

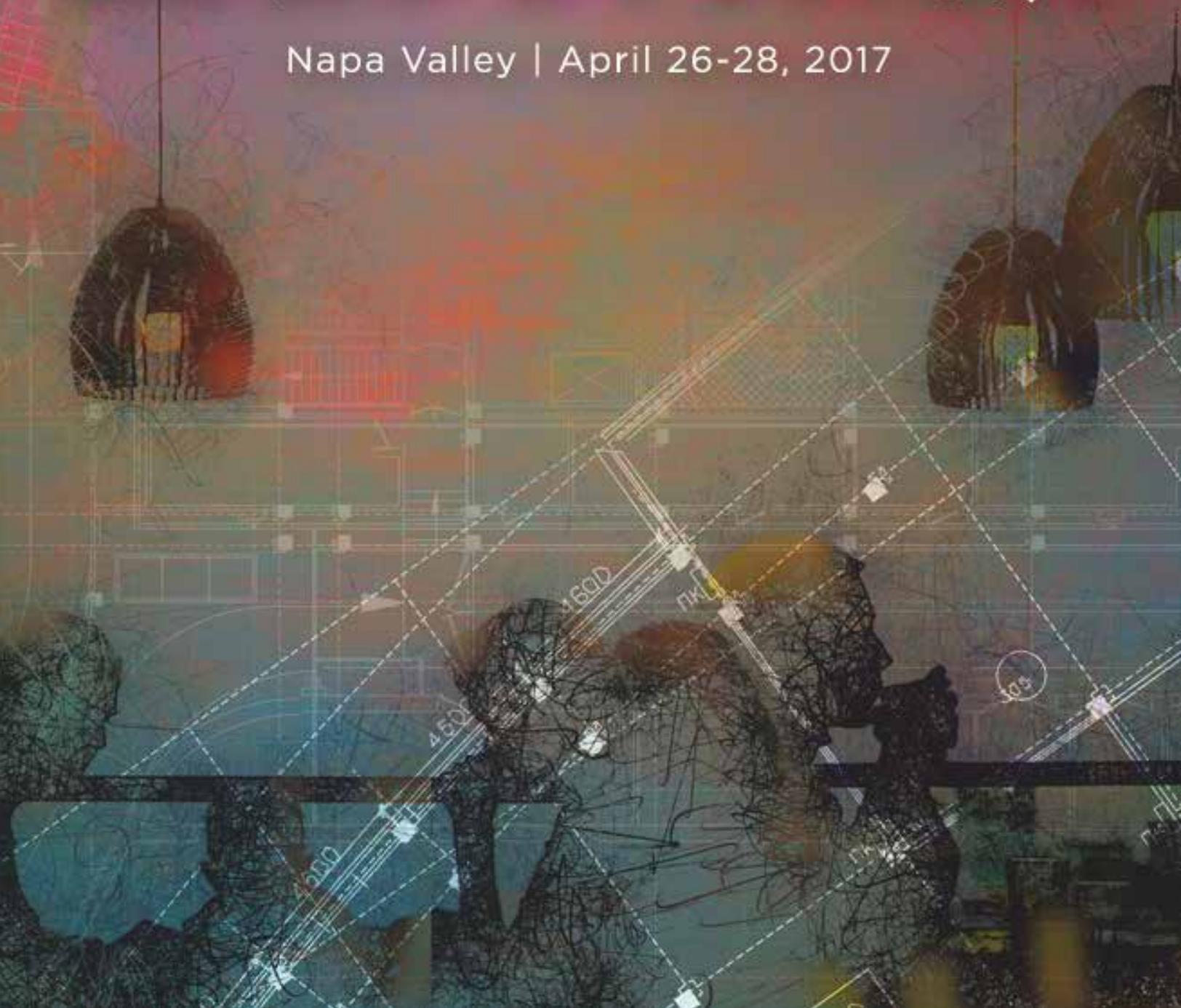


19<sup>th</sup> Annual Worlds of Flavor<sup>®</sup>  
International Conference & Festival

WORLD FLAVORS

CASUAL BY DESIGN

Napa Valley | April 26-28, 2017



19<sup>TH</sup> ANNUAL INTERNATIONAL CONFERENCE & FESTIVAL

# WORLDS of FLAVOR<sup>®</sup>

**World Flavors: Casual By Design**  
**April 26 - 28, 2017**

The Culinary Institute of America at Greystone // Napa Valley, CA



Fast casual, upscale casual, street food and food hall casual, world casual, quality casual in food trucks, supermarkets, and home delivery services—in the aggregate, casual food and state-of-the-art casual dining are igniting the passions of both consumers and professionals with a focus on freshness, flavor discovery, and food ethics.

