

MENUS CHANGE[®]

The Business of Healthy, Sustainable, Delicious Food Choices

5th Annual Leadership Summit | June 20-22, 2017
The Culinary Institute of America | Hyde Park, NY

www.menusofchange.org

The 2017 Menus of Change Leadership Summit will feature 13 general sessions, 13 breakout sessions, 5 culinary presentations (3 during general sessions and 2 during breakout sessions), 2 breakfasts, 2 morning breaks, 2 lunches, 1 afternoon break, and 2 evening receptions.

At-A-Glance Schedule Overview		
Tuesday, June 20	Wednesday, June 21	Thursday, June 22
Presenter/Media Lounge <i>Lobby, Marriott Pavilion (Balcony Level)</i> <i>Sponsored by Unilever Food Solutions</i>		
3 PM to 7 PM	7:30 AM to 7 PM	8 AM to 2 PM
Registration & Refreshments 3 - 3:30 PM	Breakfast 7:30 - 8 AM	Breakfast 8 - 8:30 AM
General Sessions I-III 3:30 - 6:00 PM	General Sessions IV-VI 8 - 10 AM	General Sessions X-XI 8:30 - 10:30 AM
Opening Reception 6 - 7 PM	Refreshment & Networking Break 10 AM	Refreshment & Networking Break 10:30 AM
	Breakout Sessions, Round A 10:45 AM - 12 PM	General Sessions XII-XIII 11 AM - 12:45 PM
	Lunch 12:15 PM	Closing Remarks 12:45 - 1 PM
	General Sessions VII-VIII 1:15 - 2:45 PM	Lunch 1 - 2 PM
	Refreshment & Networking Break 2:45 PM	
	Breakout Sessions, Round B 3:30 - 4:45 PM	
	General Session IX 5 - 5:45 PM	
	Networking Reception 5:45 - 6:45 PM	



HARVARD
T.H. CHAN

SCHOOL OF PUBLIC HEALTH
Department of Nutrition

MENUS CHANGE[®]

The Business of Healthy, Sustainable, Delicious Food Choices

5th Annual Leadership Summit | June 20-22, 2017
The Culinary Institute of America | Hyde Park, NY

www.menusofchange.org

PROGRAM SCHEDULE

The Menus of Change annual report and leadership summit are co-presented by The Culinary Institute of America (CIA) and Harvard T.H. Chan School of Public Health, Department of Nutrition. A [Menus of Change Scientific and Technical Advisory Council](#), composed of leading nutrition, environmental, and other scientists and scholars, together with Harvard T.H. Chan School and CIA, are solely responsible for the nutrition and environmental guidance of the report and conference. The [Menus of Change Sustainable Business Leadership Council](#) contributes insights to parts of the report and conference designed to help translate this guidance into actionable strategies for change throughout the foodservice industry; highlights case studies in innovation (e.g., menu research and development, product sourcing, supply chain management, etc.); and builds industry participation in supporting healthier, more sustainable menus. Project sponsors and other commercial interests are not permitted to influence the editorial independence of the Menus of Change initiative.

Tuesday, June 20

- 3 PM **Conference Registration**
Francesco and Mary Giambelli Atrium Lobby, Marriott Pavilion (Auditorium Level)
- 3 PM **Registration Refreshments**
Conference Center and The Louis Greenspan Lobby, Marriott Pavilion (Lower Level)
Including Samsung Club des Chefs Demonstration Kitchen
Sponsored by Lentils.org
- 3:30 PM **General Session I**
Ecolab Auditorium, Marriott Pavilion
- Welcome Remarks**
Presenter: **Greg Drescher** (Vice President, Strategic Initiatives and Industry Leadership,
The Culinary Institute of America)
- Presentation*
Menus of Change – Five Years In, Five Years Ahead
A review of what Menus of Change has accomplished in its first five years, together with strategic highlights of near-term priorities.
Introduction: **Greg Drescher** (Vice President, Strategic Initiatives and Industry Leadership,
The Culinary Institute of America)



HARVARD
T.H. CHAN

SCHOOL OF PUBLIC HEALTH
Department of Nutrition

MENUS CHANGE[®]

The Business of Healthy, Sustainable, Delicious Food Choices

5th Annual Leadership Summit | June 20-22, 2017
The Culinary Institute of America | Hyde Park, NY

www.menusofchange.org

Presenter: **Arlin Wasserman** (Founder and Partner, Changing Tastes, and Chair, Menus of Change Sustainable Business Leadership Council)

On Our Plate: The State of Foodservice in America

This session features the release the 2017 Menus of Change Annual Report. The two chairs of the Menus of Change advisory councils in 2017 detail progress throughout the culinary profession and the foodservice industry in advancing healthier, more sustainable menus and addressing key business risks and opportunities. The session also will highlight new lessons learned from the past year and where new approaches and efforts are needed.

