

Roster of Speakers and Organizers

In alphabetical order

- Sara Baer-Sinnott**, President, Oldways (Boston, MA)
- Lorenzo Boni**, Executive Chef, Barilla North America (Northbrook, IL)
- John Chiakulas**, Executive Chef Partner, Lettuce Entertain You/Beatrix (Chicago, IL)
- Ann Cooper**, Founder, Chef Ann Foundation (Boulder, CO)
- Mark DiDomenico**, Director, Client Solutions, Datassential (Chicago, IL)
- Coleen Donnelly**, Corporate Chef K-12 Segment, InHarvest (Bemidji, MN)
- Lisa Feldman**, CRC, Director of Culinary Services, Sodexo (Gaithersburg, MD)
- Cynthia Harriman**, Director of Food and Nutrition Strategies, Oldways (Boston, MA)
- Michael Holleman**, Director of Culinary Development, InHarvest (Bemidji, MN)
- Stephen Jones**, PhD, Director of the Bread Lab, Washington State University (Mount Vernon, WA)
- Anita Jones-Mueller**, MPH, Founder, HealthyDiningFinder.com (Santa Ynez, CA)
- Bill Lendway**, MS, RD, CCC, Teaching Specialist, University of Minnesota (St. Paul, MN)
- Daniel Marciani**, Executive Development Chef, Ardent Mills (Denver, CO)
- Kara Nielsen**, Trendologist, Trendologist K Consulting (Oakland, CA)
- Ashley Owen**, Public Relations and Media Manager, Oldways (Boston, MA)
- Sharon Palmer**, RD, Dietitian and Author, *The Plant-Powered Diet* (Duarte, CA)
- Steve Petusevsky**, Founder, Steve Petusevsky Inc. (Plantation, FL)
- Teresa Perretta**, Vice President, FUSIAN (Columbus, OH)
- Jennifer Roberts**, MS, RDN, Senior Director of Nutrition Communications, Compass Group
(Rye Brook, NY)
- Tony Rosenfeld**, Chef & Co-founder, b.good (Boston, MA)
- Alexei Rudolf**, Principal, Foodservice Connections LLC (Oakland, CA)
- Joel Schaefer**, Author & Chef, Allergy Chefs Inc. (Portland, OR)
- Todd Seyfarth**, MS, RD, CSSD, Program Director, Culinary Nutrition Department, Johnson & Wales
University (Providence, RI)
- Caroline Sluyter**, Stamp Program Manager, Oldways Whole Grains Council (Boston MA)
- Maria Speck**, Author of *Simply Ancient Grains* and *Ancient Grains for Modern Meals* (Cambridge, MA)
- Ban Stewart**, Executive Chef, Kowaliga Restaurant, To Your Health Sprouted Flour Co. (Alexander
City, AL)
- Kelly Toups**, MLA, RD, LDN, Program Director, Oldways Whole Grains Council (Boston, MA)
- Greg Wade**, Head Baker, Publican Quality Breads (Chicago, IL)
- Brendan Walsh**, Dean of Culinary Arts, Culinary Institute of America (Hyde Park, NY)

Speakers

Speaker bios and abstracts are in program order

Welcoming Remarks: Whole Grains Away From Home

Sara Baer-Sinnott, President, Oldways

Today, whole grains are praised for their rich flavors and culinary versatility as much as their impressive health benefits. Whole grains have made great strides in the lunchroom (through legislation) and in homes (with whole wheat bread and cereals being the norm), making restaurants and other food-service establishments the next frontier for whole grain growth. This conference will focus on restaurants and food service, to show attendees what creative restaurants are doing with whole grains, how customers are reacting and why, upcoming whole grain trends on the horizon, and best practices for boosting ROI with whole grains.



In her two decades at Oldways, Sara Baer-Sinnott has been instrumental in planning, organizing and leading Oldways programs, symposia, conferences and tours. Sara graduated from Hobart and William Smith Colleges with a B.A. in Economics and holds a Master's Degree in Regional Planning from the University of Massachusetts Amherst. Before joining Oldways, Sara served for eight years as Special Projects Editor for Inc. Magazine and worked as a research consultant for private firms, and in state and federal government positions in the fields of environmental resources, business, and education. She has extensive experience in cooking with children, including the development of the High Five curriculum, an in-class cooking and

nutrition program for children. She is also the co-author of The Oldways Table, along with Oldways' founder, K. Dun Gifford.

Lessons from the Lunchroom

Ann Cooper, Founder, Chef Ann Foundation

Since the Healthy Hunger-Free Kids Act was implemented in 2010, whole grain rich foods have been required on the school lunch tray. Chef Ann Cooper, “Renegade Lunch Lady” and advocate for healthy school food for all children, was serving whole grains to kids long before that legislation was passed, and has helped thousands of schools across the country do the same. How does she persuade the schoolchildren to happily eat these healthy whole foods? Contrary to popular belief, kids can and will eat whole grains. Delicious scratch-cooked recipes paired with lunchroom education and savvy marketing are the key. Join Chef Ann as she shares her experience, challenges, and achievements serving whole grain foods to kids.



