

**International Corporate Chefs Association 16th Annual Summit  
Marriott Napa Valley Hotel & Spa • Napa, CA • June 24 - 27, 2018**



We are thrilled that our 16th Annual ICCA Summit will be held in Napa Valley where we will give you a look into the future of foodservice robotics with Dr. Deepak Sekar, CEO and Founder, Chowbotics. The winner of Top Chef Masters – Season 4, Chris Cosentino has moved into wine country with his newest concept, Acacia House. Not only will Chris take the ICCA Kitchen Stage during the opening day sessions, Acacia House will be one of the stops during our Culinary Road Trip. During the Road Trip, you will be able to choose from one of three options that include stops at wineries like Darioush, Robert Mondavi, and Schramsberg. One group will also be one of the first to use the newly opened kitchens at The CIA's new event space, Copia, where we will all enjoy our Annual Dinner on Monday night. Of course we will have the nation's leading experts showcase the latest trends and right now you can receive a 50 percent discount on registration.



**Register now to receive the 50 percent discount on membership and ICCA Summit registration. Please remember spouse attendance for the spouse program, all receptions and our annual dinner are complimentary.**

**Opening General Session  
Sunday, June 24; 2:00 - 5:30 pm**

***Developing New Ways to Meet the Consumers' "Cravability" Needs: Maeve Webster – President of Menu Matters and Cathy Nash Holley – Publisher & Editor in Chief of Flavor & The Menu***



Cathy Nash Holley

Maeve is a lead consultant for foodservice manufacturers and operators with Menu Matters. With expertise in market assessment, consumer behavior, product testing and brand optimization, she has a unique outlook on the pulse of the industry. Cathy has held her roll with Flavor & The Menu magazine since it began nearly 18 years ago, taking over as owner in 2013. The magazine has continued to look at the industry through the lens of flavor, concentrating on flavor trends and innovation for food & beverage menu developers in all market segments.



Maeve Webster

**“Networking with peers and the leading innovators in food, marketing, manufacturing and industry trends helps to make the ICCA Summit a unique educational experience”**

**Opening General Session**  
**Sunday, June 24th; 2:00 - 5:30 pm Continued**

***Trends, Demos & Tastings***

Colleen McClellan, Director, Datassential has created a hands-on session, for “safe experimentation” in creating a new menu item. Items from each team are then tested with consumers overnight through Datassential’s SCORES™, with a winner announced on Tuesday when Colleen and Maria Molde will present some amazing new research. The ICCA Kitchen Stage will feature Chris Cosentino who became known in the Bay Area during his twelve years as executive chef at Incanto pioneering whole animal cooking. Now Cosentino is co-owner of San Francisco’s celebrated Cockscomb restaurant, as well as Jackrabbit in Portland. Partnering with Starwood Luxury Collection at Las Alcobas in Napa Valley, his restaurant group opened Acacia House last summer. Cosentino continues to push the envelope to utilize the entire animal, including its offal. Napa Valley wines will be paired with his demo tasting.

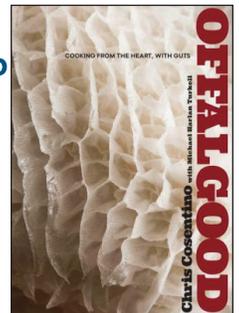


Chris Cosentino

**ICCA 16th Annual Opening Reception - Sunday, June 24th; 5:30 - 7:30pm**

***The 16th Annual ICCA Summit Opening Reception:***

We will enjoy the Redwood Grove at the Napa Valley Marriott while **Chris Cosentino** will be personalizing his ***Offal Good: Cooking from the Heart, with Guts*** cookbook; a gift for you from ICCA. The creative menu ideas are customized for the 16th Annual ICCA Summit. Remember the receptions, the 16th Annual Dinner and the spouse tour are all free so please invite your spouse to this special activity. After our reception you will be treated to dinner at one of Napa Valley’s top restaurants as part of our Dine Around Napa Valley Series compliments of our ICCA Sponsors.



**ICCA Culinary Road Trips & Annual Dinner - Monday, June 25th**  
**ICCA 15th Anniversary Dinner is also complimentary for your spouse**  
**at the new Culinary Institute of America Copia from 6:00 pm - ‘til**

**Monday, June 25th; 8:30 am - 4:30 pm - 16th Annual ICCA Culinary Road Trips**



Chef Colleen McGlynn

***The 16th Annual ICCA Culinary Road Trip*** will highlight the best wineries and restaurants throughout Napa Valley and the surrounding communities. Raymond Rolander, a Sonoma wine expert, will take one group to Sonoma County and Alexander Valley where Stars alumni Colleen McGlynn, a partner at DaVero Farms & Winery, will be making us lunch from her gardens.

Back in Napa Valley, others will get the opportunity to see Frank Family Winery, the spectacular caves and the traditional champagne riddling method in Schramsberg or visit one of the most spectacular wineries Darioush. There will be a private tour and charcuterie tasting at Acacia House with celebrated chef Chris Cosentino of Cockscomb in San Francisco. Another group will head to the newly opened kitchens at the CIA at Copia for a Chopped-like challenge, where everyone will reconvene at the end of the day for the ICCA 16th Annual Dinner.

