



Culinary Institute
of America

2023 Napa Scratch Professional Training Market Basket Exercise





Where Do I Start?

- 15 Teams of 5 people – 75 people
- 3 Cooking suites, 5 Teams per suite
 - Each Team will produce a dish with a protein, and two or three accompaniments (starch, vegetables, salad, etc.)
- 3 buffets served on Boos Blocks
- One show plate placed on a designated in between the suites





What is Your Flavor Profile?

Global Cuisines

- Indian
- Asian
- Middle East
- African
- Mediterranean

Product Utilization

Plant Forward

Elevating the Dish

Sky is the limit.....



Nutritionally Balanced

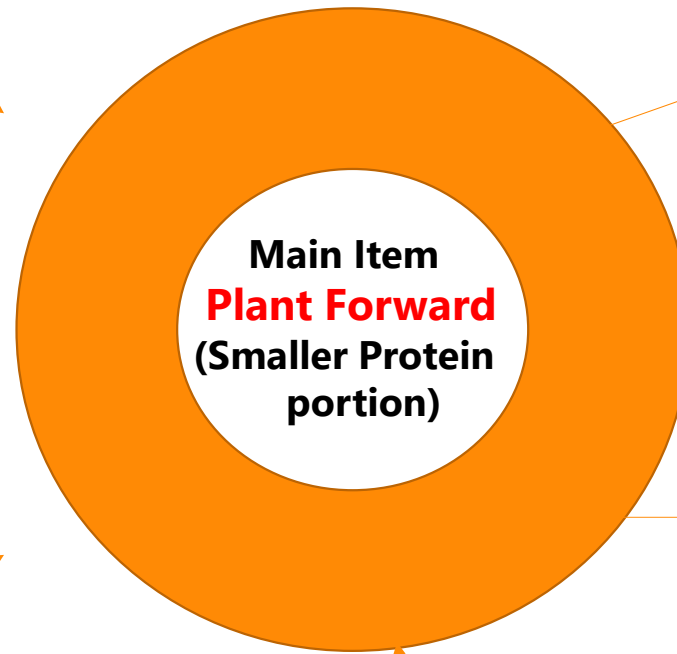
- Complete Protein
- Not Just Salad with a side

Components

- at least 3 per plate

Temperature

- Hot, Cold, Room or a mixture
- Or a combination of all Three
- Great Aroma



Main Item
Plant Forward
(Smaller Protein
portion)

Color

- Contrasting
- Monochromatic

Flavor

- Layering
- Sweet, Sour, Salty, Bitter
- Unami, Rigor
- Acidity for Brightness
- Fresh Flavor
- Non-Masking
- Clean Flavors
- Smokiness

Texture

- Multiple Textures in a dish
- Juiciness
- Crispy, soft, crunchy, smooth, velvety
- Bite, Mouth-feel



Menu Innovation Exercise

Objectives

Using the concepts of the Global Cuisines, Product Utilization, and Elevating the dish let's see how we can further the innovation of **Unique School lunch dishes**. Using what you have just learned, we will put these principles into practice.

Work with your team to create and develop a dish that utilize the concepts learned the past few days and produce dishes that are have unique and appealing **flavors, textures, appearance and nutritionally balanced**. Meat can be used but in reasonable quantities and the dish should be nicely presented in a family style service.





Menu Innovation Session

Tips for Success

- Focus on Global Flavors and Product utilization
- Think of ways to enhance flavor, texture, nutritional value
- Create crave-ability & deliciousness
- Mimic texture & flavor
- Utilize any product left from previous days in producing dishes, quantity may be limited so take this into account
- Utilizing smaller amounts of meat protein on the plate, adding more vegetables, less starch.





Menu Innovation Guardrails

- Each team will use their innovation and creativity to create a Globally inspired dish that utilizes the ingredients provided.
- Challenge components: a “mystery box” and a market basket innovation table
- Your “mystery box” ingredients should be well represented in your dish; however, you may use as many products from the market basket table as needed.
- Each teams will have 2 animal proteins of which you can use one, both, or none, *but remember* that the animal protein should not be the focus of the dish and must account for no more than 20-25% of the dish.
- Produce two to three accompaniments to serve with the protein. These could be starches, vegetables, salsas, salads, sauces, etc.





