



Unless otherwise noted, all general sessions take place in the Ventura Center for Menu Research & Development (3rd floor). The live webcast of the general sessions will also be streamed throughout the conference for viewing in the Innovators' Lounge in the Vintners Hall of Fame Barrel Room (2nd floor).

Friday, November 4

All times on this schedule are Pacific Time

3 PM **reThink Experiences**

Registration and Refreshments

Atrium (1st floor), Innovators' Lounge (2nd floor), and Ventura Center for Menu Research & Development (3rd floor)

3:45 PM **Welcome**

Speakers: **Greg Drescher** (CIA), **Caleb Harper** (MIT Media Lab)

3:55 PM **reThink The Future, Round I**

Emcee: **Kevin Slavin** (MIT Media Lab)

4 PM **reThink Progress**

Keeping Up with the Pace of Food Innovation

For the last decade, innovation in the food sector has been driven by (and met) consumers' increasing demands for convenient, affordable, value-based meals — mostly eaten out of the home. What's the next wave of consumer demands? How can chefs, restaurants, and brands predict the cadence of these changing appetites? As technology evolves exponentially, resources become more scarce, and the population and temperatures continue to rise, what can food sector players do to keep up? This session will provide insights and research behind some of today's and tomorrow's most impactful trends.

Introduction: **Will Rosenzweig** (The Food Business School, CIA)

Presenter: **Laurie Demeritt** (The Hartman Group)

4:35 PM **reThink Chefs**

Advancing Culinary Traditions In New, Global Contexts

Since its creation in September 2011, Joxe Mari and the Basque Culinary Center have worked tirelessly to become the international benchmark in the promotion of chefs and gastronomy as a lever of social-economic development. Most recently, they announced the Basque Culinary World Prize — an annual award that celebrates a chef of any nationality who demonstrates how gastronomy can be a powerful force for change. This session will explore that changing role of the chef along the value chain, from the kitchen to the community.

Introduction: **David McIntyre** (Airbnb)

Presenters: **Joxe Mari Aizega** (Basque Culinary Center)

Diego Prado (Basque Culinary Center)

*** SUBJECT TO CHANGE ***

- 4:55 PM **reThink Food Technology**
Old Techniques Meet New Innovations
What can we learn from human kind's earliest advances in food technology — from our first foray with fire to the development of canning in 1810 — and what can these tell us about how to best prepare for and adopt new technologies innervating the kitchen? From data-enabled sensors to robotics, food technology is evolving at a rate faster than ever before. In this live-action session, Philip Tessier, Silver Bocuse winner at the Bocuse d'Or — the world's most difficult culinary competition — will provide a look back and leap forward into technologies changing the kitchen for professional and home chefs, alike.
Introduction: **Margo True** (Sunset Magazine)
Presenter: **Philip Tessier '99** (Hestan Smart Cooking)
- 5:15 PM **reThink Kitchens**
Robotics and Food: Who's Cooking Now?
What will the kitchen of the future look like, and, more importantly, what does it mean for chefs, food companies, and consumers? What are the key technological advances we can expect to see in both professional and home kitchens? What implications will this have for an industry stricken by rising labor costs? And how will it shape the experience of cooking and eating? This session will tackle these questions and more with presentations from leaders who are revolutionizing the kitchen.
Introduction: **Tim Ryan** (CIA)
Presenters: **Mark Oleynik** (Moley Robotics)
Deepak Sekar (Casabots)
Kevin Brown (Innit)
- 6:15 PM **reThink Flavor**
Opening Flavor Discovery Reception
Vintners Hall of Fame Barrel Room (2nd floor)
Featuring our Gold, Silver and Copper Program Sponsors
- 7:15 PM **Program Concludes for the Evening**

Saturday, November 5

- 8:15 AM **Napa Valley Breakfast**
Teaching Kitchen (3rd floor)
Sponsored by National Pork Board
- 8:55 AM **reThink the Future, Round II**
Emcee: **Kevin Slavin** (MIT Media Lab)

*** SUBJECT TO CHANGE ***

9 AM

reThink Health

When What We Eat Becomes Who We Are

Personalized lifestyle medicine presents an opportunity for the health and food industries to come together to help diagnose, treat, and reduce our risk of disease in real time. What does the future look like when products on grocery store shelves talk to our wearable devices? When data connects our health care professionals to our favorite food producers, chefs, retailers, and distributors to affect the impact of lifestyle choices on our health? This session will share insights from some of the leading minds in personalized health and nutrition.

