



PROGRAM SCHEDULE

The Flavor Summit will be held at The Culinary Institute of America at Copia, 500 1st Street in Napa, CA. Unless otherwise indicated, all sessions take place in the Ecolab Theater (1st floor).

Tuesday, March 10

3 PM **Registration & Refreshments**
Atrium (1st floor)

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

3:30 PM **Welcome & Opening Remarks from the CIA**
Speaker: **Greg Drescher** (VP of Strategic Initiatives and Industry Leadership, CIA)

3:40 PM **Audience Introductions**
After opening remarks, we will pass a microphone and ask all members of the audience (operators, presenters, sponsors, media, and CIA faculty & staff) to briefly introduce themselves.

3:55 PM **General Session I**
Presentation
Bringing F&B into the New Decade
The foodservice industry has been forced through significant changes over the past few years due to shifting consumer behavior, the impact of social media, automation, and new product innovation. The hotel segment is no different, redefining their properties, amenities and the role of food to create something new and exciting. This session will focus on several of the more fundamental changes that have shifted the role of food and beverages, offering operators exciting new opportunities and real operational challenges.
Introduction: **Jacquelyn Chi** (Director of Programs and Special Projects – Strategic Initiatives, CIA)
Presenter: **Maeve Webster** (President, Menu Matters)

4:40 PM **General Session II**
Culinary Demonstration
All Day Comfort: A Journey into Diverse Styles of Comfort Food for Any Menu
Nostalgia in the form of familiar flavors and comfort food continue to perform well with guests, even as their traditionally associated dayparts get disrupted. Join Brian West as he

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walks us through the classics, but this time updated for the all-day menu. Be ready to satiate those cravings...whatever the hour.

Introduction: **Shara Orem** (Director of Corporate Relations, Strategic Initiatives Group, CIA)

Presenter: **Brian West** (Owner-operator, Chef Brian West Inc.)

Sponsored by Smithfield Culinary

5:30 PM **Opening Reception and Tasting**
The Great Flavor Experience
The Colavita Olive Grove Terrace

Sponsored by Brill, Inc. and Smithfield Culinary

6:30 PM **Reception Concludes, Program Ends for the Evening**
Participants on their own for dinner to enjoy Napa Valley's great restaurants.

Wednesday, March 11

8 AM **Napa Valley Breakfast**
Atrium (1st floor)

Sponsored by Danone North America and Okanagan Specialty Fruits

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

8:30 AM **General Session III**
Presentation and Culinary Demonstration
Leveraging Flavor and Function to Meet Plant-Based Demand
In 2012, The Butcher's Daughter opened its first location in New York City as a new model for healthy eating, doling out plant-forward cuisine with the same level of care and expertise that had traditionally been reserved for animal protein. Eight years and four additional locations spanning New York and Los Angeles later, the restaurant continues to push the boundaries and showcase how delicious sustainable alternatives to animal-based protein can be. In this demo, executive chef Richard Rea will show how he takes his plant-forward approach to the next level.

Introduction: **Stephen Dean** (Foodservice Lead, Oatly)

Presenter: **Richard Rea** (Executive Chef, The Butcher's Daughter)

Sponsored by Oatly

9 AM **General Session IV**
Discussion
Hotel Trends: Digging Deeper
From immersive dining to grab and go pantries to offsite catering, F&B operations have become more complex than ever. Building on Maeve's presentation from the previous day, senior F&B leaders from across the hospitality spectrum will share how they are meeting the challenges and opportunities posed by a new generation of consumers with different expectations and demands. Come ready to share your own perspective!

