



in collaboration with



This year's reThink Food Conference will be held (for the first time) at the CIA's newest campus, the CIA at Copia in Napa, CA. Unless otherwise noted, all general sessions will take place in the Copia Theater (1st floor).

Wednesday, November 1

- 3 PM **Registration and Refreshments**
Atrium (1st floor)
- 3:45 PM **reThink Food: Welcome and Overview**
Introduction: **Greg Drescher** (CIA)
- 3:50 PM **Emcee Introduction**
Presenter: **Ali Bouzari** (Pilot R + D)
- 3:55 PM **What's Next: Emerging Trends and Exclusive Insights**
With access to billions of search results worldwide, Google Food has a window into our most pressing questions and emerging trends at their fingertips. Taking the stage to share never-before released consumer findings, Michiel Bakker, Director of Google Food, will share bleeding-edge trends and a look ahead to kick off our journey as we seek to reThink Food.
Introduction: **Ali Bouzari** (Pilot R + D)
Presenter: **Michiel Bakker** (Google Food)
- 4:15 PM **Where We Are Now: Paradigm Shifts in the Food Marketplace**
In an age of rapidly shifting consumer needs and demands, social discovery, connected kitchens, and industry consolidation, this state-of-the-industry presentation will highlight some of today's most important consumer trends, industry developments, and shifts in eating patterns to set the stage for our three days of forward-looking programming.
Introduction: **Ali Bouzari** (Pilot R + D)
Presenter: **Eve Turow Paul** (ETP Insights)
- 4:35 PM **Staying Ahead: Technology and The Future of Food**
We are at a turning point of exponential technological change: Cognitive computing, augmented reality, natural language understanding, face recognition, and 3D printing are just some of the technologies that will soon become as normal as email. What will happen as everything around us becomes technology? And since food is one of the hallmarks of humanity, what stands to happen to our food ecosystem? A musician by training, Gerd Leonhard is a dedicated futurist who connects left and right brains for a 360-degree outlook on the multiple futures that present themselves at any given time. Delivering a 'Realopia' framework the food sector can work on immediately, Gerd turns futurism into a pragmatic science designed to empower all stakeholders along the food value chain to think strategically about the future.
Introduction: **Ali Bouzari** (Pilot R + D)
Presenter: **Gerd Leonhard** (The Futures Agency)

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- 5:10 PM **The State of R&D: Blowing Up Food Innovation and Putting It Back Together**
Simply put, today's retail environment is complex. Between emerging technologies, shifting consumer preferences, and increasing competition on shelf — it is more challenging than ever to bring successful innovations to market. Sixty percent of new products fail within the first year of launch, and more than two-thirds of all new concepts never make it to market. This session seeks to highlight opportunities for consumer packaged goods companies, retailers, and foodservice organizations to reThink product development.
Introduction: **Larissa Zimberoff** (Food Writer)
Presenters: **Ali Bouzari** (Pilot R + D)
Todd Carmichael (La Colombe)
Elly Truesdell (Whole Foods Market)
Amy Shipley (Sterling-Rice Group)
- 6:15 PM **reThink Flavor**
Opening Flavor Discovery Reception
Atrium (1st floor)

Featuring our Silver and Copper Program Sponsors

With a book signing by Gerd Leonhard.
- 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 p.m., to ensure you enjoy the full day's program.

Thursday, November 2

- 8 AM **Napa Valley Breakfast**
Atrium (1st floor)
- 8:30 AM **Emcee Introduction**
Presenter: **Ali Bouzari** (Pilot R + D)
- 8:35 AM **Framing Conversations: Designing Experiences to Spur Behavior Change**
How can we transform how we position consumer goods as well as food and hospitality experience design from conventional, and often limiting, approaches to a more consumer-centric approach rooted in experience? How can these products and services provide ongoing value and engage customers over time? Focusing on the customer experience allows organizations to differentiate in more meaningful ways and has been predicted to overtake price and product as a key brand differentiator by 2020. This session features leading experts to help your organization deliver extraordinary customer experiences to drive satisfaction, loyalty, and behavior change.
Introduction: **Michiel Bakker** (Google Food)
Presenters: **Scott Friedmann** (IDEA Couture)
Nell Putnam-Farr (Yale University)
Shawn Parr (Bulldog Drummond)
- 9:35 AM **Role Playing: Adding Design Thinking to Your Toolkit**
Design Thinking harnesses the power of design and experience to create change. In this session, we will learn how to use this powerful tool through an immersive, real-world de-

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sign thinking exercise using Stanford d.school's human-centered, prototype-driven approach to innovation.

Introduction: **Nicki Briggs** (CIA)

Presenters: **Matt Rothe** (Stanford d.school; FEED Collaborative)

10:10 AM **Networking Break & Walk to Breakout Sessions**
Atrium (1st floor)

10:30 AM **reThink Conversations (Breakouts)**

A-1: Know Your Consumer: An Extreme Exercise in Empathy

Copia Theater (1st floor)

This interactive session, created and led by IDEO's Design for Food team, will immerse participants in a gameshow-style learning experience to explore how important it is to understand consumers' unmet needs and desires. As today's food landscape shifts at an ever-increasing pace of change, it's important to understand shoppers on a deeper level to inform how people will purchase food in the future. This session will bust some myths about what you think you might know.

