

The New York Produce Show & Conference

presented by

PRODUCE BUSINESS and the EASTERN PRODUCE COUNCIL

ANNOUNCES THE 3RD ANNUAL



FROM MENU TO PLATE...

**...Addressing Menu Planning,
Produce Procurement and Partnerships**

It's one thing to create wonderful menu items featuring fresh fruits and vegetables, but when it comes to actually putting produce on the plate 365 days a year, it's another thing entirely!

Thursday, December 12, 2013

New York Hilton Midtown Hotel, New York City

PROGRAM SCHEDULE

7:00am – 8:00am	Registration New York Hilton Hotel
8:00am – 8:30am	Continental Breakfast New York Hilton Hotel SPONSORED BY PRO*ACT, FOODSOURCE & CITRUS AMERICA
8:30am – 8:45am	Welcome Remarks/Introductions New York Hilton Hotel Speaker: Jim Prevor/ PRODUCE BUSINESS
8:45am – 9:30 am	NEW YORK RESTAURANT SCENE New York Hilton Hotel <i>Description:</i> What is hot in the New York restaurant and foodservice world? Who are the movers and shakers of the latest food trends? Where does FRESH PRODUCE fit in? Speaker: Chandra Ram/ PLATE MAGAZINE
9:30 – 10:15 am	CHEF DEMO ONE – New York Hilton Hotel <i>Description:</i> Cooking with Fruit



Jim Prevor

PRODUCE BUSINESS



Chandra Ram
Plate Magazine



Chef Kerry Heffernan
(Assisted by culinary school students from ICE,
Le Cordon Bleu and Johnson & Wales)

SPONSORED BY RAINIER FRUIT COMPANY

10:15am – 10:30am

Beverage and Conversation Break
New York Hilton Hotel

SPONSORED BY MANN PACKING

10:30am – 11:30pm

PRODUCE ON THE MENU

New York Hilton Hotel

Description: One of the best known and most quoted menu analysts in the restaurant industry, Nancy Kruse will discuss the challenges and opportunities of featuring produce on menus in both chain restaurants and upscale white tablecloth eateries. Nancy's presentation will be menu-driven and focus on opportunities for produce sales, especially as these relate to day-parts, meal-parts, breakout performers and overall trends.

Speaker: Nancy Kruse
President, **The Kruse Company**

11:30pm – 12:45pm

**DISCUSSION PANEL 1 – Partnerships In Procurement
For Chain Restaurants**

New York Hilton Hotel

Description: Quality, availability and price have to weigh in as top factors in putting produce on menus in the nation's chain restaurants. This panel will discuss entire process of developing menus and executing the produce plan for the chains to get the produce on plates for multiple restaurants 365 days a year.

Moderator: Ellen Koteff, former Editor-In-Chief, **Nation's
Restaurant News**

Panelists: Rich Dachman, Vice President of Produce, **Sysco**
Peter Grannis, Director of Produce, **Maines
Paper & Food Service**
Cathy Leffingwell, Director Produce Supply
Chain, **Brinker Intl**
Shelley Oenbrink, Manager Distribution &
Logistics, **Brinker Intl**
Jeremy Leech, Executive Chef, **Fresh & Co.**
Paulette Satur, Owner, **Satur Farms**

12:45pm – 1:00 pm

IDEATION FRESH Menu Challenge

New York Hilton Hotel

Description: Room will be divided into small groups with challenges posed to create menu items that involve produce staples and specialties on 50% of the plate.

Speaker: Jim Prevor/**PRODUCE BUSINESS**

1:00 pm - 1:45pm

Ideation Break Out Luncheon
SPONSORED BY GRIMMWAY FARMS
& KERRY'S KITCHEN GARDENS

New York Hilton Hotel

Description: Small groups work on ideation of menus based on each challenge presented.

1:45 – 2:15 pm

Presentation of Small Groups/Discussion of Challenges Ahead

New York Hilton Hotel

Description: Each group will report back with their menu creations and then a discussion of the challenges and opportunities will follow. Students from Culinary Schools will lead presentations of menus.

Facilitator: Tim York, **Markon**

2:15 – 3:00

CHEF DEMO TWO --

New York Hilton Hotel

Description: Cooking with Vegetables

Chef Alain De Coster, **International Culinary Center of NY**

(Assisted by culinary school students from the International Culinary Center, ICE, Le Cordon Bleu and Johnson & Wales)

3:00 pm – 4:15 pm

DISCUSSION PANEL 2 – Partnerships In Procurement For White Tablecloth Restaurants

New York Hilton Hotel

Description: When a restaurant can charge \$150 a plate, produce procurement may not seem to be a big obstacle. Need locally grown microgreens in the winter? No problem. A case can be delivered within 24 hours. But is it that simple? This panel of produce distributors and restaurateurs will discuss the pitfalls of produce procurement in the rarified world of fine dining.

Moderator: Caroline Perkins, President, **The Foodservice Content Company**

Panelists: Tim York, CEO, **Markon**
Brian Kane, Vice President of Client Services, **Pro*Act**
Joel Panagakos, Exec. VP Business Development, **J. Kings**
Michael Muzyk, President, **Baldor**
Ben Pollinger, Executive Chef, **Oceana Restaurant**
Maricel Presilla, Chef-Owner, **Cucharamama, Zafra, Ultramarinos**

4:15pm – 4:30 pm

WRAP UP

New York Hilton Hotel

Speaker: Jim Prevor/PRODUCE BUSINESS



Caroline Perkins
The Foodservice
Content Co.



Tim York
Markon



Chef Alain DeCoster
Int'l Culinary Center NY



Joel Panagakos
J. Kings



Michael Muzyk
Baldor



Ben Pollinger
Oceana Restaurants