



GLOBAL CULINARY INNOVATORS ASSOCIATION

The Inaugural GCIA Culinary Combine

Education for Today's Multi-Unit New Menu Developers

November 9 - 12, 2014 - Seattle, WA

Sunday, November 9th

Noon - 2:00 pm: Registration, Hyatt Olive 8 Ballroom Foyer

2:00 pm: GCIA Inaugural Opening General Session; Hyatt Olive 8 Ballroom

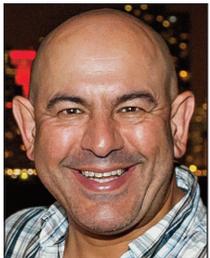
2:15 - 3:15 pm: The Opening General Session will begin with a chef demo from one of Seattle's iconic restaurant chef-owners **Ethan Stowell, chef owner of nine of Seattle's top restaurants** including Anchovies & Olives which was named top 10 Restaurants in America by Bon Appetite and GQ plus the most recent honor as Seattle's Hottest New Restaurant by Zagat for Mkt. Chef Stowell, who was named one of Food & Wine's Best New Chefs in America in 2008 and has been nominated for numerous James Beard Awards will create a local favorite dish. He chose Geoduck Clam Crudo, which will be paired with a wine from Chateau Ste. Michelle Wine Estates.



Ethan Stowell

3:15 - 3:30 pm: Break for a Healthy Snack

3:30 - 4:30 pm: Featured keynote speaker **Simon Majumdar, the lead judge on the Next Iron Chef and judge of Iron Chef America and Cut Throat Kitchen**, will take you on an exclusive global tour using the research effort for his books that has taken him all over America and to over 70 nations filming and documenting their cuisines and flavors. You will learn about street foods, unique hand-held items and cuisines from countries on all continents. He will also share his experiences on Food TV Network shows including Extreme Chef and The Best Thing I Ever Ate, plus information from his new book, "Fed, White and Blue: Breaking Bread With America."



Simon Majumdar

4:30 - 5:30 pm: Keynote Leader: **Which Wich® Superior Sandwiches founding entrepreneur, Jeff Sinelli**, will share how he grew his concept from a single store to 300+ international locations, approaching \$200 million in sales. Learn about the challenges and strategies used to head off competition, grow your business, and some important life lessons. As the company's visionary, Sinelli has strived for success, without compromising its corporate mission to make the world a better place. Sinelli will demonstrate how he built an organization that is values-based and purpose-driven illustrated by launching Project PB&J this year ... and ultimately, SPREADING THE LOVE.



Jeff Sinelli

5:30 - 7:30 pm: GCIA Inaugural Reception - "A Taste of the Pacific Northwest"
Hyatt Olive 8 Cyan Room

The GCIA Culinary Combine is where the nation's leading new menu developers form a network with peers and industry experts while gathering take-aways to build their brand.

G CIA

Monday, November 10th:

7:30 - 8:30 am; Hyatt Olive 8 Ballroom A & B - *GCIA Breakfast*

Monday, November 10th: Hyatt Olive 8 Ballroom A & B

ICCA Panel of Corporate Chefs - "Learnings Along the Way"

8:30 - 9:15 am: A panel of some of the leading corporate chefs including **Bob Okura, The Cheesecake Factory** and **Shona Jonson, Chick-fil-A** and **Stephen Bulgarelli, Chili's Grill & Bar** will share their learnings along the way to becoming the nation's most efficient and profitable multi-unit organizations. Their experience working for high-growth brands will offer insights into your organization's future growth. From structuring your menu development team to systems on working with supplier resources, you will gain significant knowledge to share with your senior management team.

The GCIA Inaugural Culinary Road Trip is a creative one-day excursion where you visit farms, factories, labs, and one of the nation's top kitchen design firms exposing you to a plethora of new ideas to enhance your creativity and advance your organization's food & beverage culture.

Monday, November 10th: 9:30 - 4:30 pm

GCIA Inaugural Culinary Road Trip - Buses Leave from Lobby

The Inaugural GCIA Culinary Road Trip is where we split members and sponsors into smaller groups and you board a bus or put on your walking shoes to explore everything that the Pacific Northwest has to offer in food and beverage. Highlights include visiting the lab at Nathan Myhrvold Intellectual Ventures where, after retiring from his position as Chief Strategist and Chief Technology Officer of Microsoft Corporation, he released the book *Modernist Cuisine*, a six-volume, 2,438-page set that is destined to reinvent cooking. At Bargreen Ellingson you will learn from one of the nation's leading kitchen design firms while Tom Douglas, one of Seattle's top chefs-owners of 16 restaurants showcases the new equipment delivered to their test kitchen theater just for our demonstration. Other highlights include visiting a surimi plant, mushroom farm, shellfish farm and of course Pike's Place Market. During registration you will have the opportunity to choose from the three road trips.



