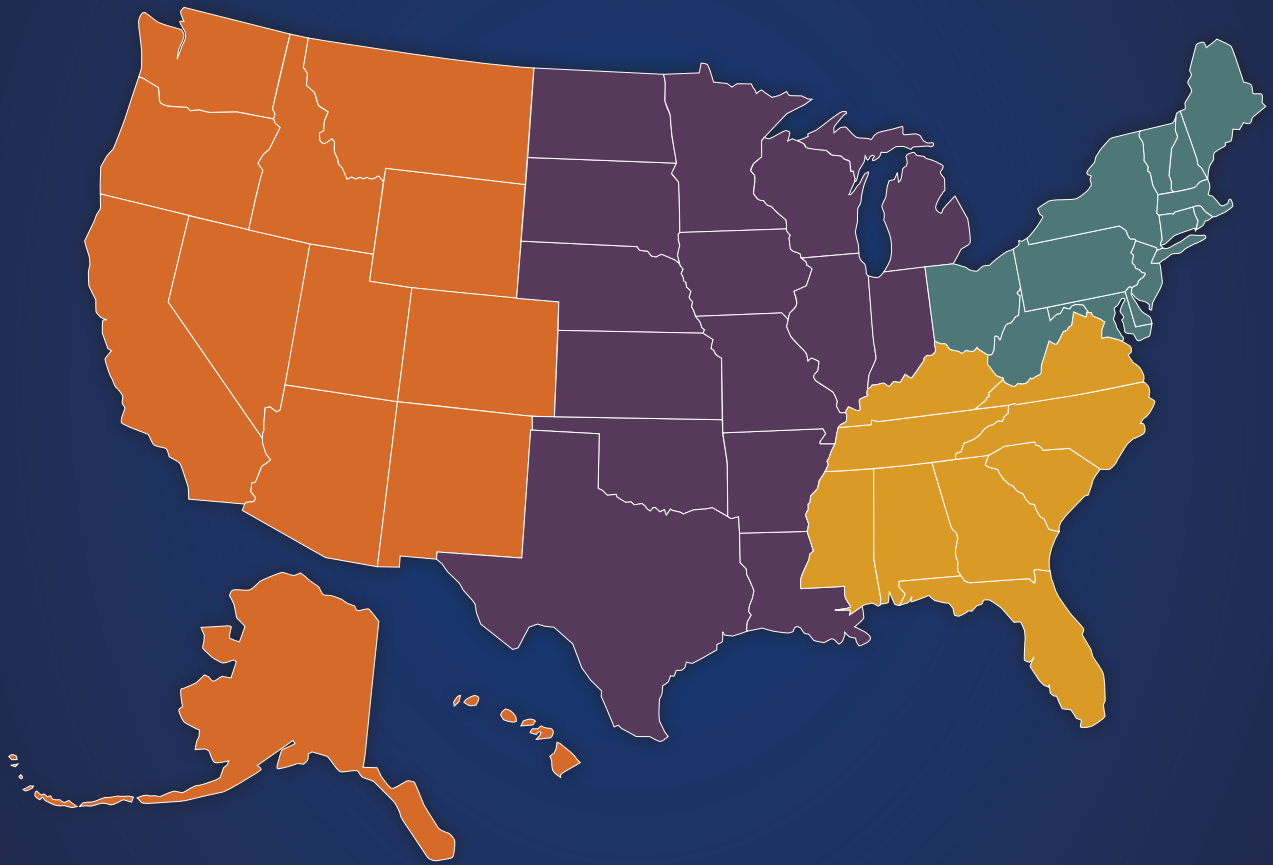


EXPERIENCE THE POWER OF
CONNECTION

ACF EVENTS SERIES

AMERICAN CULINARY FEDERATION 2012 SEMINAR AND DEMONSTRATION OUTLINE



2012 SEMINAR AND DEMONSTRATION OUTLINE

INTRODUCTION

ACF strives to provide relevant, skill-focused seminars and demonstrations for ACF conference attendees. The presentations feature experienced chefs at the top of their game who are well versed in the topic. The following education outline has been developed to guide the content of the 2012 ACF Conference and Convention series. If interested in being considered to present at a conference, please submit a presentation proposal including topic outline, presentation objectives, teaching strategies, presenter qualifications and applicable references via email to educate@acfchefs.net by November 30, 2011.

