



# Tomorrow Tastes Mediterranean

International Conference & Digital Magazine

October 14 - 15, 2024

Barcelona, On-Site & Online



## 5<sup>th</sup> International Conference Tomorrow Tastes Mediterranean

Conference

University of Barcelona, Faculty of Medicine, Paranymph

October 14, 2024

Culinary Innovation Workshop

Barcelona Culinary Hub

October 15, 2024

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### 2024 Conference Program Schedule

*Subject to change*

*All times are in Central European Time (CET)*

#### **October 14, 2024**

8:30

#### **Registration and Coffee**

*Check-in at University of Barcelona, Faculty of Medicine, Paranymph*

9:00

#### **Welcome and Opening Remarks**

Presenter: **Mercè Segarra Rubí**, Vice Rector of Entrepreneurship, Innovation and Transfer, University of Barcelona; Barcelona, Spain  
**Antoni Trilla**, Dean & Public Health Professor, Faculty of Medicine and Health Sciences, University of Barcelona. Senior Consultant, Preventive Medicine and Epidemiology Service, Clinical Institute of Medicine and Dermatology, Hospital Clinic. Research Professor at ISGlobal; Barcelona, Spain



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

**Ramón Estruch**, Senior Consultant, Internal Medicine Department, Hospital Clinic; Professor of Medicine, University of Barcelona; Chair Scientific Advisory Council, Torribera Mediterranean Center; Barcelona, Spain

9:20

Session 1

**The Mediterranean Diet and its Impact in 2025—From the Latest Research to the Emergence of Culinary Medicine**

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

**Josep Vidal**, Chief of Endocrinology and Nutrition Service, Hospital Clinic; Barcelona, Spain

**Michel Lucas**, Professor of Epidemiology and Culinary Medicine, Faculty of Medicine, Laval University. Researcher, CHU de Quebec Research Center; Quebec City, Canada

10:10

Session 2

**The Role of Cookbooks, Content Creators and Other Communicators in the Preservation and Enhancement of the Mediterranean Diet**

Moderator/

Presenter: **David Figueres**, Editorial Manager, Planeta Gastro; Barcelona, Spain

Presenters: **Sara Cucala**, Writer, Journalist and Film Director. Co-owner of A Punto and Director of Pnka Producciones; Madrid, Spain

**Maria Nicolau**, Cook, Writer, Bestseller and Enthusiast; Vilanova de Sau, Spain

11:00

**Break**

11:20

Session 3

**Sustainable and Healthy Strategies to Highlight Fish on our Menus**

Moderator/

Presenter: **Helena Martín**, Director of the Culinary Arts and Gastronomy Research Group, CETT-UB Tourism & Hospitality; Barcelona, Spain

Presenters: **Arnau Subías**, Marine Scientist, Creator of the GASTROBIO concept. Professor, Barcelona Culinary Hub; Barcelona, Spain



**Gontrán de Ceballos Herrero**, Sales Manager, Esteros Lubimar; Barbate, Spain

**Antonio Nieto**, General Manager, Pesca España; Madrid, Spain

**Montse Millán**, Owner of the fish shop La Barqueta, Les Corts Market; Barcelona, Spain

12:10

Session 4

**When to Choose Olive Oil and/or EVOO? Research Insights around Health and Culinary Performance to Give Answers to Chefs and Consumers**

Moderator

/Presenter: **Rosa M Lamuela-Raventós**, Ph.D., Full Professor of Nutrition and Bromatology and Researcher at the Institute of Nutrition and Food Safety, University of Barcelona and CIBEROBN; Barcelona, Spain.

Presenters: **Jean Xavier Guinard**, Ph.D., Professor of Sensory Science on Translational Sensory/Consumer Insight research, University of California; Davis, USA  
**Teresa Pérez**, General Manager, Interprofesional Aceite Oliva de España; Madrid, Spain

13:00

**Lunch**

14:00

Session 5

**Connecting the Principles of the Mediterranean Diet with the Healthy Food Cultures of Asia**

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

Presenters: **Cuilin Zhang**, Chair Professor and Director, Global Center for Asian Women's Health (GloW) & Department of Obstetrics & Gynecology, Yong Loo Lin School of Medicine, National University of Singapore. Adjunct Professor of Nutrition, Harvard T.H. Chan School of Public Health; Singapore

**Ramón Estruch**, Senior Consultant, Internal Medicine Department, Hospital Clinic; Professor of Medicine, University of Barcelona; Chair Scientific Advisory Council, Torribera Mediterranean Center; Barcelona, Spain

14:50

Session 6

**Life Climate Smart Chefs—Insights from a European Project to Engage Chefs in Advancing Low Emission, Nutritious and Affordable Diets**

Moderator: **Santi Mas de Xaxàs Faus**, Founder, Gastronomic+34. Co-Executive Director (for The Culinary Institute of America), Torribera Mediterranean Center; Barcelona, Spain

Presenters: **Graceanne LaCombe**, Project Manager, Barilla Foundation and ALMA, the School of Italian Culinary Arts; Colorno, Italy  
**John Regefalk**, Head of Culinary Innovation, BCC Innovation, Research Center of the Basque Culinary Center; San Sebastián, Spain  
**Simone Walli** (live online), Culinary Art & Onboard F&B Service Concept Manager, Austrian Airlines; Vienna, Austria