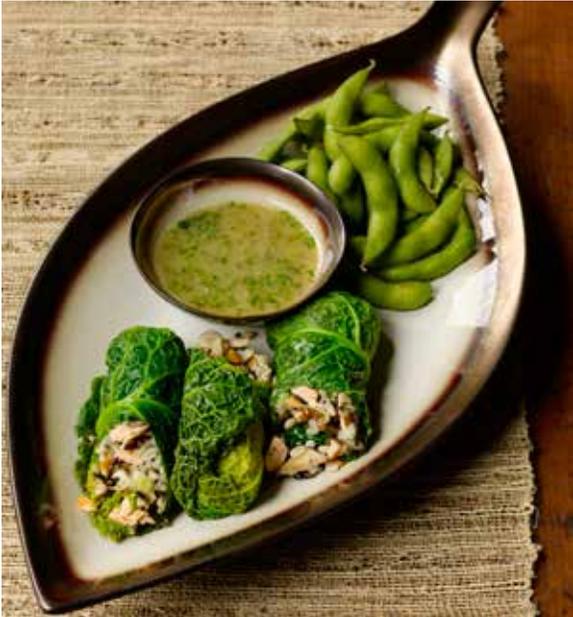
Other concepts and sectors of the foodservice industry—from the inventive, modern cuisine of Michelin-starred and “world’s best” kitchens to tried-and-true

QSRs, legacy family dining, traditional corporate and institutional foodservice, and more—will continue to win the hearts and minds of Americans. But viewed from the perspective of the entire industry, there’s just something special in the action around what we could call “next-generation casual.”

As Americans have become more food savvy and adventurous, and more exposed to a wider world of food through television and digital media (and trained on what to like by our most accomplished chefs), this has driven a democratization of food quality the likes of which we have never seen before.

In many cases the best of these new, modern, fresh casual concepts are being launched by the very same chefs who have already distinguished themselves with award-winning, upscale restaurants. For many of today’s chefs, especially the young disruptors, accessibility and scale are replacing exclusivity and acclaim from elite food critics as business strategies.

OVERVIEW



However, high-quality food in more casual settings usually means lower price points and new challenges, as well as opportunities, with budgets. Design becomes critical: from the menu, food experience, and brand promise around value (and values) to back-of-the-house operations including supplier networks. Success leverages the intersection of design thinking, culinary insight, and, increasingly, a deep understanding of the right-now aspirations of Millennials and other generations.

Our 19<sup>th</sup> Annual Worlds of Flavor International Conference & Festival will take an in-depth look at this rapidly changing landscape shaped by the public's embrace of world cuisines from Asia to the Mediterranean and Latin America; lifestyles that

balance indulgence with commitments to health and sustainability; and a driving interest in connectivity and community—all wrapped up in a relaxed, fun, and casual ethos. Join us April 26-28, 2017 for the next edition of this influential conference series that has fueled countless waves of innovation in our industry.



*“The Worlds of Flavor conferences are truly the most epic and inspirational food experiences. Yes, they’re educational, but for anyone who cares deeply about food and what it means to this world—they’re emotional. I will always remember the first conference I attended, which was on Latin America. Rick Bayless called to the podium a man who had been flown up from the Yucatan to bury and roast a pig on the grounds of the CIA in order to make a traditional cochinita pibil. He had never been outside of his village, from what I understand, and when he walked up in front of all those people to accept our applause, he started to weep. And so did I, and I think everyone there.”*

**SARA DESERAN**

Food Editor

*San Francisco Magazine*



## 2017 WORLDS OF FLAVOR INTERNATIONAL CONFERENCE & FESTIVAL

The Culinary Institute of America's Worlds of Flavor® International Conference & Festival is widely acknowledged as our country's most influential professional forum on world cuisines, food cultures, and flavor trends.

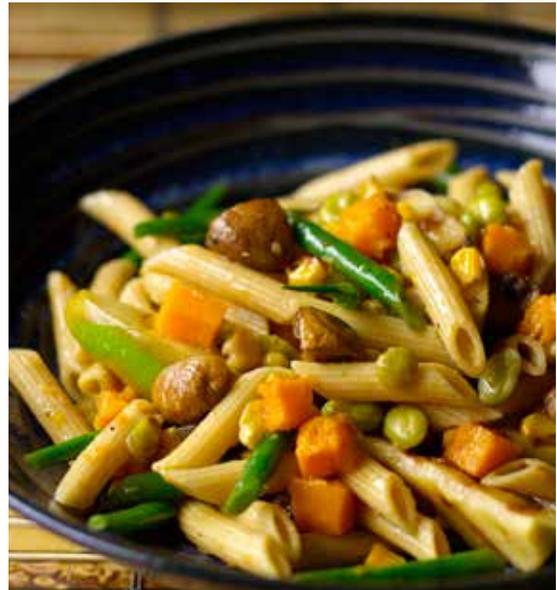
Each year, the Worlds of Flavor conference welcomes more than 60 guest chefs and other expert presenters from around the world and across the United States to the college's historic Napa Valley campus to explore the best of world cuisines that are reshaping palates and our industry. Now in its 19th year, this annual gathering of professionals has become a "must attend" for leading chefs, corporate menu decision-makers, foodservice management executives, suppliers, and media.

