



MAY
1 - 3

Délice
Network
Meeting



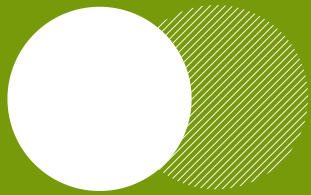
TUCSON

SUPERSTAR FOOD: MAKING THE BEST
OF YOUR FAMOUS PRODUCTS
AND DISHES

#delicenetWORK

Visit
tucson

DÉLICE



WELCOME TO TUCSON

On behalf of the people of Tucson, it's my pleasure to welcome you to the 2019 Délice Network Meeting. We are honored to have you visit our city.

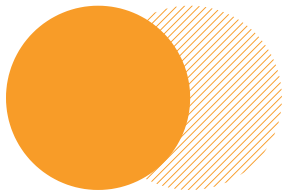


Johnathan Rothschild
Mayor of Tucson

Tucson is the first U.S. city to receive the UNESCO City of Gastronomy designation, a wonderful recognition of our fine dining establishments and our culinary traditions. We have an agricultural heritage extending back more than 4,000 years, including a 300-year tradition of vineyards, orchards and livestock ranching. Our unique cuisine blends tastes from several cultures, uses traditional cooking methods and features native ingredients.

The native agave plant is being celebrated this week at the Agave Heritage Festival. Agave is used to make tequila, mescal and other liquors. The festival offers art, music, lectures, food and more. I encourage you to explore the versatility of the agave, our “superstar food” within the framework of your meeting.

While you are in Tucson, I hope you find time to enjoy our beautiful Sonoran Desert and mountains, our vibrant arts and culture, fine dining, and the many attractions we have to offer. Tucson is a welcoming city and we are delighted to share it with you.



Olivier Marette
Délice Network President

What an honor to be welcomed by Tucson for the first gathering of 2019. With our network opening to more and more cities, I am happy to place one of the newest members under the spotlight. Tucson has already proven to be a true Délice city. Various public and private organizations dedicated to food & gastronomy have managed to position the city as a true foodie destination in the USA, recognize a UNESCO City of Gastronomy.

This week, drinks will be celebrated along with the food. The cocktail culture has become an inevitable trend over the last years and celebrating it in Tucson during the Agave Heritage Festival is an opportunity not to be missed.

During the 3 days of the gathering, we will be meeting with our partners in Tucson, learning about how they approach agave as a “superstar product” and connecting with each other.

On behalf of the 28 member cities of Délice Network, I would like to welcome again Tucson in our network and to thank them for their incredible hospitality.

9:00AM-4:00PM Excom Meeting

 Studio 44, 44 E Broadway Blvd. / Hotel pick up at 8:50AM

Meeting restricted to the members of the Executive Committee of Délice Network (Brussels, Barcelona, Lyon, Gothenburg, Helsinki, Puebla). Lunch prepared by Don Guerra from Barrio Bread at the Venue.

10:00AM-1:30PM Presidio District Gastronomic Tour

 Presidio San Agustín del Tucson Museum, 196N Court Avenue
Hotel pick up at 9:30AM

Celebrating Tucson's UNESCO City of Gastronomy designation, the tour includes stops at four locations in the historic Presidio District of Downtown Tucson.

Participants experience Tucson's complex food heritage and the fusion of Old and New World ingredients while hearing great stories of Tucson's history in some of its top historic locations. Lunch is included in the tour.

Hosted by Rio Nuevo.

1:30PM-5:30PM Free Time

6:00PM-7:30PM Bacanora: Spirit of the Sonoran

 Exo Bar - 403 N. 6th Avenue / Hotel pick up at 5:30PM

Celebrate Bacanora as the signature Sonoran mezcal. Enjoy presentations by Bacanora producers, showcasing the traditions, culture and production methods of borderland mezcals. What measures might we take to ensure the viability of northern Mexican agave distillates in years to come? A tasting of Sonoran spirits accompanies the presentations! Meet the producers, ask questions, taste their good work, learn!

7:30PM-10:00PM Welcome Reception Dinner

 Borderland Brewery, 119 E Toole Ave.

Borderlands Brewing Company situated in the heart of Tucson is a rather rustic brewery and taproom that feature brick exposed walls with beautiful paintings adorned on it. You will be offered a taste of the best street food of the city: Sonoran Hotdogs, Tucson Tamales, Chimichangas and Tacos while tasting the local craft beer.

Hosted by Arizona-Mexico Commission.

DÉLICE

Optional Program



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7:00AM-7:45AM **Breakfast for newcomers**

 **AC Hotel Tucson Downtown**

All city representatives attending a Délice network gathering for the first time are invited by the President Olivier Marette and the members of the Executive Committee to share breakfast together.