Introduction: **Matthew Lange** (University of California, Davis)

Presenters: **Daniel Almonacid** (uBiome)

David Katz (True Health Initiative)

9:50 AM

Networking Break + Walk to Breakouts

10:15 AM

reThink Conversations

A-1: Food Business School — Creating Intelligent Food Systems

Ventura Center (3rd floor)

Today, the word 'disruptive' has become a bit of a cliché. But what does it take for a business, entrepreneur, or chef to be truly disruptive? This session explores how technology is reshaping the food system, from innovative business models and practices to communications with customers. From models of education to ones of disruption, panelists will share their predictions for the future of food innovation, along with insights on successful business strategies for start-ups, multinationals, and food service that also embraces social values and issues.

Moderator: **Will Rosenzweig** (The Food Business School, CIA)

Panelists: **Vijay Karunamurthy** (Nom)

Megan Mokri (Byte Foods)

A-2: Tasting in the Dark: A Truly Blind Wine Experience

DeBaun Theater (1st floor)

Beyond red or white, what does the color of our wine tell us about its flavor and sensory characteristics? What elements of wine lie beyond what the eye can see? Join us for a fascinating wine tasting that explores how flavors and aromas in wine are accented by simply turning off the lights.

Moderator: **Nicki Briggs** (CIA)

Presenters: **Henry Wedler** (University of California, Davis)

Ali Bouzari (Pilot R+D)

A-3: Re-imagining Culinary Innovation: A Novel Approach to Product Creation

Ecolab Theater (1st floor)

What determines how we perceive flavor? How does this shape the product development process and overall eating experience? And how can chefs and food manufacturers utilize flavor perception to please consumers' evolving palates? This session provides an inside look at flavor work, in practice with a leading flavor theorist and one of the country's most beloved brands.

Moderator: **Hildreth England** (MIT Media Lab)

Presenters: **Peter Klosse** (T.A.S.T.E)

Emily Hewett (Chobani)

Sponsored by Chobani

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A-4: Startup Studio: Big Ideas

Innovators' Lounge (2nd floor – Vintners Hall of Fame Barrel Room)

This session features trailblazing innovators who are reshaping our food system, from innovative business models and products to disruptive technologies and community interactions. Panelists will share their predictions for the future of food innovation, along with insights on successful business strategies for start-ups and multinationals that also embraces social values and issues.

Moderator: **Danielle Gould** (Food + Tech Connect)

Innovators: **Afineur, Handpick, IndigoAg, and Renewal Mill**

Supported by Google Food

11:15 AM **Time to Walk Back to General Session**

11:30 AM **reThink Retail**

Designing Experiences: R&D, Products, Services, and Transaction

How is human-centered design changing the traditional food retail model from concept to marketplace? What new methods are teams using in the research and development of product flavors, packaging, and positioning? And, how is this affecting the consumer experience in store? Hear from three experts who are changing the way we think about food retail and product and recipe development.

Introduction: **Hildreth England** (MIT Media Lab)

Presenters: **Mike Lee** (Studio Industries)

Peter Klosse (T.A.S.T.E)

12:30 PM **Walk-Around Networking Lunch**

Vintners Hall of Fame Barrel Room (2nd floor)

Featuring our Gold, Silver and Copper Program Sponsors

With book signings by Peter Klosse. Books will be available for purchase during the reception.

1:30 PM **Dessert Tastings**

Innovators' Lounge, Vintners Hall of Fame Barrel Room (2nd floor)

1:45 PM **reThink Senses**

What Makes Us Love or Hate New Foods and Food Experiences

How do our brains process information from different senses — smell, taste, sight, hearing, and touch — to form the rich experiences that fill our daily lives? Why do some foods, products, interfaces, and environments inspire surprise and joy, while others provoke revulsion and disgust? Is there a perfect “sensory algorithm” to help craft foods and food experiences that we’re guaranteed to love? Hear from three experts in this mind-opening session about how to use the senses to create truly disruptive food experiences.

