

**International Corporate Chefs Association 11th Annual Summit
JW Marriott Marquis Hotel • Miami, FL • June 23 - 26, 2013**



The ICCA 11th Annual Summit is where leaders in new menu development gather to learn, network and be inspired. Some of the nation's most innovative chefs and expert speakers will share their vision for future trends in the foodservice industry. This year's event is very exciting with the addition of numerous celebrity chefs from South Florida who will share insights into the flavors and traditions from countries in Central and South America. Simon Majumdar, Lorena Garcia, Michelle Bernstein, Michael Schwartz, Jeff McInnis and Norman Van Aken are just a few of the expert chefs and researchers who will offer key takeaways for you and your menu development staff to use in the future.



International
**CORPORATE
CHEFS**
Association

ICCA members and potential members receive a 50 percent discount on early registration - You pay only \$495 for the annual dues and Summit registration

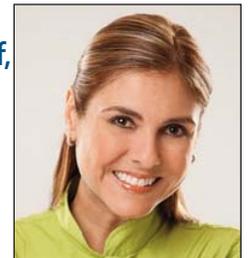
**Opening General Session
Sunday, June 23; 2 - 5:30 pm**



Simon Majumdar

Simon Majumdar, the lead judge on the Next Iron Chef and judge of Iron Chef America, as well as Extreme Chef and The Best Thing I Ever Ate host on the Food TV Network, is in the process of writing a new book, "Fed, White and Blue: Breaking Bread With America." The research effort for his new book has taken him to over 70 nations filming and documenting the cuisines and flavors he will share exclusively with ICCA members in his presentation and global tasting. You will learn about street foods, unique hand-held items and cuisines from countries on all continents including Central and South America.

Fresh Ideas on Latin American Cooking with Lorena Garcia; Venezuelan-born chef, restaurateur, TV host and published author, Chef Garcia is one of the country's leading Latina chefs. She is a judge and investor on NBC's "America's Next Great Restaurant" and a guest chef on Bravo's "Top Chef All-Stars," plus a competitor on Bravo's "Top Chef Masters." Also working with HMS Host as a chef-owner of two restaurants in airports, Lorena Garcia Tapas at the Atlanta Airport and her flagship Lorena Garcia Cocina in Miami - she understands our world. Her first cookbook, Lorena Garcia's New Latin Classics was a huge success and recently Taco Bell debuted its new Cantina Bell menu, featuring vibrant flavors and authentic recipes from Garcia's own kitchen.



Lorena Garcia

"Networking with Peers and the leading innovators in food marketing, manufacturing and production helps to make the ICCA Summit Unique"

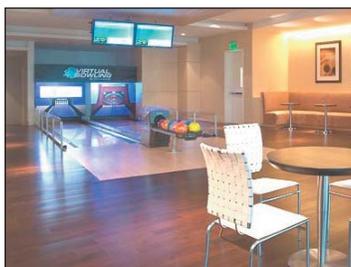
Opening General Session
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Continued

South Florida; How Tastes Have Changed - Norman Van Aken, an iconic chef in South Florida is credited with introducing the concept of "fusion" to our culinary vocabulary back in 1988. His New World Cuisine combines Latin, Caribbean, Asian, African and American flavors and will be demonstrated in dishes reflected in today's local menus that has helped make Miami the "Culinary Gateway to the Americas". The influence from the unique cuisines of Brazil, Argentina and Venezuela might inspire you to consider using these ideas as inspiration for future menus in your operation.



Norman Van Aken

Sunday, June 23; 5:30 - 7:30 pm: ICCA Team Building Reception in the JW Marriott Marquis Corporate lounge featuring virtual bowling, a 3D media room, billiards and the Jim McLean Golf School



The JW Marriott Marquis Miami signifies the first time these two flagship brands from Marriott have come together to offer the best in culinary, meeting space and technology framed with contemporary art and design unmatched in the industry. The JW Marriott Marquis Corporate lounge will be the setting for one of our most creative receptions featuring virtual bowling, a 3D media room, billiards and the Jim McLean Golf School. ICCA members and sponsors will participate in this interactive culinary

team building event.

ICCA Culinary Road Trip features personal tours by 3 of Miami's best chefs

Monday, June 24; 9:00 - 9:45 am - Culinary Road Trip Panel Discussion



Michelle Bernstein



Jeff McInnis



Michael Schwartz

The **11th Annual Culinary Road Trip Panel Discussion** includes three of the hottest chefs in one of the best restaurant markets in the nation. These award winning chefs including Michelle Bernstein (Michy's), Jeff McInnis (Yardbird Southern Kitchen) and Michael Schwartz (Michael's Genuine) will also discuss their selections for the Culinary Road Trip tours visiting their favorite shops, fishmongers, factories and restaurants throughout South Florida.

Monday, June 24; 9:45 am - 5 pm - 11th Annual Culinary Road Trip

The **11th Annual Culinary Road Trip** is an anniversary of sorts for Michelle Bernstein who hosted one of our first Culinary Road Trips at the Inaugural Summit in Miami in 2003. Jeff McInnis and Michael Schwartz are part of the new regime of award winning chefs who have created successful restaurant companies and will share their passion for the farms, expert suppliers and restaurateurs who are making Miami one of the most diverse restaurant communities in the world.

