



SERVING UP
innovation

"The Foodservice Forum programs were well organized, containing pertinent information regarding the industry and consumer trends, delivered in a useful and engaging manner."

Daryl Scott, President, Surlean Foods

Learning about smart practices is more important now than ever. And the 2010 Cryovac[®] Foodservice Forum is the best place to do just that. Don't miss this informative foodservice industry event at Packforum Americas – our unique forum for generating, sharing and advancing ideas about the foodservice industry.

TOPICS TO BE EXPLORED INCLUDE:

Menu and Product Innovations

trends and behaviors

Emerging Technical Issues

sustainability and regulatory

Problem-solving Packaging Solutions

that can deliver value to improve your bottom line

LOCATION: The Foodservice Forum will be held at Packforum Americas, 770 Atlanta S Pkwy, Suite 103, Atlanta, Georgia 30349; Telephone: 404-766-5156



View our LinkedIn[®] event page: <http://events.linkedin.com/Foodservice-Forum-2010/pub/345274>

FOODSERVICE FORUM AGENDA

DAY ONE - Wednesday, September 8

7:00am	Registration begins in Packforum lobby
7:20am	Shuttle departs from Marriott & Westin for Packforum
8:00am	Continental Breakfast at Packforum
8:30am	Welcome Vito Santoro – Vice President, Cryovac Food Solutions Sales and Marketing
8:45am	Keynote Address Labor & Employment Law Hot Topics and What They Mean to Your Business Calvin W. Blackburn, III A graduate of Vanderbilt law school, Calvin Blackburn, III is an experienced labor law expert who has guided many corporations and governmental entities in labor and employment matters using innovative approaches with sensitivity to the company's bottom line.
9:45am	BREAK
10:00am	Fresh Ideas in Foodservice - choose one session <ol style="list-style-type: none">1. Entering the Takeout and Vending Market through Packaging Innovation – Paul Schlossberg, DFW Consulting2. School Nutrition Legislation Menu News and Quality Food Opportunities – Paul Conte, Foodservice Director, Elizabeth Public Schools, Elizabeth, New Jersey3. Marketing Strategies for the Foodservice Industry – Dean Landeche, Sr. VP of Marketing, Manitowoc Foodservice
11:00am	Fresh Ideas in Foodservice continued – choose another session <ol style="list-style-type: none">1. Entering the Takeout and Vending Market through Packaging Innovation – Paul Schlossberg, DFW Consulting2. School Nutrition Legislation Menu News and Quality Food Opportunities – Paul Conte, Foodservice Director, Elizabeth Public Schools, Elizabeth, New Jersey3. Marketing Strategies for the Foodservice Industry – Dean Landeche, Sr. VP of Marketing, Manitowoc Foodservice
NOON	LUNCH featuring Emerging Ready Meal Offerings and new technologies in vending machine review
1:30pm	Menu Innovation For Today's Foodservice Realities – choose one session <ol style="list-style-type: none">1. Key Trends in Menu Innovation – Chef Steve Solomon, FSInsights2. Consumer Expectations in Menu Development – Chef John Metz, President, Sterling Hospitality Group3. From Food Concept Construction to the Dining Table – Chef Michael Formichella CMC, Chella Foods International and affiliate member Culinary Alchemy Group

2:30pm	Menu Innovation For Today's Foodservice Realities continued – choose another session
	<ol style="list-style-type: none"> 1. Key Trends in Menu Innovation – Chef Steve Solomon, FSInsights 2. Consumer Expectations in Menu Development – Chef John Metz, President, Sterling Hospitality Group 3. From Food Concept Construction to the Dining Table – Chef Michael Formichella CMC, Chella Foods International and affiliate member Culinary Alchemy Group
3:30pm	BREAK
3:45pm	Menu Innovation For Today's Foodservice Realities continued – choose another session
	<ol style="list-style-type: none"> 1. Key Trends in Menu Innovation – Chef Steve Solomon, FSInsights 2. Consumer Expectations in Menu Development – Chef John Metz, President, Sterling Hospitality Group 3. From Food Concept Construction to the Dining Table – Chef Michael Formichella CMC, Chella Foods International and affiliate member Culinary Alchemy Group
4:45pm	Cocktails and Networking featuring Beverage Mixology demonstration by Jeff Underwood, Kerry Beverage Applications Manager
5:30pm	Dinner Buffet and Culinary Inspiration from a Master – Chef Kevin Gawronski, CMC; Schoolcraft College
8:00 – 9:30pm	Shuttles depart for hotel - on the half hour

DAY TWO - Thursday, September 9

7:20am	Shuttle departs from Marriott & Westin for Packforum
8:00am	Continental Breakfast
8:30am	Opening Comments John Gaston, NA Fluids Packaging Sales & Marketing Director Cryovac Food Solutions
8:45am	Featured Presentation Understanding the Sustainability Maze Dr. Ron Cotterman , Executive Director of Sustainability, Sealed Air Corporation Ron is responsible for Sealed Air's global strategy in sustainable business practices. Through participation in several external organizations, Ron is dedicated to promoting sustainability practices across the packaging industry. He has an undergraduate degree in Chemical Engineering from the University of Florida and a PhD in Chemical Engineering from the University of California, Berkeley.
9:45am	BREAK
10:00am	Developing Technology Trends For Foodservice – choose one session
	<ol style="list-style-type: none"> 1. European and North American Foodservice Perspectives – Fabrice Roy and Myra Foster, Sealed Air Cryovac 2. New Cooking Technologies in the Commercial Kitchen – Chef Kevin Gawronski, CMC; Schoolcraft College 3. Developing New Products for the Foodservice Microwave <ul style="list-style-type: none"> – Dr. Sidi Chouikhi and Sean Brady, Sealed Air Cryovac <p>Business Case Model for Microwaveable Foods Processor</p> <ul style="list-style-type: none"> – Dan Staudt, President Chairman's Foods