Chef Ann Cooper is a celebrated author, chef, educator, and enduring advocate for better food for all children. A graduate of the Culinary Institute of America, Ann has been a chef for more than 40 years, over 17 of those in school food programs. She currently serves as the Food Services Director for the Boulder Valley School District. Known as the “Renegade Lunch Lady”, Ann has been honored by The National Resources Defense Council, selected as a Kellogg Food and Society Policy Fellow, and awarded an honorary doctorate from SUNY Cobleskill for her work. In 2016, Ann was named “One of the Top 50 Food Activists” by the Academy of Culinary Nutrition. In 2009, Ann founded the nonprofit Chef Ann Foundation (CAF) to focus on solutions

to the school food crisis. CAF provides tools, training, resources and funding to support schools transitioning to scratch-cooked meals made with whole, healthy food.

More than a Win-Win: A Fresh Look at Whole Grains for Modern Menus

Maria Speck, Author of *Simply Ancient Grains* and *Ancient Grains for Modern Meals*

Today's customers look for fresh healthy dining options while also expecting excitement on their plate to boot. Adding whole grains to menus might be just the ticket—to satisfy curious appetites while adding nutritional value. Whole ancient grains bring such a range of flavors with exhilarating possibilities for meal planning, while adding rich texture and visual appeal to plates. Maria Speck, award-winning author of *Simply Ancient Grains* and *Ancient Grains for Modern Meals* will highlight the creative potential of adding whole grains to menus, and offer a fresh new take on the use of barley, Kamut®, spelt, and rye—and gluten-free grains like amaranth, corn, and teff. Plus, whole grains can make menu planning more efficient, save costs, and reduce the environmental footprint in professional kitchens and dining services.



*Maria Speck is the award-winning author of **Simply Ancient Grains** and **Ancient Grains for Modern Meals** (both by Ten Speed Press). **Simply Ancient Grains** was selected as a top cookbook for 2015 by the Washington Post, Huffington Post, and Sweet Paul, as well as on NPR's Here & Now. It also won an M.F.K. Fisher award, first prize in the book category. Maria's first cookbook, **Ancient Grains for Modern Meals**, received multiple awards, among them the coveted Julia Child Award. Both the New York Times and the Washington Post named **Ancient Grains** a top cookbook, and Cooking Light included it as one of 100 best cookbooks of the past 25 years. Raised in Greece and Germany, Maria has a lifelong passion for whole grains. She is a veteran journalist and food writer and has contributed to numerous publications in both the US and Germany.*

The Art of the Sell: Marketing Whole Grains

Coleen Donnelly, Corporate Chef, K-12 Segment, InHarvest

Michael Holleman, Director of Culinary Development, InHarvest

Whole grains have tremendous applications in every industry segment—from fast-casual, limited-service and casual-upscale to C&Us, schools, healthcare, C-stores and beyond—that benefits from offering high-flavor, high-quality, “clean” and interesting dishes, many of which can be promoted as “healthy” or “better for you.” Good news, too: Whole grains can boost profit margins and bottom lines because they embrace leading flavor and menu trends. In this session, chefs from InHarvest (a leading supplier of some of the world's most distinctive grains) will reveal how to capitalize on the power of whole grains to engineer your most popular—and profitable—menu offerings.



***Chef Coleen Donnelly**, a 1996 graduate of The Culinary Institute of America, has an extensive career in professional kitchens, including executive chef/restaurateur, private chef and chef-instructor. But in 2000, Chef Donnelly started feeding school kids at the private Ross School in East Hampton, NY and never looked back. She has helped many districts in the country convert to a healthy and sustainable model utilizing scratch cooking. Some of the districts she has consulted with include Berkeley Unified School District, Boulder Valley School District, Santa Cruz City Schools and Oakland Unified School District. Chef Donnelly has a successful track record translating new and challenging industry issues into solutions for all staff*

levels. In 2012, Chef Donnelly joined InHarvest, where she works with school-nutrition operators across the country to find whole grain solutions that satisfy USDA guidelines.



Chef Michael Holleman began his culinary career in independent restaurants, where his interest in specialty and heirloom ingredients was born. As director of InHarvest's Culinary Team, he is chiefly responsible for shaping the development of new products and working closely with his team to introduce new customers to the company's core products. He's the primary image-builder with all industries and segments InHarvest serves, working closely with growers, suppliers, distributors, manufacturers, foodservice operators and chefs to deliver meaningful food solutions. Based at InHarvest's headquarters in northern Minnesota, Chef Michael travels both nationally and internationally, giving presentations and cooking demonstrations on whole grain trends and innovative applications, heirloom cultivation and sustainability. A member of the International Foodservice Editorial Council (IFEC) and Research Chefs Association (RCA), Chef Michael is the current chair of the Culinary Advisors of the Oldways Whole Grains Council. He is also the 2012 recipient of the RCA's Lifetime Achievement Award.

