



Taste it, enjoy it. it's olive oil.

| 24

MADRID, SPAIN
26-28 JUNE 2024

**Spanish National
Research Council (CSIC)**



Organiza:



Colaboradores institucionales:



CSIC
CONSEJO NACIONAL DE INVESTIGACIONES CIENTÍFICAS



ICEX

#alimentosdespaña

EL PAÍS
MÁS RICO DEL
MUNDO



MINISTERIO DE AGRICULTURA, PESCA Y ALIMENTACIÓN



Culinary Institute
of America



basque
culinary
center

Olive Oil and the Sustainable, Plant-Forward Kitchen: The Art of Flavor

Santi Mas de Xaxàs Faus

*Co-Executive Director, representing The
Culinary Institute of America.
Torribera Mediterranean Center*

John Regefalk

*Professor of Avantgarde Cuisine
Head of Culinary Innovation
Basque Culinary Center*



First, some background...

TORRIBERA MEDITERRANEAN CENTER



UNIVERSITAT DE
BARCELONA



Culinary Institute
of America



Food | Health | Sustainability

TMC...

is a joint project of **THE CULINARY INSTITUTE OF AMERICA** and the **UNIVERSITY OF BARCELONA**.

TMC...

is an **ACADEMIC CENTER** that addresses vital **PUBLIC HEALTH** and **SUSTAINABILITY** issues through expanded **ACADEMIC, PROFESSIONAL, and BUSINESS COLLABORATIONS**.

TMC...

advances **ADOPTION OF MEDITERRANEAN DIETARY PATTERNS** in restaurants and foodservice, in food manufacturing, and at home.

TMC...

connects **CUTTING-EDGE FOOD AND NUTRITION RESEARCH** with culinary, agricultural, and business innovation to **TRANSLATE SCIENTIFIC EVIDENCE INTO ACTION**.

TMC...

is open to **MEDITERRANEAN, EUROPEAN, and other INTERNATIONAL** partners.

The University of Barcelona is the first public university in Catalonia with more than 64,000 students, 74 degrees, more than 157 university masters and 48 doctoral programs.

Founded in 1450, it ranks first in the state and one of the most important in Europe in terms of scientific performance.





Culinary Institute
of America

The Culinary Institute of America is a private, not-for-profit college dedicated to providing the finest professional culinary training in the world.

Founded in 1946, the CIA has grown to 3,000 students in two- and four-year academic programs on four campuses.



CIA CAMPUSES



IMPACT CAPACITY



The CIA's **+50,000 alumni** thrive in all sectors of the food world. They run restaurants large and small, are decision-makers, entrepreneurs and leaders in food innovation.



Our **main partners** with whom we develop programs, conferences and strategies.



Some of our conferences. We work with the industry to promote sustainable, healthy and delicious operations and menus.

<https://www.menusofchange.org>

<https://www.plantforwardkitchen.org>

<https://www.healthykitchens.org/>

<https://www.ciahealthykids.com>

COMPANIES ATTENDING CIA CONFERENCES

Colleges and universities



Catering, Non-Commercial operators



Restaurant Chains



Hotels, Resorts, Cruises



Supermarkets
Prepared foods and C-stores



School nutrition leaders



Leading companies in their sectors



Hospital Catering / Nursing Homes



5 Edition, Barcelona, 14 -15 October 2024

TOMORROW TASTES MEDITERRANEAN: International Conference and Digital Magazine



Tomorrow Tastes Mediterranean is a leadership conference and digital magazine organized by the **Torribera Mediterranean Center** that aims to help the foodservice, foodservice industry and affiliated sectors better understand and transfer the healthy, sustainable and cultural principles of the Mediterranean Diet into menus and products suited to the demands of 21st century consumers.

TOMORROW TASTES MEDITERRANEAN: International Conference and Digital Magazine

CONFERENCE

14 OCTOBER, 2024



CULINARY INNOVATION WORKSHOPS

15 OCTOBER, 2024



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Basque Culinary Center's Ecosystem

EDUCATION

Undergraduates - Degree in
Gastronomy & Culinary Arts

Professionals - PhD, Masters & Courses

Enthusiasts - BCC Culinary Club



INNOVATION

BCC Innovation

LABe - Digital Gastronomy Lab

Culinary Action!

PROMOTION

Private & public partnerships that
lead to **+140 annual events**.

Basque Culinary World Prize



FUTURE



GOe - Gastronomy Open Ecosystem



EDA Drinks & Wine Campus



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THE LANCET

January, 2019

www.thelancet.com

Food in the Anthropocene: the EAT-Lancet Commission on healthy diets from sustainable food systems



"Food in the Anthropocene represents one of the greatest health and environmental challenges of the 21st century."

A Commission by *The Lancet*

We can no longer frame a nutrition and public health agenda without considering planetary health imperatives.



UNITED NATIONS
FOOD SYSTEMS
SUMMIT 2021

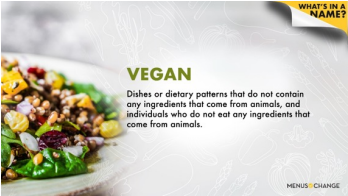


PLANT-FORWARD

A style of cooking and eating that *emphasizes and celebrates*, but is not limited to, plant-based foods—including fruits and vegetables (produce); whole grains; beans, other legumes (pulses), and soy foods; nuts and seeds; plant oils; and herbs and spices—and that reflects evidence-based principles of health and sustainability.

How do we make it happen

Loose
the Labels



Flip
the Protein



Blend
the Protein



Go Global



Meat
Alternatives



Choice
Architecture



How do we make it happen: CIA Initiatives

Plant-Forward Certification



Master in Sustainable Food Systems



Strategic Initiatives



<https://www.plantforwardkitchen.org/>

CIA – IOC Collaboration



CIA – NAOOA Collaboration

The Culinary Institute of America
Olive Oil Curriculum Development Initiative

Made possible by an educational grant from
The North American Olive Oil Association



How do we make it happen



**Foundational to the Mediterranean
Diet is the Olive Oil Kitchen**

How do we make it happen



Olive Oil and the Plant-Forward Kitchen: Flavor Strategies

At the heart of Mediterranean food cultures is olive oil. In this white paper, "Olive Oil and the Plant-Forward Kitchen," we explore what makes the *plant* parts of the plant-forward Mediterranean kitchen so delicious.

Learn more >

How do we make it happen





*Taste it, enjoy it.
it's olive oil.*

Thank you!

Olive Oil and the Sustainable, Plant-Forward Kitchen: The Art of Flavor

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