

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

Program 2nd International Research Symposium



Friday, the 5th of June, 2009
Ecully, Lyon - France



INSTITUT
PAUL
BOCUSE

ÉCOLE DE MANAGEMENT HÔTELLERIE RESTAURATION & ARTS CULINAIRES
CONSEIL & FORMATION – L'ÉCOLE DE CUISINE – FOOD & HOSPITALITY RESEARCH
INSTITUT PAUL BOCUSE – CHÂTEAU DU VIVIER – BP 25 – 69131 ECULLY CEDEX – FRANCE
TEL +33 (0)4 72 18 02 20 – FAX +33 (0)4 78 43 33 51 – contact@institutpaulbocuse.com

9:00 Welcome and coffee

9:30 Food and Hospitality Research at the Institut Paul Bocuse

Agnès Giboreau, Institut Paul Bocuse

9:45 Morning session

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

9:45 Introduction conference **Thierry Marx**, Chef, Château Cordeillan-Bages, France

Culinary workshops in penitentiary centres

10:30 **Michael Ottenbacher**, Heilbronn University, Germany

Successful Innovation Management in the Hospitality Industry

11:00 **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

11:30 **Heather Hartwell**, University of Bournemouth United Kingdom

Hungry in hospital, healthy in prisons

12:00 **Bernard Guy-Grand**, La Pitié-Salpêtrière, France / Cahiers Nutrition & Diététique

Food in hospitals: what could be done to solve current problems?

12:30 Wine Tasting
Lunch at the F&B restaurant

14:30 Afternoon session

Presided by **Pierre Combris**, INRA Evry

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**, Herb Meiselman Services, USA

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

18:00 Optional tour of the Research Center

