



**FOODSERVICE INDUSTRY CONFERENCE**  
Thursday, December 3 • New York Hilton

## The Process Of Menu Item Development

7:00-8:00 am	Registration
8:00-8:30 am	Continental Breakfast
8:30-8:45 am	Welcome Remarks/Introduction
8:45-9:30 am	Overview: <b>What's Trending In Foodservice</b> <b>Gerry Ludwig</b> , corporate consulting chef at <b>Gordon Food Service</b>
9:30-10:45 am	Discussion Panel 1: <b>Identifying And Ideating The Next Big Thing On The Menu</b>

*Chefs love to create delicious, crowd-pleasing menu items in their continuing quest to wow guests, but what are the inherent and unexpected challenges that can occur during identification and ideation? What is the best way to go about gauging how a new menu item will impact operations, the supply chain, equipment and labor? How is seasonality factored in, especially when menuing produce items? What are the restrictions when it comes to ideating with produce — seasonality, costs, fluctuating prices, availability, transportation, or shelf life? What compromises are likely to occur during these crucial, initial periods? What players in the operation are involved in the decision-making? How does the process change as a company grows? How might a chain plan for an LTO in the dead of winter in snow-belt country if the restaurant company hopes to incorporate 50 percent produce in the dish?*

### Featuring:

**Gene Harris**, senior purchasing manager, Denny's Corp.  
**Shawn LaPean**, executive director Cal Dining, University of California, Berkeley  
**Terri Moreman**, associate director Food & Nutrition Service, U.S. Olympic Committee  
**Michael Muzyk**, president of Baldor Foods  
**Laki Trantos**, area kitchen operations manager at The Cheesecake Factory

**Panel Moderator: Ellen Koteff**, vice president editorial for **PRODUCE BUSINESS**

10:45-11:15 am	Conversation Break
11:15-11:30 am	Ideation: Fresh Menu Challenge
11:30-12:30 pm	Breakout Luncheon; Facilitator <b>Tim York</b> , president of Markon
12:30-1:00 pm	Presentation of Small Groups – Led by Culinary Students



**1:00-2:15 pm** Discussion Panel 2: **Sorting and Sifting — Getting The All-Important Consumer Buy-In**

*How does an operator find out what consumers think of a new menu item? How do various foodservice operations go about soliciting feedback? Aside from the head of research and development, who is involved in paring down the information? What criteria are used at this point? As chefs navigate the intricate research phase, how are the menu items judged? Discover the ins and outs of this crucial step as new products make their way through this phase in the life of a new menu item or LTO. How does an outside research firm help facilitate the sorting process? How is the presentation to consumers vetted and what are the logistics? What is the biggest challenge to making this step a win/win for all parties?*

**Featuring:**

**John B. Coker, executive vice president, AVI Foodsystems**  
**Robin Fisher, produce category manager, Pei Wei**  
**David Garcelon, director of culinary, Waldorf New York**  
**Lisa McNeece, vice president of foodservice, Grimmway Foods**  
**Anne Readhimer, senior director of fresh food innovation, 7-Eleven**  
**John Rifkin, senior corp. exec. chef, Morrison Community Living, Compass Group N. America**

**Panel Moderator: Susan Renke, Food Marketing Resources, president and founder**

**2:15-2:30 pm** Conversation Break

**2:30-3:15 pm** **Chef Demo: Amy Myrdal Miller, founder and president of Farmer's Daughter® Consulting, and Suvir Saran, chef, cookbook author and San Francisco restaurateur**

**3:15-4:30 pm** Discussion Panel 3: **Development And Refinement — Getting Into The Kitchen And Working Out The Kinks**

*During this stage in the life of a menu item, a chef may be working with two, three or five potential introductions. How does potential guest interest square with creating a predictive index? What factors are used for pricing a new item? How is a timeline worked out to ensure a potential smooth rollout process? How are markets chosen for testing? What methods are most effective in supporting a market test? What are the important benchmarks for this phase? How do procurement, marketing and operations weigh in? How long does this phase usually last and who is involved in the green lighting process?*

**Featuring:**

**Lisa Feldman, director of culinary services for Sodexo**  
**Chandra Ram, editor, PLATE Magazine**  
**Suvir Saran, chef, cookbook author and San Francisco restaurateur**  
**Rafi Taherian, executive director of Yale University Dining**  
**Justin Timineri, certified executive chef, International Culinary Ambassador, Florida Department of Agriculture**

**Panel Moderator: Amy Myrdal Miller, founder and president of Farmer's Daughter®**

**4:30-4:45 pm** Wrap Up