Presenters: **Walter Willett, MD, DrPH** (Professor of Epidemiology and Nutrition, Harvard T.H. Chan School of Public Health, and Chair, Menus of Change Scientific and Technical Advisory Council)

Arlin Wasserman (Founder and Partner, Changing Tastes, and Chair, Menus of Change Sustainable Business Leadership Council)

4:30 PM

General Session II

Panel Discussion

The Future of Our Industry: Innovation at the Intersection of Health, the Environment, and Deliciousness

In this session, we'll look at the opportunities for innovation across various subsectors of the foodservice industry around the Menus of Change platform and principles, and hear both from leaders who are working to bridge legacy concepts with the future as well as entrepreneurs leveraging appetites for change.

Moderator: **Jon Luther** (Chairman, CIA Board)

Panelists: **Andrea Illy** (Chairman, illy Caffé)

Paul Damico (President, North America, FOCUS Brands)

Michiel Bakker (Director, Global Food Services, Google)

5:30 PM

General Session III

Culinary Keynote Dialogue

Vegetable-Centric, Plant-Forward: Frontiers of Flavor and Menu Strategy

As more and more chefs are finding success with raising the status of vegetables, plant proteins, and other plant-sourced flavors, how can we engage a broader audience of chefs and diners in bringing these foods to the center of our plates? In this session, we'll hear from John Fraser, chef/partner of the vegetable-centric NIX restaurant in New York City, which opened in 2016 and



HARVARD
T.H. CHAN

SCHOOL OF PUBLIC HEALTH
Department of Nutrition

MENUS CHANGE[®]

The Business of Healthy, Sustainable, Delicious Food Choices

5th Annual Leadership Summit | June 20-22, 2017
The Culinary Institute of America | Hyde Park, NY

www.menusofchange.org

is the recipient of a Michelin star. We'll consider the kinds of flavors, techniques, and menu strategies that can help make health and sustainability irresistible—and profitable.

Moderator: **Anne McBride, PhD** (Author and Journalist; CIA Program Director, Worlds of Flavor and Flavor Summit; Adjunct Professor in Food Studies, New York University)

Guest Chef: **John Fraser** (Chef/Partner, NIX, Narcissa, and Dovetail Restaurants, New York City)

6 PM

Opening Reception

Beverage Garden Plaza

Featuring the Presenting, Grand Platinum, Platinum, and Gold Level Sponsors

7 PM

Opening Reception Concludes

Enjoy dinner on your own



HARVARD
T.H. CHAN

SCHOOL OF PUBLIC HEALTH
Department of Nutrition

MENUS CHANGE[®]

The Business of Healthy, Sustainable, Delicious Food Choices

5th Annual Leadership Summit | June 20-22, 2017
The Culinary Institute of America | Hyde Park, NY

www.menusofchange.org

Wednesday, June 21

- 7:30 AM **Hudson Valley Breakfast Buffet**
Conference Center and The Louis Greenspan Lobby, Marriott Pavilion (Lower Level)
Including Samsung Club des Chefs Demonstration Kitchen

Sponsored by Barilla America
- 8 AM **General Session IV**
Ecolab Auditorium, Marriott Pavilion
Of Chefs, Policy, and Change: Innovation in Global Strategy
Recently, the CIA and the European-based EAT Foundation have teamed up to curate a CIA-EAT Plant-Forward Global 50 list of chefs and restaurants around the world advancing plant-forward flavors in their menus and restaurant concepts, as well as an annual EAT Global Culinary Awards program to celebrate leadership on behalf of health and sustainability imperatives. In this session, we'll learn about these initiatives, and hear from the CEO of the EAT Foundation on the role they see for chefs, culinary insight, and market innovation as vital complements to policy efforts in strategy development.
Introduction: **Greg Drescher** (Vice President, Strategic Initiatives and Industry Leadership, The Culinary Institute of America)
Presenter: **Jonathan Farnell** (CEO, EAT Foundation)
- 8:25 AM **General Session V**
Presentations and Panel Discussion
Attaining Global Consensus: Healthy, Sustainable, and Delicious Eating
Featuring members of the Menus of Change Scientific and Technical Advisory Council and leading researchers representing the EAT Foundation, this session will focus on key research findings over the past year and the alignment or convergence of dietary guidance and policy developments from around the globe. Speakers will also discuss what a new administration in Washington, DC, might mean for leadership on healthy, sustainable food initiatives in the United States and throughout the world.
Moderator: **Mary Beth Durkin** (Food Producer, PBS NewsHour, and Owner, Yellow Brick Road Productions)

