

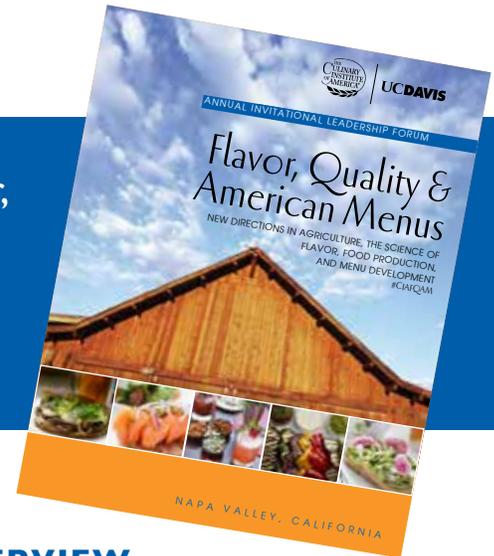
16<sup>TH</sup> ANNUAL

# Flavor, Quality & American Menus Leadership Retreat



UC DAVIS

New Directions in Agriculture, the Science of Flavor, Food Production, and Menu Development  
September 10-12, 2019



*“Outstanding! Excellent experience.” “I rarely rank events with such complete excellent scores—this was a superb conference!” “This program far exceeded my expectations.” “Speakers were unbelievable!”*  
*“Fabulous experience. Thank you!” “You hit a home run with this conference.”*

—Comments from corporate chefs, operators, and other attendees at previous Flavor, Quality & American Menus Leadership Retreat



## INTRODUCTION AND OVERVIEW

Flavor, Quality & American Menus (FQAM), an annual invitational leadership retreat, aims to stimulate innovative thinking around the future of agriculture as well as flavor-, quality- and diversity-driven menu R&D. It does so by connecting leaders within the volume foodservice and agriculture industries to foster better understanding of current challenges and opportunities faced by each sector. The retreat also emphasizes fundamental shifts in the foodservice industry, and helps foodservice operators understand what the shifts are, who and what is driving them, and the impacts those shifts will have on future menus and future generations of eaters.

Today’s consumers crave more flavor, demand more variety, and expect increasing transparency about how the food they put on their tables is produced. These desires are particularly pronounced among millennials and Generation Z. They seek globally-inspired food experiences, yet yearn for connection with local producers. They respond with their wallets to a story well told—and with loyalty to brands that embody their personal values, from customization and convenience to humane animal welfare standards and boundary-pushing flavor discovery. In order to succeed amid these and other dynamics, growers and foodservice businesses must be informed on the issues and equipped with the tools and culinary talent to respond nimbly to trends through their menus, marketing, and procurement.

At Flavor, Quality & American Menus, the CIA and the University of California, Davis bring together leaders in agriculture, food and beverage production, and foodservice to exchange best practices for seizing these opportunities and tackling the many challenges facing their respective sectors. This annual forum helps attendees understand: evolving consumer demands and how seasonality and farming practices can affect ingredient quality in order to inform their sourcing; the science of flavor and the sensory elements of eating in order to inform their menu R&D; and the unique cultural identities, demographic characteristics, and growing conditions of different parts of the country in order to spur more regionally distinct American cuisines on menus.



Flavor, Quality & American Menus provides a venue for networking, information- and idea-sharing, and advancing agriculture and the industries that depend on it. Working in partnership, The Culinary Institute of America at Copia in the Napa Valley and the UC Davis College of Agricultural and Environmental Sciences hope to unite leaders in agriculture, food processing, and the culinary arts around a common mission, one that values scientific and technical excellence on the one hand, and artistic and aesthetic accomplishment on the other. Since the first gathering dedicated to this mission, held in 2004, we have held successful retreats every summer at the CIA at Greystone, and starting in 2017 at the CIA at Copia.

### **FLAVOR, QUALITY & AMERICAN MENUS:**

Our 16<sup>th</sup> Annual Flavor, Quality & American Menus Leadership Retreat will continue the tradition September 10-12, 2019 at The CIA at Copia as we welcome, on an invitation-only basis, 30-35 of our nation's most influential chefs and foodservice industry leaders. The continued target audience for FQAM will be those for whom millennial diners are a core focus: emerging chains, colleges/universities, and supermarket foodservice. At the same time, we welcome operators from all high-volume foodservice sectors for whom millennial diners are also of great concern. These foodservice leaders will be joined by leaders in the science of flavor, agriculture, food processing, and manufacturing—as well as key media.

After over a decade of delivering cutting-edge, high-impact programming for the foodservice industry, FQAM added this focus on millennials and Generation Z in 2015, recognizing that they represent the future of flavor in America. In short, these generations of diners expect quality, they aim to eat ethically, and they crave new flavors and experiences. And what they crave is constantly changing.

#### *Research Partnership*

Each year, the CIA and Datassential co-facilitate the FQAM Think Tank. Comprised of a small group of foodservice leaders, and led by Colleen McClellan, Director at Datassential, the group helps to identify the most pressing and valuable topics each year when it comes to addressing shifting demographics, emerging palates, and fundamental changes in both American agriculture and the volume foodservice industry.

#### *Retreat Format*

The retreat will take place September 10-12, 2019. Registration will begin at 2:00 PM on Tuesday the 10th at the CIA at Copia, leading into two hours of presentations, and an afternoon Market Basket exercise in the Hestan Kitchen. On Wednesday the 11th, programming will continue at the CIA at Copia, including engaging presentations throughout the day in addition to delicious sponsor exchange meals for lunch and an evening reception. Thursday will be split between morning programming at Copia followed by lunch and farm tours throughout the surrounding area.



## OBJECTIVES

1. Host an **annual retreat on menu development** for the foodservice industry that approaches menu R & D from the perspectives of flavor, quality, and diversity in agriculture and food processing.
2. Stimulate new thinking about the **future of agriculture** that:
  - Addresses the need to expand research and develop new directions in agriculture and food processing—directions that emphasize quality, diversity, and increased opportunities for specialty, higher-margin agriculture;
  - Takes advantage of a growing consumer willingness to spend money for quality and in the pursuit of culinary adventure;
  - Anticipates changing American demographics and related taste preferences, and the impact that these changes will have on agriculture, food processing, and beverage industries, including wine and beer;
  - Looks for solutions to balance and integrate consumers' growing interest in environmental sustainability with the economic needs and realities of farming communities around the world.
3. **Accelerate health and wellness initiatives within the foodservice industry** by exploring opportunities for ingredient and supply chain innovation that focuses on delivering higher standards of flavor and greater flavor diversity.
4. **Build bridges among leaders in the science of flavor agriculture, food processing, wine, beer, distribution, and chefs and other foodservice leaders** (with an emphasis on multi-unit and volume foodservice operations).
5. **Showcase leaders and innovators** whose successes confirm the viability of a commitment to greater quality, flavor, and diversity.
6. Grow a digital resource library at [www.ciaprochef.com/FQAM](http://www.ciaprochef.com/FQAM) that supports these objectives and captures the best **information, ideas, and culinary trend analysis** from each year's retreat.
7. **Expand collaboration between The Culinary Institute of America and the UC Davis College of Agricultural and Environmental Sciences** to benefit students of both institutions and thereby advance the fields of culinary arts, foodservice management, agriculture, and food and beverage science and technology.



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