Rediscovering the Taste of Local Wheat

Stephen Jones, PhD, Director of the Bread Lab, Washington State University

Dr. Jones will discuss the work of the Bread Lab as a place to bring together plant breeders, regional farmers, millers, bakers, maltsters, brewers, distillers, chefs, students, industry and policy makers. The goal is a vibrant regional grain economy that identifies and utilizes wheat, barley and buckwheat in whole grain end-uses with a minimum of ingredients. It all starts with the farmer and the proper varieties for whole grain uses. Scale and its influence on ingredients will also be discussed.



Dr. Stephen Jones is a wheat breeder and the Director of the Washington State University—Bread Lab. Stephen has a PhD in Genetics from the University of California at Davis and teaches graduate courses in advanced classical genetics and in the history and ethics of genetics. His first wheat crop was on five acres at Chico State University's student farm in 1977. Together with his graduate students he breeds wheat and other grains for local uses to be grown on small farms in the coastal west. The Bread Lab is a combination think tank/baking laboratory where they experiment with improved flavor, nutrition and functionality of regional and obscure wheats.



“As I began trying out different grains to make pasta (farro, barley, whole wheat, corn...), I realized I barely missed the white-wheat versions that had been such a staple of my diet. Now whole-grain pastas are the only ones I make at home and we serve whole-grain pastas and couscous at Chez Pannise as well.”

- Alice Waters, My Pantry

Setting the Stage: Whole Grain Momentum Across the Foodservice Industry

Cynthia Harriman, Director of Food & Nutrition Strategies, Oldways

Kelly Toups, MLA, RD, LDN, Director of Oldways Whole Grains Council


A quiet revolution is underway across the United States, with whole grains at the center of new restaurant concepts—and increasingly evident in mainstream chains. The Oldways Whole Grains Council team will spotlight the current landscape for whole grains in foodservice and restaurants, with specific examples garnered from scores of interviews with foodservice operators large and small. They'll showcase best practices and creative whole grain applications for different types of operations, from QSR to fine dining, and also introduce some of the challenges and opportunities of menuing whole grains, illustrating how restaurants, vendor partners, suppliers, and public health organizations can work together to get more whole grains on more plates.



Cynthia Harriman came to Oldways in 2003 just prior to the founding of the Oldways Whole Grains Council, which has grown from six members to more than 400 under her stewardship. She managed the creation of standards and graphics for the Whole Grain Stamp, and helped it become a trusted symbol for aiding consumers on five continents to find thousands of whole grain products. As Director of Food and Nutrition Strategies for Oldways, Cynthia has also been instrumental in guiding programs like the Mediterranean Foods Alliance and the Oldways Nutrition Exchange. Cynthia is the author of scores of magazine articles and five books, including the well-known Take Your Kids to Europe. She received her degree in French Culture and Language from Brown University.



Kelly Toups, MLA, RD, LDN, joined Oldways in 2014 to promote whole grains and healthy cultural food traditions. A registered dietitian by training, Kelly graduated from the University of Texas with a BS in nutrition, and completed her dietetic internship through the University of Texas coordinated program. Kelly also holds a Master's degree in Gastronomy from Boston University, with a concentration in food policy. Kelly's passion for delicious and nutritious food developed after studying the Mediterranean diet in Sicily, and interning at the global headquarters of Whole Foods Market. Before joining Oldways, Kelly helped research Frances Moore Lappé's recently released book, World Hunger: Ten Myths (2015), and also managed an award winning healthy eating program for Boston College Dining Services. Kelly now serves as Program Director for the Oldways Whole Grains Council, and is the staff dietitian at Oldways.



“Freshly milled whole-grain flour is powerfully fragrant, redolent of hazelnuts and flowers. ...Up to now, I had been more or less indifferent to whole wheat. I liked it okay, probably more than most, but I ate it mainly because it was better for me than white bread... [T]he fragrance of [this] flour made me think I had probably never really experienced the full potential of whole-grain wheat, something I now suddenly very much wanted to do.”

– Michael Pollan, *Cooked*

Millions of Meals: Contract Foodservice Innovation

Lisa Feldman, CRC, Director of Culinary Services, Sodexo

Jennifer Roberts, MS, RDN, Senior Director of Nutrition Communications, Compass Group

Compass Group and Sodexo are two of the largest food service companies in the U.S., and as such, their practices shape the status quo for the entire industry. In this presentation, learn how these industry leaders are increasing guests' access to whole grains, and making whole grains a focal point of menus. Ms. Feldman and Ms. Roberts will share specific whole grain initiatives within their various market segments, and key components that have led to their success, including collaborations with vendor partners, involvement of chefs and RDs, and enhancing client and customer engagement. Based on their experience encouraging whole grain choices, they will also share potential new development opportunities for industry to help further develop opportunities to collaborate and promote increased consumption of whole grain foods.



