

the **ART** of **CATERING** **FOOD** SALT LAKE CITY 2015
AUGUST 10-12
PRESENTED BY **catersource**® **ICA**



FIRST GLANCE

at the 2015 Art of Catering Food conference
coming to Salt Lake City, Utah
August 10-12, 2015!

+ Look inside for details about the
2015 Art of Catering Food education,
presenters, facility tours, and more!



the ART of CATERING FOOD

SALT LAKE CITY 2015
AUGUST 10-12

PRESENTED BY **catersource**® ICA

The annual Art of Catering Food conference is focused on culinary training that will set your company apart from the competition. Learn from world-class caterers in a unique and intimate setting where you'll be able to sample, taste, and experience food at every step along the way!

Your kitchen is the heart and soul of your catering operation, a place of skill, spirit, and craftsmanship. This August, give it an extra jolt of innovation and transform your menu offerings into masterpieces.

Catersource magazine and the International Caterers Association are bringing the Art of Catering Food, a one-of-a-kind culinary learning experience for professional caterers, to Salt Lake City, UT. Developed with the help of the ICA Culinary Council, this delicious conference will inspire your menus, teach chefs and kitchen staff new techniques, explore new trends, and improve your kitchen overall.

Almost all Art of Catering Food education sessions will let you sample high-quality recipes while they are being prepared so you get a taste of these menu items tailor-made for high-volume production.

VISIT ARTOFCATERINGFOOD.COM
FOR MORE INFORMATION AND TO REGISTER TODAY!



EDUCATION

Each day, you will participate in all of the educational courses and demos, so there's no need to pick and choose between them. The learning will also include interactive Lunch+Learn events, facility tours, and the option to attend our exclusive Tuesday night party for continuous ideas!

MONDAY

Sessions run 8:00am - 12:15pm

Out of the Box Salad Ideas

Rachanee Keovorabouth, Executive Chef, Thomas Caterers of Distinction, Indianapolis, IN and Jenna Johansen, Innovation Chef, Epicurean Group, Denver, CO

Have you taken lettuce and tomato as far as it can go? Maybe not. Reinvent the salad with these ideas and presentations. Hanging from a chandelier or focused in a picture frame, these new concepts will stimulate your appetite for fresh from the garden produce.

It's Not Easy Being Yellow. New Menu Ideas Using Mustard

Cade Nagy, Executive Chef/Owner, Catering By Design and Four Five Events, Denver, CO

Not just for pretzels, hot dogs, and charcuterie anymore, chefs are using the vibrant flavors of small batch, crafted mustards to add flavor and zing to any dish or salad. Artisan mustards and seeds are quickly becoming a hot trend for chef's worldwide. Revisit and learn updated recipes and uses for violet mustard, as well as recipes and methods for incorporating this zesty condiment into your menus.

Developing Your Social Media Brand

Sandy Hammer, CMO, AllSeated, New York City, NY

Chefs lead a busy life and who has time to "click" into social media when you are in the middle of production, plating the evening dinner, or placing orders for the next day? Learn how to use social media in a quick, efficient, and simple way that will allow you to develop an online persona, showcase your talented teams, and create buzz not only about your kitchen, but about the entire company.

Brain Food. Foods That Give Your Brain a Helping Hand

Rachael LaPorte, Executive Chef, A Thyme to Cook, North Stonington, CT

Turn your everyday menus into brain foods using ingredients rich in antioxidants, omega fats, and immunity-boosting vitamins. Rachael will demonstrate how to create attractive and delicious recipes that are healthy as well.

Tiffany Taste On a Target Budget

Ken Barrett, Managing Partner, BG Events & Catering, Boston, MA and Joanne Purnell, Executive Chef, Good Gracious! Catering, Los Angeles, CA

Creative solutions are required when working with clients who need spectacular food and events but have limited budgets. This class will showcase several different vignettes that are cost-effective and easy to produce, but still put your company's best food forward. Get recipes, station ideas that don't require an onsite chef, purchasing tips, and costing for each vignette.

Kitchen Practices. How to Rock Your Kitchen into a Well-oiled Machine

Moderator: Robin Selden, Executive Chef/Managing Partner, Marcia Selden Catering and Event Planning, Stamford, CT

Inspiring your team and creating a "can do" kitchen culture is important, regardless of the size of your company. Speakers on this panel are from small, mid-size, and large companies and will share proven tips and systems for developing a highly functioning kitchen team. Learn team motivators, best kitchen practices, organizational tips, and training systems for food safety and sanitization.

