



PROGRAM AT-A-GLANCE

The World of the Latino Cuisine: Food Beverage and Trade Show
September 24-25, 2019

Tuesday, September 24	Event	Room
9:00 a.m.-11:00	Exhibitor Registration	Front Lobby
8:00 a.m. -5:00 p.m.	Set-Up	Exhibit Floor
5:00 p.m.-7:00 p.m.	Grand Reception/Food & Wine Fest	Main Stage Area
Wednesday, September 25	Event	Room
7:30 a.m. -9:00 a.m.	Set-Up	Exhibit Floor
8:30 a.m.	Registration Opens	Foyer/Lobby
9:30 a.m.	Trade Show Opens	Exhibit Floor
10:00 a.m.-2:00 p.m.	Educational Sessions	Rooms A & B
11:00 a.m.-1:00 p.m.	Presentations and Culinary Demonstrations	Stage A
1:15 p.m-3:15 p.m.	Latino Culinary Xtravaganza	Back Stage
5:00 p.m.	Trade Show Closes	Exhibit Floor



FEATURED SESSIONS AND EVENTS

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8:30 a.m.	Registration	Foyer/Lobby
9:30 a.m.	Trade Shows Open	Exhibit Floor
10:00 a.m.-10:55 a.m.		Room A

Nutrition Labeling Learning Workshop: Discussing How to Understand the FDA Nutrition Fact Panel Labeling Updates

Presenter: Juliana Canale, LI PCQI, LI FSVP, Seafood HACCP & HACCP Certified

On May 27, 2016, the FDA published final rules on the new Nutrition Facts label for packaged foods to reflect new scientific information, including the link between diet and chronic diseases such as obesity and heart disease. The new label will make it easier for consumers to make better informed food choices.

Workshop will review:

- Visual review of old vs. new labels formatting changes
- Added Sugars Requirements

- Serving Size Changes
- Supplement Fact Label Changes
- Labeling Single Serve vs. Multi-Serving Packages
- Compliance Dates
- Recordkeeping Authority Requirements

Please attend if you are a food or beverage manufacturer or co-packer- compliance starts in January 2020!!

Presentation will be delivered in English- Supplemental resource materials will be available in Spanish and English.

10:00 a.m.-10:55 a.m.

Room B

Navigating the Legal Minefield – Protecting Your Food Business at Each Stage of Growth

Presenters: Danielle DeFilippis & Daniel Guadalupe

The presentation will cover how to identify and prioritize your legal needs at various stages of growth in order to effectively protect and promote your business. Topics will include branding and trademarks, negotiating and structuring essential contracts, mitigating risk, and pitfalls to avoid. Attendees are welcome to meet with the presenters and other Norris McLaughlin attorneys at their booth (#222) throughout the show where attendees can ask pressing questions related to their business.

Danielle DeFilippis is Co-Chair of the firm’s Intellectual Property Group and focuses her practice on intellectual property, contracts and litigation. Danielle’s passion for food and beverage brands began at a young age as she watched her father service various food brands through his work for a sales and marketing company. As the products came through her household, she learned about marketing and branding from a retail and manufacturing perspective. Her appetite grew and she now enjoys working with emerging and established food and beverage companies on brand development, clearance, counseling through the various stages of growth, and when the need arises, to prosecute and defend litigation. She is an author for Norris McLaughlin’s trademark, copyright, and unfair competition blog, More Than Your Mark, www.morethanyourmark.com.

Daniel Guadalupe is the Co-Chair of the firm’s Litigation Practice Group. He represents clients in commercial litigation and provides “outside” general counsel assistance with a specialty in business disputes. He has many clients in the food industry and is outside counsel for Tropical Cheese, Ferrero, Delicioso Coco Helado as well as supermarkets and restaurants. He is a former President of the Hispanic Bar Association of New Jersey and a former General Counsel for the Hispanic National Bar Association.

11:00 a.m.-11:55 a.m.

Room A

Family Succession: Planning the Future of your Business with your Family or Planning to Sell?

Presenters: Fernando Quinones, Daniel Guadalupe

A panel of legal and financial experts, convened by Bank of America, will discuss the basic issues regarding family business succession. Are your family members well prepared to take over the business successfully? How to legally navigate the transition without jeopardizing the business efficiency and effectiveness? When is the best strategy to sell?