Chef Lisa Feldman, CRC, brings extensive experience in research and development, menu development, facilities management, culinary training, database management and cost control. As the Director of Culinary Services for Sodexo's Culinary Solutions Team, Lisa builds culinary offers for all divisions of Sodexo. Prior to this role, Lisa was the Director of Culinary Services for Sodexo's Schools Segment. Her energies are focused on creating a diverse set of on-trend healthy, delicious and nutritious recipes that help increase dependency on whole grains for texture and flavor while decreasing fat, sugar and salt. Lisa is a Certified Research Chef and earned an AOS in Culinary Arts from the Culinary Institute of America.



Jennifer Roberts, MS, RDN, is a Registered Dietitian focused on food-based approaches to improving health and well-being. She has been with Compass Group, the leading foodservice management and support services company, for 11 years where she develops nutrition and well-being initiatives that are implemented in thousands of locations throughout the US. Jennifer is a member of the Academy of Nutrition and Dietetics and is currently serving as the President of the Maryland Academy of Nutrition and Dietetics.



“In the last few years, attitudes have changed. Now a grain like Purple Prairie barley or Job's Tears commands a premium price and appears in tiny portions in the best restaurants. Chefs have discovered the subtle balance that can be created on the plate with these unique, flavorful foods. Unlike neutral starches, whole grains can even play a part in wine pairing, with earthy and sweet notes to complement the wine.”

– Robin Asbell, The New Whole Grains Cookbook

Whole Grain Trends: Searching for the Next Quinoa

Mark DiDomenico, Director, Client Solutions, Datassential

The majority of consumers discover new food and beverage trends at restaurants, and increasingly, they are seeking new and interesting items and cuisines to explore. In order to stay ahead of the curve, restaurateurs are looking for differentiated flavors and ingredients to use on their menus, including new and interesting grains and breads. Using data collected from over 7,000 commercial restaurant menus, Mark will discuss which whole grains and related items are gaining in popularity in the foodservice channel, and how these grains are featured in different menu items, cuisines and day-part offerings. He will also offer insights on consumer attitudes regarding healthy eating and the appeal of various items featuring different grains and seeds. Datassential has been collecting and analyzing menu data from restaurants for over 10 years. Their MenuTrends™ service tracks over 7,000 commercial restaurant menus to identify trending items, flavors, ingredients and preparations across all segments. Datassential's Insider and SCORES services track and evaluate new items and limited time offers among the top 250 chain restaurants and convenience stores in the U.S.



Mark DiDomenico has been following trends in the foodservice industry for 25 years. He started his career with The NPD Group, analyzing restaurant traffic trends and foodservice manufacturer shipments. From there, he transitioned to the manufacturer side, providing insights guidance for the foodservice divisions of Kellogg USA and Sara Lee. In 2011, Mark transitioned back to the supplier side, joining Datassential, another leading insights provider for the foodservice industry. As the Director of Client Solutions, he leverages his significant experience helping foodservice operators and manufacturers develop critical insights for their strategy, sales, marketing and new product development efforts, across all menu categories. Mark has presented insights and trends at conferences and meetings for organizations including International Foodservice Manufacturers Association, The Research Chefs Association, Hillphoenix's Supermarket Sense, the National Coffee Association and CSP Information Group (FARE and Foodservice Directory Magazines). Mark holds a Bachelor's Degree in Sociology from Northwestern University in Evanston, IL.



“The true flavor of oats transcends their hearty and comforting reputation, and the textures that are possible from oat flour will surprise and delight you... Oat flour turns a plain-Jane sponge cake into something elegant with the subtle but distinct flavors of butterscotch and toffee.”

– Alice Medrich, Flavor Flours

Chicago Chefs: On the Forefront of Whole Grain Innovation

John Chiakulas, Executive Chef Partner, Lettuce Entertain You/Beatrix

Greg Wade, Head Baker, Publican Quality Breads

MODERATOR: Alexei Rudolf, Principal, Foodservice Connections LLC

Today's customers are pushing back against the meat-centric plate, and are also increasingly interested in the story behind their food. Given that whole grains add heartiness and interest to a dish, it is no surprise to find that chefs across all markets are embracing the broad palette of flavors and textures that whole grains provide. Our panel will explain how chefs use whole grains in their restaurants; how diners' attitudes to whole grains have evolved in recent years; and which dishes and grains are most popular. They'll also offer tips for other restaurants just starting down the whole grain path—and for manufacturers and suppliers interested in meeting the whole grain needs of restaurants.



