

France - USA
Senior Culinary Press Corps
Breakfast Roundtable

New Culinary Trends...

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With Albert Nahmias Conseil
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Today's Gourmet Food General Market Trends

- International expansion / globalization of gourmet food (French Presence in NYC & Las Vegas (Ducasse, Robuchon, Savoy) – US Chefs in France*
- Vertical integration of the gourmet food into luxury hospitality groups*
- Sustained consumer shift in the US for gourmet food and lifestyle (demographics)*
- 'New world' influence on food content (spices)*
- Newcomers: 'Fast food' gastronomy: Bistrots, Brasseries, Ateliers*
- Parallel intl developments: Guides, Culinary Books, Festivals and Fairs*
- New global professional mobility worldwide – Role of the Culinary Schools*
- Debate over 'ethical' or 'organic' ingredients: The case of Foie Gras in the US.*
- Chefs as Business-Savvy Media Stars*

A Change in Content

- .The break from Escoffier leading to 'Nouvelle Cuisine' 1970s*
- .1980s: Cuisine Minceur: Michel Guerard ('500-Calory' dinner)*
- .1990s: The Coronation of Pastry as an Art*
- .The Avant Garde New Scene in Europe:
Molecular Gastronomy: Ferrán Adrià, Heston Blumenthal*
- .The New American Scene
Fine Art Fusion Food: Jean-Georges Vongerichten
'New & Pure' Classicism: Daniel Boulud
Seafood Maestros: Eric Ripert (Le-Coze)
Thomas Keller*

Evolution in Service

- .A century ago: Service 'au Gueridon'*
- .Yesterday: Service at the Table from the Dish*
- .1970s Nouvelle Cuisine: Service on the Plate*
- .Today: Sample Dish Service*
- .Tomorrow:*
 - .Small Dish Multi-Flavor Service*
 - .Bar-Style 'Atelier' or Wine Bar Settings*

New Management & Revenue Models

- .Salaried Chefs vs. Independents*
- .The New Chef: Salaried and Independent*
- .Diversification: 1. Restaurant plus Accomodation 2. Bistrots; Ateliers; 3. Merchandising; 4. Publications; 5. Schooling; 6. Chef as a Concept Consultant*
- .The Luxury Hospitality Groups: Vertical Integration offers international expansion to Chefs and an opportunity for multicultural content in menus*

Professional Issues

- .Is quality affected by a co-dependency of a Chef to commercial interests or partnerships?*
- .Is there a barrier to access the top echelons?*
- .Legal Rights to Culinary Inventions*
- .Gastro Ethics vs. Gastro Chic:*
 - .Equitable Trade – Commerce Equitable*
 - .The SlowFood scene*
- .Misuse of chemicals substitutes: Trans-fat, MSG*

Future Trends - General

- .Sample-size dishes*
- .New service and table setting concepts:*
 - .Numbered Plate Menu*
 - .Multiple Savor Plate*
 - .Dessert elevated to Dish Choice*
 - .JVs and Alliance between Luxury Hospitality industry and Independent Restaurateurs*
 - .Internet Access to Recipes, critiques, publications, Restaurant sites*
 - .Beyond Michelin Rating! Gastronomy Guides beyond 2010*

International Festivals



Gastronomy
by the Bay®
Sausalito 2007



Gastronomy
by the Seine®
Paris 2008



SIAL, The Global Food Market Place
Mercosur, China, Paris, Montreal



11th Annual
CALIFORNIA RESTAURANT INDUSTRY CONFERENCE

FUTURE TRENDS

France – Europe

- Further Developments in Molecular Gastronomy
- Cuisine Minceur
- Gastro-Bistrot & Ateliers: Casual Chic
- Resurgence of Regional traditions in a minimalist, healthy mode

America

- Tapas-style small plates
- Exotic (Ethnic) Experimentation
- Latin & Central America Flavors
- Development of Pastry Art
- Simple & Light: Low-Fat Diets
- Chef's Table (D. Boulud)

Foie Gras in America By Ariane Daguin of



American and French origin



- Is Force Feeding Humane?
- Is Foie Gras a Natural Product?
- The Economics of Embargoes
- Individual Rights in America
- Ethic Food: The Afnor Norm; Alter Eco, Fair Trade Labeling Organization (FLO); Intl Fair Trade Association (IFAT); Max Havelaar; Whole Foods/PETA label

*Thank You for your Participation!
See you soon in Paris...!*

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Our Thanks to:

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