



GLOBAL CULINARY INNOVATORS ASSOCIATION

# The 3rd Annual GCIA Culinary Combine in Atlanta

## *“Resources & Networking for the Nation’s Fastest Growing Chains”*

### November 13 - 16, 2016 - Intercontinental Buckhead

Welcome to Atlanta and The 3rd Annual GCIA Culinary Combine. During the next three days, we think you will agree that the Global Culinary Innovators Association is the next generation association for multi-unit new menu developers. Our mission is to help the growth chains in the USA by sharing information from the nation’s leading experts in foodservice and related fields. The GCIA Culinary Combine is a unique educational experience where industry leaders and peers learn, taste, create and form a new network that will become your best resource for new menu ideas.



#### Sunday, November 13th

**Noon - 2:00 pm: Registration - Venetian Ballroom Pre-function**

**2:00 - 5:30 pm - GCIA Opening General Session - Venetian Ballroom**

**2:15 - 3:15 pm: Keynote Speaker Steve Nedvidek, Innovation Specialist, Chick-fil-A**

For the past 28 years he has lead the charge to build the innovation muscle within Chick-fil-A, one of the fastest growing chains in the industry. He helped develop the new 80,000 square foot innovation center called the Hatch. The culture they have created is an excellent example for any organization in the foodservice industry. He teaches, coaches and trains people how to think differently, use design thinking, and solve tough business problems. This keynote speech will inspire you to create a long-term plan for innovation within your organization.



Steve Nedvidek

**3:15 - 3:45 pm: Georgia Department of AG presents “Tools from State Ag Departments”**

GCIA members will learn about the opportunity to present local in a new way or how you can use a state of origin as a reference on a new menu item promoting US Grown. **Holly Chute, Georgia Grown Executive Chef** and the former chef for many of Georgia’s Governors will share the depth of products and resources available from Georgia. You will also learn how you can tap into these same resources in every state across the country.

**3:45 - 4:15 pm: Afternoon Break**



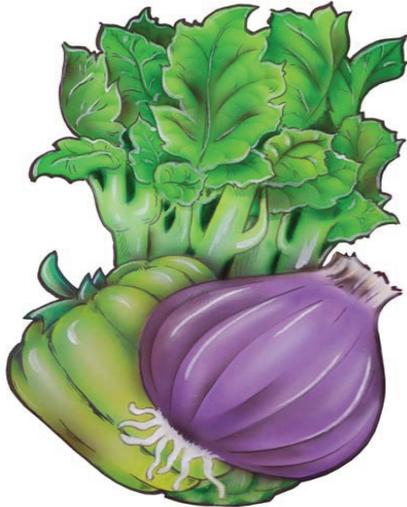
Jason Paolini

**3:15 - 3:45 pm:** The crescendo of the opening general session will be a demonstration and tasting from one of Atlanta’s leading corporate chefs **Jason Paolini, corporate chef for Linton Hopkins’ Resurgens Hospitality Group** who works closely with the Georgia Department of Agriculture when creating new menu items for their successful restaurants including Holeman & Finch Public House, Restaurant Eugene, Eugene Kitchen, H&F Burger, and the Café at Linton’s in the Garden.

**The GCIA Culinary Combine is a unique educational experience where leading menu developers and industry experts explore one of the nation’s Top Culinary Destinations**



GLOBAL CULINARY INNOVATORS ASSOCIATION



**Sunday, November 13th: 5:30 - 7:30 pm**  
***GCIA Opening Reception “A Celebration of the South”***

At the GCIA Culinary Combine we use creative receptions to share the flavor of the region as well as showcase new products and menu innovations. As you know Southern cuisine is one of the hottest trends in the nation with these bold flavors showing up on menus of the finest restaurants in Manhattan, LA and Chicago. This opening reception is just an example of what you might see when you experience our Dine-Around Atlanta Dinner Series compliments of the GCIA family of sponsors.



The GCIA Culinary Road Trip will be a creative one-day excursion where you visit farms, factories, test kitchens, and some of the new restaurant concepts exposing you to a plethora of new ideas to enhance your creativity and advance your organizations food & beverage culture.

