**

Moderator: **Anne E. McBride, PhD** (Deputy Director, CIA-University of Barcelona Torribera Mediterranean Center)

Panelists: **Einav Gefen** (Corporate Executive Chef, Unilever Food Solutions)  
**Steve Solomon** (Menu Strategist, The Mushroom Council)

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### ***Building a More Resilient Plant-Forward Supply Chain***

Moderator: **Jacquelyn Chi** (Director of Programs and Special Projects, Strategic Initiatives Group, CIA)

Panelists: **Michiel Bakker** (Director, Global Workplace Programs, Google)  
**Maisie Ganzler** (Chief Strategy & Brand Officer, Bon Appetit Management Company)

11:05 AM

#### **The Ghanaian Plant-Forward Kitchen: A Kaleidoscope of Flavors**

*Throughout the African continent, plant forward is not a new trend, but has been a way of life for millennia. In Ghana, that means abundant use of pulses, grains, legumes, yams, plantains, and a wide array of other fruits and vegetables, with spices---including the traditional suya preparation, which Zoe Adjonyoh uses on vegetables just as much as its more traditional application on meats---and herbs as aromatics. The coastal country also turns in a range of fish and seafood dishes to showcase the daily catch, and grilled meats are popular. In this presentation, Zoe, the chef-owner of Zoe's Ghana Kitchen in London, England and author of the eponymous cookbook, who turned her operation into one that now feeds healthcare workers, will share with us some of the foundations of the Ghanaian plant-forward kitchen, with plenty of visual examples and culinary inspiration!*

Introduction: **Anne E. McBride, PhD** (Deputy Director, CIA-University of Barcelona Torribera Mediterranean Center)

Presenter: **Zoe Adjonyoh** (Chef-Owner and Cookbook Author, Zoe's Ghana Kitchen)

11:15 AM

#### **Closing Remarks**

Speaker: **Anne E. McBride, PhD** (Deputy Director, CIA-University of Barcelona Torribera Mediterranean Center)

11:25 AM

#### **Networking Break and Sponsor Expo**

*Watch a culinary demonstration in "Sessions," enjoy chance encounters in "Networking," and visit with our sponsors in the "Expo" to learn more about their plant-forward commitment and facilitate connections at a time when we cannot meet in person.*

**Including "Meet the Author" booth featuring Zoe Adjonyoh, author of Zoe's Ghana Kitchen.**

11:25 AM

*Culinary Demonstration*

#### **Innovating Comfort Classics for a Plant-Based Menu**

*Enjoy a cooking demonstration featuring culinary strategy and inspiration that turn turns a comfort classic into a plant-based, flavor-forward menu option.*

Presenter: **Amanda Cohen** (Chef-Owner, Dirt Candy)

***Sponsored by Oatly***

11:45 AM

#### **Together, Apart: Plant-Forward Cook Along**

*Join CIA chefs as we collectively cook a plant-forward meal from our respective kitchens, connecting with our community. We'll take our laptop or phone to the kitchen, and we'll*

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*cook together, bringing to life the learnings of the past few weeks. We'll provide the ingredients list and recipe idea ahead of time, with plenty of room for adaptation based on what you have on hand.*

Moderators: **Jacquelyn Chi** (Director of Programs and Special Projects, Strategic Initiatives Group, CIA)

**Anne E. McBride, PhD** (Deputy Director, CIA-University of Barcelona Torribera Mediterranean Center)

Guest Chefs: **Toni Sakaguchi '85** (Executive Chef—Strategic Initiatives Group, CIA)  
**Brad Barnes '87, CMC** (Director, CIA Consulting)

12:30 PM

**Virtual Networking Lunch and Sponsor Expo**

*Join the virtual Together, Apart community table for lunch in “Sessions,” enjoy chance encounters in “Networking,” and visit with our sponsors in the “Expo” to learn more about their plant-forward commitment and facilitate connections at a time when we cannot meet in person.*

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