Presenters
and Panelists: **Fabrice DeClerck, PhD** (Science Director, Eat Foundation)
 Jessica Fanzo, PhD (Bloomberg Distinguished Associate Professor of Ethics and Global Food and Agriculture, Johns Hopkins Berman Institute)



HARVARD
T.H. CHAN

SCHOOL OF PUBLIC HEALTH
Department of Nutrition

MENUS CHANGE[®]

The Business of Healthy, Sustainable, Delicious Food Choices

5th Annual Leadership Summit | June 20-22, 2017
The Culinary Institute of America | Hyde Park, NY

www.menusofchange.org

of Bioethics, the School of Advanced International Studies, and the Bloomberg School of Public Health; Director, Global Food Ethics and Policy Program)

Michael Hamm, PhD (C.S. Mott Professor of Sustainable Agriculture, Michigan State University, and Fellow, MSU Center for Regional Food Systems)

Walter Willett, MD, DrPH (Professor of Epidemiology and Nutrition, Harvard T.H. Chan School of Public Health, and Chair, Menus of Change Scientific and Technical Advisory Council)

9:35 AM

General Session VI

Culinary Presentation

Chefs Leading: Changing What We Eat in Schools

How can chefs contribute to the health of our children and the world in which they'll live? The former head of a top-ranked European kitchen will share the story of his career transition to school food, along with insights into how chefs can change what students eat in schools and how the next generation will think about food.

Introduction: **Sophie Egan, MPH** (Director of Programs and Culinary Nutrition, Strategic Initiatives, The Culinary Institute of America)

Guest Chef: **Daniel Giusti '04** (Head Chef and Founder, Brigaid, and Former Head Chef, Noma, Copenhagen)

10 AM

Refreshment & Networking Break

*Conference Center and The Louis Greenspan Lobby, Marriott Pavilion (Lower Level)
Including Samsung Club des Chefs Demonstration Kitchen*

*Sponsored by **Wonderful Pistachios & Almonds/Wonderful Citrus/POM Wonderful***

10:45 AM

Breakout Sessions, Round A

Various Campus Locations

Breakout Session A1

Danny Kaye Theatre, Conrad Hilton Library

The "Sustainable Kitchen" Culinary Stage: How to Create a Culinary Culture in K-12 School Food

Culinary Presentation

Learn what the research shows about the power of chefs in shifting student eating behavior for the better, and bring your questions for main stage guest chef, Daniel Giusti



HARVARD
T.H. CHAN

SCHOOL OF PUBLIC HEALTH
Department of Nutrition

MENUS CHANGE[®]

The Business of Healthy, Sustainable, Delicious Food Choices

5th Annual Leadership Summit | June 20-22, 2017
The Culinary Institute of America | Hyde Park, NY

www.menusofchange.org

'04. What motivated him to enter the school food arena after years at the world's best restaurant? In the notoriously complex job of feeding our nation's children, what strategies are most effective for breaking the logjam in order to make scratch cooking and nutritious, responsibly sourced ingredients possible? We'll explore how to apply those lessons learned to sectors throughout the volume foodservice industry.

Moderator

& Presenter: **Eric Rimm, ScD** (Professor of Medicine, Harvard Medical School; and Professor of Epidemiology and Nutrition, and Director of the Program in Cardiovascular Epidemiology, Harvard T.H. Chan School of Public Health)

Guest Chef: **Daniel Giusti '04** (Head Chef and Founder, Brigaid, and Former Head Chef, Noma, Copenhagen)

Breakout Session A2

Ecolab Theatre, Admissions Center

New Innovations in Sustainable Agriculture and Food System Enrichment—from Soil Health to Food Quality

Presentations and Panel Discussion

In this session, hear from a chef-farmer on the CIA faculty as well as representatives of three organizations at the leading edge of movements throughout the Northeast to scale regenerative agriculture.

Moderator: **Elizabeth Kucinich** (Board Policy Chair, Rodale Institute, and Professor, Coventry University)

Presenters: **Darryl Mosher, MS** (Associate Professor, Culinary Arts, Applied Food Studies Program, The Culinary Institute of America)

Dan Kittredge (Founder, Real Food Campaign and Bionutrient Food Association)

Sara Grady (Vice President of Programs, Glynwood)

Breakout Session A3

Classroom 3, Conference Level, Marriott Pavilion (Lower Level)

Jon & Sharon Luther Seminar Room

Our Industry Reinvented: Leading and Following our Customers

Q&A with General Session Speakers

Four of our general session presenters will continue our conversation on business innovation, nationally and globally. From supply chain issues, menu labeling, and strategies for next generation customer engagement to evaluating and managing long-term business risk around these issues, bring your questions and settle in for a lively exchange of ideas.