08:00AM-12:00PM **Tucson Food Initiatives**

 **Hotel pick up at 7:45AM**

Mission Garden: Preservation of the local agricultural heritage

A re-creation of the Spanish Colonial walled garden that was part of Tucson's historic San Agustin Mission. Located on its original site west of downtown, the Garden features heirloom Sonoran Desert-adapted fruit orchards and vegetable gardens interpreting 4,000 years of agriculture in Tucson.

San Xavier Cooperative: Farming opportunities for native tribes

The San Xavier Cooperative Association is committed to healthy farming practices and growing traditional crops to support the cultural and environmental value, as well as support economic development within the Tohono O'odham Himdag community.



12:00PM-1:30PM **Lunch by Chef Ryan Clark**

 **PY Steakhouse at Casino Del Sol - 5655 W. Valencia Rd.**

Aged, prime cut meats, the freshest seafood, and inspiring food artistry are only the beginning at Tucson's finest steakhouse. The Pascua Yaqui Tribe welcomes you to its signature dining experience prepared by Chef Ryan Clark.

Hosted by Pascua Yaqui and Casino Del Sol.





WED
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1:30PM-4:00PM **Tucson Food Strategy**

 **Casino Del Sol - 5655 W. Valencia Rd.**

The city of Tucson joined Délice Network in 2018. With a strong food culture, a thriving food industry and many talents in the food sector, gastronomy is today a strategic sector for the development of Tucson.

- **Welcome Message:** Pascua Yaqui Tribe Representative
- **Opening Remarks from Pima County Administrator:** Chuck Huckelberry
- **Visit Tucson’s Culinary Tourism Strategy :** Felipe Garcia
- **Pima County Presentation:** Diane Frisch
- **Agave Heritage Festival:** Todd Hanley
- **UNESCO Tucson City of Gastronomy:** Jonathan Mabry and Felipe Garcia
- **Food Study Programs at University of Arizona:** Jonathan Mabry
- **Farm-To-Table Program:** Chef Ryan Clark



Chuck Huckelberry

4:00PM-6:00PM **Free Time**

6:00PM-8:00PM **Tumamoc Hill VIP Reception**

 **Meet at hotel lobby at 5:45PM**
Dress code: Business Casual

An exclusive VIP ceremony bringing together the members of Délice Network and the partners involved in the local food ecosystem in Tucson. The reception will be the occasion to celebrate this year’s successes and the continued growth of the Agave Heritage Festival while introducing the Délice Network representatives to the local partners.

Hosted by Agave Heritage Festival.



THU
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9:00AM-12:30PM **Network Internal Meeting**

📍 **Studio 44, 44 E. Broadway Blvd. / Hotel pick-up at 8:45AM**

Délice Member City representatives will be given an update on the life of the organization and on the preparation of the Excom elections. In addition, the member cities Gaziantep (Turkey) and Cali (Colombia) will be making an introduction presentation of their city.

12:30PM-2:00PM **Lunch by Chef Maria Mazon**

📍 **Studio 44, 44 E. Broadway Blvd.**



Lunch will be served in Studio 44 by chef Maria Mazon from Boca Tacos. Boca Tacos is a modern taco stand that serves 26 types of tacos and has over 40 types of tequila. Tucson is famous for its street style tacos and Boca has taken that street style taco indoors to a clean and regulated atmosphere. Boca Tacos is known for their salsas, they are original and out of this world.

2:00PM-4:30PM **Best Practice Session**

📍 **Studio 44 / 44 E. Broadway Blvd.**

Buenos Aires Presentation:

The City of Buenos Aires has applied to become member of Délice Network. Their application will be presented by Fernando Amer.

Best Practices:

- Barcelona: Science and Cooking World Congress
- Lyon - Looking back at the influence of Paul Bocuse
- Mérida - Organic 47
- Brussels - Feeding the Hungry Minds

- Kobe - Kobe Beef Festival
- Helsinki - Zero Waste Bistrot
- Puebla - Preserving the Chile En Nogada



THU
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4:30PM-6:30PM Free Time

7:00PM-8:15PM Dinner

📍 **Poca Cosa Restaurant / Hotel pick up 6:30PM**
Dress code: Casual

In Cafe Poca Cosa, chef and owner Suzana Davila has placed her imaginative Mexican cuisine within the lively confines of a truly upscale, yet casual, urban bistro setting. Davila's cuisine provides the ideal opportunity for diners to indulge in a truly unique and memorable dining experience.

Hosted by Pima County.

8:30PM-10:00PM Mezcrawl Fest

📍 **Start: Hotel Congress / End: Borderlands Brewery**

Dive into the cocktail world of mezcal, sipping and strolling through the bars and lounges of Downtown Tucson, with local agave spirit enthusiasts and 4 international mixologists participating in this year's Délice Network Meeting. Agave spirit enthusiasts at each participating bar will create a cocktail for you with one common ingredient - MEZCAL!

