



WORLDS OF FLAVOR

# LEGENDS — OF — FLAVOR

WORLD CUISINES, IMMIGRANT KITCHENS,  
AND THE FUTURE OF AMERICAN FOOD

NAPA VALLEY  
APRIL 18-20, 2018



20<sup>TH</sup> ANNUAL INTERNATIONAL CONFERENCE & FESTIVAL  
**WORLDS OF FLAVOR**

**Legends of Flavor:**

**World Cuisines, Immigrant Kitchens, and the Future of American Food**

**April 18-20, 2018**

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

What will the next 20 years of American professional cooking look like? What legends of flavor—old or new, from the far corners of the planet or closer to home—will capture our imagination and set us on a hunt for new flavors and ideas? How will tomorrow’s story of world cuisines in American cooking change as a result of the brilliance coming out of today’s American immigrant kitchens?

The 20<sup>th</sup> anniversary of the Worlds of Flavor® International Conference & Festival series will gather 80 influential chefs, journalists, food experts, and trend spotters from around the globe and across the United States to help us predict what we’ll be craving 1, 5, 10, and 20 years from now.

We’ll also look ahead by looking back. Twenty years ago, when we launched Worlds of Flavor, the landscape of American food looked very different. Diners and chefs alike were less worldly, less connected, and less adventurous. The regional nuances and flavor complexities of food cultures from Asia to the Mediterranean and from Europe to Latin America were largely unexplored. We could not rely on YouTube and Instagram to open up new worlds to us.



OVERVIEW

Central to our 2018 conference, we will ask: If we have seen this much change in our menus and our industry in 20 short years, how can we be sure that we are thinking expansively enough about the next 20 years? What innovations are we likely to see as American chefs from a virtual United Nations of countries increasingly ask “what if” and “why not” of the flavors of their homelands? We’ll also explore how the accelerating deconstruction of the American menu, as well as the rise of plant-forward appetites, will unleash new layers of flavor and inventiveness.

Talent for this special 20<sup>th</sup> edition of Worlds of Flavor will bring together expertise and deep flavor knowledge from the Mediterranean and Middle East, Europe, Africa, Asia, and Latin America. One world table: one incredible platform for concept development and business insight.



**Join us April 18-20, 2018** for the 20<sup>th</sup> Worlds of Flavor Conference, as we celebrate all that world cuisines and America’s own, dynamic immigrant kitchens have to offer for the future of American menus, whether for casual restaurants, fine dining, or non-commercial foodservice.

*“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*



## 2018 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 80 presenting chefs and other experts from around the world and across the United States to the college's historic Napa Valley Greystone campus to explore the best of world cuisines that are reshaping American palates and our industry. Now in its 20th 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



Total attendance for the Worlds of Flavor conference is limited to 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 attendance, the conference has traditionally included 50 consumer and foodservice trade media representatives. 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, Wall Street Journal, 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, 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 [www.worldsofflavor.com](http://www.worldsofflavor.com).



## SPONSORSHIP OPPORTUNITIES

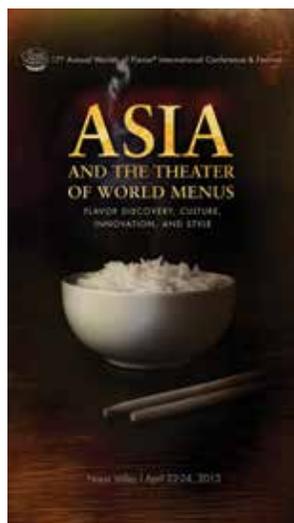
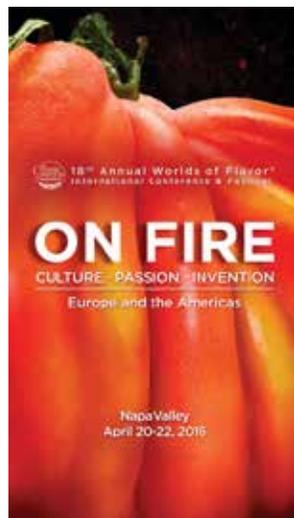
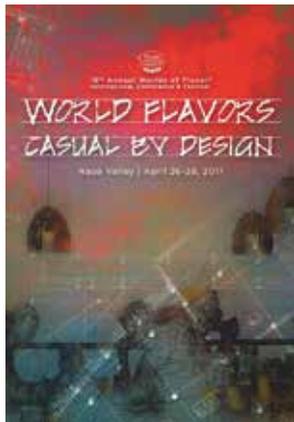
The Culinary Institute of America welcomes a wide range of organizations to participate in helping to make this ambitious program a reality, including national and regional governmental agencies, trade associations and private companies, as well as association and corporate sponsors from the United States.

## 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 nearly 50,000 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 at Copia in Napa, 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 video series, Savoring the Best of World Flavors, has been honored with two James Beard Awards for Best Webcast.

To learn more about The Culinary Institute of America and the programs and activities of its four campuses, please visit the college's two websites: [www.ciachef.edu](http://www.ciachef.edu) (for general information about the college, and especially its degree programs) and [www.ciaprochef.com](http://www.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 on how to join the Worlds of Flavor 20<sup>th</sup> Anniversary conference, please contact:*

#### SPONSORSHIP OPPORTUNITIES

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## CELEBRATING 20 YEARS OF FLAVOR AND CULTURAL DISCOVERY

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