HARVARD
T.H. CHAN

SCHOOL OF PUBLIC HEALTH
Department of Nutrition

MENUS CHANGE[®]

The Business of Healthy, Sustainable, Delicious Food Choices

5th Annual Leadership Summit | June 20-22, 2017
The Culinary Institute of America | Hyde Park, NY

www.menusofchange.org

Moderator: **Greg Drescher** (Vice President, Strategic Initiatives and Industry Leadership, The Culinary Institute of America)

Panelists: **Andrea Illy** (Chairman, illy Caffé)
Paul Damico (President, North America, FOCUS Brands)
Michiel Bakker (Director, Global Food Services, Google)
Jonathan Farnell (CEO, Eat Foundation)

Breakout Session A4

Classroom 4, Conference Level, Marriott Pavilion (Lower Level)

Carla & Stephen Cooper Seminar Room

Nutrition Science and Food Policy: What You Need to Know in the Years Ahead

Q&A with General Session Speakers

This is your chance to pick the brains of some of the sharpest minds in the world when it comes to nutrition, food policy, healthy eating patterns, land use, and natural resources conservation. Join us for a vibrant discussion of how best to feed a growing population, where improvements in diet quality are emerging, and what issues to pay attention to in the year ahead.

Moderator: **Mary Beth Durkin** (Food Producer, PBS NewsHour, and Owner, Yellow Brick Road Productions)

Panelists: **Line Gordon, PhD** (Deputy Director, Stockholm Resilience Centre)
Fabrice DeClerck, PhD (Science Director, Eat Foundation)
Jessica Fanzo, PhD (Bloomberg Distinguished Associate Professor of Ethics and Global Food and Agriculture, Johns Hopkins Berman Institute of Bioethics, the School of Advanced International Studies, and the Bloomberg School of Public Health; Director, Global Food Ethics and Policy Program, Eat Foundation)
Michael Hamm, PhD (C.S. Mott Professor of Sustainable Agriculture, Michigan State University, and Fellow, MSU Center for Regional Food Systems)
Walter Willett, MD, DrPH (Professor of Epidemiology and Nutrition, Harvard T.H. Chan School of Public Health, and Chair, Menus of Change Scientific and Technical Advisory Council)

Breakout Session A5

Anheuser-Busch Theatre, Roth Hall

Tackling Food Waste Through Menu Design: How to Make it Work

Hands-On Innovation Exchange



HARVARD
T.H. CHAN

SCHOOL OF PUBLIC HEALTH
Department of Nutrition

MENUS CHANGE[®]

The Business of Healthy, Sustainable, Delicious Food Choices

5th Annual Leadership Summit | June 20-22, 2017
The Culinary Institute of America | Hyde Park, NY

www.menusofchange.org

How can you tackle food waste in your operation? Can menus, recipes and new techniques work in higher volume settings? Foodservice experts with experience in applying culinary and operational innovation to tackle food waste will help bring new concepts nominated by conference attendees to the national stage. The session provides practical advice whether you are considering starting a food waste initiative or deciding on your next steps.

Moderator: **Ted Monk** (Vice President, Corporate Responsibility, Sodexo)

Panelists: **Jehangir Mehta '95** (Chef/Owner, Graffiti, Mehtaphor, and Me & You, New York City)

Brendan Walsh '80 (Dean, Culinary Arts, The Culinary Institute of America)

Breakout Session A6

Multi-Purpose Room West, Student Commons

Pitching Your Plant-Forward Concept: How to Make it Work

Hands-On Innovation Exchange

How can you get your company or organization to launch your new Plant-Forward Concept? What are the keys to getting your colleagues on board with plant-forward, healthy, sustainable choices? How do you effectively make the pitch to your leadership? You'll join senior foodservice industry experts with extensive experience in plant-centric concepts in helping a preselected group of fellow attendees improve how they make the case.

Introduction: **Amber Johnson** (Manager, Market Promotions, lentils.org)

Moderator: **Sara Burnett** (Director of Wellness and Food Policy, Panera)

Panelists: **Julia Jordan** (Director of Sustainability, Compass Group)

Steven Petusevsky '77 (Founder and Principal, Steven Petusevsky Enterprises)

Sponsored by Lentils.org

Breakout Session A7

Private Dining Room, The Egg

Menus of Change in the Multi-Unit Environment: What Do Our Customers Care About?

Who Pays for Innovation?

