



GLOBAL PLANT-FORWARD CULINARY SUMMIT

MAY 1 - 3, 2019
NAPA VALLEY, CA

PRESENTED BY



Program Schedule

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

Wednesday, May 1

- 3:15 PM **Registration and Refreshments**
Atrium (1st floor)
- 4 PM **Welcome and Overview**
Speaker: **Greg Drescher (CIA)**
- 4:20 PM Keynote
Introduction: **Anne E. McBride, PhD (CIA, Torribera Mediterranean Center)**
Presenter: **Selassie Atadika (Midunu, Accra, Ghana)**
- 4:50 PM **A Scientific Case for Plant-Forward Menus: Spotlight I**
Presenter: **Allison Righter, MSPH, RDN (CIA)**
- 5 PM **General Session II**
The Plant-Forward Foundations: Strategies You're Not Using Yet
Presenters: **Tal Ronnen (Crossroads, Los Angeles, CA)**
 Barbara Alexander (CIA)
- 6 PM **Opening Reception & Sponsor Exchange**

With book signing by Tal Ronnen. Books will be available for purchase during the reception.

Featuring the Platinum and Premium Gold Sponsors

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7 PM **Program concludes for the evening**

Thursday, May 2

7:45 AM **Breakfast**
Atrium (1st floor)

8:30 AM **A Scientific Case for Plant-Forward Menus: Spotlight II**
Presenter: **Allison Righter, MSPH, RDN (CIA)**

8:40 AM General Session II
The Business Case for Plant-Forward Cooking
Moderator: **Greg Dollarhyde** (Veggie Grill, Los Angeles, CA)
Panelists: **Erik Oberholtzer** (Tender Greens, Philadelphia, PA)
 Alison Rabschnuk (Good Food Institute, Boston, MA)
 Other panelists to be announced

9:40 AM General Session II
The Middle Eastern Kitchen, Traditional and Innovative: The Cradle of Plant-Forward Inspiration
Introduction: **Joe Yonan** (*The Washington Post*, Washington, DC)
Presenters: **Sara Kramer/Sarah Hymanson** (Kismet, Los Angeles, CA)
 Musa Dağdeviren (Çiya, Istanbul, Turkey)

10:30 AM **Networking & Refreshment Break**
Atrium (1st floor)

11 AM General Session IV
Culinary Creativity and Financial Viability in the Plant-Forward Kitchen
Introduction: **Anne E. McBride, PhD** (CIA and Torribera Mediterranean Center)
Presenters: **Rick Lopez** (La Condesa, Austin, TX)
 Jessica Largey (Simone, Los Angeles, CA)
 Joaquin Cardoso (Hotel Carlota, Mexico City, Mexico)
 Ethan Mantle '98 (Componere Fine Catering, Emeryville, CA)
 Elena Reygadas (Rosetta, Mexico City, Mexico)

12:30 PM **Walk-Around Lunch & Sponsor Exchange**

With book signing by Musa Dağdeviren and Joe Yonan. Books will be available for purchase during the reception.

Featuring the Gold and Bronze Sponsors

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- 1:30 PM **A Scientific Case for Plant-Forward Menus: Spotlight III**
 Presenter: **Allison Righter, MSPH, RDN**
- 1:35 PM General Session V
Coaxing the Most Flavor Out of Vegetables: A Case for Plant-Based Satisfaction
 Introduction: **Anne E. McBride, PhD**
 Presenters: **Alice Delcourt** (Erba Brusca, Milan, Italy)
 Diego Moya (Racines, New York, NY)
- 2:30 PM **Networking & Refreshment Break**
Atrium (1st floor)
- 3 PM **Concurrent Activities, Series #1 – Seminars and Workshops**
Participants select either one 2 ½ hour kitchen workshop or two one-hour seminars during this time.
- 3 PM
 3 PM) **Hands-on Plant-Forward Kitchen Innovation Workshop Series – Block 1 (3-5:30 PM)**
Hestan Teaching Kitchen
- Plant-Forward Kitchen Innovation Challenge I**
Effective Flavor-Building in Plant-Forward Dishes
 Chefs: **Maricel Presilla** (Cucharamama, Zafrá, Hoboken, NJ)
 Diane Kochilas (Committee, Boston; Ikaria, Greece)
- Plant-Forward Kitchen Innovation Challenge II**
World Kitchens: The Future of Ancient Grains and More
 Chefs: **Selassie Atadika** (Midunu, Accra, Ghana)
 Sara Kramer/Sarah Hymanson (Kismet, Los Angeles, CA)
- 3 PM **Seminar Series # 1, Section A (3-4 PM)**
- Seminar A-1 (3 – 4 PM)**
Copia Theater
Vegan and Vegetarian Cooking for the 21st Century: A Fresh Approach
 Moderator: **Joe Yonan** (*The Washington Post*, Washington, DC)
 Presenters: **Tal Ronnen** (Crossroads, Los Angeles, CA)
 Other presenter to be announced
- Seminar A-2 (3 – 4 PM)**
Napa Valley Vintners Theater (1st floor)
Pulses of Change: What’s Driving Plant-Forward Menus?
 Presenters: **Marie Molde** (Datassentials, Chicago, IL)
 James Bickmore-Hutt '15 (Westlake Village, CA)
Sponsored by lentils.org

