

Flavor and the Chef

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The Chef

- Creative/Artistic
- Lacks discipline
- Moody
- Volatile
- No ego
- Temperamental

The Culinologist

- Creative/Artistic
- Moody
- Temperamental
- Disciplined
- No Ego
- Volatile

The role

- Creative/Artistic
- Disciplined
- Highly sensitive/mature flavor bank
- Well trained in classics
- Embrace technology/expand
- Sales/applications
- Development support

Secrets in the Kitchen

- Leather
- Fresh Cut Grass
- Birch Bark
- Oak
- Dirt
- Hay
- Bubble Gum
- Pot
- Pine
- Cedar
- Must/Mold
- Low Tide
- Patchouli

Out of the drum-into the kitchens

Next Generation cuisine
Innovation and 4 stars
Applied science
Explorers

Distractionary Flavors

- Healthy foods
- Fat, sugar, salt
- Historic Points of reference
- Replacing the expectation of flavor
- Sensory trickery

Flavor Painting

- The art of taste
- Visualize flavor
- Harmony versus contrast

The opportunities

- Big get Bigger and better
- The small get smarter
- Education
- User friendly formats
- Flexibility in business models