



The fabulous Global Culinary Initiative Breakfast was hosted by Blue Marble Brands. (L-R): Katherine Newell Smith, Nichole Bendele, and Rollie Ann Blackwell. Photo by Susan Slack. Welcome from 2014 LDEI President Beth Allen. Photo by AEC. (L-R): Deborah Mintcheff, Joan Bloom, and Margaret Happel Perry. Photo by AEC.

Serving Up the World!

We know, inherently, that studying global cuisines and cultures is invaluable to a culinary career. Our Global Culinary Initiative programs codify the exploration.

But what specifically are the benefits? Kara Nielsen, Culinary Director at Sterling-Rice Group, a Boulder, Colorado-based, brand-building firm, shared her perspective at the GCI breakfast on Saturday. Kara prepared this global review summary following her talk in Boston. Sandy Hu (San Francisco)

Keeping up with food trends around the world not only makes us better culinary professionals, but it is a requirement in today's "Flat Earth" society. Despite the current emphasis on local, there is still an imperative to have our fingers on the global pulse because "global" may soon be your "local," as many global trends find their way into our multi-cultural society.

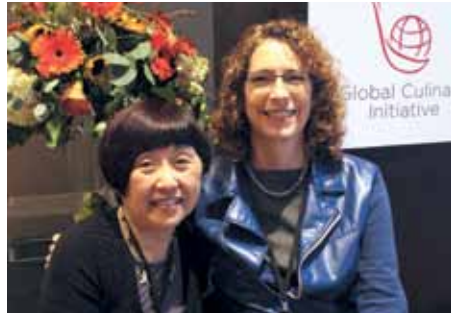
Culinary professionals in all fields can draw from global trends: in menu planning, as a cooking class, for food features, recipe development, and more. By tapping into the native culture of a trend, we provide the necessary context for translating that trend.

Trends are most powerful when tied to the consumer drivers of our own society. Sterling-Rice Group frames these with its proprietary Culinary Shifts 3.0. They are:

Global Embrace—Our interest in multicultural experiences, such as exploring Korean bibimbap bowls. Expect new, fast-casual restaurant concepts where patrons build their own bowl, in the same way you can build a burrito.

Authentic Connection—We seek to connect to foods that are rooted in tradition, heritage, or passion, and personal expression. Authentic culinary experiences, flavors, and recipes appeal to consumers looking to engage with "the real thing."

Sensationalism—Our desire for elevated



sensory experiences, like finding the next hot sauce. What follows sriracha? Ghost chiles, peri-peri sauces? Or *gochujang*, found on those bibimbap bowls?

Earth First—Focusing on sustainability is a big culinary pursuit, especially for entrepreneurs creating new foods from insect protein. Linking bug cuisine to their cultural origins is a way to assuage squeamish consumers.

In 2015, expect to see more global trends grow including:

Advanced Asian Cuisine—New styles of Thai, Japanese, and more Filipino dishes.

Matcha Madness—Matcha tea in convenient formats geared to health, refreshment, and energy.

Incendiary Charcoal—More Asian grilling over this super-hot hardwood that is odorless and smokeless.

Coconut Sugar Sweetness—A lower-glycemic, natural sweetener for both healthful diets and Southeast Asian cooking.

Ugly Fruit & Vegetable Movement—Utilizing misshapen produce to combat food waste.

Resources for tracking global trends include issues-oriented magazines (*Smithsonian Magazine*, *National Geographic*); international bloggers; global market research companies like Mintel and Innova; reports on global trade shows, such as Anuga and SIAL; global food retailers; and global newsletters such as *Food Navigator* and *Nutra-Ingredients*.

Editor's Notes: Special thanks to Blue Marble Brands, who hosted the GCI Breakfast. Kara Nielsen's material was edited by Sandy Hu, chair of the Global Culinary Initiative

Creating Strategies for Success

BY CINDY JURGENSEN (MINNESOTA)

Just four weeks from hip surgery, speaker Allison Rimm, the chief executive officer of Allison Rimm and Associates, didn't sit down once to rest.

She kept the morning crowd engaged as she shared her Business of Life™ workshop "to set us on an organized path of self-discovery in our professional and personal lives."

The Joy of Strategy: A Business Plan for Life

is a book that the award-winning educator/coach authored to inspire individuals and leaders to create a vision for life—then plan how to make that vision come to life. She reminded us that life is serious business. Our dreams shouldn't be left to chance, and they won't be if we are mindful and focused. Here's Allison's Joy Formula: Purpose & Presence & Priorities & Perseverance & Plan & Perform will leave to Success & Joy.

It's critically important to be judicious in what you do and do not do. Set goals and make priorities that are smart, balanced, and figure out your definition of success. Allison explained that it's not enough to think the great thoughts; you have to do something! Get off your "but's"—*but* I'm too busy; *but* I don't know how to do that; *but* I don't know whom to contact.

Allison left Massachusetts General Hospital, where she was the senior vice president of strategic planning and information management for 16 years, deciding to take her own advice to others. She made a personal strategic plan for her life so she wouldn't have to look back with regret. "Live on purpose, with a purpose." This is what she's doing and advises us to do as well.

