

Date : July 4th 2008

4.00 pm to 6.00 pm

Flavors of tomorrow



Moderators : **Karen Page & Andrew Dornenburg**, Authors of 'The Flavor Bible'
With **Alex Miles**, author, critic and sociologist, Dijon

Andrew & Karen :

- Flavor = Taste + Mouthfeel + Aroma + "The X Factor"
- "The X Factor" = What Is Perceived By the Other Senses -- Plus the Heart, Mind and Spirit
- Expanding Into New Dimensions of Flavor: Space and Time
- Flavor From the Inside Out: Physical, Emotional, Mental and



Spiritual

Alex : talks to the dichotomy of uniform processed food to the local 'terroir' ingredients: Does the 'localvore' movement have a chance in France?

Gael Greene, journalist (New York Magazine) and author

The American culinary revolution over the past three decades as NEW YORK magazine's restaurant critic, Gael talks to the heritage American cuisine owes to France And what France owes to American cuisine....



Gilles Pudlowski, Guide Pudlo, author and journalist (Le Point)

- 25 years ago everyone predicted that by Year 200 we would be eating pills.
- Today, as Chef Chapel predicted, we are going back to simple produce, vegetables, bread, short sauces, 'terroir'.



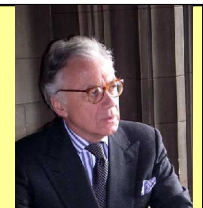
Alec Lobrano, , Gourmet Magazine

- Small World on a Plate.
- Eating Local:
- Inventing Gastronomy for a New Century
- The New Food Chain



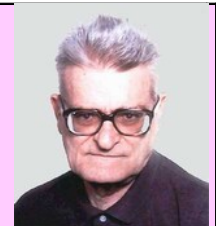
Michael Batterberry, Editor in Chief, Food Arts Magazine

- "Can the Past Have a Future?" Artisanal chefs; Mario Batali's Salumi Cave
- "Art Meets Science in the Kitchen"
- "Health on the Menu" (Luxury Redefined: Health Meets the Indulgence Industry)
- "Food Faces Change"



Patrick Mac Leod, President, Flavor Institute

- The importance of inter-individual differences in tasting and smelling sensibilities
- Pleasure mechanisms and their implications"



Jean François Mespède, Directeur, Michelin

- Two types of diners : the Classics who want to be reassured and the Adventurers who want to be surprised
- Flavors of tomorrow: stay with basics: « good ingredients with a good cook » focusing on the diner's pleasure

