



# Tomorrow Tastes Mediterranean

International Conference & Digital Magazine

November 27 - 28, 2023

Barcelona, On-Site & Online



## 4<sup>th</sup> Annual Tomorrow Tastes Mediterranean Conference

University of Barcelona, Historic Building

November 27, 2023

Tomorrow Tastes Mediterranean: Innovation Workshop

Barcelona Culinary Hub

November 28, 2023

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### 2023 Conference Program Schedule

*University of Barcelona, Historic Building*

#### **November 27, 2023**

- 8:30      **Registration and Coffee**  
*Check-in at University of Barcelona Historic Building*
- 9:00      **Welcome and Opening Remarks**  
Speakers:      **Mercè Segarra Rubí**, Vice Rector of Entrepreneurship, Innovation and Transfer; Barcelona, Spain  
                         **Michael Sperling**, Vice President of Academic Affairs, The Culinary Institute of America; Hyde Park, USA
- 9:20      **Session 1: The Mediterranean Diet — Latest Findings and Emerging Research to Support Personal and Planetary Health**  
Moderator:      **Michael Sperling**, Vice President of Academic Affairs, The Culinary Institute of America; Hyde Park, USA



Presenters: **Ramón Estruch**, Senior Consultant, Internal Medicine Department, Hospital Clinic; Professor of Medicine, University of Barcelona; Chair Scientific Advisory Council, Torribera Mediterranean Center; Barcelona, Spain  
**François Chartier**, President, Chartier World Lab; Barcelona, Spain  
**Helena Martín**, Director of the Culinary Arts and Gastronomy Research Group, CETT-UB Tourism & Hospitality; Barcelona, Spain  
**Amelia Sarroca**, Food Waste and Nutrition Technician, Polytechnic University of Catalonia, CREDA Center for Agro-food Economics and Development; Barcelona, Spain

10:20 Session 2: **Fermenting Change: Chefs, Plant-Forward Restaurants and Sustainability**

Moderator: **Anne McBride**, Vice President of Programs, James Beard Foundation; North Plainfield, USA

Presenters: **Eduard Xatruch**, Chefs-Owners, Disfrutar Restaurant; Barcelona, Spain  
**Daniele Rossi**, Chef Owner, Rasoterra Restaurant; Barcelona, Spain  
**Clara Abarca Rivas**, Food and Nutrition PhD Candidate at Faculty of Pharmacy and Food Sciences, University of Barcelona; Barcelona, Spain

11:10 **Break**

11:35 Session 3: **Of Food, Health and Culture: A Sustainable Heritage of the Mediterranean Diet in North Africa and the Eastern Mediterranean**

Moderator: **Anne McBride**, Vice President of Programs, James Beard Foundation; North Plainfield, USA

Presenters: **Ebru Baybara Demir**, Social Gastronomy Chef, Social Entrepreneur; Mardin, Türkiye  
**Tara Stevens**, Journalist & Cooking School Owner, The Courtyard Kitchen; Fez, Morocco & Barcelona, Spain  
**Hafida Ben Rejeb Latta**, Cookbook Author (*The Tunisia Cookbook: Healthy Red Cuisine from Carthage to Kairouan*); Valencia, Spain

12:35 Session 4: **Pulses of Change: “Beans Is How” We Can Fix the Future**

Moderator: **Greg Drescher**, Senior Advisor for Strategic Initiatives, The Culinary Institute of America; Napa, USA

Presenters: **Conor Spacey**, Chef, Disruptor & Author, Co-founder FoodSpace; Dublin, Ireland  
**Ali Honour**, Executive Chef, Food Consultant; Cork, Ireland  
**Maria Izquierdo**, Head of the Department of Nutrition, Food Science and Gastronomy, Faculty of Pharmacy and Food Sciences, University of Barcelona; Barcelona, Spain



- 13:25 **Lunch**
- 14:25 **Session 5: Powering a Global Trend around Irresistible Vegetables**  
Moderator: **Santi Mas de Xaxàs Faus**, Founder, Gastronomic+34; Co-Executive Director (for The Culinary Institute of America), Torribera Mediterranean Center; Barcelona, Spain  
Presenters: **Georgia Koutsoukou**, Writer, Cook and an Authority on the Food and Culinary Traditions of Messinia; Kalamata, Greece  
**Mounir El Arem**, Executive Chef-Owner, Le Baroque Restaurant; Tunis, Tunisia
- 15:10 **Session 6: Renewing Food Culture — Securing the Future of the Mediterranean Diet as an Intangible Cultural Heritage Recognized by UNESCO**  
Moderator: **Xenophon Kappas**, General Manager, Captain Vassilis & Carmen Constantakopoulos Foundation; Athens, Greece  
Presenters: **Sara Roversi**, President, Future Food Institute; Bologna, Italy  
**Stefano Pisani**, Mayor of Pollica, a UNESCO Emblematic Community of the Mediterranean Diet, and head of the Permanent Secretariat of the Network of UNESCO Mediterranean Diet Communities; Pollica, Italy  
**Georgia Koutsoukou**, Writer, Cook and an Authority on the Food and Culinary Traditions of Messinia; Kalamata, Greece  
**Enric Tello**, Professor of the Department of Economic History, Institutions, Politics and World Economy, University of Barcelona; Barcelona, Spain
- 16:20 **Session 7: Scaling Change for a Sustainable Future: In our Businesses and our Communities**  
Moderator: **María Martínez Iglesia**, Academic Director, Barcelona Culinary Hub; Barcelona, Spain  
Presenters: **Stijn Kuppens**, Food Program Manager for EMEA, Google; Dublin, Ireland  
**José Miguel Herrero Velasco**, Acting General Director of Food Industry, Spanish Ministry of Agriculture, Fisheries and Food; Madrid, Spain
- 17:10 **Break**
- 17:35 **Session 8: Mastering the Olive Oil Kitchen: Of Heat, Technique and Flavor Development Strategies**  
Moderator  
/Presenter: **Joseph R. Profaci**, Executive Director, North American Olive Oil Association; New York, USA



