

ON THE TRADSHOW FLOOR: CHEF DEMO ARENA



Chef Demo Arena

During the Tradeshow, attend live culinary presentations – designed and planned by caterers just like you!



The Chef Demo Arena will feature presentations by executive level chefs representing international industry vendors. Watch as they prepare cutting-edge menu concepts, provide culinary education and offer tasty samples during their demonstrations.



An Advisory Board of leading catering chefs and operators were consulted to determine trends and issues facing caterers. Some of the timely topics include:



Tuesday, March 9, 2010

1:00pm – 1:30pm Butterball takes Turkey to the Street

Master Chef Tony Seta will show you how to introduce a little “street” to your next event with flavorful appetizers and handheld entree ideas.

1:45pm – 2:15pm Affordable Elegance with American Lamb

Chef Joe Alfano from Universal Orlando CityWalk will demonstrate how Superior’s affordable cuts of ground lamb, shanks, and Lamb Mini T-zers can be used to create appetizers, buffets and plated entrees.

2:30pm – 3:00pm Bistro and Byways

Join Chef Chet Holden of Allens Inc. as he guides you through low-cost, high-impact ideas straight from the exotic menus of vendor carts and bistro kitchens.

3:15pm - 3:45pm Keep it Natural: Showcasing Honey & Chilean Fruit

A hobbyist beekeeper and caterer, Chef Laurey Masterton is the ideal guide for exploring the menu versatility of honey and Chilean fresh fruit by showcasing sweet and savory dishes with unexpected flavor profiles.

4:00pm – 4:30pm Keeping it Rural with Nielsen-Massey Vanillas

Chef Tim Kuck of Nielsen-Massey and co-owner of a sustainable catering company will share his ideas and recipes for supporting local farmers by designing menus featuring their seasonal products.

4:45pm – 5:15pm “Out-of-the Box” Breakfast & Lunch Concepts

Chef John Reed CEC, CCA presents inventive and affordable catering solutions for breakfast and lunch using Lactalis’s cheeses including ways to rethink the traditional approach to a continental breakfast.

Wednesday, March 10, 2010

10:15am – 10:45am Handheld & Portable Foods with Ethnic Inspiration

Corporate chefs David Russell CEC, AAC and Gerald Tomlinson of Unilever prepare Latin and Mexican inspired dishes in small handheld portions including Mini Tamales with Pork Chili Verde and Queso Fresco and more.

11:00am – 11:30am The Navy Gives Seafood Classics a Modern Makeover

Chef Karla Cuevos of the U.S. Navy went down-under for her new generation concepts based on American classics but with a delightful twist using New Zealand shellfish and salmon.

11:45am – 12:15pm Global Pantry Inspirations

“There’s no place like home!” Join Allens Inc. Chef Chet Holden as he empowers you with crafty ‘secrets’ to help you perform mystical culinary wizardry with foods you have on hand.

12:30pm – 1:00pm Idaho Potatoes Go Back to School

Creative ideas can easily be customized. Chef Martin Breslin, Director of Culinary Operations, Harvard University, will share his secrets for catering that pleases and educates at the same time.

1:15pm – 1:45pm More For Less - Practical Tapas For Catering

Mountain City Meat Company’s Craig O’Brien and Executive Chef Eric Eisenberg of the Swedish Medical Center show you how Tapas can be made in high-volume with easy to use and economical beef cuts.

Complimentary tickets for these demos are available at Paris at the registration INFORMATION DESK and on the Tradeshow floor at CATERSOURCE BOOTH #123.



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Meet the Chefs...



Joe Alfano

CITYWALK Universal Orlando



Chef Joe's passion for food began with his Sicilian grandmothers making fresh pastas and spicy sausage. He fondly remembers the delightful aromas that filled his home from his Mother's passion for cooking, especially around the holidays. "I grew up in a typical Italian home where life was centered around the dinner table."

Chef Joe Alfano, Executive Chef of CITYWALK at Universal Orlando, was born in Boston, Massachusetts. He began his career working in country clubs and hotels in New England, including the famed Parker House Hotel. Joe moved to the Orlando area to assist in the opening of Universal Studios. Subsequently, he was instrumental in the opening of Orlando's premier nighttime destination, CITYWALK.

Martin Breslin

Harvard University Hospitality and Dining Services



Martin Breslin is the Director for Culinary Operations at Harvard University Hospitality and Dining Services. In this role, he sets the culinary standards of the department by overseeing all culinary operations, serving close to five million meals every year.