- Pierre Millour from **Brussels** at the RBar
- Carlos Gaitán from **Cali** at Elvira's
- Marc Bonneton from **Lyon** at Penca
- Diego Valencia Domínguez from **Mérida** at Charro Del Rey





FRI
3
MAY

8:30AM-12:00PM **Key-Note & Round Table**
Superstar Food: Making the best of your famous products and dishes

 **TEP Building, 88 E. Broadway Blvd. / Hotel pick up at 8:15AM**

General Welcome by Mayor Jonathan Rothschild.

Around the world, most destinations are known for their "must-sees" and "must-tastes" that reflect their culture or define their sense of place. A superstar food might get its title from history, from a local legend, from a celebrity, or for reasons long forgotten. In all cases, its frame on the international scene can only spark the development of interesting marketing initiatives.

During this session, participants will be inspired by our keynote speakers, Gwen Morrison and Mark Cotter. A round table discussion will follow in presence of Edie Jarolim, Olivier Marette and Thierry Rassam. See page 12.

12:00PM-2:00PM **Lunch at El Charro Steak**

 **El Charro Steak / 188 E. Broadway Blvd.**

Newly opened on April 4, 2016, Charro Steak is the newest family member to join the legendary "Charro Legacy" first created by the original El Charro Cafe which was founded in Tucson by Monica Flin back in 1922. And like its famous affiliate, Charro Steak is named after the Charro horsemen of Mexico and inspired by their love for simple and delicious foods typical of the State of Sonora, Mexico.

Hosted by City of Tucson.

2:00PM-4:00PM **Superstar Food Workshop**

 **TEP Building / 88 E. Broadway Blvd.**

Following the morning plenary session, participants will discuss about the challenges and opportunities of their own superstar food with the help of Gwen Morrison & Mark Cotter. The discussion will highlight various marketing opportunities for each city to work on in the future.

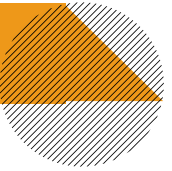



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4:00PM-6:00PM Free Time



6:00PM-8:00PM **Agave: Spirit of the World**



 **Carriage House Tucson, 125 S. Arizona Ave.**
Hotel pick up at 5:45PM

Tony Abou Ganim, one of the world’s premiere and innovative cocktail masters and our team of 4 international mixologists participating will reimagine cocktails from their hometown using Young’s Market’s portfolio of agave spirits. The event will feature foods celebrating our UNESCO City of Gastronomy designation, created by Janos Wilder and the culinary team from The Carriage House.



8:00PM-10:00PM **Farewell Dinner**



 **Downtown Kitchen / 135 S. 6th Ave.**
Dress code: Casual

In his restaurant Downtown Kitchen, chef Janos Wilder serves delicious American food as an optimistic and affectionate statement of who they are as a people today. He looks to culinary traditions that Americans have brought over from their former homes in Indo-China, Asia, the Middle East, Africa, Europe and Latin America as well his take on traditional American classics to create menus with flavors as diverse, varied and wonderful as America itself. Exuberant, delectable and nurturing, the chef’s dishes will excite your palate.

Hosted by The Arizona Lodging and Tourism Association (AzLTA)

Saturday, May 4

Optional Program

9:00AM-3:00PM Discovering the Old West

For visitors extending their stay in Tucson, start your day by a tour of the Arizona Sonora Desert Museum, followed by a visit of Old Tucson, to experience the Old West.

For the full-day participants, a lunch will be organised before visiting Sabino Canyon for a narrated tram ride.

Lunch at own expense.

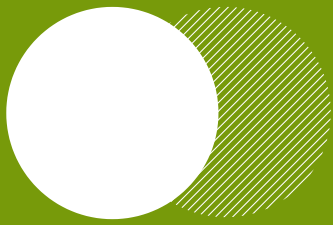
Available for registered members only.



7:00PM-10:00PM Phoenix Afrobeat Orchestra

 **Hotel Congress, 311 E Congress St**

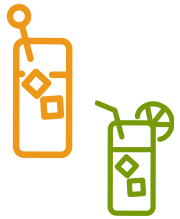
Phoenix's diverse collective of musicians and artists, Phoenix Afrobeat Orchestra, are bringing their afrobeat rhythms to the Hotel Congress plaza stage!



MIXOLOGISTS PAIRING

For the first time within the network, mixologists will be at honor in Tucson. While the cocktail culture has become a trend worldwide, mixologists need to stay inspired to keep innovating, as chefs have been doing for years.