Introduction: **Lynda Deakin** (IDEO)

Presenters: **Meija Jacobs** (IDEO)

Chioma Ume (IDEO)

Sandeep Pahuja (IDEO)

A-2: Flavor Design: Creating Successful Dining Experiences

Napa Valley Vintners Theater (1st floor)

More than any other sense, smell and taste evoke memories and drive new experiences due to their direct connections with olfactory receptors and the brain. This interactive session pairs a renowned CIA chef and flavor expert with a food writer to uncover just what makes a truly memorable food experience, and how you can use flavor development techniques to elevate product development, menu design, and the dining experience.

Introduction: **Larissa Zimmeroff** (Food Writer)

Presenter: **Bill Briwa** (CIA)

A-3: A Crash Course in Design Thinking

Founders Boardroom (2nd floor)

Welcome to a crash course in Design Thinking created especially for reThink Food! In lieu of being able to visit the Stanford d.school to experience their famed approach to Design Thinking, this 60-minute, hands-on session will bring to life their most frequently sought-after learning tools to highlight the basic principles of Design Thinking.

Introduction: **Nicki Briggs** (CIA)

Presenters: **Matt Rothe** (Stanford d.school; FEED Collaborative)

A-4: From Idea to Shelf: Product Creation from the Ground Up

Food Business School Classroom (2nd floor)

Product and menu development are often a multi-year process for many organizations. But in today's rapidly changing food landscape, speed is everything. Led by Alpha Food Labs, this session will provide a hands-on experience to help you utilize rapid prototyping in your organization to drive nimbleness and market success while harnessing consumer data to create offerings that matter.

Introduction: **Kelly Weikel** (Technomic)

Presenters: **Danielle Gould** (Alpha Food Labs)

Mike Lee (Alpha Food Labs)

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- 11:30 AM **Time to Walk Back to General Session**
- 11:45 AM **From Source to Shelf: Supply Chain Innovation, From Retail to Restaurants**
To meet consumer demand for authenticity, quality, and sustainability, how are innovators optimizing efficiency and minimizing risk at key points along the supply chain? What are the latest technologies and platforms disrupting sourcing, and who are the frontrunners building human-centered service into distribution? This session will explore the implications of our evolving supply chain for retailers, manufacturers, and foodservice professionals.
Moderator: **Jonathan Brill** (HP)
Panelists: **Casey Carl** (North Coast Ventures)
Caleb Harper (MIT Media Lab)
Layla Shaikley (Wise Systems)
- 12:30 PM **Walk-Around Networking Lunch**
Jackson Family Wines Amphitheater (weather permitting)
Featuring our Silver and Copper Program Sponsors
- 1:30 PM **The Known and the Unknown: Mapping Out the Future Across the Next 5, 10, and 20 Years**
With massive shifts afoot across the technology, retail, food, policy, and economic landscapes, how can one possibly predict what the future holds, let alone strategically approach these uncertain years ahead? This session brings together food industry and policy leaders to discuss how to build proactive, forward-looking strategies to set up your organization to thrive in the unknown.
Introduction: **Will Rosenzweig** (Generation Investment Management)
Presenters: **Jerold Mande** (Friedman School of Nutrition Science and Policy at Tufts University)
Mark Alexander (Campbell Soup Company)
Randy Burt (A.T. Kearny)
Greg Dollarhyde (Zoe's Kitchen)
- 3 PM **A Walk Down the Aisles: Exploring the Changing World of Retail, with Impacts for Foodservice**
From the checkout counter to store shelves, we are in the midst of a transformative shift in how we buy and consume food. With e-commerce continuing to gain steam, increasing consumer perception of private label products, the rise of the grocerant, and connected communities pushing forward new food trends, this session will provide a look ahead at the future of food products, dining, and retail.
Introduction: **Hildreth England** (MIT Media Lab)
Presenters: **Mike Lee** (Alpha Food Labs)
Danielle Gould (Alpha Food Labs)
- 3:20 PM **Coffee and Networking Break**
Atrium (1st floor)
- 3:45 PM **Physical Spaces and Eating Places: Reimagining the Dining Experience**
What is in store for the future of restaurant design and foodservice dining? From connected kitchens to reinventing old-world traditions — consumers are just as hungry for experience as they are for a good meal. This session brings together consumer trends

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experts, an architect, and a chef to discuss where restaurant design is headed and how to design innovative experiences.

