



***Unless otherwise noted, all general sessions will take place in the Copia Theater (1<sup>st</sup> floor).***

## **Wednesday, November 7**

- 3 PM      **Registration, Refreshments, and “The Shape of Taste” Wine Drawing Exercise**  
*Atrium and Private Dining Room (1<sup>st</sup> floor)*
- 3:45 PM    **reThink Food: Welcome and Overview**  
Introduction: **Greg Drescher** (VP of Strategic Initiatives and Industry Leadership, CIA)
- 3:55 PM    General Session I  
**R&D, the Art and Science: Using Machine Learning for Data-driven Ideation**  
*Until now, no tool has existed to support the culinary ideation process with data. Drawing upon their massive data sets with over 11 million consumer ratings, Datassential’s newly launched Food Studio does just that. Hear how machine learning and big data are poised to revolutionize the culinary innovation process by giving instant feedback relative to the menu adoption cycle through an easily accessible web interface. Colleen McClellan breaks down the elements so that you can quickly understand whether that cricket cheeseburger you’ve been sketching on the whiteboard will be a best-selling LTO...or if it’s years away from ubiquity.*  
Introduction: **Jacquelyn Chi** (Director of Programs and Special Projects, Strategic Initiatives, CIA)  
Presenter: **Colleen McClellan** (Director, Datassential)
- 4:20 PM    General Session II  
**Food and Technology Innovation: Three Global Perspectives**  
*The greater San Francisco Bay Area – from its Silicon Valley pioneers to its Napa Valley top chefs – dominates technology and food headlines, but what innovation is going unheralded in the rest of the world? In this session we’ll examine nascent trends in the food and technology sectors as observed by three global leaders working across the United States, Asia, and Europe, and what they portend for these sectors as a whole.*  
Introduction: **Jacquelyn Chi** (Director of Programs and Special Projects, Strategic Initiatives, CIA)  
Presenters: **John Mitchell** (Chief Product Officer, Treasure8)  
**Sara Roversi** (Founder, Future Food Institute)  
**Hirotaaka Tanaka** (Director – Smart Kitchen Summit Japan, Sigmaxyz)
- 5:05 PM    General Session III  
**Flavors of Change: Connecting Sensory and Other Innovation Strategies to Social Values Leadership**  
*With seven billion people around the world requiring food each day and today’s food industry estimated at \$1.46 trillion in the U.S. alone, food is big. It is impossible to think comprehensively about advancing social values without considering the role of food. In this session, three innovators discuss their work and its potential to reveal larger strategies for addressing the major food system challenges we face. And as a key part of this,*

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*we will ask: how can we rethink flavor discovery to accelerate progress on issues from health and sustainability to labor and food security?*

Introduction: **Jacquelyn Chi** (Director of Programs and Special Projects, Strategic Initiatives, CIA)

Presenters: **Jean-Xavier Guinard** (Professor, University of California Davis)

**Soren Bjorn** (President, Driscoll's of the Americas)

**Michiel Bakker** (Director, Global Workplace Programs, Google)

6:15 PM

## **reThink Flavor**

### ***Opening Flavor Discovery Reception and "The Shape of Taste" Wine Drawing Exercise***

*Mezzanine (2<sup>nd</sup> floor)*

*Featuring our Premium Gold and Copper Program Sponsors*

7 PM

## **Program Concludes for the Evening**

*Participants on their own for dinner to enjoy Napa Valley's great restaurants. Please make dinner reservations for after 7:30 PM, to ensure you enjoy the full day's program.*

## **Thursday, November 8**

8 AM

## **Napa Valley Breakfast**

*Atrium (1<sup>st</sup> floor)*

8:30 AM

## **Welcome & Introduction to the Day**

Introduction: **Jacquelyn Chi** (Director of Programs and Special Projects, Strategic Initiatives, CIA)