An Interactive Forum

With all the important health, environmental and food ethics concerns embodied in the Menus of Change Principles, it can be challenging for small to large restaurants and multi-units to respond responsibly, as they endeavor to find the sweet spot between



HARVARD
T.H. CHAN

SCHOOL OF PUBLIC HEALTH
Department of Nutrition

MENUS CHANGE[®]

The Business of Healthy, Sustainable, Delicious Food Choices

5th Annual Leadership Summit | June 20-22, 2017
The Culinary Institute of America | Hyde Park, NY

www.menusofchange.org

their identity, their diners and their suppliers. When is innovation and change just “table stakes” – part of being a socially responsible business? When do operators decide to commit to sustainability and talk outwardly about this commitment? In what capacity can these concepts commit to sustainable principles? What do operators do when social responsibility conflicts with their concept’s identity? What is the cost equation and how do operators work with suppliers to maintain a healthy business all around? How do we predict how some of these issues will move over the next 2-5 years, so operators are not stuck playing painful catchup on what has become a “hot button” issue for consumers?

Moderator: **Einav Gefen** (Corporate Executive Chef, Unilever Food Solutions)

Panelists: **Tony Cocholes** (Vice President of Culinary Operations, Glory Days Grill)

Mary Stebbins (Director of Operations, Mark’s Feed Store BBQ)

Brad Barnes, CMC (Director, CIA Consulting, The Culinary Institute of America)

Sponsored by Unilever Food Solutions

12 PM **Breakout Sessions Conclude/Time to Walk to Lunch**

12:15 PM **Global Plant-Forward Bento Box Lunch**

Lunch Box Pickup Location: Beverage Garden Plaza

Dining Locations: Marriott Pavilion (Lower Level) and Post Road Dining Room and Patio

Sponsored by Unilever Food Solutions, Almond Board of California, and Lentils.org

1:15 PM **General Session VII**

Ecolab Auditorium, Marriott Pavilion

Welcome Back

Presenter: **Sophie Egan, MPH** (Director of Programs and Culinary Nutrition, Strategic Initiatives, The Culinary Institute of America)

Panel Discussion

Plant-Forward: The Story We’ve Written So Far

The new move towards plant-forward dining isn’t just being written on menus. It’s also being written about in the food and dining sections of some of the nation’s top publications. Hear from three journalists at the forefront of the country’s food scene, and the diverse perspectives they have on the move toward plant-forward menus: what



HARVARD
T.H. CHAN

SCHOOL OF PUBLIC HEALTH
Department of Nutrition

MENUS CHANGE[®]

The Business of Healthy, Sustainable, Delicious Food Choices

5th Annual Leadership Summit | June 20-22, 2017
The Culinary Institute of America | Hyde Park, NY

www.menusofchange.org

recipes and stories have resonated most with their readers, and how the trends they are seeing will shape the future of foodservice in America.

Moderator: **Anne McBride, PhD** (Author and Journalist; CIA Program Director, Worlds of Flavor and Flavor Summit; Adjunct Professor in Food Studies, New York University)

Panelists: **Carolyn O'Neil, MS, RD** (Cookbook Author and Columnist, the *Atlanta Journal-Constitution*)

Ellen Morrissey (Editorial Director, *Martha Stewart Living*)

Corby Kummer (Senior Editor, *The Atlantic*)

2:05 PM

General Session VIII

Discussion and Culinary Demonstration

Next Door: A Case Study of Farm-to-Table at Scale

The story of Next Door and how one company is bringing affordable, farm-to-table fare to neighborhoods across the country, including sourcing strategy, menu design, and a culinary demo.

Moderator: **Corby Kummer** (Senior Editor, *The Atlantic*)

Panelist: **Kimbal Musk** (Co-Founder, The Kitchen)

Panelist

& Guest Chef: **Merlin Verrier** (Culinary Director, Next Door)

2:45 PM

Refreshment & Networking Break

*Conference Center and The Louis Greenspan Lobby, Marriott Pavilion (Lower Level)
Including Samsung Club des Chefs Demonstration Kitchen*

Featuring a Tasting of Guest Chef Merlin Verrier's Culinary Demonstration

3:30 PM

Breakout Sessions, Round B

Various Campus Locations

Breakout Session B1

Danny Kaye Theatre, Conrad Hilton Library

The Mediterranean Diet, Sustainable Kitchens: Plant-Forward, From Groves and Gardens

Culinary Demonstration

With the widespread media coverage following the release of the PREDIMED study and the prominent endorsement of the Mediterranean Diet in the 2015 Dietary Guidelines for Americans (as part of a strategy to bring more attention to healthy dietary patterns), the



HARVARD
T.H. CHAN

SCHOOL OF PUBLIC HEALTH
Department of Nutrition

MENUS CHANGE[®]

The Business of Healthy, Sustainable, Delicious Food Choices

5th Annual Leadership Summit | June 20-22, 2017
The Culinary Institute of America | Hyde Park, NY

www.menusofchange.org

Mediterranean Diet is once again top of mind for many Americans seeking to enhance their food choices. In this seminar, the lead author of the PREDIMED study discusses the state of our knowledge about healthy Mediterranean dietary patterns. Then a leading American chef will demonstrate how the sustainable, plant-forward, vegetable-centric flavors of the Mediterranean can drive menu innovation from fine dining to casual non-commercial foodservice.