SALT LAKE CITY TOURS

Get an up-close look at how successful Salt Lake City caterers organize their operations and develop culinary offerings with your choice of one of these exclusive tour options:

Tour 1: Facility Tour

Soak in the hospitality of Salt Lake City caterers with samples of food, beverages, and behind-the-scenes secrets at each location.

Tour 2: Cultural Walking Tour

Enjoy a guided walking tour through Salt Lake City's cultural and culinary offerings.

Tour 3: Taste of Utah

Unearth the flavors of Utah by enjoying some of the local offerings of the region.

OPTIONAL EVENTS

CULINARY HANDS-ON EXPERIENCE

You asked for it, and this year, Catersource is excited to announce the first hands-on experience as part of the 2015 Art of Catering Food conference in Salt Lake City. Chef Peter Sproul, CEC, Utah Valley University (UVU) Culinary Arts Institute Department Chair and his talented team will partner with the International Caterers Association Culinary Council to create a day of learning, networking, and developing your culinary skills alongside catering professionals from around the country.

The day-long program will include hands-on sessions in the UVU kitchens, covering topics such as butchery, breads, desserts, garde manger, new culinary technology, and charcuterie. Space in this unique hands-on program is limited and will be reserved on a first come, first served basis.

Price: \$139

BOOTS, BUCKLES & BBQ

The Tuesday night optional event at AOCF2015, presented by Culinary Crafts, will take you back in time when life was a little simpler, a little sweeter, and a whole lot rowdier! Join us at This Is The Place Heritage Park for a hoe-down like nothing you've seen before. At the base of the Wasatch mountain range, you'll be invigorated by unhindered views of the night sky as you enjoy whiskey tastings, unique signature cocktails, and the best catered creations in town!

Price: \$129

VISIT ARTOFCATERINGFOOD.COM

for more information about these optional events and to purchase your tickets today!

TUESDAY

Sessions run 8:20am - 5:15pm

The Aroma of Change. Fresh Ideas for Corporate Drop-off Catering

Moderator: Bill Pannhoff, Owner, B&B Catering & Events and Consultant, Catersource Consulting Unit, Spring Lake, NC
Update your salad trios and chicken salad sandwiches, learn new packaging concepts and recipe ideas for corporate drop-off catering, and how caterers are addressing customer demands for more healthy lunch options.

The Volume Catering. Planning, Staffing, and Quality Control Systems for High-volume Days

Karen O'Connor, Executive Chef, Daniel et Daniel, Toronto, ON, CAN and Kyle Gragasin, Executive Chef, Purple Onion Catering, Vienna, VA

Catering by nature is often feast or famine. One week you aren't too busy and the next week you are so oversold that there are concerns that you will not get the food out to each event on time. Karen and Kyle, veteran executive chefs, will present some insight on how to organize and staff your kitchens during peak days or weeks, and how to be sure the food quality for every event is exceptional.

Heat It Up. Culinary Game Show

Robin Selden, Executive Chef/Managing Partner, Marcia Selden Catering and Event Planning, Stamford, CT
Watch the competition develop as two teams of chefs compete by answering random "Jeopardy"-style questions to accumulate points. Categories include: The Ultimate Balancing Act (Sales & Culinary), You're Making Me Nuts (dietary restrictions and allergies), Clean Up Your Act (sanitation and food safety), Where's the Beef (vegan & vegetarian), Play with Your Food (presentation), and Love You More than Cake (desserts).

The Culinary-driven Kitchen

Mary Crafts, CEO/President; Vikki Skeem, Executive Chef; Jocelyn Gillies, Executive Pastry Chef; Daniela de Olivira, Executive Sous Chef; and Colleen Osborn, Sous Chef, Culinary Crafts, Salt Lake City, UT

Can you have too many chefs in the kitchen? Not at Culinary Crafts, where five talented chefs are a key ingredient to the Culinary Crafts recipe for success. Get insight into how they work together to organize over 750 events each year, how they develop new and creative menus, and how they motivate staff to do their best everyday.