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**ICCA 11th Annual Celebration Dinner
Monday, June 24; 6:30 pm - 10:30 pm**

ICCA 11th Annual Celebration Cruise

The ICCA 11th Annual Celebration Dinner will be a first enjoying the emerald waters that surround the City of Miami onboard the Venetian Lady Yacht. The new 130-foot luxury yacht features three decks, two dance floors, state-of-the-art audio/visual equipment and exquisite cuisine. Of course, ICCA will add our



touches to the wine list and menu offerings making this an event you will not want to miss. Being in Miami, we might also need to take in the local tradition with a Cuban cigar roller and a few other surprises. This begins our next decade and we aim to enter it with style.

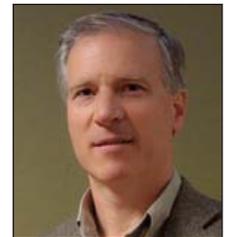
Tuesday Morning General Session

Tuesday, June 25; 8:00 - 9:00 am



Lisa Katic

Biotechnology and Food: what is in the future; A hot topic today is on the safety and sustainability of GMO (biotech) foods on which most large restaurant chains either rely now or will most certainly rely on in the future. Whether in cooking oils or the feed that is fed to the chicken, beef, pork and turkey served on the menu, biotech foods are in our future. ICCA has created a panel of ex-



David Stark

perts to communicate in-depth information on the safety, sustainability, health benefits and labeling of these foods and Lisa Katic, a registered dietitian and expert in food policy, biotechnology and food labeling and standards for international commerce will be on the panel along with David Stark, Vice President for Monsanto Vegetable Seeds.

Tuesday, June 25; 9:00 - 9:45 am



Kurt Hankins

Unlocking the Power of the Supplier Partner - There is much talk about becoming a strategic partner within the foodservice industry. **Kurt Hankins, Corporate Executive Chef for Longhorn Steakhouse**, will share insights into the relationship development from one of the nation's leading restaurant companies – Darden Restaurants. He will also moderate a panel of supplier and operator experts who are leading the way in true partnerships that benefit the most important group – the consumer.

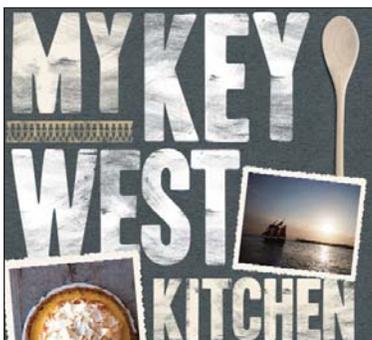
Tuesday, June 25; 10:15 am - 11:15 am

Evolving Culinary Trends Presentation - Jack Li, Managing Director for Datassential will review the Menu Adoption Cycle, evolving culinary trends, and the different types of away-from-home eater types. This revolutionary session features MenuTrends data as well as new consumer insights on snacking and dayparts that was the result of more than 12,000 surveys and focus groups completed just months ago.



Jack Li

Tuesday, June 25; 11:15 am - 12:30 pm



A True Taste of the Americas - This session at the ICCA Summit will feature top chefs representing their native cuisines from Central and South America as Norman Van Aken helps navigate their demonstration complete with tastings and wine pairings. Chef Van Aken, the only chef from Florida inducted into the James Beard Foundation's Who's Who of Food and Beverage in America, is the new director of restaurants at the Miami Culinary Institute and Tuyo restaurant; he also owns Norman's at the Ritz-Carlton in Orlando and he's the author of five cookbooks, including the recent "My Key West Kitchen: Recipes and Stories." You will receive a complimentary copy of this new release and Chef Van Aken will be available during the lunch to sign and personalize your copy.

Tuesday Lunch 12:30 - 1:30 pm; The Flavors of Central & South America

Tuesday Afternoon General Session; Tuesday, June 25; 1:45 - 2:30 pm

"What is driving Millennials' eating habits" - Mindy Armstrong, Director of Insights & Innovation and Chef Cari Price, Director of Culinary 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 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?



Mindy Armstrong



Chef Cari Price

Tuesday, June 25; 2:30 - 3:15 pm

Ben Salisbury, Vice President of Strategic Accounts for Constellation Brands US will lead a session answering questions on the new trends in wine and



Ben Salisbury

that it is possible to have a foot in both the "traditional" and new "contemporary" worlds of wine. We are in the midst of a significant sea change in the wine category. While there will always be a market for more traditional wines (where vineyard sites, winemaking practices and time-honored traditions rule the day), there is a new consumer emerging that cares only about how good the wine tastes to them. They gravitate towards "contemporary" labels and names creating explosive growth in sweet red blends, Malbecs, Proseccos and Moscatos; for example, Moscato sales are about to eclipse those of Sauvignon Blanc!

Tuesday Afternoon Break 3:15 - 3:45 pm

Tuesday, June 25; 3:45 - 5:00 pm

Closing Demonstration, Tasting and wine pairing:

The final event at the 11th Annual ICCA Summit will bring all of the three days of learning to a giant crescendo in more ways than one. The traditions of South Florida always include a festivity and celebration of culture - The ICCA Summit will live up to this standard by ending the event with true class. More details will be forthcoming on this event leading up to our final reception.

Tuesday, June 25; 5:30 - 7:30 pm:

Taste of the Americas Reception

Wednesday, June 26; 7:00 - 9:00 am: Breakfast with the ICCA Board of Directors - This is an opportunity to recap the events of the Summit and offer feedback to new and existing board members

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