Menu Innovation Guardrails

- **Each team will present:**
 - **1 Hero show plates, judges tasting off buffet – Social Media and judging ready**
 - **1 Platter for 8-10 people portioned for family service for Buffet**
- A presentation time will be set by your chef instructors
- Your plates and platters will be judged by the management team voting using a ballot system.
- Judges will be asked to consider the Sensory indicators on the following pages when casting their ballot





Descriptive Sensory Indicators

Flavor should be well developed and have characteristics associated with the particular food type. The flavor should have the proper balance of salt, sour, sweet, bitter, umami and rigor.

Aroma should be pleasing and appetizing by imparting a fragrance and flavor to the food product. The aroma should create a positive anticipation of eating the food.

Texture is a critical indicator that the food is perfectly cooked, or has the characteristics associated with fresh, raw, or cold food. Texture descriptors include smooth, coarse, soft, hard, and crispy.

Finish and mouthfeel are the sensations experienced when the food is tasted, chewed, and swallowed. The mouthfeel should be pleasant without aftertaste. The final experience should be pleasant and entice you to eat more.





Descriptive Sensory Indicators

Appearance and Eye Appeal/Brightness of color indicates freshness of the product. Appearance should be appetizing and denotes quality of the food. A diner looking at the food should anticipate eating the food.

Bite is directly a result of proper cooking, or in the case of salads or raw vegetables for instance, the crisp resistance experienced when biting into the food.

Moisture/The correct amount of juiciness hints at succulence in a food product and contributes to crispness.

Smokiness/Special Descriptors – the smokiness should complement the final product and not detract from the overall flavor profile and characteristics.



PRINCIPLES OF HEALTHY, SUSTAINABLE MENUS

MENU CONCEPTS AND GENERAL OPERATIONS

MENUS OF CHANGE
The Business of Healthy, Sustainable, Delicious Food Choices

CULINARY INSTITUTE OF AMERICA | **HARVARD T.H. CHAN SCHOOL OF PUBLIC HEALTH**
Department of Nutrition

BE TRANSPARENT ABOUT SOURCING AND PREPARATION

BUY FRESH AND SEASONAL, LOCAL AND GLOBAL

REWARD BETTER AGRICULTURAL PRACTICES

LEVERAGE **GLOBALLY INSPIRED, PLANT-FORWARD CULINARY STRATEGIES**

FOCUS ON **WHOLE, MINIMALLY PROCESSED FOODS**

GROW EVERYDAY OPTIONS,
WHILE HONORING SPECIAL OCCASION TRADITIONS

— LEAD WITH —
MENU MESSAGING AROUND FLAVOR

REDUCE PORTIONS, EMPHASIZING CALORIE QUALITY OVER QUANTITY

CELEBRATE CULTURAL DIVERSITY & DISCOVERY

DESIGN HEALTH AND SUSTAINABILITY INTO OPERATIONS AND DINING SPACES



MAKE **WHOLE, INTACT GRAINS** THE NEW NORM
LIMIT POTATOES

MOVE LEGUMES AND NUTS TO THE CENTER OF THE PLATE

CHOOSE **HEALTHIER OILS** GO **GOOD FAT,** NOT "LOW FAT"

REIMAGINE DAIRY IN A SUPPORTING ROLE

GO **GOOD FAT,** NOT "LOW FAT"
SERVE MORE KINDS OF **SEAFOOD, MORE OFTEN**

USE **POULTRY AND EGGS IN MODERATION**

REDUCE ADDED SUGAR

— SERVE LESS —
RED MEAT, LESS OFTEN

CUT THE SALT:
RETHINK FLAVOR DEVELOPMENT FROM THE GROUND UP

SUBSTANTIALLY REDUCE SUGARY BEVERAGES: INNOVATE REPLACEMENTS

DRINK HEALTHY:
FROM WATER, COFFEE, AND TEA TO (WITH CAUTION) BEVERAGE ALCOHOL

FOODS AND INGREDIENTS