Introduction: **Derek Dukes** (OpenTable)

Presenters: **Kelly Weikel** (Technomic)

James Biber (Biber Architects)

Stephanie Chenevert (Google Food)

Christopher Kostow (The Restaurant at Meadowood; The Charter Oak)

5 PM

reThink Reception

Mapping Out the Future: An Evening Experience

Colavita Olive Terrace, The Restaurant at CIA Copia

Curated by Google Food

With book signings by Sophie Egan, Christopher Kostow, and Eve Turow Paul. Books will be available for purchase during the reception.

6 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 6:30 p.m., to ensure you enjoy the full day's program.

Friday, November 3

8 AM

Napa Valley Breakfast

Atrium (1st floor)

8:30 AM

Emcee Introduction

Presenter: **Ali Bouzari** (Pilot R + D)

8:35 AM

Of Scale and Responsibility: Delivering a Positive Return in a World of Consolidation and Growth

The triple bottom line, commonly referred to as 'people, planet, profit,' is the new rallying cry for businesses large and small, driven by money and mission. This corporate approach to good citizenry strives to do well while doing good for one's surrounding local and global communities. But what does this mean in an age of consolidations and scale? What responsibility do organizations have as companies grow larger and larger? This panel brings together food industry veterans for an insightful and lively discussion.

Moderator: **Beth Kowitt** (Fortune)

Panelists: **John Foraker** (Once Upon A Farm)

Victor Friedberg (FoodShot; Lavva; Seed to Growth)

Will Rosenzweig (Generation Investment Management)

9:25 AM

Digital Ubiquity: Adapting in an Increasingly Technological World

As technology becomes more deeply intertwined into every aspect of our modern world, there are not only larger societal implications for consumers but for the food and food-service industries. From consumer demands for instant gratification and transparency to privacy concerns, this session brings together consumer, technology enterprise, and academic experts to share insights on how your organization can harness the power of digital innovation and thrive in an ever-changing world.

Introduction: **Greg Spragg** (Solve for Food)

Presenters: **Matthew Lange** (UC Davis)

Raja Ramachandran (ripe.io)

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Catherine Roe (Oracle)

Rob Trice (The Mixing Bowl; Better Food Ventures)

10:35 AM **Networking Break + Walk to Breakout Seminars**

10:50 AM **reThink Conversations (Breakouts)**

B-1: The Future of Plant-Forward: What the Market Wants

Copia Theater (1st floor)

Today, vegetables are chic. The modern diner eagerly dives knives and forks into plant-based plates piled high with avocado, carrots, cauliflower, and kale. But how does this phyto-phenomenon scale, and what role does plant-forward play on future menus? This session brings together an expert discussion to explore why vegetable-centric cuisine is here to stay, and how you can harness the power of plants to benefit your organization.

Introduction: **Nicki Briggs** (CIA)

Presenters: **Amy Shipley** (Sterling-Rice Group)

Thomas Bowman (Hampton Creek)

Greg Dollarhyde (Zoe's Kitchen)

B-2: Harvesting Innovation: Data at the Vineyard

Napa Valley Vintners Theater (1st floor)

The 9,000-year old wine-making tradition might not conjure visions of the future, but many of today's top vintners are harnessing big data, drones, and other cutting-edge technologies to blend a new approach to wine making. Hear from wine industry pioneers and taste what the future holds.

Introduction: **Larissa Zimmeroff** (Food Writer)

Presenter: **Christian Palmaz** (Palmaz Vineyards)

B-3: A Crash Course in Design Thinking

Founders Boardroom (2nd floor)

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Introduction: **Sophie Egan** (CIA)

Presenter: **Matt Rothe** (Stanford d.school; FEED Collaborative)

B-4: From Idea to Shelf: Product Creation from the Ground Up

Food Business School Classroom (2nd floor)

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Presenters: **Mike Lee** (Alpha Food Labs)

Danielle Gould (Alpha Food Labs)

11:50 AM **Walk Back to General Session**

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- 12 PM **Cooking Up Something New: A Conversation About Hospitality, Innovation, and Invention**
Hospitality by design in its truest form, SingleThread Farms is the newest endeavor from our closing keynote, Kyle Connaughton. This critically acclaimed restaurant embodies Omotenashi — a Japanese word referring to when a host goes above and beyond to anticipate a guest's needs. Offering both a meticulously curated inn and 55-seat restaurant, Single Thread's open kitchen celebrates Connaughton's interpretation of kaiseki cuisine using ingredients mostly sourced from surrounding Sonoma County and his own farm—cultivated by his partner and wife Katina. Hear firsthand how Single Thread puts design to work, from its Japanese approach to seasonal cookery culminating in an 11-course customized menu to the property's homage to artisans across every element of the guest experience.
Introduction: **Margo True** (Sunset Magazine)
Presenter: **Kyle Connaughton** (Single Thread; Pilot R + D)
- 12:25 PM **reThink Food: Closing Remarks and Recap**
Speaker: **Greg Drescher** (CIA)
- 12:30 PM **Closing Farm-to-Box Lunch**
Copia Gardens (weather permitting)
With book signings by Ali Bouzari and Kyle Connaughton. Books will be available for purchase during lunch.
- 1:30 PM **Conference Concludes**

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