Chef John Chiakulas is Corporate Chef of LEYE and Chef Partner of Beatrix, Antico Posto, Foodease Market, Foodlife, Mity Nice Grill, L. Woods and Ēma. His journey with LEYE began at Ambria in 1981, rising through the ranks from fish butcher to become Executive Chef of Scooz! when it opened a decade later. His experiences traveling through Italy awakened his imagination and enthusiasm for Italian cooking; these skills translated well to his extensive experience at many LEYE restaurants, including Tru, L. Woods and Wildfire. John was instrumental in the redesign of Foodlife in Water Tower Place and pushed the envelope in developing Foodease into what he now considers a “chef’s playground” because of its diverse offerings. In

2011, he teamed up with the Lettuce Consulting Group to bring his creativity to clients nationwide. John is now the Chef Partner of Beatrix and was there for every step of its creation, as well as Lettuce’s newest Mediterranean concept, Ēma in River North. He is always “hungry for more” in his leadership role, always thinking of how he can bring his projects to the next level.



Chef Greg Wade grew up baking with his mother and grandmother, but it wasn’t until he took a baking class at The Illinois Institute of Art’s Culinary Program that he found his calling. As Publican Quality Bread’s Head Baker, Wade oversees the bread program for all of One Off Hospitality Group, with a focus on whole grains and fermentation. On graduation from culinary school, Wade worked at Taxim, specializing in breads and pastries. From there, Wade joined the opening team at Girl & the Goat in 2010. Wade excelled under Chef Stephanie Izard’s tutelage, and in 2013, he moved to Little Goat to oversee bread baking at Girl & the Goat, Little Goat and Little Goat French Market. Now at the helm of Publican Quality Meats’ bakery operations, Wade

works with the company’s chef de cuisine to develop new breads to fit each restaurant’s menu.



MODERATOR: Alexei Rudolf is often called “Chief Storyteller” by clients of his marketing and PR consultancy, Foodservice Connections, LLC. Though not a chef, Alexei is proud to speak the language, and wise enough to know he lacks the necessary chops, tats and stamina to work in a kitchen. Alexei was a panel moderator at the 2008 National Restaurant Association show, a featured speaker at Beef Australia 2015, and panel moderator at the National College & University Foodservice Conference in 2016. He recently served two three-year terms on the executive board of IFEC, the International Foodservice Editorial Council. He’s a proud supporter of Vide Verde Nature Education, a non-profit nature education program for urban youth in the Bay Area.

Whole Grains: Good for Health, Good for Profits

Anita Jones-Mueller, MPH, Founder, Healthy Dining

Some of the fastest growth in the restaurant sector comes from concepts that are emphasizing fresh, whole foods and clean labels. Anita Jones-Mueller, MPH, president of Healthy Dining, will cite research documenting the financial benefits of offering healthier choices and will share insights on the momentum of foodservice toward transparency and better nutrition. She will show specific examples of how restaurants are increasingly showcasing whole grains in innovative ways on the menu and provide strategies for building consumer demand for—and industry supply of—whole grains.



Anita Jones-Mueller, MPH, is a nationally known nutrition expert and the president of Healthy Dining. Anita's passion is to unite optimal health with the culinary artistry of the restaurant industry. HealthyDiningFinder.com—the only search engine of its kind designed to empower Americans to dine out with taste and health in mind—showcases qualifying healthier menu choices from hundreds of restaurant brands nationwide. Healthy Dining's team of registered dietitians and health promotion experts is a leader in providing healthful strategy and nutrition services (e.g., nutrient analysis, gluten/allergen/additives identification, healthier preparation, etc.) to the restaurant industry. Healthy Dining has also been selected by the National Institutes of Health

(NIH) and the Centers for Disease Control and Prevention (CDC) to develop and evaluate innovative technologies designed to impact the nation's most urgent public health priorities, specifically focused on bringing positive, health-related environmental and consumer change through the restaurant and food industries and nationwide and regional stakeholders.

Demo: Baking Clean Label Whole Grain Breads & Pastries

Daniel Marciani, Executive Development Chef, Ardent Mills

Ban Stewart, Executive Chef, Kowaliga Restaurant, Representing To Your Health Sprouted Flour Co.

Sweet, soft whole grain breads and baked goods are not as elusive as one might think—take it from our experts. First, Chef Daniel Marciani will demonstrate how to make **sandwich buns with whole grain wheat, rye, and triticale**, and will also discuss what type of sandwich toppings pair best with this inventive bread. Then, Chef Ban Stewart will demonstrate the benefits of baking with sprouted whole grain flour, using a **sprouted beer bread recipe**, and a **lemon lavender cookie** recipe. These chefs will also be sharing best practices for whole grain baking, as well as tips and tricks for how to get tender, delicious, whole grain breads without relying on unnecessary additives. Each of these recipes will be available to taste at the Monday evening reception.