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Seminar A-3 (3 – 4 PM)

Food Business School Classroom

A Scientific Case for Plant-Forward Menus: A Deep Dive Into Proteins

Presenter: **Allison Righter, MSPH, RDN (CIA)**

4 PM **Coffee and Networking Break for Seminar Participants**

4:30 PM **Seminar Series – Block 1, Section B (4:30-5:30 PM)**

Seminar B-1 (4:30-5:30 PM)

Copia Theater

Concept Innovation in the Plant-Forward Kitchen: A Conversation from the CIA-QSR Plant-Forward Fast Casual Watchlist

Moderator: **Sam Oches**

Panelists: **Erik Oberholtzer (Tender Greens, Philadelphia, PA)**

Greg Dollarhyde (Veggie Grill, Los Angeles, CA)

Other panelists to be announced

Seminar B-2 (4:30-5:30 PM)

Napa Valley Vintners Theater (1st floor)

Bridging to Your Vegan Customers: The World of Plant-Based Ingredients

Presenter: **Matt Jennings (Chef, Boston, MA)**

Sponsored by Daiya Foods

Seminar B-3 (4:30-5:30 PM)

Food Business School Classroom

Discerning Palates, Curious Minds: How to Feed Gen Z Consumers

Moderator and panelists to be announced

5:30 PM **Global Plant-Forward Reception (5:30-6:30 PM)**

Mezzanine & Hestan Teaching Kitchens (2nd floor)

Featuring Tastings from the Hands-on Innovation Kitchen Workshops

6:30 PM **Program concludes for the evening**

Friday, May 3

7:45 AM **Breakfast**

8:15 AM **A Scientific Case for Plant-Forward Menus: Spotlight IV**

Presenter: **Allison Righter, MSPH, RDN (CIA)**

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- 8:25 AM General Session VI
Looking Back to Look Forward: How Traditionally Plant-Forward Cuisines Can Help Shape the Future of Our Menus
 Presenters: **Maricel Presilla** (Cucharamama, Zafra, Hoboken, NJ)
 Diane Kochilas (Committee, Boston; Ikaria, Greece)
 Fetlework Tefferi (Brundo, Oakland, CA and Addis Ababa, Ethiopia)
- 9:25 AM General Session VII
Plant-Forward Cooking for Meat Lovers
 Presenter: **Suvir Saran** (Chef, New Delhi, India)
- 9:45 AM **Break/Time to Walk to Concurrent Sessions**
- 10 AM **Concurrent Activities, Series #2 – Seminars and Workshops**
Participants select either one 2 ½ hour kitchen workshop or two one-hour seminars during this time.
- 10 AM **Hands-on Plant-Forward Kitchen Innovation Workshops – Block 2 (10 AM – 12:30 PM)**
Hestan Teaching Kitchens
Also see Seminar Series starting at 10 AM.
- Plant-Forward Kitchen Innovation Challenge III (10 AM – 12:30 PM)**
The Zero Waste Kitchen: A New Age of Food Preservation, Plant-Forward Style
 Chefs: **Rick Lopez** (La Condesa, Austin, TX)
 Diego Moya (Racines, New York, NY)
- Plant-Forward Kitchen Innovation Challenge IV (10 AM-12:30 PM)**
Cooking with Plant-Based Products
 Chefs: To be announced
- 10 AM **Seminar Series – Block 2, Section C (10-11 AM)**
- Seminar C-1 (10-11 AM)**
Copia Theater
Creating Craveability: What to Keep Simple, When to Innovate, How to Best Work with Producers
 Chefs: **Alice Delcourt** (Erba Brusca, Milan, Italy)
 Jessica Largey (Simone, Los Angeles, CA)
 Elena Reygadas (Rosetta, Mexico City, Mexico)

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Seminar C-2 (10-11 AM)

Napa Valley Vintners Theater (1st floor)

Building Flavor for Maximum Craveability: The Role of Spices in the Plant-Forward Kitchen

Moderator/

Presenter: **Barbara Alexander** (CIA)

Presenter: **Fetlework Tefferi** (Brundo, Oakland, CA and Addis Ababa, Ethiopia)

11 AM **Coffee and Networking Break for Seminar Participants**

11:30 AM **Seminar Series – Block 2, Section D (11:30 AM – 12:30 PM)**

Seminar D-1 (11:30 AM-12:30 PM)

Copia Theater

What's the Right Amount of Meat for Plant-Forward Dishes? Culinary Strategies to Design Sustainable, Healthful, and Delicious Menus

Presenters: **Joaquin Cardoso** (Hotel Carlota, Mexico City, Mexico)

Suvir Saran (Chef, New Delhi, India)

Musa Dağdeviren (Çiya, Istanbul, Turkey)

Seminar D-2 (11:30 AM-12:30 PM)

Napa Valley Vintners Theater (1st floor)

Beverage Programs for Plant-Forward Operations: How to Combine Creativity and Profit

Presenters: **To be announced**

12:30 PM **Global Plant-Forward Lunch (12:30-1:30 PM)**

Mezzanine & Hestan Teaching Kitchen (2nd floor)

Featuring Tastings from the Hands-on Innovation Kitchen Workshops

With book signing by Maricel Presilla, Diane Kochilas, and Suvir Saran. Books will be available for purchase during the reception.

1:30 PM **Conference concludes**

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