A native of Dublin, Ireland and a graduate of the Dublin College of Catering, Breslin demonstrated his talents at prestigious restaurants, hotels and universities throughout the United Kingdom, New York and Boston. He was named Restaurant Associates' Chef of the Year for 2001. With HUHDS, Breslin has won Four American Culinary Federation (ACF) gold medals – silver and a bronze. Additionally, he is chairman of the board for the Cordon Bleu's culinary arts school in Boston, and a member of the Research Chef's Association of America, the American Culinary Federation, and Slow Foods USA. He is a standing member of the Harvard School of Public Health's nutritional round table.

Chef Breslin is currently responsible for overseeing and directing all culinary, nutrition, and technical services that relate to food technology, food science, and food presentation, for all culinary operations within Harvard University Hospitality

and Dining Services. In this capacity, Chef Breslin oversees all recipe development at the Culinary Support Group (CSG - Commissary), and is responsible for the quality and cost of food, development of culinary staff, and sanitation standards, meeting all FDA and USDA requirements for food manufacturing.

Karla Cuevas

Anchors Catering and Conference Center on Naval Base San Diego



Chef Karla Cuevas is a born and raised San Diegan. She graduated from Chula Vista High School and attended Mesa College under the instruction of Chef Jay Pastoral CEC, AAC, Chef Bradley Peters and Chef Karl Engstrom. She is a member of the Chefs de Cuisine Association of San Diego, has participated in the Meals-on-Wheels annual event for several years and has been on the Judging Committee for the Ensenada International Seafood Competition for the past three years.

Karla started her culinary career in 1999 at the Harbor House Restaurant in Seaport Village and Hotel Del Coronado before joining the Moral Welfare and Recreation (MWR) family in 2000, but she started cooking at the young age of 4 and has been in the kitchen ever since.

Coming from a culinary family it's no surprise Karla has excelled tremendously in her career. Following in her father's footsteps, Karla joined MWR and began at the Admiral Kidd Catering and Conference Center, the Oceanview Room and the Harbor Inn Catering and Conference Center in Point Loma. She is currently overseeing all of the kitchen operations at Anchors Catering and Conference Center on Naval Base San Diego. Her creativity is shown every week on the daily buffets and in the ceremonial cakes she's created for grand openings on base.

Eric Eisenberg

Swedish Medical Center



A Native New Yorker Eric Eisenberg received the foundation of his training in some of that city's finest restaurants. After a decade in the business he attended Le Cordon Bleu in Paris where he worked and continued to live for 5 years. In 1991 he returned stateside and became the Chef to the Embassy of Luxembourg in New

York, followed by a stint as Executive Chef for a classic French restaurant on Manhattan's Eastside. In 1996 he moved to Seattle and purchased the internationally acclaimed Relais de Lyon. During his tenure as Chef /Owner Eric received 3 ½ stars in the Seattle Times and was rated one of America's Top Tables by Gourmet Magazine. Eric sold the restaurant to spend time with a growing family and took a position as Executive Chef for a private golf and county club. Before expanding his horizons in December of 2004, Eric became the Executive Chef on the Ivy Award winning team at Swedish Medical Center in Seattle WA, that has since been awarded the Silver Plate Award for Excellence in Healthcare Foodservice.

Eric has been featured in numerous print feature articles, on radio and TV. He is a regular presenter at the Simplot Healthcare Operators University and has been a contributor to Food Management Magazine. Eric has won Bronze and Gold Medals at the National HFM Culinary Competitions as well as the Catersource Mystery Box Challenge held in Las Vegas. In 2008 was named one of the top 5 chefs of the year by Chef Magazine. His operation grosses over \$1.5 million in catering sales annually.

Chet Holden

Creative Culinary Services™



Chet Holden is the director of Creative Culinary Services™, a marketing support firm that provides cutting edge strategic and creative services to foodservice operators, suppliers and communications agencies. Mr. Holden entered the foodservice industry in 1973. After spending seven years in exclusive restaurant and hotel kitchens, he spent four years as senior food editor of a prestigious foodservice trade publication. From 1984 to 1986 he developed a research manuscript for the Culinary Institute of America and in 1987 launched Creative Culinary Services. During his career, Chet has had the honor, privilege and pleasure to present international culinary workshops and seminars in more than 20 countries and every major US city. He is a regularly scheduled speaker on the agendas of national foodservice publication conferences, where he shares the passion and insight he has developed for the creative process. Chet earned his Bachelor of Journalism degree from the University of Texas and later attended the Culinary Institute of America. In addition to copious magazine articles, he has also written three foodservice reference books: The 1980 Culinary Olympics Cookbook, Buffets: A Guide For Professionals and most recently Cooking For 50. He is a past-president of the International Foodservice Editorial Council (IFEC). Having

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settled back in Texas in 1990, Chet and his wife Carol are currently empty nesting in suburban Dallas, while their children Chris and Allison are in various phases of collegiate education.