EDUCATION GUIDELINES

The 2012 educational sessions for the regional conferences and national convention have been crafted to examine the "how to" of cooking in relation to developing the skills of chefs and pastry chefs. When applicable, all presenters are encouraged to include the following in their presentations:

- Prepare recipes for dissemination to the attendees, listing all ingredients and techniques utilized during the presentation.
- When possible, utilize consistent, classical cuts for vegetables and fruits.
- Demonstrate appropriate portion sizes based on daily caloric intake recommendations.
- Provide a detailed explanation of cooking methods used during presentation for each vegetable, starch and protein.
- Discuss mise en place developed prior to presentation.
- Explain sanitation practices used during the presentation.
- Present professionally plated portions with an edible garnish for attendees, and leave plated portions after demonstrations for attendees to take photos.

AUDIENCE

ACF regional conferences attract culinarians and pastry chefs from all facets of the industry. Attendees include executive chefs, corporate chefs, bakers, caterers, chef educators, executive pastry chefs, sous chefs and students completing culinary school. Generally, attendees have over 10 years of industry experience. They expect seminars and demonstrations to include the latest trends, techniques and be delivered by the highest quality of expertise.

PRESENTATION FORMATS

ACF offers three types of educational formats: seminars, demonstrations and hands-on workshops. All seminars and demonstrations are 60 minutes in length while hands-on workshops are scheduled in 3- or 4-hour blocks.

Seminars are set in a classroom or lecture-style setting for 75 to 100 participants with a podium and digital projector set up in the front of the room.

Demonstrations are generally set up for 100 participants with the room equipped with a stainless steel demonstration table, side prep tables, two induction burners, induction cookware, small wares, sanitation buckets and cutting boards. Additional equipment needs should be emailed at least one month prior to the demonstration to ensure it can be made available. Demonstration presenters are strongly encouraged to make tasting portions for attendees to sample.

Hands-on workshops are 3- or 4-hour workshops focused on the development of one specific skill or technique. The workshops have a maximum capacity of 25 participants. Additional equipment needs should be emailed at least one month prior to the demonstration to ensure it can be made available.



HANDOUTS

Handouts of recipes and pertinent information related to presentation are strongly encouraged. ACF members want to be able to implement the techniques and recipes learned during the conference when they return to their kitchens.

CULINARY CHEF TRACK

Alternative Flavor Enhancers

- With Americans becoming increasingly aware of their intake of fats, sodium and calories, chefs need to be armed with an arsenal of ideas to increase flavor while avoiding ingredients with negative health effects.
- Demonstrate the use of these products as you develop menu items.
- Discuss alternative flavor enhancers including use, form, purchasing and storage.
- Discuss any positive health benefits associated with the specific flavor enhancer.

Ethnic Twists

- Our sense of taste is largely influenced by aromas, food-density, temperature, texture and visual appeal (such as colors and presentation). When thinking of ethnic dishes, it is natural to think about the food itself, and sometimes forget about other components contributing to a flavor experience. Use a standard ingredient such as pasta, potato, rice or a protein, and utilize spices and herbs to transform the main ingredient into a variety of ethnic creations.
- Demonstrate dishes from various cuisines using different combinations of spices and herbs.
- Examples of various ethnic cuisines ideas include: Caribbean, Chinese, Eastern European, French, Indian, Indonesian, Italian, Japanese, Latin American, Middle Eastern and Thai.



2012 SEMINAR AND DEMONSTRATION OUTLINE

Vietnamese Cookery and Flavor Development

- Demonstrate the latest menu items and trends in Vietnamese cookery.
- Discuss flavor development using spices and herbs native to the region.
- Explain cooking techniques necessary for the dish.
- If applicable, incorporate the use of tea in developing flavor.
- Explain equipment used specific to the dish.
- Discuss flavor combinations common in Vietnamese cooking.

