



## 4<sup>rd</sup> Annual Tomorrow Tastes Mediterranean Conference and Digital Magazine

The Tomorrow Tastes Mediterranean (TTM) Conference series is informed by the traditional Mediterranean Diet and its designation as a UNESCO Intangible Cultural Heritage—a dietary pattern whose healthfulness is now abundantly supported by several decades of scientific research. At the same time, this TTM program series is forward-looking—embracing both tradition and innovation—as it explores how the principles, sustainability practices, and food cultures associated with this Mediterranean dietary pattern speak to the urgent, global personal and environmental health challenges of today and into the future.

The TTM conference gathers experts and thought leaders across academic and professional disciplines and seeks perspectives that span Mediterranean cultures and beyond and include multiple points of view within regional and global food systems.

This year's TTM Conference will revolve around **five themes** reflecting the interdisciplinary focus of our TMC work:

1. As research on the optimal, traditional Mediterranean diet continues, we'll hear an overview of results of **the latest studies as well as what's on the research agenda of leading nutrition scientists** in areas including lifestyle, wellness, Mediterranean diet, cardiovascular and brain health, cancer, microbiota, prevention of inflammation and other chronic diseases, and emerging areas of translational research.
2. At a time when chefs and restaurateurs in Europe and the Mediterranean region are still rebuilding from COVID, in many cases dealing with labor shortages, and trying to keep up with the ever-evolving appetites of their customers, we'll discover **how innovators are crafting a larger role for irresistible vegetables and other plant-sourced dishes on their menus.**
3. While cooking with olive oil is second nature to chefs and cooks in the Mediterranean, we'll consider **the art and science of applying low and high heat to olive oil and extra-virgin olive oil—looking at results from a nutritional, sensory and gastronomic point of view.**
4. We'll explore what **the plant-forward Mediterranean diet means today in food cultures and restaurant menus of the traditional olive growing regions of North Africa and the Eastern Mediterranean and Middle East.**



5. Finally, we look **at the challenge of educating the public about the optimal, traditional Mediterranean diet—specifically in mass media, caterings, restaurants, healthcare and school settings**—and what can be done to deepen general understanding of this healthy, climate-smart dietary pattern beyond sound bites and social media posts.

At the heart of our TMC initiatives, including this TTM conference, is the imperative to accelerate the translation of research into practice—from next generation business strategies and transformative operational models to shifts in consumer aspirations and behaviors. Our research-to-translation dialogues are guided by the frameworks of the [U.N Sustainable Development Goals](#), the EU's [European Green Deal](#) (with its Farm to Fork Strategy), and the CIA-Harvard [Menus of Change Principles of Healthy, Sustainable Menus](#).

#### **CONFERENCE: 27 November 2023**

- Presential: (also streamed online)
  - Location: Historic Building of the University Barcelona (Barcelona)
  - Time: 9h-18:00h CET
  - Languages: English, Spanish and Catalan (simultaneous translation)
- Additional, post-conference programming on 28 November to be announced

**FOR WHOM:** Chefs and foodservice professionals; other food business leaders; culinary educators and gastronomy professors; nutrition and environmental scientists; physicians, dieticians and other public health professionals; food scientists, technologists and R&D specialists; tourism and hospitality professionals; food, health and nutrition, sustainability, and tourism journalists; NGO leaders; and regional and national government leaders.

**DIGITAL MAGAZINE: Coming Winter/Spring 2024.** The 2023-24 edition of the annual **Tomorrow Tastes Mediterranean Digital Magazine** will take its lead from the subject matter of this year's conference, helping to further amplify the issues, opportunities and leadership highlighted by the conference and connect with a broader audience.

The content of the magazine will feature select presentation summaries, case studies, recipes, profiles, and more to provide its presential and virtual audience members with concrete examples and strategies to make nutrition and health, sustainability, and culinary insight—inspired by the 2023 Tomorrow Tastes Mediterranean Conference—core elements of their R&D, concept and strategy development, and decision making.



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