Throughout quality-focused, volume foodservice, American menus and the American dining experience are undergoing a revolution in flavor. As never before, diners are expressing an interest in freshness, world cuisines and authenticity, flavor experimentation, and new menu formats and dining concepts.

The Greystone Flavor Summit brings together each year a select group of top food and beverage directors, corporate and executive chefs, and other experts in American foodservice to explore, discuss, and taste their way through a stimulating, critical set of hospitality and related kitchen and dining management issues.

This invitational leadership retreat welcomes as its core audience 35 to 40 talented individuals drawn from the following sectors:

- Hotels, Resorts, Casinos, and Cruise Lines—corporate chefs, corporate food and beverage directors, and corporate vice presidents, as well as food and beverage directors and executive chefs from some of our country’s largest, most significant properties

- Upper Tier Chain/Multi-Unit Restaurants—vice presidents of food and beverage, corporate chefs, and R&D chefs in the upper tiers of this sector

Starting in 2016, Flavor Summit will also feature a pastry retreat for 10-15 corporate pastry chefs, leading independent pastry chefs, and other decision-makers in the high-volume, high-quality pastry and dessert sector. Along with some sessions from the general Flavor Summit schedule, invited attendees will benefit from a program designed specifically for pastry chefs.

In addition to this core audience of invited (and sponsored) food/culinary and beverage leaders, the retreat will also feature leading experts from the hospitality and culinary worlds as presenters, including consumer insight specialists; hotel and restaurant developers; chefs representing the latest trends in cuisine, both locally and internationally; hospitality consultants; wine, spirits and other beverage experts including sommeliers and mixologists; pastry chefs; designers; marketing and communications executives; and more.
This two-and-a-half-day program (which begins on a Wednesday afternoon and concludes on a Friday evening) will include: a variety of special meals and tastings; a sponsor exchange/reception; and culinary and food/wine experiences in the CIA at Greystone's world famous teaching kitchens, Ecolab Theater, and Ventura Center for Menu Research & Development. Thematically, summit sessions and seminars explore core topics that highlight menu R & D, product selection and purchasing, innovation in kitchen and dining operations, beverage management, and marketing, such as:

- The ever-changing business environment of the hospitality world
- Volume fine dining: inventing the next great flavor experience and setting
- Cocktails and wines: trends in drinkable pleasures, including food pairings
- Winning partnerships that make an operation stand out
- Social media use to the benefit of one’s operation
- Flavors in context: trends in the savory and the pastry kitchens
- Sustainability at the high-volume fine dining level
- The ultimate experience: using service, design, and other refinements to stand out in the mind of global travelers
- World cuisines in U.S. interpretations: a deep dive into regional flavor dynamics

**FOR MORE INFORMATION**

For more information about the 2016 GREYSTONE FLAVOR SUMMIT, please contact:

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