

Global Culinary Innovators Association 4th Annual Culinary Combine  
W Dallas Victory Hotel • Dallas, Texas • November 12 - 15, 2017



The 4th Annual GCIA Culinary Combine will provide an educational program designed to benefit the foodservice industry's most influential menu developers. This year we will experience first hand why Dallas has become a creative hub for trend-leading chains and independent restaurateurs. In fact you will be treated to an exclusive demo at the home of Iron Chef Kent Rathbun. Award winning chefs including Stephan Pyles will also be on the GCIA Kitchen Stage for demonstrations and tastings showcasing the flavors and techniques for which Texas is famous. Dallas' top restaurants will be highlighted during the complimentary GCIA Culinary Combine Dine Around series where you sample nearly everything on the menu. During our Culinary Road Trips you will experience what the GCIA is all about - networking with peers and experts from all industry segments. Our trend experts will give you the take-aways needed to help inspire your team.



**The first 50 members and new members who renew or join for only \$195 receive a complimentary registration for the GCIA Culinary Combine. This also includes a complimentary spouse program including all receptions and our annual dinner.**

**Opening General Session - W Dallas Victory Great Room  
Sunday, November 12; 2:00 - 5:30 pm**

The opening session will begin with two of the most creative chain developers in the nation Jeff Sinelli and Randy DeWitt. Randy DeWitt, the CEO of Front Burner Restaurants, created more than eight concepts including Twin Peaks, Whiskey Cake, Sixty Vines and the soon to open Legacy Food Hall. Jeff Sinelli, Founder of the 500+ unit Which Wich® Superior Sandwich chain began his career when he founded Genghis Grill. This afternoon session will cover the keys to developing concepts and managing their growth. Dallas is one of the nation's most creative cities for new restaurant chains and GCIA members will get to experience this in many forms. From the presentations in the general sessions to the Culinary Road Trips, you will meet these incredible leaders and experience their concepts while tasting your way across the region.



Randy DeWitt



Jeff Sinelli

**“Networking with peers and the leading innovators in food, marketing and manufacturing helps to make the GCIA Culinary Combine a unique educational experience”**

## 2:00 - 5:30 pm: Opening General Session continues

**2:00 pm-3:00 pm:** The opening session will begin with Randy DeWitt, the CEO of Front Burner Restaurants for over 20 years. Randy noticed an opportunity in the rising market for “breastaurants.” In 2005, a Rockfish location was turned into the first Twin Peaks, and as the popularity grew, so did the number of units. Learning from past mistakes with Rockfish’s growth, Randy understood that growing too rapidly would not be sustainable. This session will cover the keys to developing concepts and managing their growth. His restaurant empire has grown to include 8 concepts plus the soon to open Legacy Food Hall in Dallas.



**3:00 pm-4:00 pm: Always Relevant: Building and Growing Brands:** Jeff Sinelli, Founder of the 500+ unit Which Wich® Superior Sandwich chain is introducing a brand reboot in 2018, as well as opening a new concept. GCIA members will get a peek under the hood of what it takes to forge new concepts, while keeping second generation concepts relevant, from one of our industry’s foremost leaders. His view of the ever-changing consumer preferences is what drives change and success in our industry.

**4:20 pm-5:30 pm:** A founding father of Southwestern Cuisine, **Chef Stephan Pyles**, will finish day one with a demo and a glimpse into how he helped bring Texas to the global culinary scene. As a 5th generation Texan, he was the first chef in the southwest to win a James Beard Award for Best Regional Chef. In the past 32 years, Chef Pyles has opened 19 restaurants in 5 cities, along with authoring four cookbooks. Currently, he oversees Stampede 66, a tribute to his parents’ roadside diner, and Flora Street Café, which has quickly become one of the most coveted reservations in Texas since opening last year.



## 5:30 - 7:30pm: GCIA Culinary Combine Opening Reception in Altitude @ W

***The 4th Annual GCIA Opening Reception followed by the Dine Around Series Dallas:***

Altitude is the former nightclub on the top floor of the W and offers awesome views of downtown Dallas. Remember the receptions, our First Annual Dinner and the spouse tour are all free so please invite your spouse to The Combine. After our reception you will be treated to dinner at one of Dallas’ top restaurants as a part of our Dine Around Dallas Series compliments of our GCIA Sponsors.

## Monday, November 13th; 7 - 8:30am: GCIA Culinary Combine Breakfast @ W

## Monday, November 13th; 8:30 am - 6:00 pm - 4th Annual GCIA Culinary Road Trips

The 4th Annual Culinary Road Trip will highlight the best of Dallas as we see the numerous concepts of Front Burner Restaurants and explore Deep Ellum and the Bishop Arts District. During Registration, you will be able to choose from three unique GCIA Culinary Road Trips. Your spouse can even get immersed in the food scene on a tour designed specifically for them. One Road Trip will be getting a behind the scenes tour of several locally based Front Burner Restaurants. Next will be an in-depth look into Dallas’ thriving neighborhood, Deep Ellum, where we will get to tour one of Texas’ fastest growing craft breweries, Deep Ellum Brewing Company and experience a hands-on mozzarella class with a local legend Paula Lambert. In addition, you’ll see Rudolph’s Meat Market & Sausage Factory, which opened its doors in 1895. The final group will see Bonton Farms, an urban “agricultural intervention” creating jobs and healthy food options in one of the most forgotten and neglected neighborhoods, plus Bishop Cider Company, Dallas’ only cidery.