Moderator: **Maeve Webster** (President, Menu Matters)

Featured

Operator: **Katherine Kies** (VP of F&B, PM Hotel Group)

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- 9:45 AM **Networking Break**
Atrium (1st floor)
Sponsored by Conagra Brands and Richard Ginori 1735
- 10:15 AM **General Session V**
Culinary Demonstration
Modern Applications for Sichuan Spice
Teng-jiao is one of the most popular spices used in Sichuan cooking, but is largely unknown and underutilized in the American food industry. This culinary demonstration will introduce you to this unique spice, including its flavor profile and traditional applications, and provide inspiration for introducing it to your guests.
 Presenter: **Shirley Cheng** (Professor – Culinary Arts, CIA)
- 10:45 AM **General Session VI**
Presentation
The CIA’s Plant-Forward Certification Initiative: Enterprise Solutions for Meeting Consumer Demand
As consumer diets increasingly shift to reflect larger concerns around health and sustainability, culinary education and training also need to adapt and evolve. This session will give attendees insight into how the world’s premier culinary college is leveraging technology and new learning models to advance innovation, skilled execution, engagement, and adoption of plant-forward menus throughout the industry.
 Presenters: **Greg Drescher** (VP of Strategic Initiatives and Industry Leadership, CIA)
 Brad Barnes ’87, CMC (Director, CIA Consulting) and **Wolfgang Lindlbauer** (Hospitality Advisor, Lobster Ink)
- 11:15 AM **General Session VII**
Presentation
Next Level Dining: Using Virtual Reality and Gastronomy to Reshape Human Perception
Professional chef, writer, and artist Jenny Dorsey is the founder of Studio ATAO, a nonprofit culinary production studio that creates interdisciplinary, impact-driven content and experiences. Before you sample her work in the afternoon tasting rotation, Jenny will discuss how to mobilize virtual reality technology towards more interactive and immersive dining experiences.
 Presenter: **Jenny Dorsey** (Founder & Chef, Studio ATAO)
- 11:45 AM **Walk-Around Sponsor Exchange Lunch**
Atrium (1st floor)
Featuring the Premium Gold, Bronze and Copper Sponsors
- 12:35 PM **General Session VIII**
Culinary Demonstration
Innovations in Flavor and Texture with 3D Printing
From topping congee with carnitas to updating the “blooming onion” with dehydrated tom yum powder, Top Chef winner and chef of Nightshade in Los Angeles Mei Lin has built her reputation on bringing together disparate flavors into winning combinations. Get an up

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close and personal glimpse into her creative process, including insight into using 3D printing technology to add personalization, flavor, and texture to any dish.

Introduction: **David Nies** (Vice President of Business Development, Brill)

Presenter: **Mei Lin** (Chef, Nightshade)

Sponsored by Brill, Inc.

1:25 PM **Time to walk to Tasting Rotations/Break**

1:40 PM **Tasting Rotation – Round 1**

Group A: Virtual Reality Dining Experiences

Napa Valley Vintners Theater (1st floor)

Strap on your headsets and ready your forks, as chef Jenny Dorsey guides you through an immersive eating experience, pairing dishes with custom virtual reality videos in an exploration of her personal journey as a chef. This is your front-row seat to the future of VR-enhanced dining.

Presenter: **Jenny Dorsey** (Founder & Chef, Studio ATA0)

Group B: Monofloral Honey: An Affordable Luxury with a Great Impact on Global Sustainability

Private Dining Rooms 1 & 2 (1st floor)

Did you know that monofloral honeys have distinctive aromas and flavors as diverse as wine? This sensory session focuses on inspiring enjoyment of unique and exclusive honeys with a sense of place, creating awareness around transparency and truth in labeling, and stimulating thoughtful choices through sight, smell, and taste.

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

Presenter: **Orietta Gianjorio** (Sensory Evaluation Specialist)

2:40 PM **Networking Break**

Atrium (1st floor)

Sponsored by Barilla America and Steelite International

3:05 PM **Tasting Rotation – Round 2**

Groups A and B switch sessions from Round 1; see above for sessions and locations.

4:05 PM **Time to walk back to General Session/Break**

4:20 PM **General Session IX**

Panel Discussion

Hiring and Training Challenges and Opportunities for the Hospitality Sector

The National Restaurant Association's annual Restaurant Trends Survey again reported in 2019 that recruiting and retaining employees remained the greatest business challenge for foodservice operators across all sectors, from quickservice to fine dining, and more than 75%

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of respondents planned to devote more resources to the issue in the coming year. Get a head start on your own efforts with this panel discussion, which will explore the talent challenge from multiple perspectives.

