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## CHEFS CREATE THEIR DREAM GROCERY PRODUCTS

**SAN FRANCISCO, CA -- January 2, 2008 --** What would a chef want to find at a supermarket or mainstream restaurant in the future? At the 15 Tastes of the Future event, chefs such as Hubert Keller, Elizabeth Faulkner, Michael Recchuiti, Roland Passot, Alberta Straub and Craig Stoll revealed their dream “future fare” without considering client constraints as they usually do when working on product development projects.

San Francisco’s Center for Culinary Development (CCD), a food and beverage development company, recognizes the value their Chefs’ Council® brings to the creative process. So for the event, they asked fifteen of the dynamic group of 85 nationally recognized food professionals including executive chefs, cookbook authors and restaurant operators, to follow only their culinary instincts to create what they want readily available tomorrow.

“It was fun to explore flavors and textures we are not seeing today, and express where I might eventually take people’s palates,” says Elizabeth Falkner of Citizen Cake restaurant, who created four chocolate cakes, with unexpected ingredients like parsnips, truffles, tonka beans and curry.

The results showcase the creativity of this valuable think tank - from cocktails to desserts, from healthy snacking to elegant entertaining, and from ancient Incan to today’s local seasonal foods. Highlights of the 15 Tastes of the Future include:

**Health & Performance Foods** – Incan Trail Mix Bites, made with ancient grains amaranth and quinoa, Mejool dates, flax seeds, agave syrup and sauco (Andean elderberries), are high protein and high fiber alternatives to sugar-based protein bars, by James Schenk of Destino restaurant.

**Sustainable & Organic Meats** – Smart Burgers, by Ralph Burgin, of the Cliff House restaurant, made with lean, grass-fed (high in Omega 3), organic beef and shredded apple, are served with flax oil mayonnaise and heirloom tomatoes for a no compromise way to do something right without sacrificing flavor.

**Wow! Looks & Flavors** – Nori Moos, frozen novelties made with miso and mango and pineapple purees wrapped in nori and served with soy caramel sauce were inspired by a miso and dashi class in Osaka attended by Tom Worthington, of Monterey Fish Market.

**Artful Appetizers** – Pea & Carrot Shooters, by Hubert Keller of Fleur de Lys restaurant, are among several “Tastes” intended as cocktail party shortcuts for high-end supermarkets’ ready-made sections.

**About The Center for Culinary Development** – CCD, a full-service food and beverage development and research company that blends culinary creativity with strategic marketing expertise, celebrates 15 years of successful **product innovation**. Visit [www.ccdsf.com](http://www.ccdsf.com), or contact Mary Margaret Sinnema at 415-693-8900 x 107 or [mmsinnema@ccdsf.com](mailto:mmsinnema@ccdsf.com).