

ICCA Culinary Immersion Los Angeles, February 23rd & 24th

Hotel: The Beverly Hilton, 9876 Wilshire Blvd, Beverly Hills 90210; (310) 274-7777

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The ICCA Culinary Immersions are a unique opportunity to explore culinary destinations across the United States. We are very excited about the agenda we have created for this event. This experience is all expenses paid except your travel to the host hotel; all group meals, hotel rooms, and group activities with transportation are covered by the generous sponsors of the ICCA Culinary Immersion Los Angeles. This event is

limited to 15 ICCA members and five ICCA Sponsors so please act fast to RSVP by emailing rsvp@ICCAchefs.com. We look forward to exploring the diverse culinary culture of LA with you as you bring back new menu ideas to your company and culinary staff. The sponsors are: Barilla America, Carla's Pasta, Dole Packaged Foods, Kikkoman and Tuxton China.

Wednesday, February 22nd

7:00pm – 'til

Optional Dinner at AOC

We will be hosting dinner for those who have arrived or feel free to meet us at the restaurant as you are able at AOC in West Hollywood by acclaimed **Chef Suzanne Goin with her business partner Caroline Styne**. Their first restaurant Lucques was met with instant success and Suzanne was named one of *Food and Wine* magazine's "Best New Chefs" in 1999. AOC opened in 2002 as a groundbreaking concept of inspired wines by the glass with a small plates menu. Please gather at the lobby bar at 6:30pm and we will depart from there or meet us at AOC if you arrive later to the hotel.

Thursday, February 23rd

8:00 am – 9:30 am

Breakfast @ Blu Jam Café

It started out as a fresh idea between friends in 2006; a casual café in Hollywood that would utilize local and organic ingredients to create gourmet breakfast and lunch dishes at an affordable price. Friends and partners **Kamil Majer and David Fris**, both whom emigrated to the United States from Czechoslovakia, harkened back to their similar European heritage to create an environment that felt like home. Now with four locations in Cali and one in Tokyo that dream is truly a reality with a creative and eclectic menu that merges flavors from around the world.



9:45 – 10:45 am

Roscoe's House of Chicken and Waffles

Known as LA's originator of the now trendy Chicken & Waffles; breakfast here is a must-do when in LA. **Herb Hudson**, a Harlem native, opened this original location in Hollywood in 1975 and celebrities including Redd Fox and Natale Cole helped spread the word making it an LA institution. The New York Times called it a "beloved soul food chain".

11:00 am – 12:15 pm

Tasting & Roundtable Discussion with Roy Choi at The Commissary



The Commissary and its greenhouse setting is just one of the many concepts created by **Chef Roy Choi** in the LA market. Since being credited with starting the food truck craze in the USA in 2008, he has been opening successful restaurants at a rapid pace. **The Commissary**, where Chef Choi focusses on vegetables, and Asian-focused **Pot** are both located in the Line Hotel in the heart of Koreatown, one of the most exciting new dining areas in Southern California. Chef Choi will share his passion for opening restaurants and his vision for these and other new concepts including Local in Watts where he partnered with Daniel Patterson.

12:45 – 2:00 pm

Lunch and roundtable discussion with Chefs Jon Shook and Vinnie Dotolo at Animal

Chef Owners Jon Shook and Vinny Dotolo are bona fide restaurant czars with six eateries under their belts and more in the works since winning the James Beard Foundation Best Chef West in 2016. Animal is the concept that spawned an empire and a way of thinking, cooking, and serving that changed the LA restaurant scene. It has barely changed in eight years of existence and yet still seems so current, which might help explain why Shook and Dotolo have been able to spin its success into such a platform for future growth. Their partners include Ludo Lefebvre at Petit Trois and Trois Mec.

2:30 – 3:15pm

Tour and Tasting at Flower Child with Board Member & Chef Donald Moore

Sam Fox started with the idea that healthy food creates a happy world and this is the principle the concept still abided by when The Cheesecake Factory purchased a minority equity position in the chain a few months ago. From ethically and naturally raised proteins to organic and locally grown produce, Flower Child offers an array of salads, wraps, bowls, and more focusing on healthful ingredients and offering an array of choices that are not only health conscious, but flavorful and affordable.



3:45 – 5:30 pm

R & D Presentation by The Cheesecake Factory Innovation leaders at RockSugar Pan Asian Kitchen



Chefs Bob Okura and Donald Moore will share their innovation plans for the ever-expanding successful Cheesecake Factory, Grand Luxe, Rock Sugar plus new brands Flower Child and North Italia. RockSugar Pan Asian Kitchen showcases the cuisines of Thailand, Vietnam, Malaysia, Singapore, Indonesia and India. Pan Asian Kitchen was **created by restaurateur David Overton and Singapore-raised, New York-trained chef Mohan Ismail**. “This isn’t fusion cuisine; it’s not East meets West,” says Ismail. Instead, Chef Mohan uses the finest ingredients to bring greater subtlety to the traditional dishes of the region. Chef Mohan travels home to Southeast Asia several times per year inspired by new ingredients and new recipes that keep the menu fresh and innovative.