**Monday, November 14th:**

**7:30 - 8:30 am: Breakfast - Venetian Ballroom IV, V and VI**

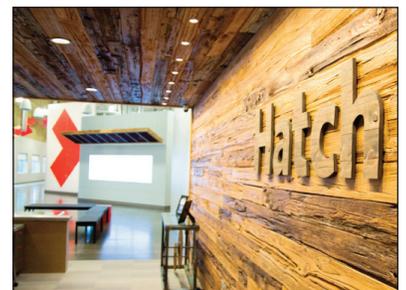
**8:30 am - 4:00 pm; *GCIA Culinary Road Trip***

The GCIA Culinary Road Trip is where we split members and sponsors into smaller groups and you board a bus to explore everything that the “Empire State South” has to offer in food and beverage.



Highlights include a behind the scenes tour of the amazing markets including ***Ponce City Market***, ***Buford Highway Farmers Market*** and the ***Sweet Auburn Curb Market***, ranked by USA Today as the 16th best food market in the world. Groups will see what the greater Atlanta community now enjoys including trend-setting restaurants, fresh craveable gelato, and even a popcicle vendor that Atlanta has embraced in a big way.

During the GCIA Culinary Road Trip, one group will embark on a journey to ***Buford Highway*** where you will experience an around the world tour of cuisines including Vietnamese, Chinese, Taiwanese and even Latin American Cuisine. Another Group will visit ***Kennesaw State’s Campus Dining*** including their student run farm and hydroponic pods in the student dining halls. ***Chef Anne Quatrano*** will host a farm tour and lunch at her 5th generation ***Summerland Farm***. There will also be a behind the scenes tour of the ***“Hatch” Chick-fil-A’s 80,000 square foot ideation Center***, and a tour of ***Gourmet Foods test kitchen***. The evening will wind down with a reception where GCIA members will share conversations about their afternoon journeys.



**Monday, November 14th: 5:30 - 7:30 pm; Global Flavors Reception; *Bringing Buford Highway to The Intercontinental Buckhead***

With Global Cuisine’s popularity through the USA, we will share some of the trend-setting menu items that are becoming popular throughout the nation and the world. Buford Highway is the home to many authentic ethnic restaurants, but also Atlanta’s creative culinary leaders have taken the traditions to an entirely new level using these hot new ingredients in creative ways not yet seen outside of the “Empire State South.”

Tuesday, November 15th

7:30 - 8:30 am: Breakfast - Venetian Ballroom IV, V and VI

8:30 - Noon: Venetian Ballroom I, II and III

**GCIA 3rd Annual Culinary Combine Day of Education**

8:30 - 9:00 am: The day will begin with **Georgia Commissioner of Agriculture Gary Black** discussing the state of Georgia's robust agriculture economy and how farmers are playing a major role in the popularity of Atlanta's cuisine. Throughout his 35 year career in agriculture, he has championed state and federal policies impacting food safety, science-based environmental stewardship and agricultural marketing.

9:00 - 9:45 am: **Sara Monnette, VP of Research and Insights, Technomic, Inc.**



Sara Monnette

At Technomic, Sara is responsible for designing, managing and executing both proprietary and syndicated consumer research studies for restaurant operators, manufacturers, and others allied to the industry. In her presentation, Sara will take generational habits and behaviors a step further to show you they are not always so clearly defined and commonalities exist across all groups.

Through this session, Sara will strive to provide you with forward-thinking, provocative insights on the challenges ahead and how to manage consumers' increasingly complex and growing expectations.

9:45 - 10:30 am: **Jen Walsh, Director of Market Research, Wisconsin Milk Marketing Board,**

will preview the resources available to operators that partner with Wisconsin Cheese. This includes a look at primary research such as WMMB's proprietary Foodservice Cheese Tracker which tracks the volume of various varieties of cheese being used in foodservice operations, Foodservice Flash Reports which provide an overview of cheese usage in key segments (e.g., burgers, salads, breakfast) and general trends in foodservice based on changing consumer preferences and shifts in the demographic landscape.



Jen Walsh

10:30 - 11:00 am: **Morning Break Featuring Creative Uses of Wisconsin Cheese**



Nancy Kruse

11:00 am - Noon: **Nancy Kruse, Founder, The Kruse Company** is best-known as one of the most quoted menu analysts in the restaurant industry. She authors The Kruse Report, a column on trends that appears monthly in Nation's Restaurant News. She will present a creative new look at menu R&D in the era of disruption, how menus and the chefs who create them have had to pivot to address a new consumer and the resulting major menu trends.