Intellectual Adventures



Surimi Plant Tour



Bargreen Ellingson Kitchen

Monday, November 10th: 5:30 - 7:30 pm

GCIA Reception - Princessa Room; Grand Hyatt, 721 Pine St.

Tuesday, Nov. 11th:

7:30 - 8:30 am; Hyatt Olive 8 Ballroom Foyer - *GCIA Breakfast*

GCIA Culinary Combine Day of Education - Ballroom CDE

8:30 - 9:30 am: "What is driving Millennials' eating habits" - **Mindy Armstrong, Director of Insights & Innovation and Chef Jorge Cespedes, R & D Chef for Food IQ**, will present this session vital to every chain's future. Millennials are individualistic, optimistic and thrive on technology. When it comes to food, "real and authentic" is a must, as



Mindy Armstrong long as it fits into the flexibility and freedom they seek. They continue to demand real, unique experiences from their foodservice choices. So, what is driving Millennials' eating habits and why should you be paying attention?



Jorge Cespedes

9:30 - 10:30 am: "The Commercial Kitchen of Tomorrow" presentation by **Richard Young, Director of Education of the Fisher-**



Nickel Food Service Technology Center. This session will feature the latest in equipment technology and how you can make educated choices in equipment that maximize productivity and energy efficiency. We will also have the latest Vulcan Cooking equipment (Griddles, Char-broilers and Fryers) in the room that represent some of the best available technology and performance in the Industry. Fisher Nickel is a fuel-neutral scientific testing facility for benchmarking the energy performance of equipment used in commercial kitchens.

10:30 - 10:50 am: Vertical Alaska Salmon Tasting with Chef Christine Keff, James Beard Foundation best Chef Northwest, who will take you through a unique tasting of all Alaska Salmon species side-by-side.

10:50 - 11:15 am: Morning Break

11:15 - 12:15 pm: Multi-Sensory Food Experience with **Barb Stuckey, Executive Vice President, Mattson Food Studio** and author of the new book "Taste What You're Missing: The Passionate Eaters Guide to Why Good Food Tastes Good". Her new book demystifies the science of taste; you'll learn how your individual biology, genetics, and brain create a personal experience of everything you taste -- and how you can make the most of it. With years of experience as a food developer, Stuckey tells stories and gives real world examples of how the complicated science of taste can be brought to life in a fun and fascinating way.



Barb Stuckey

12:15 - 1:30 pm - Lunch: Casual Ideas for America's Fastest Growing Chains & Barb Stuckey Book Signing

GCIA



1:30 - 2:15 pm: The first session after lunch will feature **Dr. Janey Thornton, Under Secretary of the USDA** to talk about what role our government is playing in the food-service industry including lowering sodium, menu labeling and school nutrition. As Deputy Under Secretary, Dr. Thornton is responsible for improving the health and well-being of Americans by developing and promoting science-based dietary guidance and administering USDA's 15 nutrition assistance programs.



Dr. Janey Thornton

2:15 - 3:00 pm: Northwest Farmer & Chef Connection: **Holly Smith, award winning chef and restaurateur**, creatively integrates local, organic and sustainable products into her Northern Italian Cuisine at **Cafe Juanita**. She won the James Beard Best Chef Northwest Award in 2008 and was again nominated for JB Outstanding Chef in 2011 & 2012. She has asked local farm leaders Linda Neunzig, Agricultural Coordinator for Shohomish County and owner of Ninety Farms in Northern Washington; and Reed Anderson, owner of Anderson Valley Lamb, to join her to discuss the connection made between the local farmers and the chef community in Seattle and the Northwest.



Holly Smith

3:00 - 3:30 pm: Afternoon Break

3:30 - 4:30 pm: "Bringing the Kitchen to the Bar" - A hands-on session incorporating fresh ingredients into craft cocktails and the new trend of beer and wine in cocktails by Kathy Casey. She is a celebrity chef, mixologist and pioneer in the bar-chef movement as the owner of **Kathy Casey Food Studios - Liquid Kitchen**, an international agency specializing in creativity for the marriage of food and beverage. Her clients include numerous hotel chains and restaurant groups including many GCIA member companies.



Kathy Casey

4:30 - 5:15 pm: The Inaugural GCIA Culinary Combine ends with a demo and tasting from Jerry Traunfeld who first captured the attention of the national media as the chef who made the Herb Farm restaurant famous, earning him the 2000 James Beard Best Chef Northwest Award. Recently he ventured out to open Poppy and introduced "Thali" to the Northwest dining scene. As a known herb expert, he will share secrets to enhance freshness on your menus. His modern Northwest tasting menu has won the chef numerous awards including being a semi-finalist for the 2011 James Beard Award for Outstanding Chef.



Jerry Traunfeld

5:30 - 7:30 pm: Global Cuisine Reception - Hyatt Olive 8 Ballroom Foyer

Wednesday, November 12th: 7:00 - 9:00 am - Pinessa Room; Grand Hyatt, 721 Pine Street
Final Breakfast with the GCIA & ICCA Board of Directors

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