


THE 4TH ANNUAL



Ideation FRESH Foodservice Forum

Innovation, Reinvention and Profit Generation FOODSERVICE INDUSTRY INVITATIONAL CONFERENCE Thursday, December 4 • New York Hilton

PROGRAM SCHEDULE

- 7:00am – 8:00am** **Registration**
New York Hilton – Concourse Level
- 8:00am – 8:30am** **Continental Breakfast**
New York Hilton – Concourse Level
Sponsored by Mann Packing 
- 8:30am – 8:45am** **Welcome Remarks/Introductions**
- 8:45am – 9:30am** **OVERVIEW: PRODUCE & FOODSERVICE: PARTNERS IN SUBLIME**
Speaker: Amy Myrdal Miller/ Farmers Daughter Consulting
- 9:30am – 10:45am** **DISCUSSION PANEL 1:**
RAW: Unearthing Creativity and Tantalizing Taste Buds
Innovation is the lifeblood of any thriving restaurant kitchen, and nowhere do the creative juices percolate more than when an accomplished chef is faced with an array of fresh, colorful and healthy produce items. Panelists will explore creativity when working with perishable products and discuss methods for serving up delicious produce combinations across all segments that are craveable, as well as cutting-edge. Produce trends will be explored and analyzed, with an emphasis on what's next, what's hot, what works and the challenges of menuing local and seasonal produce.
- Featuring: Jesse Gideon, chief operating officer and corporate chef of Fresh to Order
Matthew Harding, corporate chef for Bravo/Brio Restaurant Group
Gerry Ludwig, corporate consulting chef at Gordon Food Service
Jehangir Mehta, chef/owner of Graffiti, Graffiti Me & You and Mehtaphor in New York City
Suvir Saran, chef, cookbook author and soon to be San Francisco restaurateur
- Panel Moderator: Ellen Koteff, vice president editorial for PRODUCE BUSINESS
- 10:45am – 11:00am** **Conversation Break – sponsored by** 
- 11:00am – 11:45am** **CHEF DEMO**
Chef: Bob Karisny, vice president for menu strategy and innovation at Taco John's
- 11:45am – 12:00pm** **Ideation Fresh: Menu Challenge**
- 12:00pm – 12:45pm** **IDEATION FRESH: Breakout Luncheon**
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A family of Growing companies.
- 12:45pm – 1:15pm** **Presentation of Small Groups**
Facilitator: Tim York/Markon
- 1:15 pm – 2:30pm** **DISCUSSION PANEL 2:**
Not Your Mama's Brussels Sprouts – Putting the Kick Back in the Ole Faithfuls
Produce is enjoying a revolution as cauliflower, celery root and parsnips take the place of steak while Brussels sprouts, blueberries, avocados and kale fight for the honor of trendiest item on the menu. Chefs are finding new uses for everything from celery to carrots and beyond. We'll discuss how chefs are capturing the public's imagination and how old standards can be made new. We'll also explore whether or not prominently showcasing produce is a trend or lasting menu change, and what's next in a world where customers expect and want a lot more than lettuce garnished with a tomato.
- Featuring: Don Odiorne, vice president of foodservice at the Idaho Potato Commission
Keith Brunell, senior director of culinary at Maggiano's
Ken Toong, executive director for Auxiliary Services at the Univ. of Massachusetts
Lisa McNeece, vice president of foodservice for Grimmway Foods
Joel Panagakos, executive vice president of foodservice for J Kings Foodservice
Rafi Taherian, executive director Yale Dining
- Panel Moderator: Chandra Ram, editor of PLATE magazine
- 2:30 pm – 3:00 pm** **Conversation Break – sponsored by** 
- 3:00 pm – 4:15 pm** **DISCUSSION PANEL 3:**
Putting More Green On Your Bottomline
With produce going front-and-center on menus nationwide, foodservice operators are finding myriad ways to put "green" not only on the plate but also the bottomline. Creative and colorful produce dishes not only tempt the palate, but likewise can go a long way in delivering healthy margins and repeat visits. Panelists will identify opportunities and challenges to making produce a financially viable addition to the plate, enabling attendees to gather an arsenal of ideas to take home and put to use in their kitchens.
- Featuring: Bob Okura, V.P. culinary development/corp. executive chef Cheesecake Factory
David Groll, director of culinary development/ corp. executive chef of McAlister's Deli
Bob Karisny, vice president for menu strategy and innovation at Taco John's
Tony Reynolds, managing director of Reynolds, UK
Rich Dachman, vice president of produce for Sysco Corporation
- Panel Moderator: Caroline Perkins, president of Foodservice Insights
- 4:15pm – 4:30 pm** **WRAP UP**