## First Annual GCIA Networking Dinner is also complimentary for your spouse at The Ranch at Las Colinas - Monday, November 13th from 6:00 pm - 'til

The 4th Annual GCIA Culinary Combine marks the first ever GCIA Annual Networking Dinner. All of the Culinary Road Trip busses will converge on The Ranch at Las Colinas for an opportunity to share your experiences for the day and to get to know each other or meet other members and sponsors. This special celebration will feature vintage wine flights, creative cocktails and a bounty of food ideas that will be the backdrop for the amazing networking and fun times together. Chefs from the numerous other Front Burner Restaurants will prepare this true Texas culinary experience at The Ranch at Las Colinas.

## Tuesday, November 14th; 7 - 8:30 am: GCIA Culinary Combine Breakfast

Tuesday "Day of Education" Morning General Session - Great Room @ W  
Tuesday, June 27; 8:30 am - 6:00 pm



Warren Solocheck

8:30am-9:30am: **The Future of Foodservice** - **Warren Solocheck, President of NPD Foodservice**, has worked in the food industry for over 35 years, both in retail as well as foodservice. Joining NPD's Foodservice Group in 2003, he oversaw relationships with all existing Foodservice clients, both operators and manufacturers. His role at NPD gives him a great deal of insight into today's Foodservice industry issues and trends. You will hear how to overcome flat industry sales and stand out from the crowd plus issues that the industry will likely face in the future.

9:30 am-10:15 am: **Matt Walker, Vice President of Federal Government Affairs with the National Restaurant Association**, will help shed light on the ever-changing political climate surrounding our industry. He leads the NRA's advocacy strategy in the U.S. Senate and supports efforts directed at the U.S. House of Representatives. Matt will help explain recent and upcoming legislation issues, including minimum wage, immigration reform and the continually looming menu labeling law.



## 10:15 - 10:45 am: GCIA 4th Annual Culinary Combine Morning Break

10:45am-12:00pm: Datassential's Jack Li moderates this morning's panel in a discussion of "out of restaurant" experiences. With UberEats, GrubHub, DoorDash and others competing for this space, we invited chain R & D experts who have lead their company's charge in this arena to share their experiences. Current ICCA president and Director of Culinary Innovation with Buffalo Wild Wings Amy Smith joins ICCA past president and current Senior Vice President of Shari's Kevin Bechtel who will discuss their recent experiences in expanding carry out business and lessons learned along the way. Also joining the panel is Jackie Berg, VP of Marketing for Olo, a mobile and online food ordering platform that many top chains use today.



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## GCIA 4th Annual Culinary Combine Lunch - 12:00 - 1:30 pm

**1:30 - 6:00 pm: "Day of Education" Afternoon General Session**

**1:30 pm - 2:30 pm: "Your Life as a Portfolio" with Bob Ryan, an Executive at Shields Meneley Partners** specializing in providing individuals, their teams and boards with insightful assessments, performance coaching, and guidance for all forms of leadership and career transition. He has created a customized program for GCIA members. He will have you look at your life in an entirely new way. What's important to you and how do you achieve it? How can you turn those important elements of your life into your next-next career? Trust us this will make sense once you hear his message.



**Bob Ryan**

**GCIA Culinary Combine "Day of Education" afternoon session offers an opportunity for your spouse to join you at the home of one of Dallas' Top Chefs**



**Kent Rathbun**

**2:30 - 6:00 pm: Demo & Tasting: in the home of Iron Chef Kent Rathbun plus a private tasting at their Lovers Seafood Market**

This is an amazing once-in-a-lifetime opportunity to visit the home of one of the nation's most creative chefs. Iron Chef Kent Rathbun is also a four-time James Beard Foundation award nominee who founded successful restaurants Abacus and Jaspers where he won high acclaims in Zagat, Forbes, NRN Hot Concepts and even received

Bob Appetit's accolade as the Best Ribs in America. Chef Rathbun will share secrets to his success in fine dining and why he eventually opened the very successful casual Blue Plate Kitchen, a burger and barbecue restaurant Hickory and now is a part of Asian Seafood Shinsei and Lovers Seafood Market which we will visit. We will board buses at 2:30 pm and arrive back at 6:00 for our closing reception at the W Dallas Victory.



**The Home of Kent & Tracy Rathbun**

**Founding Sponsors**

- Alaska Seafood Marketing Institute
- California Avocado Commission
- Dole Packaged Foods Company
- Idaho Potato Commission
- Jennie-O Turkey Store
- Mars Foodservices US
- Sweet Street Desserts
- True Aussie Lamb & Beef
- Wisconsin Milk Marketing Board

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- The Mushroom Council
- Tuxton China

**6:00 - 7:30 pm: 4th Annual GCIA Culinary Combine Closing Reception @ W Followed by the Final "Dine Around Dallas" Restaurant Experiences**

**Wednesday, November 15th; 7 - 9:00 am: Breakfast with ICCA & GCIA Board of Directors @ W**

**The first 50 GCIA members or potential members to register for the GCIA Culinary Combine are complimentary - You pay only \$195 for the annual dues - go to [www.GCIAcooks.com/events](http://www.GCIAcooks.com/events)**