Premonition Deconstructed

Jeff Snow, Executive Chef/Owner, and David Rooney, Sous Chef, Catering Creations, Omaha, NE

Entertaining 3,000 fellow caterers is a daunting undertaking. It requires creativity, organization, inspiration, a phenomenal team, and lots of courage. The guests for the CSES2015 Monday Night Party, Premonition, were a tough crowd to impress, but Jeff and Jennifer Snow, and the team at Catering Creations, hit the ball out of the park. In this class, Jeff and David will talk about how they created some of the menu concepts, recipes, and, of course, offer you a taste of one of the most popular menu items.

Make Your Chef the Star of the Party. 10 Ideas for Chef Action Stations

Keith Lord, Director of Culinary and Operations, The Wild Thyme Company Catering and Events, San Diego, CA and Ashley Santo Domingo, Executive Chef, 24 carrots, Irvine, CA

Party guests love nothing more than to interact with the culinary team at an event. This is not only an opportunity to provide the guests freshly prepared choices, but also culinary entertainment. Learn about smoking stations, liquid nitrogen stations, interactive sauté stations, and other unique food displays.

Lunch+Learn: The Great Plate Up Race

Keith Lord, Director of Culinary and Operations, The Wild Thyme Company Catering and Events, San Diego, CA and Elgin Woodman, Executive Chef,

A Joy Wallace Catering Design and Special Events, Miami, FL
Different strokes for different folks. Some chefs like to plate seated meals in the traditional “down the line” fashion, and some have adopted a stacked 4x4 system. Learn the basic elements of both systems and observe the chefs and their teams in action as they plate up a hot lunch.

Train, Train, and Retrain. Learn New Culinary Training Systems

Adam Gooch, Executive Chef, Treesdale Golf & Country Club, Gibsonsia, PA

A well trained staff is the secret to an efficient kitchen that produces excellent food every day. It is even more important on those days that have pop-ups and challenges every five minutes. Learn key elements to training systems and how to make time to train even on the busiest day.

Liquid Kitchen. A Sip of Drinks On Trend

Jeffrey Selden, Managing Partner, Marcia Selden Catering and Event Planning, Stamford, CT

No longer designated to the back of the room, the bar has moved to center stage. Crafted beer and cocktails are an important element on any event menu. Learn the latest beverage trends and techniques, including crafting drinks with herbs, how to make and use homemade bitters, modern Jello shots, and more.

Style Me Tasty and Beautiful

Moderator: Jack Milan, Owner, Different Tastes and Edibles by Jack, Boston, MA

See what’s happening on the culinary scene from coast to coast. Be inspired and get your creative juices flowing as this panel of talented chefs showcase their best and most popular food and presentation ideas.

Going for the Gold. The Winning Cuisine of Brazil

Steve Ulibarri, Executive Chef, and Emily Lavin, CMO, Cuisine Unlimited, Salt Lake City, UT

As the 2016 summer Olympic Games approach, ethnic food trends will include the churrascos, feijoadas, and caipirinhas from Brazil. Cuisine Unlimited will be the producer and food service provider for the first ever U.S. Welcome Pavilion at the Olympic Games. Get a head start on this upcoming ethnic trend with Brazilian recipes and menu concepts presented by these two exceptional chefs.

BRING AN EMPTY STOMACH!

Almost all Art of Catering Food sessions will allow you to sample high-quality recipes, letting you indulge in the full spectrum of what our presenting caterers have to offer. You’ll also have access to our attendee-only website with dozens of catering-tested recipes that you can add to your menus.



WEDNESDAY

Sessions run 8:45am - 6:00pm

Brunch+Learn: Food Trend Round Robin

Passed, please! The 2016 Food Trend Round Robin is all about passed food and presentations. Each 30 minute session will present 5 recipes and 5 different presentations. Topics to include: Vegan/Gluten-free, Fish/Shellfish, Wild Game, Pork, and Desserts.

The Pitmaster Trilogy. Smoke it, Grill it, Put it On the Spit

Ryan Crafts, Chief Operations Officer, and Kaleb Crafts, Chief Sales Officer, Culinary Crafts, Salt Lake City, UT
The craft of cooking over the open fire is not just for camping and back yard fun. At Culinary Crafts, they have perfected the use of open fire stations at events. Grilled, smoked, or put on a spit, Ryan and Kaleb will showcase food stations concepts, recipes, and safety tips for scrumptious and interactive outdoor food stations.