Chef Daniel Marciani currently serves as Executive Development Chef for Ardent Mills. His culinary journey began as a child in his father's Italian restaurant in Park Ridge, New Jersey. Chef Marciani has always had a strong passion for cooking food with integrity and instinct. A graduate of Johnson and Wales University, Chef Marciani helps lead the culinary and baking development for the Ardent Mills Innovation Center, located at Ardent's Denver, Colorado, headquarters, as well as the Mobile Innovation Center which tours the country delivering "What's Next" in grain innovation.



***Chef Ban Stewart** is the Executive Chef of Kowaliga Restaurant, located at Russell Lands On Lake Martin in Alexander City, Alabama. A native of Tallahassee, Florida, Stewart's interest in Southern cuisine began at an early age. Stewart holds a culinary degree from the Capital Culinary Institute at Keiser University in Tallahassee. Upon graduation, Stewart worked for renowned Tallahassee establishments including Cypress Restaurant, an award-winning fine dining restaurant, and the Governors Club, a longstanding private establishment. In 2009, Stewart and his wife relocated to Alabama, where he worked at Montgomery's Ham and High, a progressive farm-to-table restaurant, and later at Union Springs Golf & Country Club. In November of 2014, Stewart accepted an offer to join the Kowaliga team as Executive Chef. Here, Stewart places an emphasis on seasonal, Southern comfort food by sourcing from local farmers to ensure menu quality and freshness.*

DEMO: Creative Applications for Ancient Grains

Joel Schaefer, Author and Chef, Representing Bob's Red Mill

Sharon Palmer, RD, Author, Representing United Sorghum Checkoff Program

Millet and sorghum are two of the up-and-coming contenders to succeed quinoa in popularity. In this session, our chefs will talk about the best flavor pairings for these two gluten-free grains, and put together some delicious dishes. First, Chef Joel Schaefer will introduce you to millet, an ancient grain with a rich history. He'll share different culinary applications and tantalizing menu items, and will demo a delicious **millet falafel** recipe. Then, Sharon Palmer will introduce you to sorghum, sharing the nutrition benefits and culinary versatility of this hot "new" whole grain. She'll demo a **stir-fried Thai Sorghum Bowl**. Each of these recipes will be available to taste at the Monday evening reception.



***Chef Joel Schaefer** is a certified Chef de Cuisine with the American Culinary Federation and a Certified Professional Plant Based chef. He is the author of *Serving People with Food Allergies: Kitchen Management and Menu Creation*. Joel is a subject-matter expert on ServSafe Allergens™ for the National Restaurant Association, and has consulted with Food Allergy Research and Education. His experience includes Executive Chef for Sodexo, Manager of Product Development and Special Diets for Walt Disney World® Resort, culinary nutrition instructor at Valencia Community College in Orlando, Florida and chef instructor at Kapiolani Community College in Honolulu, Hawaii. In 2009, Joel was the recipient of the*

Michael Ty Endowment Fund, an American Culinary Federation national award, recognizing him for his educational work with children and the food service industry in the areas of nutrition and food allergy awareness.



***Sharon Palmer, RD**, has created a career based on combining her two great loves: food and writing. As a registered dietitian with 16 years of health care experience, she focuses on writing features covering health, wellness, nutrition, cooking, wine, restaurant reviews, and entertainment. Often, these features include original recipes with nutritional analysis for publication. Sharon is also a passionate writer about food and environmental issues having published more than 750 features on hunger, agriculture, local and organic foods, eco-friendly culinary practices, sustainability, food safety, humane animal practices, and food security. She has contributed to several books, including *Food & Cultural Issues for the Culinary and Hospitality and Nutrition**

*Professions (Jones and Bartlett Publishers, Inc. 2009). Sharon is also the editor of the award-winning health newsletter, Environmental Nutrition. Her latest book is *The Plant-Powered Diet: The Lifelong Eating Plan for Achieving Optimal Health, Beginning Today (The Experiment, 2012)*.*

DEMO: Whole Grain Pasta Pairings

Lorenzo Boni, Executive Chef, Barilla America

Many attempts to offer whole grains on menus fall flat for a simple reason—many operators don't put flavor first, or they assume that guests looking for healthier choices will compromise on taste. But the right combination of ingredients, techniques and flavors bring out the best in whole grains like pasta, and will have guests coming back for more. This session and cooking demonstration will show you what works, what doesn't, how and why.



Chef Lorenzo Boni grew up with a passion for Italian food in Bologna, Italy. While studying culinary arts, Lorenzo traveled extensively throughout Italy, immersing himself in the regional cuisines of Italy. He then traveled to the United States, where he served as the Second Chef at the San Domenico Restaurant in New York City, then rated the best Italian restaurant in the U.S. After working in New York, he returned to Italy and opened his own restaurant, Osteria du Madon, in Bologna, which was awarded by Fodor's guide as one of the best Osterias of Italy. In 1999, Lorenzo joined Barilla at their world headquarters in Parma. In 2003, he was promoted to Executive Chef for Barilla America, returning once again to the U.S. In his current

role, Lorenzo is responsible for product and recipe development, managing the culinary execution of all Barilla sponsored events, and is also a spokesperson for Barilla and Italian Food Culture Educator in many food conferences around the country. He resides in Evanston, IL, with his wife, Beata and his daughter Valentina.