6:00 pm – til’

Dinner at Lucques

Suzanne Goin first received two coveted awards from the prestigious James Beard Foundation in May 2006 when she was awarded Best Chef California as well as for her cookbook, Sunday Suppers at Lucques. Ten years later, she was recognized by her peers as the best chef in the nation, winning Outstanding Chef of Year 2016 at the James Beard Foundation Awards. Lucques is her original concept on which she has built her brand that now includes AOC. With one of the most beautiful outdoor garden settings in Los Angeles, a cozy wine room upstairs, a new cocktail program and a wine list of sustainable, organic and biodynamic wines, the new Lucques space is an absolute hit.



Friday, February 24th



Famed Author and Food Network Judge Simon Majumdar will guide us through his favorite haunts as well as the many ethnic flavors that can be found throughout LA that are making their way onto mainstream menus nationwide. Simon is a well-recognized personality on the Food Network, regularly appearing on shows such as Iron Chef America, The Next Iron Chef, The Best Thing I Ever Ate, Cutthroat Kitchen, Extreme Chef and Beat Bobby Flay. He has also recently appeared as an expert commentator on National Geographic's major new series “EAT: The Story of Food”. Simon will spend the day with us talking about the LA restaurant scene where he has resided for many years as he researches the globe for new menu ideas.

8:00 – 9:30 am

Breakfast at Nate n' Al Delicatessen

Nate'n Al has been owned and operated by the Mendelson family since 1945. Al, a Russian-born Canadian, immigrated to Detroit in 1923. Soon after moving to Los Angeles in 1945, he opened Nate'n Al with partner Nate Rimer. Nate n' Al's is a cornerstone of the community serving traditional delicatessen fare with a focus on quality.

10:00 am – 11:15 am

Philippe The Original, French Dip Sandwich

Another Los Angeles institution, Philippe's is the originator of the French Dip Sandwich and arguably still the best at it. Philippe's has been in business since 1908 and has been serving their famous French Dip since 1918. Experience the original as well as their unique service style.

11:30 – 1:00 pm

Grand Central Market

A downtown landmark since 1917, Grand Central Market brings together the cultures and cuisines of LA under one roof. Simon will guide us among the most notable food haunts including Knead & Co. Pasta, Egg Slut, Ana Maria, Horse Thief BBQ, Olio Pizzeria and The Oyster Gourmet. Grand Central Market restaurants have been lauded with numerous awards.

1:15 – 2:00 pm

B. S. Taqueria

The fare is authentically inauthentic, representing a city of migrant-rich flavors through the lens of a native. The Taqueria provides the ideal backdrop for **Chef Ray Garcia's** rift on convention, a casual-counter service environment for lunch and bustling full service for dinner. House favorites include the bologna with escabeche and the clams and lardo.



2:15 – 3:00 pm

Ricebar

Chef Charles Olalia, former Patina Executive Chef, opened Ricebar as a casual, counter-service Filipino restaurant in the heart of Downtown Los Angeles. They feature non-GMO, fair-trade grains, imported from various islands in the Philippines which is their vehicle to highlight vibrant yet humble cuisine. It evokes a sense of comfort, happiness, and a whole lot of soul. In just 18 months this restaurant has become the highlight of the Filipino community. Surprising to see a chef who also worked at Restaurant Guy Savoy and the French Laundry behind the counter and happy.

3:30 – 4:45 pm

Tasting and Discussion with Stephane Bombet at Hanjip



Chef Chris Oh burst onto the scene as the founder of Seoul Sausage Co. (and the winner of the Great Food Truck Race) and has gone on to become the Co-founder of Hanjip with **Stephane Bombet**. Bombet Hospitality Group was formed in 2014 to help talented chefs take control of their own destiny by owning their first restaurant. Bombet partnered with Chef Oh when he was working at Nomad Kitchen, plus he was the winner of multiple TV competition shows and a budding TV personality, author and clothing designer. His goal is to bridge previously unrelated markets together through new culinary traditions.

7:00 pm – 'til

Optional Dinner at Cassia

Cassia is a partnership between **husband-and-wife duos Bryant & Kim Ng and Josh Loeb & Zoe Nathan**.

Taking its roots from Bryant and Kim's culinary heritage and experiences, Cassia celebrates the fresh, vibrant flavors of Southeast Asia, striking a unique balance of soulful, ancestral cuisine and a California sensibility, utilizing the best quality ingredients from local farmers. **Bob Okura** says their *Pot au Feu* is like nothing else in Southern California.