Decoding Escoffier

- Demonstrate two or three classic Escoffier recipes while deconstructing and decoding each aspect of the recipe.
- Discuss how to read Escoffier's recipes and pull apart the instructions to understand his methodology and reasoning for each process.
- Explore each part of the recipe to understand that several cooking methods may be required, and finishing one recipe may involve four or five other recipes.
- Use classic cuts as part of the presentation and emphasize the need for consistency.
- Emphasize how Escoffier's processes and principles were developed to cook food to the perfect point of doneness. This concept is important for every dish and can be applied to today's dishes.

Molecular Gastronomy

- Delve into the world of molecular gastronomy by demonstrating techniques and methods for one of the following trends:
 - ◁ *Using liquid nitrogen*
 - ◁ *Creating airs and foams*
 - ◁ *Gelification*
 - ◁ *Powderizing*
 - ◁ *Sous vide cooking*
 - ◁ *Transformation: investigate and demonstrate the chemical processes behind the transformation of ingredients*

Flavor Development

- Utilize seasoning and ingredients to build flavor profiles throughout the course. Each course is an opportunity to blend new and classical combinations to enhance flavor.
- Explore the development of flavor by utilizing quality ingredients in correct combinations. Examine how certain flavor combinations paired together bring out distinct flavor profiles.
- Explain how fusion cooking can become "confusion cooking" if the wrong flavors are combined.

Know your Farmer, Know your Food

- Building on the program launched by the USDA, share success stories of incorporating locally grown produce into your kitchen and menu.
- Explain the process of making a local connection with a farmer and solving any distribution issues.
- Demonstrate development of two to three recipes using local ingredients.
- Discuss changes in menus based on seasonality.

Social Media Based-Marketing

- Explain effective ways to use Facebook and Twitter to market establishments, menu items, promotions and events.
- Describe the best use of Twitter in promoting menu specials and offers to attract customers.
- Provide tips on how to build followers and customer bases.
- Discuss how often to use these methods to avoid social media fatigue with customers.

Surviving on Hard Times

- With people continually asking if another recession is around the corner, help arm ACF chefs with tools to increase profit margins in a bad economy.
- Discuss the benefits of menu engineering.
- Define cost cutting measures that can be implemented in most establishments.
- Explain how to effectively utilize all kitchen scraps and products.

The Mobile Food Movement

- Develop two to three culinary creations that could easily be translated in to the mobile food world. Food is on the move...literally. Food trucks and mobile food units are the latest trend for culinary establishments. Mobile and street food inspired menus are on the rise.
- Explain cooking techniques used to make a mobile creation, offering alternative suggestions based on other mobile concepts.
- Discuss vessels and service options for incorporating mobile food while remaining practical for the customer.
- Explain appropriate pricing for items.
- Explain special permits, licenses and sanitation that might be required.

Chef Gardens

- Growing your own ingredients doesn't need to be as difficult as you think. Discuss how to start a garden to support fresh menu items.
- Explain the steps for starting a garden, including the necessary equipment and materials.
- Discuss soil properties and how to mix various ingredients for the right density.
- Explain best practices for foods to grow with an emphasis on seasonality.
- Discuss harvesting, and use in menus.

Culinary Cocktails

- Chefs are now responsible for more than just the food that comes out of the kitchen—culinary cocktails are all the rage. Chefs combine the freshest ingredients, creating delicious cocktails to complement a dish. Not only are customers looking for new, fresh cocktails, but these libations also help add to the profit margin.
- Present new cocktail ideas relevant to the region.
- Explain the combinations of alcohols used to achieve a desired taste.
- Review mixing methods appropriate for the ingredients.
- Show simple variations that can be added to the menu.