Moderator: **Carolyn O'Neil, MS, RD** (Cookbook Author and Columnist, the *Atlanta Journal-Constitution*)

Presenter: **Ramón Estruch, MD, PhD** (Associate Professor, University of Barcelona, and Director, PREDIMED Study)

Guest Chef: **Ed Brown '83** (Chef/Innovator, Restaurant Associates, and Author)

Breakout Session B2

Ecolab Theatre, Admission Center

Leveraging New Protein Strategies to Feed Guests with Special Dietary Needs

Presentations

How the overlapping concepts—*the Protein Flip, plant-forward cuisine, and “less meat/better meat”*—can address the pre-diabetes epidemic in our society and be a smart business strategy.

Moderator

& Presenter: **Jennifer Stack '03** (Associate Professor, Culinary Science, The Culinary Institute of America)

Presenters: **Raimundo C. Gaby, Jr. '97, EdD** (Associate Professor, Business Management, The Culinary Institute of America)

Walter Willett, MD, DrPH (Professor of Epidemiology and Nutrition, Harvard T.H. Chan School of Public Health, and Chair, Menus of Change Scientific and Technical Advisory Council)

Breakout Session B3

Classroom 3, Conference Level, Marriott Pavilion (Lower Level)

Jon & Sharon Luther Seminar Room

Putting Fruits and Vegetables First: Marrying Business Strategy and Culinary Innovation

Q&A with General Session Speakers

*Join this session to have a deeper conversation with some of our main stage speakers and explore the business decisions and stories behind *Next Door*, *Martha Stewart Living*, and *The Atlantic*, new directions in cookbooks for home cooks, and to understand why*



HARVARD
T.H. CHAN

SCHOOL OF PUBLIC HEALTH
Department of Nutrition

MENUS CHANGE[®]

The Business of Healthy, Sustainable, Delicious Food Choices

5th Annual Leadership Summit | June 20-22, 2017
The Culinary Institute of America | Hyde Park, NY

www.menusofchange.org

the time is right in both the restaurant and publishing industries for consumers to embrace fruits and vegetables at the center of the plate.

Moderator: **Anne McBride, PhD** (Author and Journalist; CIA Program Director, Worlds of Flavor and Flavor Summit; Adjunct Professor in Food Studies, New York University)

Panelists: **Kimbal Musk** (Co-Founder, The Kitchen)
Merlin Verrier (Culinary Director, Next Door)
Ellen Morrissey (Editorial Director, *Martha Stewart Living*)
Corby Kummer (Senior Editor, *The Atlantic*)

Breakout Session B4

Classroom 4, Conference Level, Marriott Pavilion (Lower Level)

Carla & Stephen Cooper Seminar Room

Knowing More and Sharing More: How the Move to Food Transparency is Affecting Operations and the Dining Experience

Q&A with General Session Speakers

Join a moderated discussion with some general session speakers about how the move towards greater transparency and disclosure about where our food comes from, who produces it, and how it is grown are reshaping the dining experience. Bring your questions on everything from global supply chains and food fraud to clean ingredients and seasonal menus.

Moderator: **Arlin Wasserman** (Founder and Partner, Changing Tastes, and Chair, Menus of Change Sustainable Business Leadership Council)

Panelists: **Russell Walker, PhD** (Clinical Professor of Managerial Economics and Decision Sciences, Kellogg School of Management, Northwestern University)

Dan Coudreaut '95 (Executive Chef and Vice President of Culinary Innovation, McDonald's)

Elizabeth Meltz (Director of Environmental Health, Batali & Bastianich Hospitality Group)

Breakout Session B5

McCann Education Annex, Room 106

Getting Protein Right: How to Make it Work

Hands-On Innovation Exchange

How do we get diners to choose and appreciate healthy, sustainable proteins — whether from land or sea — in appropriate portions? Foodservice experts with vast experience in



HARVARD
T.H. CHAN

SCHOOL OF PUBLIC HEALTH
Department of Nutrition

MENUS CHANGE[®]

The Business of Healthy, Sustainable, Delicious Food Choices

5th Annual Leadership Summit | June 20-22, 2017
The Culinary Institute of America | Hyde Park, NY

www.menusofchange.org

culinary innovation and creating new menus and dining concepts will help bring new marketing ideas nominated by conference attendees to the national stage, providing advice for how to guide your diners to healthy, sustainable, right-sized choices. This session provides practical advice whether you are contemplating changes in your operation or creating a new concept, and whether you operate a white tablecloth restaurant, QSR, fast casual, or robust retail prepared foods program.