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

## ICCA 16th Annual Summit Day of Education - Tuesday, June 26th

### Tuesday Morning General Session

Tuesday, June 26; 8:30 am - 9:15 am

**Food Robotics: In the future it might not be who, but "What's Cooking" your food? Dr. Deepak Sekar, CEO and Founder, Chowbotics**



Multiple trends are making food robotics exciting. Robotics technology is rapidly being commercialized and the future will bring dramatic reductions in cost and size. Robots provide several advantages like 24/7 availability, the ability to never get tired or distracted, consistency and ease of customization. As we all know, labor in the food business is increasingly difficult to find in big cities, and cost of labor is rising rapidly. This session will give an introduction to food robotics technology, various activities in the space and present benefits and challenges with this technology for you to consider in the future. You will see Sally The Salad Making Robot and hear about Flippy, a burger flipping robot, plus Zume Pizza's expert employee shown here.

Tuesday, June 26; 9:15 - 10:30 am

**Restaurant Traffic & Food Trends That Drive It Marie Molde, Client Solution Specialist, Datassential**  
Marie will present a new research tool showing exactly where consumers are eating these days, and what's driving them there. Datassential "GO" uses GPS tracking data from millions of consumers to provide a fresh look at on-premise traffic where you can uncover the nuances of how people choose restaurants. How do external factors such as weather impact visitation? Do promotions and LTOs really draw in new customers? You'll also discover the latest wave of food trends that will drive customers to your new menu offerings.

## ICCA Summit Morning Break - 10:30 - 11:00 am

Tuesday, June 26th; 11:00 am - Noon

**Photography with Taste: Huge Galdones**

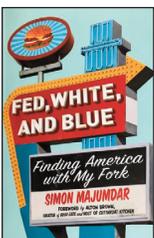
This session will help you take your menus to the next level in art form and function. You will also learn tips for your social media photos making you the food expert to your friends and fans. Huge has been selected as the photographer for Food & Wine Magazine, The James Beard Foundation and Taste Network. He has shot numerous cookbooks from award winning chefs including Stephanie Izard's new Gather & Graze cookbook. When you see the photos from the James Beard Award dinner more than likely the photo credit will be Huge Galdones.



## ICCA 16th Annual Summit Lunch - 12:00 - 1:30 pm

Tuesday Afternoon General Session, June 26th; 1:30 - 2:30 pm

**Famed Author and Food Network Judge Simon Majumdar**



Simon will shed light on his most recent observations from his extensive global travels. He is a world-renowned television personality, regularly appearing on shows such as Iron Chef America, Next Iron Chef, and Cutthroat Kitchen. Before his success on TV, Simon quit his job as a book publisher at the age of 40 and began a new mission: "Go Everywhere, Eat Everything." With a second look on life, Simon's extensive travels and deep knowledge of food history give him a worldly view on trends and menu innovation. His *Fed, White and Blue* book is a result of extensive US travel and dining.

The Marriott Napa Valley Hotel & Spa room rate is only \$199  
go to [www.ICCAchefs.com](http://www.ICCAchefs.com) to register for Rooms & The Summit

Tuesday Afternoon General Session continued; 2:30 -3:45 pm

**Barry Wiss of Trinchero Family Estates is the Vice President Communications & Trade Relations**



In addition to holding the title at Trinchero, Barry is also the President of the Society of Wine Educators. After holding positions at Schramsberg Vineyards and Sutter Home Vineyards, he landed at Trinchero Family Estates where he established one of the industry's most creative and innovative culinary and wine education programs, Vine to Dine®. Barry will take the ICCA stage to host a fun educational program, Aroma Wheel of Fortune, plus talk to us about the trending wine business as it relates to the foodservice industry.

Afternoon Break - 3:45 - 4:15 pm

Tuesday, June 26th; 4:15 - 5:15 pm

**Demo & Tasting: Stephen Barber, Executive Chef and Farmer at The Farmstead at Long Meadow Ranch**

We have all heard farm-to-table way too much, but this presentation will explain why Farmstead's executive chef Stephen Barber is truly mastering the term. "Farmstead is the culmination of many things that came together," says Barber, "we raise our own beef, we grow our own vegetables and we make wine. We have an olive farm plus 500 chickens, fruit orchards and more... there are so many different elements. And our restaurant, Farmstead, is where it all comes together." Don't think he will try to convert you to his system - the true message is in his food which has underlying elements from his 20 year career including stints in the south with Norman Van Aken and success in California. His cuisine is a blend that hits the trend.



**Founding Sponsors**  
Alaska Seafood Marketing Institute  
California Avocado Commission  
Wholesome Harvest Baking  
Mars Foodservices US  
National Pork Board  
Sweet Street Desserts

**Patron Sponsors**  
Barilla America, Inc.  
Carla's Pasta  
Dole Packaged Foods Company  
True Aussie Beef & Lamb  
Wisconsin Milk Marketing Board

**Corporate Sponsors**  
French's Foodservice  
Jennie-O Turkey Store  
Kikkoman Sales USA, Inc.  
Potatoes USA  
Sunkist Growers  
To-Jo Mushrooms  
Tuxton China

Tuesday, June 26th; 5:30 - 7:30 pm: ICCA Reception Finale

Marriott Napa Valley Executive Chef Francisco Aguilar is creating a feast in their Garden Court with ICCA sponsor products and fresh items from their heirloom gardens he designed and built. Of course the finest wines from Napa and Sonoma Valley will play a major role in this networking event. The evening will end with the restaurant of your choice as a part of the ICCA Summit Dine Around Series.

Wednesday, June 27th; 7:00 - 9:00 am: Breakfast with the ICCA & GCIA Board of Directors

ICCA members receive a 50 percent discount on early registration -  
You pay only \$495 for the annual dues and Summit registration plus  
the Marriott room rate is \$199 - go to [www.ICCAchefs.com/events](http://www.ICCAchefs.com/events)