Present
Worlds of Healthy Flavors ASIA®
An Invitational Culinary Design Experience:
How to Create Healthier Dishes without Sacrificing Deliciousness!

Monday, August 24, 2015
Hosted by
The Culinary Institute of America, Singapore and Temasek Culinary Academy
at Temasek Polytechnic

PROGRAM SCHEDULE

7:45 -
8:30 AM
Breakfast and Registration
The Vista and The Foyer

8:30 AM
Welcome & Opening Remarks from the CIA and HPB
Theater
Speakers: Greg Drescher, The Culinary Institute of America
CHOO Lin, Health Promotion Board, Singapore

8:50 AM
Welcome & Opening Remarks from the Co-Chairs
Speakers: Cathy Jörin, The Culinary Institute of America
Melissa Koh, Health Promotion Board, Singapore

9:00 AM
Introductions
All operator members, corporate members, speakers, and guests will be invited to briefly introduce themselves

9:15 AM
General Session I: CONSUMERS
Sample Topic: Consumer Insights and Information
Host: Cathy Jörin, The Culinary Institute of America
We Are What We Eat, Healthy Eating Trends
What do we know about Singaporeans and their desire for healthier menu options? What motivates them with regards to health and what are they willing to invest in? Are they willing to pay more for premium ingredients? What messages and marketing strategies are most powerful?
Presenter: Vasha Azoor, Director, Client Business Partner, Singapore and Malaysia, Nielsen

9:45 AM  General Session II: CALORIES
What is Strategic Calorie Design and What Does it Mean to the Volume Foodservice Industry? Guiding Principles for Success and Key Learnings from the US Strategic Calorie Design Working Group
Presenter: Pam Smith, RDN

10:30 AM  Refreshment Break
The Vista

10:45 AM  General Session III: CALORIE REDUCTION/PORTION CONTROL
Theater
Strategic Calorie Design - Making Dishes Healthier without Sacrificing Flavor Principles and Techniques to Cut 100 Calories from Any Meal or Dish
Best Practices/Case Studies: US
Presenter: Pam Smith, RDN
Culinary Demonstration – Practical Applications of Principles and Techniques for Strategic Calorie Design – Western Cuisine
Tuna Three Ways: Tartare, Burger, Carpaccio
Presenter: Toni Sakaguchi ’84, Associate Dean for Culinary Arts, The Culinary Institute of America, Greystone
Culinary Demonstration – Practical Applications of Principles and Techniques for Strategic Calorie Design – Asian Cuisine
White Cauliflower of Chicken
Sambal Petai Prawns
Presenter: Chef Malcolm Lee, Candlenut Restaurant, Singapore

11:45 AM  General Session IV: BEST PRACTICES
Panel Discussion- Healthy and Flavorful Menu Options, Business Opportunities and How to Leverage Them
Presenter/
Moderator: Pam Smith
Panelists: Dennis Hipolito, YUM!
Andrew Khoo, ABR Holdings
Anna Lim, The Soup Spoon
Chef Nam Q. Nguyen, NamNam Noodle Bar
12:30 PM  
**BREAK OUT GUIDED DISCUSSION SESSIONS** *(All participants)*

*Classroom Locations*

**Introduction to Hands-On Kitchen Session:**

**Strategic Calorie Design Menu Development Challenge**

**Break out into two larger groups for discussion and planning:**

- **Western Cuisine Focus** – *Cumin Classroom*
- **Asian Cuisine Focus** – *Dill Classroom*

**Presenters:**  
Western Cuisine Focus - Toni Sakaguchi ’84, CIA  
Cathy Jörin, CIA  
Michael Sanson, CIA Singapore

Asian Cuisine Focus - Malcolm Lee, Candlenut Restaurant, Singapore  
Pam Smith, RDN  
Michael Sanson ’96, CIA Singapore

*Each group breaks into smaller pre-assigned teams. Specific recipe challenges will be given to each team. Teams will be challenged to create healthy and delicious dishes with reduced calories.*

1:00 PM  
**Lunch/Team Ideation Sessions**  
*Top Table Restaurant*

Teams sit together to discuss how they are going to approach their hands-on kitchen session challenges.

1:45 – 3:45 PM  
**For Non-Chef Summit Participants:**

**Innovation in Action, Innovation Practice for Restaurants**  
*Theater*

**Presenter:**  
Vasha Azoor, Director, Client Business Partner, Singapore and Malaysia, Nielsen

1:45 PM  
**For Chefs: Hands-On Kitchen Sessions: Kitchen Orientation**  
*Teaching Kitchens*

**Chef/Guides:**  
Overall Kitchen – Michael Sanson, CIA Singapore  
Western Cuisine Focus - Toni Sakaguchi, CIA  
Asian Cuisine Focus – Malcolm Lee, Candlenut Restaurant, Singapore

**Strategic Calorie Design Menu Development Challenge**

Teams create new menus items based on the guidelines, discussions and presentations from today.

3:45 PM  
**Team Presentations and Reception**  
*Teaching Kitchens*

4:25 PM  
**Closing Remarks**

**Speakers:**  
Greg Drescher, The Culinary Institute of America  
CHOO Lin, Health Promotion Board, Singapore

4:30 PM  
**Summit Concludes**