Introduction: **Michiel Bakker** (Google)

Presenters: **Paul Rozin** (University of Pennsylvania)

Ali Bouzari (Pilot R+D)

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2:35 PM

reThink Transparency

How Food Informatics and Data Analytics Are Enabling Health, Safety, and Sustainability Along the Supply Chain

Growing consumer demand for transparency in food is forcing players along the food value chain to analyze and surface data in radically new ways. The Internet of Food — and the data it generates — continues to expand in a sensor-enabled infrastructure that touches everything from farming to manufacturing to shopping. How is the emerging field of food informatics making sense of all the noise with a common language that food manufacturers, distributors, retailers, and food service operators can use to create a healthy and sustainable food system? How and when are innovators using data to detect and solve food safety issues before consumers are involved? In this session, we will look at how emerging data analytics technologies are helping companies collaborate and innovate to keep our food fresh, safe, sustainable, and transparent.

Introduction: **Greg Drescher** (CIA)

Presenters: **Michael Koeris** (Sample6)

Matthew Lange (University of California, Davis)

3:30 PM

Coffee and Networking Break

4 PM

reThink Sustainable

Cultured and Cultivated: The New Ingredients Shaping our World

What does the future of ingredients and sustainable food products look like? How can we keep up with the consumer demand for certain goods and food staples while creating a greener world? What implications will these pioneering products have in terms of existing competitors and supply chains? Presenters will discuss new ways to rethink old materials and foods, including making milk from yeast and repurposing algae in truly innovative ways.

Introduction: **Nicki Briggs** (CIA)

Presenters: **Gilonne d'Origny** (New Harvest)

Ryan Pandya (Perfect Day)

4:45 PM

reThink Supply

At the Source: New Supply Chains for Chefs and Disruptive Businesses

From authenticity to quality, health, and sustainability — consumers want to know where their food comes from, even as convenience continues to drive purchasing decisions. When it comes to food choices, how are innovators finding ways to entice and empower players at all points along the value chain - from producers to retailers to service to consumers? This session will explore the implications of today's evolving supply chain for manufacturers and foodservice professionals.

Introduction: **Ariel Schwartz** (Business Insider)

Presenters: **Jim Flatt** (Hampton Creek)

Jonathan Wolfson (TerraVia)

Neo Mohsenvand (MIT Media Lab)

5:45 PM

reThink Receptions

Startup Studio: An Evening of Ideas and Experiences

Vintners Hall of Fame Barrel Room (2nd floor)

Featuring our reThink Food Innovators

With book signings by Emilie Baltz, Ali Bouzari, and Sophie Egan. Books will be available for purchase during the reception.

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6:45 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 7:15 p.m., to ensure you enjoy the full day's program.

Sunday, November 6

8:15 AM **Napa Valley Breakfast**
Teaching Kitchen (3rd floor)

8:55 AM **reThink the Future, Round III**
Emcee: **Kevin Slavin** (MIT Media Lab)

9 AM **reThink Agriculture**
Data in the Field: Forging New Relationships Between Urban and Rural
The age of Big Data is helping catalyze the transformative technologies that will produce enough food to feed the 9 billion people projected to be on the planet in 2050. How are seasoned agronomists and new farmers working together to democratize agricultural intelligence? How does a changing industry harness and share the insights generated in a field or on a rooftop or in a shipping container? How can we create a transparent system that empowers and engages the farmers of the future, wherever they harvest? This session brings together Ag Tech leaders and a federal official to discuss what is new in the 'field.'
Introduction: **Stephanie Strom** (New York Times)
Presenters: **Caleb Harper** (MIT Media Lab)
Parag Chitnis (National Institute of Food & Agriculture)
Amol Deshpande (Farmer's Business Network)

