

ÉCOLE DE MANAGEMENT HÔTELLERIE RESTAURATION & ARTS CULINAIRES

FOOD & HOSPITALITY RESEARCH

CONSEIL & FORMATION

L'ÉCOLE DE CUISINE

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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# FOOD & HOSPITALITY RESEARCH



INSTITUT  
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École  
de Management  
Hôtellerie  
Restauration  
& Arts Culinaires

## 3<sup>rd</sup> International Research Symposium

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

Friday, the 4<sup>th</sup> 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 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 21<sup>th</sup> of May, 2010

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

There is limited number of participants

### Information

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**Fees all included:** Industry: 200 € - Academics: 80 €

Students: free (under conditions of a motivation letter and CV)