



Sweet Street Desserts & Mushroom Council Present
Spring into Pennsylvania: Deep Dive Into
Mushrooms and Gourmet Desserts

April 28th - 30th, 2014



This customized tour created for ICCA members by Sweet Street Desserts and The Mushroom Council will include touring the largest mushroom farm in the nation, plus the nation's leading state-of-the-art gourmet dessert manufacturing facility. Starting with dinner hosted at one of Philadelphia's hottest restaurants Monday night and concluding on Tuesday evening, you will be treated to a unique educational experience, plus have an opportunity to network with your peers without taking much time away from work. **This event is limited to the first 12 ICCA members or potential members who contact the ICCA national office at (407)539-1459 or iccamember@earthlink.net.**

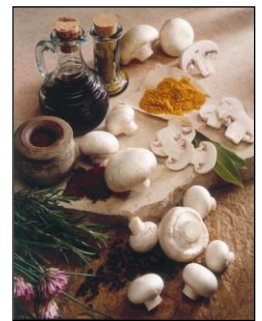
Monday, April 28th, 2014

7:00 pm – Dinner in Philadelphia at Marc Vetri's Osteria

Tuesday, April 29th, 2014

7:15am- Transportation pickup from the host hotel to Giorgio Mushroom Plant Tour

9:00 am – Introduction to Giorgio and farm tour where you will see and hear about all aspects of mushroom farming including composting, bedding, seeding spores and finally harvesting



10:30 am - Giorgio Fresh Pack tour to learn about further processing of mushrooms followed by a tour of the Giorgio Foods Division where finished products are created. Followed by lunch at Giorgio.

1:00 pm – Trends Presentation by Jack Li, Datassential Managing Director

2:00 – 3:45 - R&D Presentation by CIA Professor and Director of Menu Research & Development, Chris Loss

3:45 – 4:00 – Break

4:00 – 5:00 - Sweet Street Desserts Facility Tour: Based in Reading, Pennsylvania, Sweet Street Desserts is a global company dedicated to creating an evolving, extraordinary line of great-tasting desserts. Current manufacturing environment is 180,000 square feet. Research & Development Tour and Presentation: Meet R&D Chefs, operating in Sweet Street's new 5,000 sq. ft. Innovation Kitchen and learn of our newest investments and capabilities for continued innovation.

6:00 pm – Dinner at Berkshire Country Club

Wednesday, April 30th, 2013

Transportation will be provided to the Philadelphia Airport throughout the day.

7:30 – Depart Courtyard for Giorgio

7:45 – Breakfast at Giorgio

9:00- Depart for tour of Kennett Square.



10:00 - Tour the mushroom capital of the USA where we will visit the largest producer of specialty mushrooms, Phillips Mushrooms. We will have a chance to go to their on-site store where you will have a gift card to purchase products to sample.

Noon--Bus departs to PHL and Philadelphia for Cheesesteak Tasting for lunch.