Other Topic Ideas Considered:

- Mystery basket competition
- Using the flavor bible and developing flavor pals
- Superfruits
- Heirloom beans
- Thai and Burmese cooking



2012 SEMINAR AND DEMONSTRATION OUTLINE

HANDS-ON WORKSHOPS

The following topics have been requested by ACF conference attendees as hands-on workshops during the 2012 events series:

- Pickling
- Vegetable Marinating
- Curing/Brining
- Artisan Cheese Making
- Contemporary Molding Techniques
- Cake Decorating
- Custards and Cremes
- Creative Freestyle Pastry
- Composting
- Container Gardens
- Food Styling

PASTRY CHEF TRACK

Flavor Development

- Utilize seasoning and ingredients to build flavor profiles throughout the course. Each course is an opportunity to blend new and classical combinations to enhance flavor.
- Explore the development of flavor by utilizing quality ingredients in the correct combinations. Examine how certain flavor combinations bring out distinct flavor profiles.
- Explain how fusion cooking can become “confusion cooking” if the wrong flavors are combined.
- Recognize the subtle but important difference in ingredients and how those ingredients shape and influence what ends up on the dessert plate.

Modern Plated Desserts

- Demonstrate several advanced plating techniques for the plating of two to three pastry items.
- Discuss symmetry, balance and perspective in plating desserts.
- Explain the functionality of garnish and how to properly incorporate it on the plate
- Discuss the use of sauce and completing the dish.
- Discuss common mistakes and how to avoid them.
- Construct the dessert wisely. Keep in mind though you create a dessert to look beautiful, ultimately someone will stab it with a fork and eat it.



Spinning the Dessert

- Intrigue attendees by showing techniques on how to “spin the dessert” by switching up flavors. For example, make a cashew butter mousse with a raspberry Bavarian and call it “peanut butter and jelly,” or add herbs and spices to an old standard to update it.
- Take two flavors/food items that are usually associated with each other and see how creative you can be with your interpretation: strawberries and cream, coffee and doughnuts, milk and cookies, cake and ice cream, chocolate and peanut butter.
- Discuss the use of garnishes added to your spinning dessert to please customers.

Developing Contrast Through Taste, Texture and Temperature

- Demonstrate different dessert options that offer a contrast on the plate, whether in taste (tart vs. sweet), temperature (hot vs. cold) or texture (crunchy vs. smooth, dense vs. airy, soft vs. frozen).

Not your Average Pie

- Demonstrate the latest trends and techniques for developing pies.
- Show a new technique for making new and alternative versions of a classic pie.
- Show the process involved in getting a delicious, perfect crust, every time.

NUTRITION TRACK

Lighten Up: A New Look at Healthy Meals

- Modify meals to encompass balance, variety and moderation to greatly benefit your consumers health.
- Discuss reasons for implementing meals that are budget-friendly and health-conscious.
- Demonstrate ways to encourage vegetable, fruit and whole grain consumption while lowering the use of sodium and decreasing fat.
- Demonstrate ways to reduce SoFAS (solid fat and added sugar).
- Create menu items with more colors (vegetables and fruits), flavors (herbs, spices, vinegars, citrus and peppers), textures (nuts, seeds, beans, peas and lentils) and nutrients.



Sodium: A Little Goes A Long Way

- Given the widespread risk of chronic diseases associated with sodium intake, the Institute of Medicine of the National Academies of Science states the current level of sodium added to the food supply by food manufacturers, foodservice operators and restaurants is simply too high to be considered safe for consumers.
- Explain difference between “salt” and “sodium.”
- Explain why we need sodium (i.e. biological function).
- Explain sodium’s role in cooking food.
- Briefly discuss current dietary sodium intake by Americans and the problems associated with its overconsumption.

Cooking for Kids

- With traditional menu mainstays like pizza, hamburgers, chicken fingers and French fries, children usually get the short end of the stick when it comes to healthy dining. Consequently, the challenge is making kids’ offerings fun and inviting as well as rich in taste and nutrition. By creating healthy dishes that are also delicious, chefs have a unique ability to make good nutrition fun and appealing.
- Demonstrate appropriate menu portions for children.
- Illustrate different nutrition requirements for different age groups.
- Highlight examples of successful children’s menu changes.
- Investigate possible opportunities, as well as barriers, in creating healthier children’s menus within the foodservice operation.

Primer on Fat

- Identify fatty acids available on the market.
- Discuss functional ingredients used to reduce calories from fat.
- Demonstrate a modified version of a traditional recipe.
- Discuss cooking techniques used to reduce fat in sauces, proteins and desserts. Discuss the use of oils.
- Explain the difference between omega-3 and omega-6 fatty acids.