Moderator: **Rafi Taherian '95** (Associate Vice President, Yale Dining)

Panelists: **Steven Petusevsky '77** (Founder and Principal, Steven Petusevsky Enterprises)

Bill Dewey (Director of Public Affairs, Taylor Shellfish Farms)

Christine Malanga (Product Development Manager, Pret a Manger)

Sponsored by Almond Board of California

Breakout Session B6

Multi-Purpose Room West, Student Commons

Food Transparency: How to Make it Work in Your Operation

Hands-On Innovation Exchange

Learn about new initiatives —created and nominated by fellow attendees — to share radically more information with our diners. Then work alongside other attendees and other experts from the foodservice industry to offer ways to do better and share ideas related to transparency to take back to your own dining operations.

Moderator: **Michiel Bakker** (Director, Global Food Services, Google)

Panelists: **Marie Molde, MBA, RD** (Account Executive, Client Solutions, Datassential)

Sara Burnett (Director of Wellness and Food Policy, Panera)

4:45 PM

Breakout Sessions Conclude/Return to General Session IX

5 PM

General Session IX

Ecolab Auditorium, Marriott Pavilion

Presentations

Culinary Innovation: Breaking the Sound Barrier

Why is one of the country's largest and fastest growing quick-service restaurant companies now focused on healthy and sustainable dining? And how does culinary innovation occur when you run 3,500 restaurants? Hear how it happens and what's coming next for Sonic.



HARVARD
T.H. CHAN

SCHOOL OF PUBLIC HEALTH
Department of Nutrition

MENUS CHANGE[®]

The Business of Healthy, Sustainable, Delicious Food Choices

5th Annual Leadership Summit | June 20-22, 2017
The Culinary Institute of America | Hyde Park, NY

www.menusofchange.org

Introduction: **Greg Drescher** (Vice President, Strategic Initiatives and Industry Leadership, The Culinary Institute of America)

Presenters: **Scott Uehlein '85** (Vice President of Product Innovation and Development, Sonic Drive-In)

Alicia Mowder, MS (Senior Director, Brand Marketing, Sonic Drive-In)

5:45 PM

Networking Reception

Beverage Garden Plaza (weather permitting – backup location: Lower Level Marriott Pavilion)

Featuring the Bronze Level Sponsors

6:45 PM

Reception and Program Conclude for the Evening

Enjoy dinner on your own



HARVARD
T.H. CHAN

SCHOOL OF PUBLIC HEALTH
Department of Nutrition

MENUS CHANGE[®]

The Business of Healthy, Sustainable, Delicious Food Choices

5th Annual Leadership Summit | June 20-22, 2017
The Culinary Institute of America | Hyde Park, NY

www.menusofchange.org

Thursday, June 22

8 AM **Hudson Valley Breakfast Buffet**
Conference Center and The Louis Greenspan Lobby, Marriott Pavilion (Lower Level)
Including Samsung Club des Chefs Demonstration Kitchen

Sponsored by Bush's Best Beans and illy Caffé

8:30 AM **General Session X**
Ecolab Auditorium, Marriott Pavilion

Welcome & Introduction to the Day

Presenter: **Arlin Wasserman** (Founder and Partner, Changing Tastes, and Chair,
Menus of Change Sustainable Business Leadership Council)

Presentations

Food Transparency: Stories, Flavors, and the Information Experience

We--and our diners--now can know more about our food, where it comes from, how it was grown, whether it's healthy for us, and if it's sustainably produced than ever before. How does this information affect our business, our operations, and our menus? How and when do we share it with diners to enhance the dining experience and inform their choices? Whether it's commodities, quick-service, or fine dining, information about nutrition and the environment are moving to the forefront.

