

INTERNATIONAL SPECIALTY FOOD MARKETING SUMMIT

PROGRAM

8:00-9:00 AM	Registration and Breakfast
9:00 AM	Welcome (Joe Bivona, Executive Director, Academy of Food Marketing and Federico Tozzi, Executive Director, Italy-America Chamber of Commerce)
9:05-10:00 AM	2019 U.S. Specialty Food Market Overview (Ron Tanner, VP, Philanthropy, Gov't and Industry Relations, Specialty Food Association)
10:00-10:45 AM	Fireside Chat on Specialty Retail Innovation: The Eataly Experience (Dino Borri, US Director of Operations, Eataly USA)
10:45-11:15 AM	Coffee Break / Specialty Food Marketplace Expo
11:15 AM-12:15 PM	Emerging Trends in Specialty Food Retail (Kevin Ryan, CEO/Executive Director, International Corporate Chefs Association)
12:15 -1:30 PM	Buffet Lunch Prepared by Association of Italian Chefs of New York / Specialty Food Marketplace Expo
1:30-2:30 PM	Panel Discussion: <i>Shaping Customer Experience</i> moderated by George Latella, SJU Professor of Food Marketing <i>Panelists:</i> <ul style="list-style-type: none">-Mike Cadoux, Head of Sales and Partnerships, The Glimpse Group- Arthur Goncalves, VP Center Store, Kings Food Market & Balducci's- Wil Magistrelli, Director of Innovation, OWN Brands- Bill Mignucci, President, Di Bruno Bros.
2:30-3:30 PM	<i>On the Horizon—European Trends Arriving Stateside</i> (Prof. Carlo Alberto Pratesi, Università Roma Tre and Dr. John Stanton, SJU Professor of Food Marketing)
3:30 PM	Closing Remarks (Joe Bivona, Executive Director, Academy of Food Marketing and Federico Tozzi, Executive Director, Italy-America Chamber of Commerce)

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SPEAKERS

DINO BORRI

Dino Borri, VP of Global Partnerships at Eataly USA, was born and raised in Bra, which is a small town in Piemonte, Italy. Dino started his career in the food industry in 2000, where he worked for Slow Food. Slow Food is a global, grassroots organization, to prevent the disappearance of local food cultures and traditions. There he was in charge of coordinating all their gastronomic events.

In 2008, Dino started working for Eataly, where he soon became the person in charge of opening new Eataly's around the world. The first project he completed for Eataly was in Japan. After living in Japan for a year, Dino moved to New York City in 2010 to launch the first US location, Eataly NYC Flatiron. Since then, Dino has led the openings of Eataly Chicago, Eataly Boston, Eataly NYC Downtown, Eataly Los Angeles and most recently Eataly Las Vegas. Dino lives & breathes high quality food and the Italian lifestyle. On a day to day basis, he concentrates on developing key partnerships and relationships with like-minded Italian brands abroad.



CARLO ALBERTO PRATESI

Carlo Alberto Pratesi is a Full Professor of Marketing, Innovation and Sustainability at Roma Tre University's Department of Business in Rome, Italy. He is also a faculty member of the PhD programs in Communications, Social Research, and Marketing at Rome's Sapienza University. Mr. Pratesi has had a successful marketing and communications consultancy practice since 1986, working for leading Italian companies and institutions. Current clients include: Barilla (#1 pasta producer in the world), Coop (#1 retailer in Italy) and Esselunga (#2 retailer in Italy), Armani and Medtronic. He co-founded SIMktg, Italy's Academic Marketing Association and is a mentor at Startupbootcamp Foodtech, a leading acceleration program for startups.

Mr. Pratesi's main areas of research are: marketing, corporate communications, sustainability, and entrepreneurship. He is a frequent lecturer in Italy and abroad and is a regularly contributing editorialist at Corriere della Sera (Italy's #1 newspaper).



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SPEAKERS

RON TANNER

Ron Tanner is Vice President, Philanthropy, Government & Industry Relations for the Specialty Food Association, owner of the Fancy Food Shows®, and the publisher of Specialty Food Magazine. Ron has worked for the Specialty Food Association, and its 3,800+ members, since 1987. The Specialty Food Association presents 40 educational programs each year. Ron has appeared on The Today Show, CNN and Food Network, and has been quoted in Newsweek, The New York Times, and Parade Magazine. He has an M.S. in Journalism from Columbia University in New York City, and a B.A. in English and Communications Studies from Oberlin College, Oberlin, Ohio. Ron lives in Brooklyn, N.Y.



JOHN L. STANTON, PH.D.

John L. Stanton has a Ph.D. in Quantitative Methods and Marketing from Syracuse University, and been in the food industry for about 40 years. He is currently professor and previously held endowed chair in the food marketing department at Saint Joseph's University in Philadelphia. Dr. Stanton was elected to the European Retail Academy hall of Honor. Besides academia, Dr. Stanton has also worked in the food industry. He has been Vice President of Marketing for Melitta, an international coffee company, and worked in Germany for Tengelmann, one of the world's largest food retailers and owner of A&P in the USA. Dr. Stanton was also director of research of an advertising agency and has consulted for many nationally known food companies including Campbell Soup Company, Procter & Gamble, Acme, Kroger, Pepsi, Frito Lay, Florida Dept. of Citrus, Kellogg and others.



