



WORLDS OF FLAVOR[®]
INTERNATIONAL CONFERENCE + FESTIVAL

22ND ANNUAL CONFERENCE

CITIES OF THE AMERICAS: LANDSCAPES OF FLAVOR

Culinary Disruption and Renewal
from the United States and Canada to Latin America

NAPA VALLEY
NOVEMBER 4-6, 2020



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



Cities and their foodsheds exist in the tension between agriculture and urbanization, between natives and immigrants, between residents and visitors, between public and private space, between multinationals and independent businesses, between cars and public transportation, between art and craft, between high-end and accessible, between cement and grass, between speed and reflection, between risk and return, between yesterday and tomorrow. Cities are where we grow, if not where we grow up. Cities are where we find first jobs and forever loves. Cities are where we go looking for opportunities. Cities are where “names” are made, where careers are seeded. Cities are melting pots. Cities drive cuisine.

Reflecting a landmass equally rich in indigenous and immigrant foods, cities throughout the Americas are vibrant culinary hotbeds, filled with restaurants large and small, venerable institutions and pop-ups, markets and street food stalls. Midnight on the continent might mean eating a taco on a still bustling Mexico City or Los Angeles street; finding a diner in Chicago, a cantina in Santiago de Chile, or a food cart in Ottawa; or tasting the late, late night menu of a Michelin-starred restaurant in São Paulo or New York.

As they continue to grow—for better or for worse—cities also force us to grapple with questions of sustainability, including from economic and environmental perspectives. Throughout the Americas, young chefs are developing new concepts that allow them to effect change on production methods through their menus, while addressing financial pressures brought on by increased development, all the while pushing creative boundaries when bringing culture to the plate.

OVERVIEW



Working with anthropologists, historians, artists, and scientists, chefs around the Americas are preserving and developing new supply chains for native ingredients in ways that aim to return to food systems that are more biodiverse and respectful of cultural heritage.

Cities are in constant motion, because their populations are in constant flux. Cities offer the historical cuisines of their resident communities as well as those of countless other countries. From colonization to immigration, the Americas are where cultures and cuisines constantly merge and emerge anew. Just the same, the Americas have long influenced other parts of the world, from ingredients that made their way to the Old World

and forever changed cuisine—think of the tomatoes in Spain’s gazpacho or Italy’s salsa di pomodoro, or of the importance of potatoes, originally from Peru, as a staple of cuisines around the globe.

Are you ready for a deep and broad continental exploration to discover what unites and differentiates us, from Vancouver to Valparaiso? Then join us for the 22nd edition of Worlds of Flavor, November 4-6, 2020 at the CIA at Copia in Napa. We’ll focus on some of the Americas’ most vibrant cities, looking at street food and markets just as much as pop-ups and fine dining. We’ll look at what has driven the explosive growth in the number of restaurants across the United States in the last 10 years and where the industry is heading. We’ll discover some of the most innovative chefs in cities across Latin America, how they continue to find new ways to work with traditional ingredients, and how that informs menus in the US.



We’ll dive into data and dishes, people and plates—together, peering over the edge of tomorrow to understand what will drive the future flavors of the Americas.





2020 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 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 22nd 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 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 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).

"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

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