15:35 **Break**

15:55 Session 7

**Plant-Forward Menus and the Business of Restaurants: Insights and Case Studies from the Frontlines of Innovation**

Moderator/

Presenter: **Chiara Gai**, PhD in Social Communication and Collaborator, Barcelona Culinary Hub; Barcelona, Spain

Presenters: **Adriana Carcelén**, Chef, Rasoterra Restaurant; Barcelona, Spain  
**Miguel Pe**, Head of Product Development and R&D, Grup Ametller Origen; Barcelona, Spain

16:35 Session 8

**The Eastern Mediterranean Plant-Forward Kitchen: Regional Crosscurrents of Heritage, Creativity and Invention**

Moderator: **Xenophon Kappas**, General Manager, Captain Vassilis & Carmen Constantakopoulos Foundation; Athens, Greece

Presenters: **Aglaia Kremezi**, Journalist and Author of Several US Published Books on Greek and Mediterranean Cooking, among them The Foods of the Greek Islands; Kea, Cyclades, Greece  
**Manolis Papoutsakis**, Chef & Co-Owner, Haroupi, Ten Tables and Pharaoh Restaurant; Thessaloniki / Athens, Greece

17:25 Session 9

**Towards Food Sovereignty: AI and Other Tools to Fight Food Waste**

Moderator **Daniele Rossi**, Chef & Owner, Rasoterra Restaurant; Barcelona, Spain

Presenters: **Jordi Gascón**, PhD in Social Anthropology and Researcher at the Institute of Nutrition and Food Safety, University of Barcelona; Barcelona, Spain  
**Marc Zornes**, CEO & Co-Founder, Winnow; London, UK  
**Miguel Millera**, Corporate Chef EMEA, Iberostar; Palma de Mallorca, Spain  
**Maria Nicolau**, Cook, Writer, Bestseller and Enthusiast; Vilanova de Sau, Spain



- 18:25 **Closing Remarks**  
Presenter: **Greg Drescher**, Senior Advisor for Strategic Initiatives, The Culinary Institute of America; Napa, USA
- 18:30 **Conference Adjournment/Wine Reception**

## **2024 Culinary Innovation Workshop Program Schedule** **Barcelona Culinary Hub**

*Subject to change*  
*All times are in Central European Time (CET)*

### **October 15, 2024**

- 08:30 **Registration and Coffee**  
*Check-in at Barcelona Culinary Hub*
- 08:50 **Welcome and Workshop Overview**
- 09:00 Workshop 1  
**Plant-Forward and Zero-Waste Menus: The Future of Foodservice**  
Moderator: **Martín Federico Alba**, Director of the University Degree in Gastronomic Management, Barcelona Culinary Hub; Barcelona, Spain  
Presenter: **Adriana Carcelén**, Chef, Rasoterra Restaurant; Barcelona, Spain
- 09:55 Workshop 2  
**LIFE Climate Smart Chefs: Low Emission, Nutritious and Affordable Menus**  
Moderator: **Martín Federico Alba**, Director of the University Degree in Gastronomic Management, Barcelona Culinary Hub; Barcelona, Spain  
Presenter: **Carlo Maria Ricci**, Chef Ambassador, ALMA International Culinary School; Colorno, Italy
- 10:50 **Break**

- 11:00 Workshop 3  
**Kitchen Strategy: Versatility of Olive Oil as a Gastronomic Transformer**  
Moderator: **Martín Federico Alba**, Director of the University Degree in Gastronomic Management, Barcelona Culinary Hub; Barcelona, Spain  
Presenter: **María Pérez Bosch**, Associate Professor (Serra Hunter program) at the University of Barcelona. Member of the Polyphenol Research Group (INSA-UB); Barcelona, Spain  
**Periko Ortega**, Chef and Owner, ReComiendo Restaurant. Executive Chef and Technical Director, Power Group; Córdoba, Spain
- 12:00 Workshop 4  
**The Eastern Mediterranean Plant-Forward Kitchen: Regional Crosscurrents of Heritage, Creativity and Invention**  
Moderator: **Martín Federico Alba**, Director of the University Degree in Gastronomic Management, Barcelona Culinary Hub; Barcelona, Spain  
Presenters: **Aglaia Kremezi**, Journalist and Author of Several US Published Books on Greek and Mediterranean Cooking, among them The Foods of the Greek Islands; Kea, Cyclades, Greece  
**Manolis Papoutsakis**, Chef & Co-Owner, Haroupi, Ten Tables and Pharaoh Restaurant; Thessaloniki / Athens, Greece
- 13:00 Workshop 5  
**Sustainable Fish on the Menu: Of Appetites and Innovation**  
Moderator: **Martín Federico Alba**, Director of the University Degree in Gastronomic Management, Barcelona Culinary Hub; Barcelona, Spain  
Presenters: **Arnau Subías**, Marine Scientist & Gastrobiologist, GastroBio. Professor, Barcelona Culinary Hub; Barcelona, Spain  
**Gonzalo Hernández**, Executive Chef, Amar Restaurant; Barcelona, Spain
- 13:55 **Closing Remarks**  
**Cristina Tomàs Pérez**, Academic Director, Barcelona Culinary Hub; Barcelona, Spain  
**Greg Drescher**, Senior Advisor for Strategic Initiatives, The Culinary Institute of America; Napa, USA
- 14:00 **Workshop Concludes**

*Note: All five workshops include tastings*