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
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 Allirot, PhD student Institut Paul Bocuse / CRNH U-Lyon 1
Behavioral and metabolic measures: a combined approach to study eating patterns

11:15 Emilie Ginon, PhD student INRA Flavic, Dijon
Bread acceptability and valuation in different contexts

11:45 Chantal Simon, Professor, Lyon Sud Hospital, Lyon University Lyon
A socio-ecological approach of food behaviours

12:15 Culinary Demonstration

13:00 lunch at the F&B restaurant

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?

16:00 Olivier Wathelet, Post doctoral fellow - Institut Paul Bocuse / Seb
Ethnography of culinary practices as a tool to focus on specific foods

16:30 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

17:15 Concluding remarks and discussions
Martine Laville, President of Institut Paul Bocuse’s scientific board

17:45 Farewell drinks
Optionnal visit of the research center

Registration before the 21th of May, 2010
There is limited number of participants

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Fees all included: Industry: 200 € - Academics: 80 €
Students: free (under conditions of a motivation letter and CV)