8:35 AM

## **General Session IV**

### **New Geographies of Food: Using Technology to Redesign "Where" We Dine**

*From health trackers to immersive media headsets, wearables and virtual reality are steadily becoming commonplace consumer technologies. The hospitality industry, however, has yet to adopt and leverage them with any substantial impact. In this session, we'll consider how diners perceive the relationship between technology and their food, and what forces influence that relationship. We'll also demystify current and emerging applications of wearable technologies for the food and beverage world, highlighting their potential to increase guest engagement, drive revenues, and amplify marketing efforts.*

Introduction: **Michael Wolf** (CEO and Founder, The Spoon)

Presenters: **Anne McBride, PhD** (Food Scholar, The Culinary Institute of America, New York University, New School)

**Grant Martin** (VP Marketing, Fat Shark; Writer/Editor)

9:40 AM

## **General Session V**

### **Designing for the Future: Building Diverse and Inclusive Food Systems**

*As the food industry's current focus on personalization and customization grows into designing for inclusion – building brands, environments, and experiences that give guests a sense of belonging regardless of their personal identity – hear how two organizations are keeping diversity at the forefront to drive business outcomes and cultivate talent. In this session, we'll get a glimpse into how Adobe is designing food spaces for its future workforce and the future work environment, and learn about La Cocina's unique entre-*

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*preneur-incubation model which has created one of the most successful restaurant groups in San Francisco.*

Introduction: **Jacquelyn Chi** (Director of Programs and Special Projects, Strategic Initiatives, CIA)

Presenters: **Mirit Cohen** (Global Food Program Manager, Adobe)  
**Geetika Agrawal** (Program Director, La Cocina)

10:20 AM **Networking and Refreshment Break/Time to Walk to Breakout Sessions**  
*Atrium (1<sup>st</sup> floor)*

10:45 AM **reThink Conversations, Block A (Breakouts)**

## **A-1: Busting Bias to Better Innovate**

*\*\*This session also takes place in Block B on Thursday at 3 PM.*

*Chuck Williams Culinary Arts Museum (2<sup>nd</sup> floor)*

*Who has a seat at the table? Which table? This break out session with IDEO hopes to break you out of assumptions and biases to innovate and design for the evolving consumer. How might we change how we innovate when broadening the scope of our consumers? How does who is at the table when designing change our own businesses (and what we offer)? Come ready to stretch your imagination and creativity to see just how the changing consumer will change you.*

Presenters: **Rachel Maloney** (Design Lead, IDEO)  
**Chioma Ume** (Design Researcher, IDEO)  
**Stuart Getty** (Creative Writer, IDEO)

## **A-2: Using Virtual Reality to Enhance Dining Experiences: An Immersive Guided Tasting**

*\*\*This session also takes place in Block B on Thursday at 3 PM.*

*Food Business School Classroom (2<sup>nd</sup> floor)*

*Strap on your headsets and ready your forks, as Chef Jenny Dorsey guides you through an immersive eating experience, pairing dishes with custom virtual reality videos in an exploration of her personal journey as a chef. This is your front-row seat to the future of VR-enhanced eating.*

Introduction: **Anne McBride, PhD** (Food Scholar, The Culinary Institute of America, New York University, New School)

Presenter: **Jenny Dorsey** (Founder, Studio ATAO)

## **A-3: Datassential Food Studio: A Hands-on Introduction to Data-driven Ideation**

*\*\*This session also takes place in Block B on Thursday at 3 PM.*

*Private Dining Room (1<sup>st</sup> floor)*

*Fresh out of beta, Datassential's Food Studio uses big data and machine learning to completely reconceive the culinary ideation process. Here's your chance to make new connections and work with Food Studio hands-on in teams – then see how your imagined dish tests with consumers, thanks to Datassential's SCORES™ platform. The winning team comes away with bragging rights tomorrow morning.*

Presenter: **Colleen McClellan** (Director, Datassential)

## **A-4: How to be a Food Futurist: Foresight for Designing Future Food Experiences**

*\*\*This session also takes place in Block B on Thursday at 3 PM.*

*Copia Theater (1<sup>st</sup> floor)*

*The Food Futures Lab at Institute for the Future will debut the public release of their research map and design toolkit, Future Food Experiences: Designing Good Food for the 21<sup>st</sup> Century. This hands-on session will take you through a process of examining what*

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"good" food means, how those values impact our design choices, and what kinds of emerging science and technology can help transform our food experiences over the next decade. Participants will receive a copy of IFTF's forecast map and toolkit, which can be used to facilitate your own process of reThinking the future of food.