Food Should Be Fun

Jack Taylor, Executive Chef/Owner, Cool Cat Catering, San Diego, CA

Don't forget, food should be fun! Enhance the client experience with more than just food. Create a comforting ambience that increases appetite, social interaction, and, ultimately, saves clients money. If you can create monetary value while creating a unique social experience, you already have the advantage. Join Jack as he discusses modern food and event trends, and how to create a truly unique social experience.

Closing Cocktail Party

End these three days of exciting culinary features with a unique pub-style snacks and cocktail reception. Discuss your favorite features and make some last minute connections before heading back home to implement all that you've learned at AOCF2015.

Schedule subject to change.

"I spontaneously drove here Sunday. I'm like-wow! My only regret is that I didn't bring my whole crew."

Greg Carlyle

The Millennium Center, Winston-Salem, NC

WHY ATTEND?

Can't decide if this culinary-focused conference is a fit for you? Here are five key reasons why you should join us in Salt Lake City this August.

1) Outstanding Education

This intricate conference program has been developed specifically to enhance your skills in the kitchen and throughout your catering operations.

2) Limited Attendance

The smaller attendance size makes it easier for you to connect with and learn from your peers and expert speakers within the catering community.

3) Increased ROI

Using just one recipe from the Art of Catering Food could earn you thousands of dollars in return on your investment for the conference.

4) Exclusive Learning Opportunities

You'll gain behind-the-scenes access to some of the best catering kitchens in Utah, have the opportunity to join us for an attendee-only party, and learn secrets from top culinary pros—all in one visit!

5) Salt Lake City is a Foodie Hotspot

Whether it's French-style cuisine, mouth-watering Mexican, or salty local fare, the home of the 2002 Winter Olympics is a cultural hub for foodies; pulling culinary inspiration from all over the world!

With no price increase from last year, you can't afford to miss this exciting industry event!

#AOCF2015

Follow the Art of Catering Food hashtag for instant culinary inspiration, photo galleries, and breaking AOCF news. Share your own culinary inspiration before and during the conference for a chance to win prizes!



REGISTER NOW

To offer this kind of intimate and intense program, we've limited the attendance at this conference, allowing you:

- To taste and sample foods throughout the entire three-day program
- Participation in all classes, Lunch+Learns, demos, roundtables, facility tours, continental breakfasts—no need to pick and choose within a time slot: you get it all!
- The option to attend the always innovative optional event for even more culinary presentation ideas
- Unique networking opportunities with a small group of culinary-minded professionals
- Year-long access to dozens of recipes, handouts and materials from the conference

Conference Rates

Through June 30	\$699
July 1 - July 31	\$749
After July 31	\$849

Optional Events

Culinary Hands-on Experience	+\$139
Boots, Buckles & BBQ Event	+\$129

Hotel

The Art of Catering Food will take place at the University of Utah's Rice Eccles Stadium on the University campus.

These nearby hotels have discounted rooms available and you can make reservations online from our website:

Hilton SLC City Center

255 South West Temple, SLC, UT 84101
\$144/night, double occupancy
1.800.445.8667 (Group code: UBM)

Holiday Inn Express Downtown

206 South West Temple, SLC, UT 84101
\$129/night, double occupancy
1.800.Holiday (request UBM Art of Catering rate)

VISIT ARTOFCATERINGFOOD.COM

or contact us at aocf@catersource.com | 800.932.3632
for more information and to register your team today!

CLASS SIZE
IS LIMITED

Register today to
guarantee your spot!



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The catering kitchen is as much about creativity as it is about technique. The Art of Catering Food program is specially designed for culinary professionals and will help you build recipes that will impress your guests, develop new items with bold flavors, manage food costs to relieve budgets, and produce menus with low cost and high volume.

At the 2015 conference you will:

- Experience catering-focused education in an intimate learning environment.
- Taste and sample food during demonstrations throughout the 3-day program.
- Participate in all classes without having to pick and choose
- Get access to dozens of recipes, photos, and materials all year long!

REGISTER NOW
Class size is limited!

[VISIT ARTOFCATERINGFOOD.COM](http://ARTOFCATERINGFOOD.COM)

Learn more and register your team today!



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