Presenters: **Maria Pérez Bosch**, Associate Professor, Department of Nutrition, Food Science and Gastronomy, Faculty of Pharmacy and Food Science, INSA-UB, University of Barcelona; Barcelona, Spain  
**Rosa Vaño**, Co-Owner and Commercial and Marketing Director, Castillo de Canena; Madrid, Spain  
**Sergio Andreu**, Co-Owner and Chef, La Pepita Restaurant; Barcelona, Spain

18:20      **Session 9: From Culinary Interactions to Nutritional Synergies: Next-Generation Research on the Mediterranean Kitchen**

Moderator: **Greg Drescher**, Senior Advisor for Strategic Initiatives, The Culinary Institute of America; Napa, USA

Presenters: **Agustí Romero**, Coordinator of the Olive Growing and Olive Oil Technology, Institute of Agri-Food Research and Technology (IRTA); Tarragona, Spain

**Jaime Lillo**, Deputy Executive Director and Incoming Executive Director, International Olive Council; Madrid, Spain

**Axel Bidon-Chanal Badia**, Serra-Hünter Fellow, Associate Professor Nutrition, Food Science and Gastronomy department, Faculty of Pharmacy and Food Science, Torribera Food Campus, University of Barcelona; Barcelona, Spain

19:10      **Closing Remarks**

Presenter: **Greg Drescher**, Senior Advisor for Strategic Initiatives, The Culinary Institute of America; Napa, USA

19:15      **Conference Adjournment/Wine Reception**



## 2023 Innovation Workshop Program Schedule

*Barcelona Culinary Hub*

### **November 28, 2023**

- 09:15      **Registration and Coffee**  
*Check-in at Barcelona Culinary Hub*
- 09:30      **Welcome and Workshop Overview**
- 09:40      Workshop 1: **Green Haute Cuisine: Walnuts as Protagonist in Crafting Plant Protein Deliciousness**  
Moderator:    **Mariel Colmán Martínez**, Research Professor, Barcelona Culinary Hub; Barcelona, Spain  
Presenters:    **Rodrigo de la Calle**, Chef-Owner, El Invernadero Restaurant; Madrid, Spain
- 10:40      Workshop 2: **Flavor Dynamics of Plant Protein Deliciousness—Beans is How**  
Moderator:    **María Martínez Iglesia**, Academic Director, Barcelona Culinary Hub; Barcelona, Spain  
Presenters:    **Conor Spacey**, Chef, Disruptor & Author, Co-founder FoodSpace; Dublin, Ireland  
                  **Ali Honour**, Executive Chef, Food Consultant; Cork, Ireland
- 11:25      **Break**
- 11:40      Workshop 3: **Frontiers of the Olive Oil Kitchen—The Art and Chemistry of Heat and Flavor**  
Moderator:    **Mariel Colmán Martínez**, Research Professor, Barcelona Culinary Hub; Barcelona, Spain  
Presenters:    **Georgia Koutsoukou**, Writer, Cook and an Authority on the Food and Culinary Traditions of Messinia; Kalamata, Greece  
                  **Agustí Romero**, Coordinator of the Olive Growing and Forestry Team and Fruit Growing, Institute of Agri-Food Research and Technology (IRTA); Tarragona, Spain
- 12:25      Workshop 4: **North Africa—The Vegetable Kitchen Revealed**  
Moderator:    **Imene Trabelsi Trigui**, International Olive Council, Head of the Promotion Department, International Olive Council; Madrid, Spain  
Presenters:    **Tara Stevens**, Journalist & Cooking School Owner, The Courtyard Kitchen; Fez, Morocco & Barcelona, Spain

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**Hafida Ben Rejeb Latta**, Cookbook Author (*The Tunisia Cookbook: Healthy Red Cuisine from Carthage to Kairouan*); Valencia, Spain

**Mounir El Arem**, Executive Chef and owner, Le Baroque Restaurant; Tunis, Tunisia

- 13:10      **Workshop 5: Turkey—Strategies with Plant-Rich Menus, Aromatics and the Spice Kitchen**  
Moderator:    **Mariel Colmán Martínez**, Research Professor, Barcelona Culinary Hub; Barcelona, Spain  
Presenters:    **Ebru Baybara Demir**, Social Gastronomy Chef, Social Entrepreneur; Mardin, Türkiye
- 13:55      **Closing Remarks**
- 14:00      **Workshop Concludes**

*Note: All five workshops include tastings*