Introduction: **Jacquelyn Chi** (Director of Programs and Special Projects, Strategic Initiatives, CIA)

Presenters: **Sarah Smith** (Research Director, IFTF Food Futures Lab)  
**Max Elder** (Research Manager, IFTF Food Futures Lab)

## **A-5: Designing Culinary Strategies Around Innate and Learned Sensory Preferences**

*Napa Valley Vintners Theater (1<sup>st</sup> floor)*

*Join this guided tasting and experience firsthand how chefs can engineer and manipulate flavor by applying sensory concepts like adaptation and sensitization to enhance sensory impact and appeal.*

Presenters: **Jean-Xavier Guinard** (Professor, University of California Davis)  
**Cesar Cienfuegos** (Executive Chef, University of California Davis)  
**Kue Her** (Senior Executive Chef, University of California Davis)

11:45 AM **Time to Walk Back to General Session**

11:55 AM General Session VI

### **Seeding and Cultivating Innovation: Perspectives from Big to Small Food**

*What does innovation mean when you are a multi-million dollar legacy brand? What does it mean when you are in the early stages of incubating the next great food brand? Leaders from both the Big Food and start-up worlds will share their perspectives on how to discover and nurture innovation at every stage of scale.*

Introduction: **Cathy Jörin** (Director, Food Business School, CIA)

Presenters: **Rizal Hamdallah** (Head of Innovation Lab, Tyson Foods)  
**Eric Frost** (Founding Partner, Zeus Jones)  
**Chris Cornyn** (Chief Innovation Officer, BeforeBrands)

12:50 PM **Walk-Around Networking Lunch**

*Jackson Family Wines Amphitheater (weather permitting)*

*Featuring our Premium Gold and Copper Program Sponsors*

1:50 PM General Session VII

### **Foodservice Models Re-imagined: The Lasting (or Not?) Impact of Millennials and Future Generations?**

*Much has been made of the ways in which Millennials have changed food culture and food service in the United States, but Generation Z is newly coming of age as consumers who are just beginning to establish their food identities. How will Millennials' interests in novelty, global flavors, and convenience play out in the restaurant models of the future? Will Generation Z's patterns and preferences upend the revolutions in eating culture that Millennials instigated? What innovations in the away-from-home food experience can we imagine 10 years out? 20 years out? This session will engage both consumer research and innovative food operators to discuss the future of the \$800 billion American foodservice sector.*

Moderator: **Michael Kaufman** (Partner, Astor Group)

Presenters: **Kristie Sigler** (SVP, Partner, FleishmanHillard)  
**Matt Cohen** (Founder and CEO, Off the Grid)  
**Phil Colicchio** (Founder, Colicchio Consulting)

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2:50 PM

## Walk to Breakout Sessions

3 PM

## reThink Conversations, Block B (Breakouts)

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Presenter: **Colleen McClellan** (Director, Datassential)

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Introduction: **Jacquelyn Chi** (Director of Programs and Special Projects, Strategic Initiatives, CIA)  
Presenters: **Sarah Smith** (Research Director, IFTF Food Futures Lab)  
**Max Elder** (Research Manager, IFTF Food Futures Lab)

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4 PM **Walk Back to General Session**

4:10 PM General Session VIII

**Communicating the Future of Food**

*Food technologists and food systems change agents may wax poetic about their latest inventions or menu strategy, but how to ensure the guest and everyday eater aren't lost in the process? We'll discuss how language, menus, and marketing have evolved as technology, innovation, consumer trends, and health and environmental imperatives have changed the food in front of us.*