Food with Roots: How Healthful Grains and Local Sourcing Can Fuel Fast Food Menus

Tony Rosenfeld, Chef/Co-Founder, b.good

In 2004, b.good set out to create a different kind of fast food, driven by local sourcing and prepared fresh, in house, each day. Though the food at b.good has always been assembled quickly to order, slow cooking and heirloom grains have formed the base of the menu since the start. Tony will explain how b.good's reliance on healthful fare, especially grains, has helped it find a niche in the competitive fast casual marketplace, how b.good continues to honor its core food principles despite steady growth, and how b.good plans to evolve to reflect the public's evolving palate for innovative, nutritious food.



Chef Tony Rosenfeld is the driving force behind the food at b.good, an innovative fast casual eatery, started in Boston and with over 40 units on the East Coast and Canada. Prior to opening b.good, Tony Rosenfeld conducted culinary apprenticeships in Florence and Rome and worked stints in iconic Boston restaurants L'Espalier, Beacon Hill Bistro, and Anago. For over 10 years, Tony has been a contributing editor at Fine Cooking and a freelance food writer for the Washington Post, New York Times, Cooking Light, and Bon Appetit. Rosenfeld is the author of two cookbooks, the most recent Sear, Sauce, and Serve (2011, Running Press).



How One Restaurant is Building a Whole Grain Community

Teresa Perretta, Vice President, FUSIAN

Restaurants with a vision can create ripple effects that extend out to the entire community in unexpected ways. By adding brown rice to the FUSIAN menu, Teresa Perretta and her team opened a new scope to improve overall health awareness. With a goal to enhance food education, FUSIAN developed a series of community focused programs, including the Sushi in Schools initiative, which collaborates with K-12 school cafeterias by serving fresh, natural, and locally made sushi to over 3,000 students every week. Through the success of the program, FUSIAN has been able to expand and begin to offer sushi in regional hospitals, corporate cafeterias and beyond. Through FUSIAN's mission to connect people by offering a unique cross-cultural experience, they've partnered specifically with Cincinnati Public Schools to educate elementary students on the health benefits of eating vegetables through the government supported Fresh Fruits and Vegetables program. FUSIAN's programs are licensed by the USDA and meet the requirements of the FDA's National School Lunch Program.



Teresa Perretta is the Vice President for FUSIAN, a fast casual build-your-own sushi restaurant concept in Ohio. A devoted and passionate leader, Teresa joined the FUSIAN team in 2013 and has led the concept from three to 10 locations with further plans for expansion. Her focus is to break down the cultural barriers around education, language and accessibility through a customer-centric approach that's affordable.

Whole Grain Trends on the Horizon

Kara Nielsen, MLA, Trendologist, Trendologist K Consulting

In today's era of demand for higher quality and less processed food, whole grains are finding a valuable place on the table and the menu. Kara Nielsen will share trend sightings from the cutting edge where growers, entrepreneurs, bakers, millers, food producers and chefs are busy creating whole grain fare that is sure to inspire future menu development that is delicious and nutritious. Whether it's grains in a bowl or eaten out of hand, sprouted grains or colored ones, ancient or heirloom, emerging whole grain trends are adding excitement to our favorite food categories and influencing how we'll eat in years to come.



Kara Nielsen, MLA, culinary "trendologist," is an expert in the study of food and beverage trends and the consumer values that drive trend growth and adoption. For ten years, she has translated trends for strategic brand growth and new product development for food manufacturers, foodservice operators and agencies through her work for Sterling-Rice Group, CEB Iconoculture Consumer Insights and CCD Innovation (at which she also served as managing editor of Culinary Trend Mapping Reports, co-published by Packaged Facts). Nielsen is a frequent speaker on food trends at industry trade shows and conferences and is quoted regularly in national and industry press. She holds a MLA in Gastronomy from Boston University and a

B.A. in French Studies from Northwestern University. A culinary professional for nearly 25 years, Nielsen has a background in education program management, food studies, pastry arts and restaurant hospitality.

Grains, Grocerants, and Grandeur

Steve Petusevsky, Founder, Steve Petusevsky Inc.

From contemporary whole grain bars, to ancient grain pilafs, grains have been a mainstay on menus the world over. Just 20 years ago, chefs only had commercially grown rice to work with; today, however, there are dozens of ordinary and extraordinary grains available, each with their own personality, that will enhance your menu, delight your customers, and increase your profit margin (this is where the gravy comes in). Whole grains add color, texture, and visual appeal, and with the immense popularity of “plant-forward” cuisine in vogue, whole grains add depth and dimension to your menu that consumers (and your bottom line) will appreciate. Chef Steve Petusevsky was previously Corporate Chef of Whole Foods Market and now works for many of the largest retail grocery chains in the country, each with their own whole grain offerings. Steve will share some of the programs he has created—from whole grain bars and Google café menus to the largest chain of vegan restaurants—with the hope and expectation that you will be inspired to create your own concepts.