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SPEAKERS

KEVIN L. RYAN

Kevin L. Ryan is the current CEO/Executive Director of the International Corporate Chefs Association and The Global Culinary Innovators Association plus is the founder and president of MARKETING A LA CARTE. MARKETING A LA CARTE is a Marketing and Public Relations firm specializing in the foodservice industry and exclusively representing the culinary profession and foodservice associations for more than 25 years. Clients have included the US Culinary Olympic Team, World Association of Chefs Societies and The Culinary Institute of America to name a few. In 2002 Ryan founded the International Corporate Chefs Association (ICCA) for the highest ranking culinarian in the nation's top 200 chains. In September 2013, Ryan starting another new association for the next 200 chains. The Global Culinary Innovators Association (GCIA) is designed for the growth chains who rank from 201 to 400 in annual sales on the Technomic top 500 chain listing.



WIL MAGISTRELLI

Wil Magistrelli is Director of Innovation for Own Brands. A 20 year veteran of the supermarket industry, Wil started his career at Wakefern Food Corporation in their management training program as a Leader in Training on a procurement track. Upon completing the 18 month program, Wil was promoted to Buyer in the Dairy/Deli Division and ascended through the ranks of procurement as a Category Manager and Senior Category Manger in Grocery, Frozen Foods and General Merchandise. Wil held a variety of buying responsibilities in General Merchandise ultimately being promoted to the role of Procurement Manager. That experience working with major manufacturers internationally was soon followed with a move to Specialty Grocery.



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SPEAKERS

CHEF RAFFAELE SOLINAS

Chef Solinas's culinary journey to America began in the rustic town of Alghero, Sardinia. He studied at the Culinary Professional Institute of Hotel and Restaurant Management and spent his summers working at 5-star restaurants such as Hotel Corte Rosada and Baia di Conte. Upon graduating, he joined Princess Cruises Lines, sailing to Alaska, Australia, Europe, India and the Caribbean. One fateful morning approaching port on the Hudson River, Chef Solinas knew he had found his home. Once in New York, he started working at Giovanni 25, where he honed his skills as chef de cuisine and learned the inner workings of the New York restaurant scene. He later joined the staff of Baraonda Restaurant as Executive Chef. Four years later, he opened his own restaurant, Osteria del Sole, in a quiet section of Greenwich Village as a tribute to his homeland island of Sardinia. Chef Solinas treats food as a celebration, singing the praises of fresh ingredients, simply prepared, blending only the best Italian ingredients with his favorite cooking style—"a la minute"—and attributes the intensely flavored, enchanting, succulent dishes he prepares to the rich culinary tradition of his ancestors. Chef Solinas currently serves as Vice President and Corporate Executive Chef of Maiella LIC and American Brass LIC and is Vice President of AICNY.



MIKE CADOUX

Mike Cadoux is the General Manager of Kabaq 3D Technologies. He brings a deep knowledge of the hospitality space, having started a successful craft beer brand, Peak Organic Brewing Company, in 2006. For over a decade, he saw how emerging technologies affected his business and those of the restaurateurs around him. Being a technology lover and AR evangelist, he decided to switch from the brand side of the business of helping build the future of food media.



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SPEAKERS

ARTHUR GONCALVES

Appointed Vice President of Center Store for Kings Food Market and Balducci's Food Lovers Market in 2017, Arthur Goncalves is one of the grocery industry finest leaders. Arthur joined Kings in 1996 as a store manager in the Cresskill, New Jersey store. He was quickly promoted through the ranks and had most recently served as Vice President of Produce & Floral. When Kings and Balducci's merged, Arthur began overseeing both brands. Arthur immigrated to America from Portugal when he was sixteen years old and began what became a life-long career in the food industry after he landed his first job as a bus boy. He graduated from Tusculum University in Tennessee with a Bachelor of Arts, Management. Prior to working in grocery retail, Arthur owned and operated a restaurant in South Orange, New Jersey.



BILL MIGNUCCI, JR.

As the current President of Di Bruno Bros., Bill Mignucci, Jr. has been at the helm of the family business as it evolved from a single-store, 12-employee operation to a multi-unit organization. Bill grew up in the family business, which was established in 1939 by his grandfather, Danny Di Bruno, and Danny's brother Joe. Bill began working at Di Bruno Bros. at a very early age, and upon graduating from Drexel University in 1990, he and two of his cousins purchased the flagship store in Philadelphia's historic Italian Market.

The Di Bruno Bros. enterprise now operates five retail stores, an e-commerce/mail-order business, a full-service catering operation, a specialty import, distribution and manufacturing business, and a 12,000 square foot commissary kitchen. Di Bruno Bros.' combined business units employ over 300 associates and generate nearly \$50 million dollars in annual sales.

