



WORLDS OF FLAVOR[®]
INTERNATIONAL CONFERENCE + FESTIVAL

21ST ANNUAL CONFERENCE

Cultures of Deliciousness

Flavors and Traditions in Motion, from the
Mediterranean and Middle East to South Asia

NAPA VALLEY
NOVEMBER 6-8, 2019



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Cultures of Deliciousness:

Flavors and Traditions in Motion, from the Mediterranean and Middle East to South Asia

November 6-8, 2019

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

Great discoveries often take place through great journeys; great ideas often result from great unions and collisions. That is perhaps particularly true when it comes to food, to culinary traditions that have survived millennia while both absorbing and being transformed by new concepts, flavors, and techniques coming their way. Insatiable human exploration—including, yes, often violent conquest—has yielded ingredients and dishes that continue to captivate our physiological and metaphorical appetites, whether through the couscous of Sicily or the popularity of Goan restaurants in Lisbon.

Ingredients ignore the geopolitical borders only recently imposed on them, signaling that ultimately, more elements unite people than divide them. Climate and geography interplay with human intervention to determine what belongs to a country's culinary canon. Grilled octopus is as much at home on plates in Slovenia and Spain as on those of Greece or Italy. The fragrances of orange blossoms, rosewater, or sumac reminds equally of Israel, Turkey, Morocco, or Iran.

Chefs today cook and create amidst these histories, these landscapes that speak of thousands of years of evolution, these cultures constantly redefined by the people who join them. They look at the Roman Antiquity, Arabic Middle Ages, Ottoman Empire and the ancient kingdoms of India and think: What gems can I find there for my menus in 2020 and beyond?



OVERVIEW



From the communal bread ovens of Sardinia and tandoor ovens of South Asia to the wine cellars of Greece and Italy and the amphora-aged wines of Georgia, and from the sweet and savory spices piled high in the markets of Istanbul, Persia, and Kerala to the olive kitchen that connects Andalusia, Tunisia, Puglia, and Crete—the unifying factor of this 21st edition of Worlds of Flavor is the celebration of deliciousness in some of the world’s oldest cultures.

Join on us a journey of discovery and cultural exchange, November 6-8, 2019 at the CIA’s new Copia campus in Napa, California. We’ll go back hundreds of years to think about the future, on the hunt for flavor inspiration on the Iberian Peninsula, along the north and south rims of the Mediterranean Sea, into the Levant and the whole of the Middle East, and finally ending our adventure on the Indian subcontinent, looking at what unites the gastronomic evolution of these longstanding cultures and what continues to power them, individually and together, today.

“Worlds of Flavor is three days of inspiration, exploration, and getting to know the luminaries of the food world. It never fails to introduce attendees to fascinating chefs and feed us with delicious food and thought-provoking, important conversations. This is one of the few can’t-miss food events of the year.”

CHANDRA RAM '99

Editor, Plate magazine

“American diners now view all foods with respect and appreciate simple ethnic menus as much as those created by star chefs. And for the past two decades, The Worlds of Flavor series has been an indispensable agent in creating and nurturing these changes in attitude and acceptance.”

NANCY KRUSE

Restaurant Hospitality



2019 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 campus to explore the best of world cuisines that are reshaping American palates and our industry. Now in its 21st 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.





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.

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, 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 (for general information about the college, and especially its degree programs) and 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).

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