## ATTENDANCE AND REGISTRATION

Each year, the Worlds of Flavor conference draws more than 600 senior-level chefs, independent and chain restaurant operators, university and contract foodservice managers, hotel food & beverage directors, leading foodservice manufacturers and marketing experts, wine and other beverage producers and distributors, supermarket foodservice operators, educators, world cuisine experts, and other influential foodservice industry professionals from the United States and around the world.

As part of the audience, the conference has traditionally included 50 consumer and foodservice trade media representatives. Recently, journalists attending and/or covering the Worlds of Flavor Conferences have represented publications ranging from *Nation's Restaurant News*, *Plate*, and *Flavor & The Menu* to the *New York Times*, *USA Today*, *San Francisco Chronicle*, *Houston Chronicle*, *Saveur*, *Time*, *Eater*, and *Food Republic*—together with international media from Europe to Australia.

The Worlds of Flavor Conference typically sells out in advance, so be sure to secure your participation early so as not to miss out on this incredible flavor odyssey. For program updates and registration, please visit [worldsofflavor.com](http://worldsofflavor.com).



## SPONSORSHIP OPPORTUNITIES

The Culinary Institute of America welcomes a wide range of organizations to participate in making this ambitious program a reality, including national and regional governmental agencies, trade associations and private companies, as well as association and corporate sponsors from the United States.



## ABOUT THE CULINARY INSTITUTE OF AMERICA

Founded in 1946, The Culinary Institute of America is an independent, not-for-profit college offering bachelor's and associate degrees in the culinary arts and baking and pastry arts. A network of more than 49,000 alumni in foodservice and hospitality has helped the CIA earn its reputation as the world's premier culinary college. Degree programs, certificate programs, and courses for foodservice professionals are variously offered at the college's main campus in Hyde Park, NY; at the CIA at Greystone in St. Helena, CA; at the CIA, San Antonio, TX; and CIA's newest campus in Singapore.

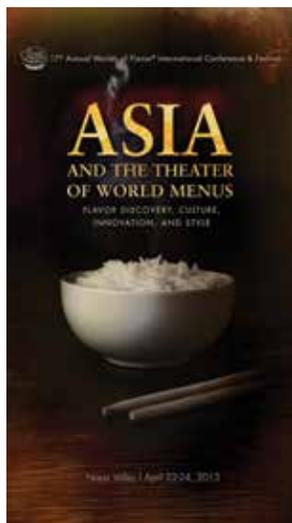
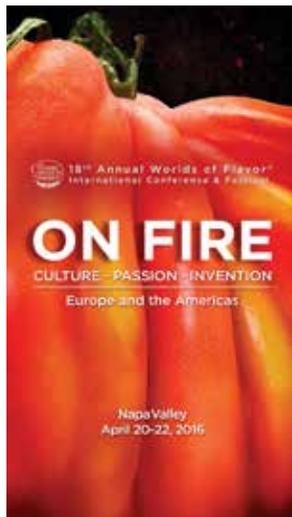


For many years, The Culinary Institute of America has been a widely recognized leader in making the best of world cuisines and flavors more accessible for foodservice professionals and the media. Educational programs highlighting world cuisines permeate the curriculum and special initiatives of all campuses of The Culinary Institute of America.

The CIA's annual DVD and web series, *Savoring the Best of World Flavors*, has twice been honored with a James Beard Award for Best Webcast.

To learn more about The Culinary Institute of America and the programs and activities offered at its four campuses, please visit the college's two websites: [ciachef.edu](http://ciachef.edu) (for general information about the college, and especially its degree programs) and [ciaprochef.com](http://ciaprochef.com) (for information about the college's programs for culinary and wine professionals, as well as access to its many online learning opportunities).





*For more information please contact:*

#### SPONSORSHIP OPPORTUNITIES

**Shara Orem**

*Director - Corporate Relations*  
707-967-2439  
s\_orem@culinary.edu

**Ed Ilsen**

*Associate Director - Sponsorship Planning*  
707-967-2507  
e\_ilsen@culinary.edu

**Donna Wintergreen**

*Business Development*  
312-953-0302  
do\_winte@culinary.edu

**Patti Coleman**

*Director - Business Development*  
203-209-0066  
p\_colema@culinary.edu

**Mark Linder**

*CIA Agriculture Liaison*  
916-799-8345  
m\_linder@culinary.edu

**Evan Conover**

*Business Development*  
310-454-2315  
e\_conove@culinary.edu

#### PROGRAM INFORMATION

**Anne E. McBride**

*Program Director*  
908-943-8272  
aemcbride@gmail.com

For more information and program updates,  
please visit our website at [www.worldsofflavor.com](http://www.worldsofflavor.com)

