

International Corporate Chefs Association 12th Annual Summit
Historic US Grant Hotel • San Diego, CA • June 21 - 24, 2014



Opening General Session
Saturday, June 21; 2 - 5:30 pm

Keynote Leader: *Which Wich® Superior Sandwiches* founding entrepreneur, **Jeff Sinelli**, will share how he grew his concept from a single store to 300+ international locations, approaching \$200 million in sales. Learn about the challenges and strategies used to head off competition, grow your business, as well as important life lessons. Over the course of his 25+ year journey in the food industry, Sinelli has established and grown not one, but two brands into multi-national innovative and successful concepts. After the sale of his initial company, Genghis Grill, Sinelli founded Which Wich with a single business card. As the company's visionary, Sinelli has strived for success, without compromising its corporate mission to make the world a better place.



Jeff Sinelli

Sinelli will demonstrate how he built an organization that is values-based and purpose-driven illustrated by launching Project PB&J (projectpbj.com) this year ... and ultimately, SPREADING THE LOVE. "Work really hard, and learn what brings you to life. Then, take some big risks, whether that's as a Founder or a team member," Sinelli says. "By keeping our startup spirit we continue to innovate and remain agile. I don't want to lose that."

This is the first-time we are kicking-off the ICCA Summit on a Saturday and Monday is still our Culinary Road Trip followed by our annual dinner at the San Diego Zoo. Register now for our 50 percent discount and remember spouse attendance is free.

Chef Brian Malarkey Demonstration - In just three years, he has created seven wildly successful restaurants across the United States including Searsucker (San Diego, Del Mar, Austin), Herringbone (La Jolla & Los Angeles), and Green Acre (San Diego), his fast-casual concepts each with an organic garden. Time Magazine named Searsucker the country's #2 hottest restaurant, Open Table listed it as one of the "100 Top Hot Spots in the Nation" plus it made Gayot's "Hot 40 List of Restaurants." Malarkey was the winning judge/mentor on ABC's cooking competition show "The Taste" alongside Anthony Bourdain, was a past Top Chef Finalist (Season 3; Miami) and has hosted and guest starred in series on Food Network, TLC, Travel Channel, Bravo, OWN and more.



Brian Malarkey

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

Opening General Session
Saturday, June 21; 2 - 5:30 pm Continued



Jill Gubesch

The Secret Behind Mexican Wines - Jill Gubesch, Wine Director Topolobampo & Frontera Grill will help solve the mystery of how wines can be paired with authentic Mexican flavors. The theory that Mexican food is made only for beer or margaritas will be changed forever in your mind after Sommelier Jill Gubesch's tasting at the ICCA Summit. The tasting will feature boutique wineries all from Mexico. Her approach to spice and wines that enhance that experience will assist you and your beverage team on future menus in your operation.

Saturday, June 21; 5:30 - 7:30 pm: ICCA Opening Reception at the Award Winning Grant Grill in the US Grant Hotel

ICCA 12th Annual Summit Day of Education - Sunday, June 22nd

Sunday Morning General Session
Sunday, June 22; 8:30 am - 9:45 am

Targeting the Adoption Stage with Jack Li, Managing Director at Datassential

This session's focus will include reviews on the Menu Adoption Cycle with an emphasis on trending foods and flavors in the all-important "adoption" stage. The session covers emerging flavors and ethnic influences across all areas of the menu – appetizers, entrees, desserts, and beverages. During his tenure with Datassential, Jack has launched multiple innovations such as MenuTrends – the industry's most used system for identifying, tracking, and predicting food trends. This revolutionary session will also feature brand fingerprints, basic types of eaters and new consumer insights on snacking and dayparts that was the result of more than 12,000 surveys and focus groups in the past few months.



Jack Li

Sunday, June 22; 9:45 - 10:30 am



Phil Costner

Navigating a Sea of Change for a Struggling Brand - Phil Costner, former President of Mimi's Cafe will share his extensive experience working through a sweeping menu change to a degree the industry hasn't seen before in terms of breadth, scope of change, quality upgrades and speed of the project.

This is a unique insider's view of the myriad of ups, downs, challenges and wins along the way to rebrand a large chain in a very competitive marketplace. The take-aways from this session will help you look into your own systems and challenge you to stay ahead of the game.

Sunday, June 22; 10:30 - 10:45 pm - Fruit Inspired Healthy Break

Sunday, June 22; 10:45 - 11:45 pm

'The Commercial Kitchen of the Tomorrow presentation by Fisher-Nickel Food Service Technology Center

This session will feature the latest in equipment technology and choices in equipment that maximize productivity and energy efficiency. We will also have the latest Vulcan Cooking equipment (Griddles, Char-broilers and Fryers) that represent some of the best available technology and performance in the Industry. Richard Young, Director of Education of the Fisher-Nickel Food Service Technology Center, a fuel-neutral scientific testing facility for benchmarking the energy performance of equipment used in commercial kitchens, will be the presenter.



Richard Young

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

Sunday, June 22nd; 11:45 - 12:30 pm

"Meat-centric" with Chad Colby, Chi Spacca

"Chef Chad Colby has been the young meat chef to watch in Los Angeles for years," says Jonathan Gold of the LA Times. Chi Spacca is LA's new meat-intensive restaurant overseen by Nancy Silverton and her partners Joe Bastianich and Mario Batali. Chef Colby's passion includes a vast selection of Charcuterie which you will be able to see, hear about and taste at this session. Included in the presentation will be talk on today's trends in charcuterie and meat preparation. A signature dish at Chi Spacca is a 42 ounce Bistecca Fiorentina that costs \$142 - and of course it is for sharing. Rest assured it is also safe, they are the only local curing facility certified by the board of health.



