

ÉCOLE DE MANAGEMENT HÔTELLERIE RESTAURATION & ARTS CULINAIRES

FOOD & HOSPITALITY RESEARCH

CONSEIL & FORMATION

L'ÉCOLE DE CUISINE

FOOD & HOSPITALITY RESEARCH



INSTITUT
PAUL
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École
de Management
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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.

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3rd International Research Symposium

Bread and Cereals:
*Their contribution to the pleasure of eating
and to the nutritional balance of meals*

Friday, the 4th of June, 2010
Institut Paul Bocuse's Food and Hospitality Research Center
Ecully, Lyon - France



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Program

9:00 Welcome and coffee

9:45 Morning session

Presided by John Edwards, Professor, Bournemouth University United Kingdom

10:00 Introduction conference

Jean-Luc Poujauran, Chef Boulanger, Paris

10:45 Xavier Alliot, PhD student Institut Paul Bocuse / CRNH U-Lyon 1

Behavioral and metabolic measures: a combined approach to study eating patterns

11:15 Break

11:30 Emilie Ginon, PhD student INRA Flavic, Dijon

Bread acceptability and valuation in different contexts

12:00 Chantal Simon, Professor, Lyon Sud Hospital, Lyon University Lyon

A socio-ecological approach of food behaviours

12:30 Bakery demonstration

Jean-Marc Berthomier, Chef Boulanger, Institut Paul Bocuse

13:00 Lunch at the F&B restaurant



In partnership with Celnat
Specialist in organic cereals since 1979

14:30 Afternoon session

Presided by Martine Laville, CRNH / Lyon Sud Hospital, Lyon University

14:30 Inger Bjorck, Director Antidiabetic food Center, Lund University, Sweden

Memorable meals: A reflection on the metabolic and cognitive memory to cereal-based meals

15:00 Marie Christine Marcuz and Elisabeth Riou, Kraft Biscuits Europe

How does the industry respond to consumers' evolution in the cereal-based foods universe?

15:30 Break

15:45 Olivier Wathelet, Post doctoral fellow - Institut Paul Bocuse / Seb

Ethnography of culinary practices as a tool to focus on specific foods

16:15 Concluding conference

Steven Kaplan, Professor Cornell University

It must be good to think before it's good to eat:

Reflections on the cultural and gastronomical role of bread in French history.

17:00 Concluding remarks and discussions

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

17:30 Farewell drinks

Optional visit of the Research Center



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