

# FOOD & HOSPITALITY RESEARCH



INSTITUT  
PAUL  
BOCUSE

École  
de Management  
Hôtellerie  
Restauration  
& Arts Culinaires

The Institut Paul Bocuse trains the professionals of tomorrow for Hotel, Restaurant and Culinary Arts careers. This prestigious institute offers a unique blend of refined tradition, contemporary quality and cutting-edge innovation. It teaches time-honored techniques and modern management skills to meet the current and future needs of the foodservice and the hospitality industry around the world.

[www.institutpaulbocuse.com](http://www.institutpaulbocuse.com)

## 2<sup>nd</sup> International Research Symposium



Friday, the 5<sup>th</sup> of June, 2009  
Ecully, Lyon - France



INSTITUT  
PAUL  
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ÉCOLE DE MANAGEMENT HÔTELLERIE RESTAURATION & ARTS CULINAIRES  
CONSEIL & FORMATION – L'ÉCOLE DE CUISINE – FOOD & HOSPITALITY RESEARCH  
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The objective of the annual symposium of the Institut Paul Bocuse's Food and Hospitality Research Center is to present on-going projects while exchanging knowledge with other expert speakers and participants.

This year, the conference will address Attractiveness of Food and Service from different points of view (Grand Chef and researchers), different contexts (institutions and restaurants) and concerning different clients (adults and children).

## Program - First announcement

### 9:00 Welcome and coffee

### 9:45 Food and Hospitality Research at the Institut Paul Bocuse

Agnès Giboreau, Institut Paul Bocuse

### 10:00 Morning session

Presided by **Martine Laville** CRNH HEH University Lyon France

**10:00 Introduction conference** **Thierry Marx**, Chef, Château Cordeillan-Bages, France  
Culinary workshops in penitentiary centres

**10:45 Nigel Hemmington**, Auckland University of Technology New Zealand  
From Service to Experience; understanding the role of people in the hospitality business

**11:15 Clémentine Hugol-Gential**, PhD student Institut Paul Bocuse / CNRS ENS U-Lyon 2 / Sofitel  
The role of verbal and non verbal language in customer / waiter relationships

**11:45 Heather Hartwell**, University of Bournemouth United Kingdom  
Hungry in hospital, healthy in prisons

**12:15 Bernard Guy-Grand**, La Pitié-Salpêtrière, France / Cahiers Nutrition & Diététique  
Food in hospitals: what could be done to solve current problems?

### 12:45 Culinary Demonstration and lunch at the F&B restaurant

### 14:30 Afternoon session

Presided by **France Bellisle**, INRA Bobigny France

**14:30 Patricia Pliner**, University of Toronto, Canada  
How to overcome neophobia and develop vegetable acceptance?

**15:00 David Morizet**, PhD student Institut Paul Bocuse, U-Lyon 1, Bonduelle France  
Vegetable texture preference of 8 to 11 year old children

**15:30 Ambroise Martin**, University Lyon 1 France  
Writing claims for children

**16:00 Concluding conference**, **Herb Meiselman** United States  
Comparing institutional attractiveness to other eating places

### 16:45 Concluding remarks and discussions

**Martine Laville**, President of Institut Paul Bocuse's scientific board

### 17:30 Closing and farewell drinks

### Information

chantal.perret@institutpaulbocuse.com or +33 (0)4 72 18 02 27 (Direct line)

### Registration

<http://www.institutpaulbocuse.com/us/food-hospitality/symposium/>

### Fees before the 25<sup>th</sup> of May, 2009

Industry: 230 € all included - Academics: 60 € all included

Students: free (under conditions of a motivation letter)

### Fees after the 25<sup>th</sup> of May, 2009

Industry: 276 € all included - Academics: 72 € all included

There is limited number of participants