9:50 AM **IDEO Interactive Session**
Take a Stand: Exploring Creative Tensions in Food
Creative Tensions explores the opposing forces that form in our daily lives and hosts a collective conversation that's expressed in movement. Created by IDEO and the Sundance Institute, Creative Tensions is a way to approach complex themes and topics and turn them into a forum for healthy debate and conversation. In this session, IDEO will pose questions to the audience and will ask people to take a stand and share their opinion. There are no right or wrong answers here, just a collective conversation that moves when you do.
Moderator: **David Katz** (True Health Initiative)
Presenters: **Lynda Deakin** (IDEO)
Meija Jacobs (IDEO)

10:50 AM **Networking Break + Walk to Breakout Seminars**

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11:10 AM

reThink Conversations, Too

B-1: Culinary Science: Blending Art and Design Through Food Science

Ventura Center for Menu Research & Development (3rd floor)

How can we use design and technology to upend long-held dining conventions — from white tablecloths and the formal service of fine dining to the cheap white napkins and wobbly tables of fast food? Regardless of the setting, today's diners seek out experiences, not just meals. These require transforming both formats and expectations. This session examines how we can harness food science and design to create innovative food experiences.

Moderator: **Hildreth England** (MIT Media Lab)

Presenters: **Lining Yao** (MIT Media Lab)

Wen Wang (MIT Media Lab)

B-2: From Soil to Bottle: An Interactive Look at the Microbiome of Wine

DeBaun Theater (1st floor)

It's time to look beyond the vine. In our quest to understand wine's nuances and complexities, this session explores the microbiome of wine — from the grapes to the ground they're grown in. The founder of an innovative wine startup will take attendees through a guided tasting to learn about the microbiome of wine and its role on terroir.

Moderator: **Sophie Egan** (CIA)

Presenters: **Adrian Ferrero** (Biome Makers)

John Dimos (Biome Makers)

B-3: You are How You Eat: Bridging the Mind Body Connection

Ecolab Theater (1st floor)

ReThinking food requires not only an active mind, but demands being attentive to your body. Recent brain research has found our emotions first emerge in our body, and nanoseconds later, arrive in our conscious minds. Addressing (and designing for) the relationship between mind and body is essential to successful behavior change and even creative brainstorming. In this interactive lecture, food technologist and artist Emilie Baltz will demonstrate how designing for food and beverage experience using a multi-sensory approach can be a powerful tool for rethinking what, and also how, we eat for tomorrow. Inspired by her [TedX talk](#) that lightly explores how objects can influence our emotional engagement with food and drink, Emilie will present an overview of her interactive work in food.

Moderator: **Nicki Briggs** (CIA)

Presenter: **Emilie Baltz** (Baltz)

B-4: Startup Studio: More Big Ideas

Innovators' Lounge (2nd floor – Vintners Hall of Fame Barrel Room)

This session features trailblazing innovators who are helping to reshape how our food system, from innovative business models and products to disruptive technologies and community interactions. Panelists will share their predictions for the future of food innovation, along with insights on successful business strategies for start-ups and multinationals that also embraces social values and issues.

Moderator: **Danielle Gould** (Food + Tech Connect)

Innovators: **Agralogics, Australis Aquaculture, Miyoko's Kitchen, and Nuritas**

Supported by Google Food

12:05 PM

Walk Back to General Session

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- 12:15 PM **Closing Keynote: reThink Ecosystems**
Engineering Environments: Harnessing Technology to Transform and Impact Food Systems
How does technology allow us to monitor, control or replicate chemical, biological or climate systems along the food supply chain? What is the future of the microbiome, in terms of engineering its genetic and cellular composition? How do we leverage massive data sets to build predictive models and influence production, distribution, consumption, and post-consumption? For this final glimpse into the future of food, this session looks at the array of environments that impact food systems at a micro and macro scale.
Introduction: **Caleb Harper** (MIT Media Lab)
Presenters: **Kevin Esvelt** (MIT Media Lab)
Michael Ferrari (The Weather Company, an IBM Business)
- 1 PM **“Inside the CIA Kitchens” Lunch**
Teaching Kitchen (3rd floor)
- 2 PM **Conference Concludes**

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