Chad Colby

Sunday Afternoon General Session; Sunday, June 22nd; 1:45 - 2:45 pm

**Farm-to-Cup Coffee Tasting with Bruce Mullins, VP
Coffee Culture at Farmer Brothers**



Bruce Mullins

Bruce Mullins has been passionate about specialty coffee since the late 70's, after graduating from college and landing a prestigious warehouse job unloading sacks of green coffee from trucks. Bruce sits on the boards of the Coffee Quality Institute, the Alliance for Coffee Excellence, Roaster Advisory Council of Fair Trade USA, a co-founder of the World Coffee Research program at Texas A&M University, works with the Specialty Coffee Association of America (SCAA) as a certified lead instructor, and was a co-founder, vice president, and board member of the Specialty Tea Institute (Tea Association of the USA). Bruce will take you on a global tour and tasting of specialty coffees, while explaining how and why they differ in style and importance for today's emerging coffee consumer.

Sunday, June 22nd; 2:45 - 3:45 pm

Panel Discussion on New Innovations in Technology:



Rob Wolf



Steve Carey



Jeff Hands

The final event at the 12th Annual ICCA Summit will feature three experts on new technology for the kitchen and beyond. Rob Wolf, Founder of Launch Dynamic Media and designer of the new ICCA Web site will be joined by two experts on kitchen technology. Steve Carey, Creator of Chef Pad Pro and Jeff Hands, President of TracRite Software, an expert on nutritional analysis and food cost will discuss solutions to achieve the elusive paperless kitchen.

Founding Sponsors
Alaska Seafood Marketing Institute
California Avocado Commission
Joseph's Gourmet Pasta & Sauces
Maple Leaf Bakery
Mars Foodservices US
National Pork Board
Sweet Street Desserts

Patron Sponsors
Dole Packaged Foods Company
Meat & Livestock Australia
Wisconsin Milk Marketing Board

Corporate Sponsors
California Strawberry Commission
California Table Grape Commission
Campbell Foodservice Company
Farmer Brothers
French's Foodservice
Idaho Potato Commission
Illes Seasonings & Flavors
Vulcan Food Equipment Group
Jennie-O Turkey Store
Kikkoman Sales USA, Inc.
Sunkist Growers
The Mushroom Council
Trident Seafood Corporation
United Soybean Board

**4-Star & 4-Diamond Historic US Grant room rate is only \$189 Call
(866)837-4270 or go to www.ICCAchefs.com to register for rooms & Summit**

ICCA Culinary Road Trip features the bounty of California ingredients

Sunday 4:15 - 5:15 pm - Chef Richard Blais

Richard Blais, Chef, Restaurateur, Author & Television Personality Perhaps most recognizable as the winner of Bravo's "Top Chef All-Stars," Chef Blais has consulted on, designed, and operated some of Atlanta's most popular eateries including multiple outposts of Flip Burger Boutique and HD-1. He launched The Spence, a restaurant concept in Midtown Atlanta, and most recently, took his culinary vision bi-coastal, with the opening of Juniper & Ivy in San Diego. Blais' debut cookbook, *Try This at Home: Recipes from My Head to Your Plate*, is currently nominated for a James Beard Foundation award. His vision for the future of the culinary world is a fitting finale for our 12th Annual ICCA Summit.



Richard Blais

Sunday, June 22nd; 5:30 - 7:30 pm: Taste of the The Mediterranean Reception

Monday, June 23rd; 7:30 am - 9:00 am - Hearty Farmer's Breakfast

Monday, June 23rd; 9:15 am - 4 pm - 12th Annual Culinary Road Trip

The 12th Annual Culinary Road Trip will encompass the plethora of items farmed, brewed or created in Southern California. The tours include a California strawberry farm, chef-endorsed Organic Farm, California avocado grove, one of the nation's largest and most advanced avocado processing plants, specialty mushroom facility, microbrewery and one of the highest grossing brew pubs in the nation. There will be three groups who will all be treated to a unique California experience complete with a networking lunch and a surprise beverage stop. The ICCA Culinary Road Trips have become a highlight of the annual Summit and this year's options are very unique to California.

Monday, June 23rd; 9:15 am - 4 pm - 12th Annual Spouse Tour

There will also be a complimentary spouse tour available at the same time for all ICCA member and sponsor spouses attending the 12th Annual ICCA Summit.

**ICCA 12th Annual Celebration Dinner
Monday, June 23rd; 6:30 pm - 10:30 pm**

ICCA 12th Annual Celebration Dinner

The ICCA 12th Annual Celebration Dinner will be a unique event at the World Famous San Diego Zoo. The evening will begin with a customized tour of the entire zoo complete with a specialty cocktail as you board a double-decker bus. Before ending at our event destination at the Treetops Cafe complex nestled high above the Panda Trek - you will enjoy a walk down the monkey trail snapping photos of the colorful mandrills and rare monkeys from around the world plus the exhibit also features pygmy hippos, slender snouted crocodiles, clouded leopards and wild pigs, and lots more. This will be the grand finally meal for the 12 Annual ICCA Summit and the chef team has provided a very creative and Southern California themed menu.



Tuesday, June 24th; 7:00 - 9:00 am: Chairman's Court in the US Grant - Breakfast with the ICCA Board of Directors - This is an opportunity to offer feedback to new and existing board members

ICCA members receive a 50 percent discount on early registration - You pay only \$495 for the annual dues and Summit registration plus the Historic US Grant room rate is \$189 - go to www.ICCAchefs.com