Moderator: **Sarah Schutzberger, RD** (Director – Health and Sustainability Programs, Strategic Initiatives, CIA)

Panelists: **Alice Cheng** (Founder and CEO, Culinary Agents)
Lori Love (Director of Hospitality, Kitchens for Good)

5 PM

General Session X

Presentation

Le Petit Chef: Of Technology, Storytelling, and Hospitality

Presented to sold-out audiences around the world, Le Petit Chef™ is a one-of-a-kind dining experience featuring cutting-edge 3D technology and visual storytelling. John Riggio '07 and Rodrigo Vazquez of the CIA at Copia will introduce the experience and discuss how they approach culinary innovation and creativity within the parameters of this unique format. You'll then sample the animations in action for yourself during the Le Petit Chef rotations at the reception following. (To make reservations for the full Le Petit Chef 3D Dining Experience, offered on Thursday at 6 PM, visit <https://www.ciaatcopia.com/le-petit-chef-marco-polo>).

Presenters: **John Riggio '07** (Director, Restaurant and Special Events Operations, CIA)

Rodrigo Vazquez (Special Events Chef, CIA)

5:25 PM

Networking Wine Reception and Le Petit Chef Demonstration Rotations

Atrium (1st floor)

5:30 PM – Group 1 enters Le Petit Chef demonstration

5:50 PM – Group 2 enters Le Petit Chef demonstration

6:10 PM – Group 3 enters Le Petit Chef demonstration

6:30 PM

Reception Concludes, Program Ends for the Evening

Participants on their own for dinner to enjoy Napa Valley's great restaurants.

Thursday, March 12

8:15 AM

Coffee and Whole Fruit

Atrium (1st floor)

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

8:45 AM

General Session XI

Culinary Demonstration

Celebrating the Ocean's Bounty: Guiding Staff and Diners Towards More Responsible Seafood Choices

While Jeremy Sewall '92 originally hails from upstate New York, celebrating the diversity of New England seafood is in his blood. His restaurant group spends millions of dollars annually on seafood procurement with a focus on responsible choices, and hosts regular

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“Know Your Fish” employee education initiatives. Come hear how Jeremy approaches the issue of sustainable seafood through culinary technique, menu design, and community.

Presenter: **Jeremy Sewall '92** (Chef-Owner, Island Creek Oyster Bar, Row 34 Portsmouth, and Row34 Fort Point)

9:15 AM

General Session XII

Presentation

Learning How to See: Lighting Design, the Customer Experience, and the Bottom Line

Most lighting design in the built environment is bad. And, while ugliness is embarrassing, we now know that bad lighting also has deeper ramifications for the humans occupying those spaces – from lowered productivity in offices to slower learning in schools. Alternately, recent advances in social and neurological science reveal that good lighting design has positive benefits and, if applied to retail spaces, can improve the customer experience and the bottom line. This session will teach you how to see your front of house lighting in a way that goes beyond basic illumination and decoration and towards a more profitable user experience.

Presenter: **Richard Young** (Director, Food Service Technology Center)

10 AM

General Session XIII

Culinary Demonstration

From Bar Director to Kitchen Forager: Zero-Waste Cocktails for Sustainability and Profit

At Providence in Los Angeles, sustainability drives not just what's served on the plate, but also what goes into the glass. Utilizing produce to its full potential, repurposing kitchen trim, and a killer garnish game are just some of the ways head bartender Kim Stodel furthers the restaurant's sustainability ethos – and reduces inventory shrink – behind the bar.

Presenter: **Kim Stodel** (Head Bartender, Providence)

10:30 AM

Final Remarks

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

10:40 AM

Walk-Around Brunch

Hestan Kitchen (2nd floor)

Sponsored by Oatly

With book signing by Jeremy Sewall. Books will be available for purchase during the reception.

11:40 AM

Summit Concludes

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