Moderator: **Arlin Wasserman** (Founder and Partner, Changing Tastes, and Chair,
Menus of Change Sustainable Business Leadership Council)

Presenters: **Russell Walker, PhD** (Clinical Professor of Managerial Economics and
Decision Sciences, Kellogg School of Management, Northwestern
University)

Dan Coudreaut '95 (Executive Chef and Vice President of Culinary
Innovation, McDonald's)

Elizabeth Meltz (Director of Environmental Health, Batali & Bastianich
Hospitality Group)

10 AM **General Session XI**
Culinary Demonstration
Vegetables in the Professional Kitchen: A Chef's Journey



HARVARD
T.H. CHAN

SCHOOL OF PUBLIC HEALTH
Department of Nutrition

MENUS CHANGE[®]

The Business of Healthy, Sustainable, Delicious Food Choices

5th Annual Leadership Summit | June 20-22, 2017
The Culinary Institute of America | Hyde Park, NY

www.menusofchange.org

Having worked for some of New York's top restaurants, including as executive chef of ABC Kitchen and ABC Cocina (Jean-Georges Restaurants), our guest chef Dan Kluger knows how to delight diners. From whole-wheat spaghetti to charred sugar snap peas, he has been hailed for a unique ability to elevate whole grains, vegetables, and whatever happens to be in season. In this session, and now with his own restaurant, Loring Place, Dan shares his professional journey and his insights on vegetable-centric, plant-forward menu development.

Introduction: **Mark Erickson '77, CMC, MBA** (Provost, The Culinary Institute of America)

Guest Chef: **Dan Kluger** (Chef/Owner, Loring Place, New York City)

10:30 AM

Refreshment & Networking Break

Conference Center and The Louis Greenspan Lobby, Marriott Pavilion (Lower Level)
Including Samsung Club des Chefs Demonstration Kitchen

Sponsored by Land O'Lakes

11 AM

General Session XII

Presentations

Protein, Plate, and Planet—Getting the Balance Right

How much protein do we need? How much can we collectively consume while maintaining the health of our ecosystems and addressing climate change? Is there an optimal mix of animal and plant proteins? And what strategies can help guide diners to “Get the Balance Right?” Learn the answers from leading researchers from the Center for a Livable Future at Johns Hopkins Bloomberg School of Public Health and find out how the latest science can help you develop better menus, recipes, and marketing efforts to engage your diners.

Moderator: **Christopher Gardner, PhD** (Professor of Medicine, Stanford University, and Director, Nutrition Studies, Stanford Prevention Research Center)

Presenters: **Brent Kim, MHS** (Program Officer, Food Production and Public Health Program, Johns Hopkins Bloomberg School of Public Health, Center for a Livable Future)

Becky Ramsing, RD, MPH (Senior Program Officer, Johns Hopkins Bloomberg School of Public Health, Center for a Livable Future)

Erik Norell, MBA, MEM, MA (Investment Associate, Armonia)

12 PM

General Session XIII

Presentations

Investing in the Future—Plant-Forward and the Next Generation of Chefs



HARVARD
T.H. CHAN

SCHOOL OF PUBLIC HEALTH
Department of Nutrition

MENUS CHANGE[®]

The Business of Healthy, Sustainable, Delicious Food Choices

5th Annual Leadership Summit | June 20-22, 2017
The Culinary Institute of America | Hyde Park, NY

www.menusofchange.org

How do we cultivate the next wave of great restaurants concepts, and how can that help drive progress on public health and social and environmental imperatives? In this session, we'll explore what some of the nation's leading investors think about the food industry and how and why they are betting on the future.

Moderator: **Arlin Wasserman** (Founder and Partner, Changing Tastes, and Chair, Menus of Change Sustainable Business Leadership Council)

Presenters: **Marc Blazer** (Founder, Chairman, and CEO, Overture Investment Partners, and Chairman of the Board, Noma Holdings)

Victor Friedberg (Co-Founder, Seed 2 Growth (S2G) Ventures; Founder and Chairman, Foodshot—MoonShots for Better Food; and Executive Chairman, Lavva)

12:45 PM **Closing Remarks**

Presenters: **Arlin Wasserman** (Founder and Partner, Changing Tastes, and Chair, Menus of Change Sustainable Business Leadership Council)

Walter Willett, MD, DrPH (Professor of Epidemiology and Nutrition, Harvard T.H. Chan School of Public Health, and Chair, Menus of Change Scientific and Technical Advisory Council)

Mark Erickson '77, CMC, MBA (Provost, The Culinary Institute of America)

1 PM **Walk-Around Tasting Lunch**

*Conference Center and The Louis Greenspan Lobby, Marriott Pavilion (Lower Level)
Including Samsung Club des Chefs Demonstration Kitchen*

Featuring the Gold Level Sponsors

2 PM **Summit Concludes**

SAVE THE DATE for the 2018 Menus of Change[®] Leadership Summit, which will be held June 19-21, 2018 at the Marriott Pavilion at The Culinary Institute of America, Hyde Park, New York.



HARVARD
T.H. CHAN

SCHOOL OF PUBLIC HEALTH
Department of Nutrition