Tim Kuck *StarGrazer Café*



Tim Kuck has food and service in his blood, literally, as the German origin of his surname is "cook". A third generation chef, Tim spent his childhood with his adored Grandmother who taught him the meaning of a good meal and the

preparation of an incredible feast. At 15, he worked in catering with the Jewish Federation of Chicago, earning his Kosher Chef and Food Technology Certificates. He then received a special apprenticeship with one of the premier female chefs, Carolyn Claycomb. Chef Claycomb had recently opened a highly acclaimed restaurant after her Gold Medal win during the Culinary Olympics.

Tim followed when Carolyn branched out to a catering business, with notable clients such as Ohio State University's Wexner Center for the Visual Arts. After a few years running functions for political dignitaries and artists (including Diana Ross, Mikhail Baryshnikov, Menachem Begin & Henry Kissinger), Tim followed his heart back to Chicago working for the prestigious Club Corporation of America.

Laurey Masterton *Laurey's Catering & Gourmet to Go*



Laurey Masterton is the youngest of the three daughters of Elsie and John Masterton, founders of the original Blueberry Hill Inn, in Goshen, Vermont and authors of the three Blueberry Hill Cookbooks: *The Blueberry Hill Cookbook, 1959*, Thomas Y. Crowell;

The Blueberry Hill Menu Cookbook, 1963, Thomas Y. Crowell; and *The Blueberry Hill Kitchen Notebook, 1964*, Thomas Y. Crowell). She also wrote *Off My Toes, 1961*, Little, Brown and Company and, with John Masterton, *Nothing Whatever to Do 1958*, Crown Publishers.

Laurey studied theatrical lighting design at The University of New Hampshire and worked backstage in New York City in this field: off, off-off, and on Broadway. She was an Outward Bound Instructor, co-creating and instructing the first Outward Bound courses for Cancer Survivors at The North Carolina Outward Bound School before starting her catering company, Laurey's Catering (yum!) and Gourmet to Go, in Asheville, North Carolina in 1987.

In 1999, Laurey was awarded the Small Business Leader of the Year for both Asheville and for the state of North Carolina. In 2001, she was the recipient of The Athena Award, which promotes women's leadership and honors outstanding leaders. An active member of the Asheville community, she serves on a number of boards, is very involved with local farm-to-table initiatives, and is particularly interested in helping children experience gardening and the cooking and eating of real food.

An active long-distance bike rider, especially for AIDS vaccine-related events, she is fascinated by glass-blowing, speaks Italian (pretty well), and collects sea urchins, antique chafing dishes, and old Clementine boxes.

Monroe Moore *Homewood*



Monroe Moore has a degree in Graphic Design from Appalachian State University. He has been in the hospitality industry for 28 years, 8 of these years in front of house management of fine dining restaurants, and 10 years as

General Manager at Laurey's Catering in Asheville, North Carolina.

Ten years ago, Monroe created Homewood, a special event and conference center in a English Stone Manor just north of Downtown, Asheville. Three years ago he also added Coleman Place a Contemporary Venue with Views of the Appalachian Mountains.

Monroe and his partner have three children (3, 6, and 8 years of age) Whew!

Craig O'Brien *Executive Chef of Pier Sixty and the Lighthouse; New York, NY*



Chef O'Brien is currently an Executive Chef for Pier Sixty and The Lighthouse. He has 25 years of experience in the kitchen, followed by 10 years on the R & D side of the stove. He has been trained in the classical cuisines, with affection

for Island cooking. Chef O'Brien has many banquets and catered events under his belt, serving parties from two to 5,000.

John Reed *Customized Culinary Solutions*



John Reed is a professional chef with over 27 years experience. He is presently the owner of Customized Culinary Solutions a culinary consulting firm that works with restaurant, catering and foodservice companies to provide the highest quality food possible.