11:00am	Developing Technology Trends For Foodservice continued – choose another session
	<ol style="list-style-type: none"> 1. European and North American Foodservice Perspectives – Fabrice Roy and Myra Foster, Sealed Air Cryovac 2. New Cooking Technologies in the Commercial Kitchen – Chef Kevin Gawronski, CMC; Schoolcraft College 3. Developing New Products for the Foodservice Microwave <ul style="list-style-type: none"> – Dr. Sidi Chouikhi and Sean Brady, Sealed Air Cryovac <p>Business Case Model for Microwaveable Foods Processor</p> <ul style="list-style-type: none"> – Dan Staudt, President Chairman’s Foods
NOON	LUNCH BUFFET in Equipment Area featuring foods cooked in Ovenable film and LIVE vertical and horizontal packaging equipment demonstrations
1:30pm	General Session
	<ol style="list-style-type: none"> 1. Outlook on Food Safety Policy – Kristina Butts, Director of Legislative Affairs, National Cattlemen’s Beef Association 2. Solving Foodservice Challenges through Packaging Innovation – Cryovac Packaging Experts Panel
3:30pm	EVENT EVALUATION FORM & CLOSING SESSION
4:00pm	Shuttles depart for airport and hotels



View our LinkedIn® event page: <http://events.linkedin.com/Foodservice-Forum-2010/pub/345274>

REGISTRATION DEADLINE: August 27, 2010

EVENT FEE = \$495

Early Bird Discount of \$395 if received before August 13

TO REGISTER:

Complete the form on the following page

OR

REGISTER ONLINE at

<http://events.constantcontact.com/register/event?oeidk=a07e2unpdwc13cdd403>



REGISTRATION FORM

2010 FOODSERVICE FORUM

September 8 + 9, 2010

Hotel Information

We have negotiated special event rates with several airport area hotels. Once your registration has been confirmed, a web link will be emailed to you so that you can make your hotel reservation.

Transportation

The hotels provide a complimentary shuttle to/from the airport. The Marriott runs every 15 minutes all day until midnight. It runs every 30 minutes from 12:00am-5:00am. When you arrive at the airport, look for the Marriott shuttle at the Blue Isle outside the Ground Transportation Center, located at the west end of the building (west curb). The west curb is located outside between the North and South Terminals.

The Westin provides service every 20 minutes, 24 hours a day.

Transportation to and from Packforum Americas from the host hotel is provided on the day of the event.

General Event Information

The conference is located at Packforum Americas, 770 Atlanta S Pkwy, Suite 103, Atlanta, Georgia 30349; Telephone: 404-766-5156 Dress is business casual.

REGISTRATION DEADLINE: August 27, 2010

EVENT FEE = \$495, Early Bird Discount of \$395 if received before August 13

REGISTER ONLINE OR complete this form and send by:

- Email to Donna.Walker@sealedair.com
- Fax to 864-433-2918

You will receive an acknowledgement confirming that you are registered to attend.

Call 864-433-2687 with any questions.

Contact Information			
Full name			
Title			
Company			
Address			
City		State	Zip Code
Telephone		Fax	
E-mail address			
Cell Phone			
Method of Payment			
Type of Credit Card – Amex, MC, Visa			
Credit Card Number			
Expiration Date		CARD VERIFICATION CODE:	
Name on Card			
Billing Address, if different from above			
Your Sales Rep or usual contact within Cryovac:			
List any special dietary needs:			

About Packforum Americas

The Packforum Americas facility is located just 10 minutes from Atlanta's Hartsfield-Jackson International Airport at **770 Atlanta South Parkway, Suite 103, College Park, GA 30349**.

From Atlanta Hartsfield International Airport

Head west on S Terminal Pkwy toward Airport Blvd. Slight left to stay on S Terminal Pkwy. Slight right at Airport Blvd. Slight left to stay on Airport Blvd (signs for Rental Car Return.) Turn left at Riverdale Rd. Turn left at Forest Pkwy. Turn right at Atlanta South Pkwy. The Packforum facility is at 770 Atlanta South Pkwy on the right.

By Car

From North/ Interstate 85 South

Take I-85 South toward Atlanta. Make slight left at I-75 S (signs for Macon/I-75 S.) Take exit 237A to merge onto GA-85 South toward Riverdale. At second stop light, turn right onto Atlanta South Pkwy into Business Park. The Packforum facility is at 770 Atlanta South Pkwy on the left.

From South/ Interstate 75 North

Take I-75 North toward Atlanta. Take exit 237 for GA-331 West. Turn left at Forest Pkwy. Turn left at GA-85 South. Turn right at Atlanta South Pkwy. The Packforum facility is at 770 Atlanta South Pkwy on the left.

From East/ Interstate 20 West

Take the ramp onto I-285 South. Take exit 60 to merge onto GA-139 S/Riverdale Rd. Continue to follow Riverdale Rd. Turn left at Forest Pkwy. Turn right at Atlanta South Pkwy. The Packforum facility is at 770 Atlanta South Pkwy on the right.

From West/ Interstate 20 East

Take exit 67A for I-285-BYP South toward Macon/ATL Airport. Merge onto I-285 West. Take exit 58 for I-75 South toward Macon. Follow signs for Riverdale/GA-85 S and merge onto GA-85 South. Turn right at Atlanta South Pkwy. The Packforum facility is at 770 Atlanta South Pkwy on the left.



Questions? Email Donna.Walker@sealedair.com or call 800-845-3456