Four international magicians from Délice cities will be in Tucson to represent their cocktail culture, meet local mixologists and participate to the Agave Heritage Festival.



Each international guest will be paired with one of the top mixologists of the city. The purpose of the pairing is to give them a unique experience of the Tucson area with a local partner. Together, they will have a chance to visit the best venues dedicated to spirits, the best bars and share their working techniques.

Performances during the Agave Heritage Festival

May 2: MEZCrawl

In each bar, the pair of mixologists will create a unique cocktail using Mezcal. The participating "crawlers" will be tasting all the creations, strolling from one bar to another.

May 3: Cocktails from Around the World

The international mixologists will be under the spotlight for this evening. In presence of the press, each mixologist will be given the opportunity to prepare and serve their signature cocktail. The drinks will be paired with dishes prepared by chefs of the local Chef Union.



Pierre Milour

Brussels



Carlos Gaitán

Cali



Marc Bonneton

Lyon



Diego Valencia
Domínguez

Mérida

KEY NOTE

SUPERSTAR DISHES: LEVERAGING LOCAL CUISINE TO BUILD CULINARY DESTINATIONS

Destinations like all brands are faced with a complex marketing framework for building their reputation as a favorite choice. This presentation examines how iconic dishes can serve to promote neighborhoods and cities through storytelling, influencer marketing, and brand engagement.

We'll share how local foods evolve to become superstar dishes. From serving tourists' expectations to building a solid value-chain with local producers and restaurateurs, there are many opportunities to leverage the equities of local cuisine for positive economic impact. Drawing from the vast experience and resources of WPP's retail marketing and culinary experts, Gwen Morrison, CEO, The Store will team up with The Food Group to stimulate ideas for building culinary tourism around iconic dishes. The session will also share cases for exporting storied foods linked to destinations.



Mark Cotter

CEO, The Food Group

Mark has spent more than 30 years in the food industry as a marketing executive, food innovator, and trusted adviser to some of the World's leading food manufacturers, brands, agricultural/seafood boards and associations. He has assisted in making Norwegian Salmon a world-renowned brand and making Oreo the number 1 branded ingredient in food products today. He was creator and content expert for the History Channel series "America Eats." and appointed by the First Lady Michele Obama as a member of the advisory committee to the president on creating of the new food pyramid.



Gwen Morrison

CEO, The Store, The Americas

Gwen's career has been devoted to helping companies create growth through more meaningful customer engagement. She launched a retail design unit at a Chicago-based agency where she worked with an array of Food and Beverage brands along with major food retailers such as Nestlé, Coca Cola, Pick n Pay South Africa, and Target in the USA. Gwen serves on the editorial board of Journal of Brand Strategy and has contributed articles focused on sustainability and purpose-led marketing. She is a frequent speaker at international conferences.

PANEL

Edie Jarolim

Food and Travel Journalist



Edie Jarolim is the Contributing Dining Editor for Tucson Guide, and her articles about international food and travel have appeared in National Geographic Traveler, Sunset, USA Today.com, Travel + Leisure, and The Wall Street Journal. She authored three travel guides, taught food writing at the University of Arizona, and worked with VisitTucson on the Best 23 Miles of Mexican Food promotion.

Thierry Rassam

Co-Founder of Poutine Week



Thierry Rassam is a lawyer still in practice but has always had the spirit of an entrepreneur and the great taste for food. He is the co-founder of Technologies People Mover Inc, a business specialized in the organization of food events. As a real man of his time and of his city, he organizes both the Burger Week and the Poutine Week, two important and famous foodie events in Canada dedicated to famous and iconic dishes.

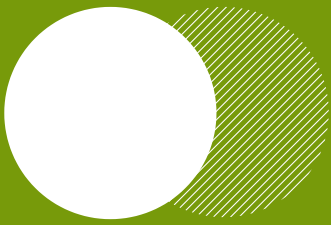
Olivier Marette

Product Expert Gastronomy



Olivier Marette has been the Gastronomy Expert for Visit.Brussels for over 9 years, looking to stimulate and highlight the food scene of Belgium City. While Brussels shines with its multicultural food offer, Olivier has decided to dedicate energy in modernizing and showcasing the traditional Brussels cuisine.

Over the past few years, Olivier has developed various initiatives, working hand in hand with chefs, restaurateurs, and producers, to highlight the iconic dishes and cuisine of his city.



PRACTICAL INFO

Participation fee

For Délice members

100€

For any accompanying person

450€



Participation fees include local transfers, meals, access to the conference.

Transfer to/from the airport are not included in the participation fee.



Accommodation

AC Hotel Tucson Downtown
151 East Broadway Boulevard
Tucson, Arizona 85701
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**Délice Network Meeting
Tucson 2019**

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