OVERVIEW

For nearly a decade The Culinary Institute of America (CIA) has collaborated with the Harvard School of Public Health (HSPH) — Department of Nutrition to research, plan and stage the highly acclaimed Worlds of Healthy Flavors leadership conference held each year at the CIA’s California campus (CIA at Greystone). This ground-breaking, by-invitation-only program brings together America’s most influential high-volume foodservice chefs, leading nutrition scientists, and various world cuisines and other culinary experts to advance healthier food choices in American foodservice.

The American chefs and foodservice operators that are invited and attend this event each year — drawn from various high-volume sectors including hotels and resorts, chain restaurants, universities, schools and hospital foodservice — collectively shape the menus that impact the daily food choices for tens of millions of Americans. This initiative has had considerable, positive impact in the United States on increasing presence in the volume foodservice sector of whole grains, fruits and vegetables, fish, nuts and legumes, healthier oils, and other healthy foods. The CIA-Harvard program has been especially effective in educating American foodservice industry leaders on the urgent need to replace trans fats with healthier, unsaturated fats.

With the success of this program and the launch of The Culinary Institute of America and its degree programs in Singapore, the CIA and Harvard School of Public Health — Department of Nutrition has initiated Worlds of Healthy Flavors ASIA® in partnership with the Saw Swee Hock School of Public Health, National University of Singapore and Health Promotion Board, Singapore. The audience for the annual Singapore-based conference is somewhat broader than for the U.S. conference and includes opinion leaders and trendsetters in all sectors of the Singaporean and Pan-Asian foodservice and hospitality sectors (not just high-volume foodservice), including foodservice in healthcare settings.
The program, based in Singapore, will follow a leadership model and target a group of 100 professional and industry leaders (for a total attendance of nearly 200, including speakers, media and government leaders, and sponsor representatives).

Categories of corporate and executive chefs, food & beverage vice presidents and directors, chefs, managers, and other leaders to be invited include:

- Hotels and resorts
- Asia based and international chain restaurants
- Fine dining restaurants
- Casual restaurants, coffee shops and food courts
- Hawker center management and select influential operators
- Universities, colleges, and schools
- Caterers of workplace dining
- Hospital and healthcare dining
- Food writers and journalists
- Food retailers and retail foodservice

The program partners recognize the tremendous challenges that lie ahead for chefs and foodservice leaders operating in Singapore and throughout Asia in successfully developing and promoting healthier food choices, and working to avert high rates of type II diabetes and other diet-linked chronic diseases for their populations.

At the same time, American, European and other international travelers coming to Asia are increasingly looking for delicious, healthy food — both Asian and Western. This is an opportunity to satisfy a new set of food preferences for international travelers that chefs and foodservice leaders cannot afford to ignore.

Through presentations, discussions and demonstrations, conference attendees will learn about the most current nutrition research findings, sourcing of healthy ingredients and the latest in kitchen equipment for healthy preparations – all insights that can be shared with colleagues, customers and patients.

The program partners are confident that we can significantly support and accelerate already existing efforts in Singapore and other Asian countries to advance healthier food choices in light of existing challenges and opportunities.
As with our U.S.-based program, Worlds of Healthy Flavors ASIA will bring together top nutrition and medical experts (including representatives of our Scientific Advisory Committee; see attached) along with leading nutrition and public health experts that can speak to issues and research in their areas of expertise. In addition, CIA chef-instructors and other Asian and Western chefs and culinary experts will present healthy cooking and menu strategies that can work to preserve the delicious, celebratory aspects of dining and at the same time address a host of public health imperatives.

The program, initially focused on advancing the knowledge and skill sets of the foodservice, hospitality and public health/medical sectors in Singapore, now reaches out to leaders in the broader foodservice industry from throughout Asia who can benefit from this initiative. Singapore is poised to position itself as the center of learning around the nexus of issues connecting food, cooking, dining, diet, and public health.

HEALTHY MENUS ASIA COLLABORATIVE

As part of this initiative, the CIA with its associates in Singapore will create a working group of influential chefs, food and beverage directors, and foodservice operators (owners and managers) to help design healthy menu strategies that support and advance the objectives of Worlds of Healthy Flavors ASIA.

PROJECT OBJECTIVES

In summary, we can state the objectives of this initiative as follows:

1. Create a robust, ongoing programmatic infrastructure that brings together the best minds and most influential leaders in the food, culinary, medical and public health communities in Asia to significantly advance healthier food and menu choices in all away from home venues, as well as inspire healthier home cooking.

2. Integrate the combined expertise of The Culinary Institute of America and Harvard School of Public Health — Department of Nutrition with public health leadership in Singapore and throughout Asia in meeting the challenge of advancing healthier food choices.

3. Cultivate “early adopters” and pilot success stories among various types of foodservice operations that can inspire the rest of the foodservice sector.

4. Foster and support an interest in the medical and primary health care communities of the need to inspire patients and their families with effective strategies for healthier food choices as a means to prevent and control chronic diseases.

5. Enlist the support of Asian media and food and health communicators in advancing the idea that healthier food choices do not need to come at the expense of the delicious, multi-ethnic culinary traditions of the individual countries.

“I felt that the conference was highly educational with important messages and lessons. This is an important conference for Singapore’s culinary and health well-being.”

~ Tan Hsien Wei, Course Manager, Culinary & Catering Management, Temasek Polytechnic
6. Engage the supplier and manufacturing communities throughout Asia in partnering with forward-thinking chefs, foodservice operators and public health experts in enhancing the health profile of current foodservice ingredients and products, and fostering new product development to enhance public health.

7. Over time, develop educational resource materials and communications strategies to expand the reach of this initiative within various professional communities.

8. Position Singapore as a center for learning and leadership about best practices regarding healthy food, cooking, and menu strategies for all of Asia.

**FOR MORE INFORMATION**

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For more information, please visit our website at www.worldsofhealthyflavorsasia.com

“Conference format and content was practical and highly relevant. The pairing of scientists and culinary experts completed the learning for participants. Chefs were lively and excellent in their demos and the art of cooking—not a dull moment! Sessions on diabetes, fats and oils were eye-opening!”

~ Adapted from comments of a 2012 attendee