An active member of the ACF Windy City Professional Culinarians, John is both a Certified Executive Chef and Certified Culinary Administrator. He has competed many times in culinary competitions around the country and was named the WCPC Chef of the Year for 2007. He is also a member of the Research Chefs Association and Foodservice Consultants Society International. He also participates in Industry Advisory Boards and Focus Groups

His work experience has taken him around the country from Massachusetts, Florida and Chicago. He has worked internationally in Switzerland and England. He has worked in premier hotel companies such as The Four Seasons and Swissôtel, multi-unit and privately owned restaurants and most recently Food For Thought in Lincolnwood Illinois where he spent 9 years as both executive chef of catering and divisional executive chef of the foodservice management division.

John is also an active culinary educator with 5 years experience at Johnson & Wales University in North Miami, FL. and presently and adjunct faculty member in the hospitality department at the College of DuPage in Glen Ellyn, IL.

Recently John spent time with the Navy's Adopt-a-Ship Program support the culinary divisions on board both the USS Stethem (DDG-63) and USS Fitzgerald (DDG-62) of the coast of Japan while both ships were in active forward deployment.

He is a family man with two young chefs in the making at home. His wife Rosemary is also a trained chef. His passions include Charcuterie, Gardening, Golfing and Collecting Cookbooks.

David C. Russell *Knorr® Culinary Team USA*



Chef Russell has over 25 years experience in the food service industry and currently serves as a Corporate Chef for Unilever Foodsolutions. He is very active in the culinary community serving as Past President of the ACF Chicago

Chefs of Cuisine and as ACF National VP He also holds the title of National Director of Public Relations of the American Academy of Chefs, the Honor Society of the American Culinary

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Federation. Chef Russell sits on the permanent committee of the Les Amis d' Escoffier Society as well as serving as Chairman of the College of DuPage Culinary Departments "Tradition's in Excellence" fund raising dinner. Chef Russell has also taught Culinary Arts, as an adjunct instructor, for over 8 years at the College of DuPage where he enjoys mentoring young culinarians. Chef Russell spent over ten years with Marriott Hotels and Resorts as an Executive Chef and Food & Beverage Director as well as serving as a Regional Culinary/F&B Task Force Leader. Prior to his hotel positions Chef Russell held the position of Executive Chef at a number of 3 star restaurants. Chef specializes in regional Italian cuisine and is a honorary member of the Italian chefs and cooks association in Siena Italy, where he was married to his wife Jill, also an accomplished chef

Anthony Seta

Culinary Institute of America



Master Chef Anthony (Tony) Seta is a culinary professional with 25 plus years experience in successfully developing creative and signature items for restaurant chains and food manufacturers. He applies his expert knowledge of ethnic cuisines and current culinary

trends to recipe and formula development with a primary focus on flavor.

Chef Seta offers a strong foundation in culinary sales training gained from his experiences as Chef Instructor and Director of Continuing Education at the Culinary Institute of America, heading R&D departments for large restaurant chains, and as a consultant for prominent food manufacturers. He is well known throughout the foodservice industry and has strong relationships established in all areas of the business. His wife Jill, also an accomplished chef

Gerald Tomlinson

Unilever Foodsolutions



Chef Gerald Tomlinson earned his associate's degree in applied science from the Culinary School of Kendall College in Evanston, Ill., specializing in French and American cuisine.

Chef Tomlinson began his career in 1984 as chef at Forte Catering Ltd. In Glenview, Ill. After two years, he joined Carlucci's Restaurant in Chicago, where he served as executive chef from 1987 to 1989 specializing in fine dining Italian cuisine. During this time Tomlinson was profiled on WBBN-TV (CBS) during Carlucci Restaurant's Garlic Festival.

In 1989, Tomlinson moved to Chicago's world-famous Pump Room where he served as executive sous chef for five years. Tomlinson participated in the Taste of Chicago's "Culinary Showcase."

While in the employ of the Pump Room; Chef Tomlinson had the opportunity to work with noted culinary greats like chef and author Marcia Adams, Bradley Ogden, and Gabino Sotelino. He also has prepared his specialties for many celebrities, including Frank Sinatra, Paul Newman, David Bowie, Anthony Quinn and Madonna.

In 1994 Chef Tomlinson assumed the position of Executive Chef for McDonald's Corporation. Here he partnered with a creative team and was responsible for developing new menu items for McDonald's restaurants. Tomlinson also appeared in several episodes of The Food Networks television show "Un-Wrapped".

Chef Gerald Tomlinson joined Unilever Foodsolutions in July of 2006 where he uses his creativity to help operators in the Top 100 Chain Restaurants develop new and innovative menu items.



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