Chef Steve Petusevsky, a pioneer of flavor-first, plant-forward cooking, is driven by the desire to make healthier cuisine more craveable. As an early leader of vibrant, healthful cooking, Steve quite literally wrote the book on natural foods, authoring The Whole Foods Market Cookbook—A Guide to Natural Foods with 350 Recipes. Over the years, he has continued to influence modern diets and dinner tables, as a celebrated writer and contributing editor for many of the nation’s top food publications

including Food & Wine, Health and Cooking Light. Today, Steve’s deep understanding of food trends and expertise continues to be sought out by leading retail stores, restaurant chains and institutions, including Google, Lettuce Entertain You, UCLA and many others. Steve also serves as a member of the Menus of Change Advisory Board for the Culinary Institute of America (CIA) and co-chair of the CIA’s Appetites & Innovation initiative.

Educating a New Generation of Whole Grain Chefs

Bill Lendway, MS, RD, CCC, Teaching Specialist, University of Minnesota

Brendan Walsh, Dean of Culinary Arts, Culinary Institute of America

Todd Seyfarth, RD, Program Director/Culinary Nutrition, Johnson & Wales University

MODERATOR: Coleen Donnelly, Corporate Chef, K-12 Segment, InHarvest

As a growing segment of the American eating budget, away from home eating has a large potential impact on the average American’s diet. In this session, instructors at leading culinary schools share how they are equipping the next generation of chefs to cook with whole grains; they’ll address “craveability” of whole grains, and how trends in foodservice establishments go beyond the menu. Chef Lendway will speak about his research examining uses, barriers, and opportunities for serving whole grains in restaurants, focusing on menu design, perception, and perceived advantages/disadvantages. Chef Walsh will speak to how the “Menus of Change” program has been working with over 135 colleges across the country to increase whole grains in their dining programs, and will also share research on spent grains. Chef Seyfarth will share insights from the Culinary Nutrition Program at Johnson & Wales, and how his team is bringing together culinary arts, nutrition and food science to help chefs know how to make nutritious food taste great.



Chef William Lendway, MS, RD, is a doctoral candidate at the University of Minnesota where he teaches food science and focuses his research on the innovation of whole grain foods with chefs of independent restaurants. He has over 30 years of culinary experience and is currently teaching culinary arts, management and nutrition at the Art Institutes International Minnesota. He is a Certified Chef de Cuisine with the American Culinary Federation and a registered dietitian.



Chef Brendan Walsh is the Dean of Culinary Arts at The Culinary Institute of America (CIA). He oversees curriculum development and management of culinary arts education at the college and is responsible for the quality of academic programming, services, and staffing of culinary arts courses. A 1980 CIA graduate, Chef Walsh returned to his alma mater in 2008. Before that, he was the owner and executive chef of the critically acclaimed Elms Restaurant & Tavern in Ridgefield, CT. He has served as Executive Chef and developed multiple successfully reviewed food concepts in New York and Connecticut. He was also the founder and president of Fun with Food Consulting. A member of the James Beard Foundation, Brendan is one of three CIA faculty and staff members to have been inducted into that organization's Who's Who of Food and Beverage in America, receiving the honor in 1987, as the youngest recipient ever.



Chef Todd Seyfarth, a Registered Dietitian who began his career as a traditional chef, brings a unique insight to the role of food as both a vehicle for pleasure as well as good health. Prior to joining the faculty of JWU, Chef Seyfarth taught at the New York Food and Hotel Management School in New York City, and has worked in both restaurants and healthcare foodservice facilities. Chef Seyfarth has also consulted on the 'Simply Ming' PBS television program for over a decade, and has been a key resource for the Tulane University "Culinary Medicine" initiative. Chef Seyfarth was a member of the first graduating class from Johnson & Wales' Bachelor of Science in Culinary Nutrition program in 2001, where he now serves as an associate professor, department chair for the Culinary Nutrition Program, and Program Director for the JWU Didactic Program in Dietetics.



MODERATOR: Chef Coleen Donnelly, a 1996 graduate of The Culinary Institute of America, harks back to her own student experience in moderating this panel. She also draws on years of working as an executive chef/restaurateur, private chef and chef-instructor, and on her current specialty in advising school districts on how to convert to a healthy and sustainable model utilizing scratch cooking. As Corporate Chef K-12 Segment for InHarvest, Chef Donnelly travels the country training other chefs and foodservice workers on how to switch to whole grains—giving her plenty of evidence on the benefits of starting chefs out with whole grains from the start.