Moderator: **Laura Shulman** (Founder, Future Food Strategies)

Presenters: **Daniel Vennard** (Director, Better Buying Lab, World Resources Institute)

**Nicki Briggs** (Founder and President, Near Boil Brand Communications)

**Rebecca Cross** (Co-founder and Director, Outermost House)

5 PM General Session IX

**Designing the Future: An Exercise in Design Thinking and Speculative Storytelling**

*Two days of intense programming around innovation, diversity, technology, and the food system (and still more to come). Now what? In this session, Matt Rothe, co-founder of the FEED Collaborative at Stanford d.school, will lead participants in an experiential exercise to reflect on and identify key moments and insights from the conference. He'll discuss the theory and practice of using storytelling as a tool for design and innovation, and help you solidify important moments of learning towards actionable steps after the conference.*

Introduction: **Jacquelyn Chi** (Director of Programs and Special Projects, Strategic Initiatives, CIA)

Presenter: **Matt Rothe** (Co-founder, FEED Collaborative, Stanford d.school)

5:25 PM **reThink Reception**

*Hestan Kitchen (2<sup>nd</sup> floor)*

*Curated by Google Food*

6:25 PM **Program Concludes for the Evening**

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## **Friday, November 9**

8 AM **Coffee and Whole Fruit**

*Atrium (1<sup>st</sup> floor)*

8:20 AM **Welcome & Introduction to the Day**

Introduction: **Jacquelyn Chi** (Director of Programs and Special Projects, Strategic Initiatives, CIA)

8:25 AM General Session X

**MIT: An Intra-Institutional Perspective on the Future of Food**

*How do the varied interests in food at MIT provide a window into how food – as a subject of value, complexity, and urgency – is coming to be viewed inside and out of academia? Hear how this leading research institution coordinates its research in food and water,*

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*technology, design, and behavior across multiple departments and academic centers, from food security and food waste to breeding plants to address disease risk. Learn how food in education beyond the walls of MIT is also a rising priority for students and researchers at the institution.*

Introduction: **Jacquelyn Chi** (Director of Programs and Special Projects, Strategic Initiatives, CIA)

Presenters: **Caleb Harper** (Principal Investigator and Director, OpenAg, MIT Media Lab)

**Hildreth England** (Assistant Director, OpenAg, MIT Media Lab)

**Peter Ruppert** (Foodome Lab Manager, Center for Complex Network Research)

**Julie Newman** (Director of Sustainability, MIT)

9:25 AM

General Session XI

## **Robotics and Machine Learning: Less Labor and More Creativity from Field to Fork**

*From produce fields to university dining halls to the commercial restaurant sector, the shortage of labor is having an immense impact on the food system. This session brings together operators and roboticists from both the industry and academic worlds to discuss the power and potential of robotics and automation across the food chain. And we'll ask: when can we expect the future, with real utility, to arrive?*

Moderator: **Shirley Everett** (Senior Associate Vice Provost, Residential & Dining Enterprises, Stanford University)

Presenters: **Matthew Travers** (Professor, Robotics Institute, Carnegie Mellon University) and **Howie Choset** (Professor, Carnegie Mellon University)

**Ali Bouzari** (Chief Science Officer and Co-founder, Pilot R&D)

**Henny Admoni** (Assistant Professor, Robotics Institute, Carnegie Mellon University)

**George Kantor** (Senior Systems Scientist, Carnegie Mellon University)

**Linda Pouliot** (CEO and Founder, Dishcraft Robotics)

**Masahiro Fujita** (VP, Chief Research Engineer, Sony Corporation)

11:05 AM

**Closing Remarks**

11:15 AM

**Innovation Showcase Brunch**

*Mezzanine (2<sup>nd</sup> floor)*

***With book signing by Ali Bouzari. Books will be available for purchase during lunch.***

***Featuring our Premium Gold Program Sponsor***

12:15 PM

**Conference Concludes**

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