Noon - 1:30 pm: Trends of the Future Lunch, Venetian Ballroom IV, V and VI

**Tuesday Afternoon General Session; Featuring Atlanta's Trend Changing Chefs**

1:30 - 2:15 pm: **Demo and Trend Talk with Chef Chris Hall, Chef-Partner Local Three, Muss & Turners, Common Quarter and The Giving Kitchen**

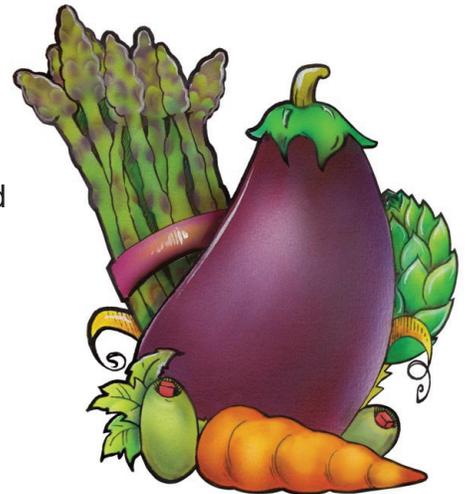
A self-taught cook, Chris Hall has worked in kitchens from Philadelphia's Le Bec Fin to some of Atlanta's leading fine-dining restaurants. His Local Three is a chef's hangout charcuterie spot with casual vibes and exceptional food. Hall's flavors are imaginative and unique to his restaurants alone. He is very active in the Atlanta chef community especially with charity work lead by his leadership in the Giving Kitchen. These days, Hall doesn't cook as much as he manages the menus, inventory and staffs of his four outstanding restaurants, leaving him more time to spend with his two loves: bourbon and his wife.



Chris Hall



GLOBAL CULINARY INNOVATORS ASSOCIATION



2:15 - 2:30 pm: Afternoon Break

2:30 - 3:15: Chef and Restaurateur Ford Fry will be discussing his successful restaurant empire that embraces the traditions of the South but that also incorporates international influences, seasonal ingredients, and competitive cocktail programs. After working in fine dining roles across the country, Fry accepted a corporate chef role that brought him to Atlanta. He fell in love with the city and in 2007, left the corporate world to open Jct. Kitchen. His company is now at 10 unique concepts. Fry is also a three time JBF nominee for Outstanding Restaurateur.



Chef-Owner Ford Fry

3:15 - 3:45 pm: Clarke Anderson, Beverage Manager King + Duke and St. Cecilia

Clarke Anderson follows a "less is more" beverage mentality, believing that there is a time and place for every wine and cocktail. As a Level II Certified Sommelier by The Court of Master Sommeliers, he will share his knowledge of wines and cocktails with a demonstration showcasing his talents.

3:45 - 4:15 pm: Afternoon Break with James Zarzour from Terrapin Beer Company

4:15 - 5:15 pm: Closing Keynote Speaker and Demonstrator Hugh Acheson is the author of the



James Beard Foundation Award Winning Cookbook "A New Turn in the South: Southern Flavors Reinvented for Your Kitchen." He is a chef/partner of the Athens, Georgia restaurants 5&10 and The National plus the Atlanta restaurant Empire State South and more. He is a James Beard award winner for Best Chef Southeast and was named a Best New Chef by Food & Wine Magazine. Hugh currently stars as a judge on Top Chef. You will learn from his travels and **taste the magic he is creating for The Mushroom Council as their spokesperson for the James Beard Blended Project.**

Tuesday, November 15th: 5:30 - 7:30 pm; Closing Reception & book signing by Hugh Acheson  
The receptions are an opportunity to network with your peers and GCIA sponsors while tasting trend setting food and beverages. Remember you spouse is invited to all receptions complimentary.

Wednesday, November 16th:

7:00 - 9:00 am - The Art Gallery inside the Southern Art Restaurant

Final Breakfast with the GCIA & ICCA Board of Directors

## GCIA FOUNDING SPONSORS



Be inspired



## GCIA CORPORATE SPONSORS