Presentation followed by Q & A session

12:00 noon.-12:55 pm

Stage Expo Floor

The influence of Spanish Cuisine on the New World Latino Cuisines

Presenters: Natalia Cabrera & Chef Daniel Domingo Rodriguez

Natalia Cabrera will discuss the origins and culinary traditions of Spain, and how those traditions were exported to the Caribbean, North, Central, and South America. She will review the impact of ingredients and flavors in the new world cuisines. In addition, she will discuss new gourmet ingredients which are now being used to enrich the old traditions.

Chef Daniel Domingo Rodriguez will assist in the presentation by preparing dishes which incorporate the elements of this superb tradition.

Natalia F. Cabrera is the founder of Khayyan Specialty Foods. She began her career in finance working for Lehman Brothers and other financial institutions. Khayyan is a producer, importer and distributor of ingredients and the company was created under the premise that culinary excellence is supported by outstanding ingredients. As customers demand healthier and more sustainable products it compelled her to do something about it. The combination of healthy, good quality and traceable food will be one of the major issues that will affect all countries and how food is grown and presented. Natalia brings a bit of her Mediterranean "heritage," ingredients that are part of culinary traditions and part of her personal family stories that have defined their food for generations. Together with a team in Rioja, Spain, they produce food that is natural, organic and affordable at all levels.

Daniel Domingo Rodríguez, born in the town of Sueca (Valencia) Spain. He began his journey at the Mediterranean Culinary School from 2007 through 2009 located in Valencia (Spain). From the hands of Don Jesus Melero Martinez, a mentor and friend, he learned the art of preparing specialty traditional dishes with rice, the main ingredient and fundamental for the Valencian Paella, becoming the kitchen of Don Jesus Melero. Head chef of renown restaurants on the Valencian coast where he makes his way into the rice world. Because of his passion for rice and clinging to his roots, Daniel embarks on a journey into the United States where he begins to reap success in Emilio's Tapas & Paellas, Richmond (Virginia). In 2010 Chef Daniel founded Land and Saffron a catering company located in Richmond (Virginia) USA, dedicated to the world of paellas, rice and promoting the Mediterranean diet in the United States. From 2012 till today serves as the Council Advisor Paella for the World a non for profit organization educating families and children around healthy eating and obesity prevention through The Mediterranean diet. In 2017 Chef Daniel is awarded with the 3rd prize of the Sueca International Paella Valenciana Contest. Mastering over 5 Languages, he is now Daniel currently Chef / Owner Land of Saffron LLC, a catering company located in Richmond VA, dedicated to the world of paellas, rice and promoting the Mediterranean diet in the United States. In 2019 Chef Daniel serves as the Executive Chef Consultant Khayyan Specialty Foods, his contribution is integral in creating menus and dishes with Khayyan Specialty Foods ingredients.

12:00 noon.-12:55 pm

Room A

The R&D Tax Credit – A Strategic Tax Advantage

Presenter: Al Lenac

Many executives are surprised to learn that their company's development activities qualify their business for a significant tax advantage. This presentation will provide you an executive overview of the R&D Tax Credit initiatives available and help you identify qualifying activities and costs.

Learn about the R&D Tax Credit:

- What is it?
- What activities and expenses qualify?
- What are the financial benefits?

How would you reinvest that money back into your business?

Who should attend? Business Executives who want a first-hand look at how to identify qualifying activities and an understanding of the potential tax savings under the R&D Tax Credit.

Intrepid Advisors is an R&D Tax Credit advisory firm with over 30 years' experience. Our expertise helps food and ingredient manufacturers and contract packaging firms utilize the tax incentive to increase their cashflow.

1:00 p.m.-1:55 pm

Room A

Workplace harassment: Stricter laws are coming into effect including one in New York that changes the definition of sexual harassment in the workplace. Gary will discuss the new laws and what you need to know in this changing environment.

Presenter: Gary Young, Esq.

In the past, businesses were urged to adopt a written policy, publish the policy and present it to employees, train supervisors and purchase Employment Practice Insurance. These were the steps that the U.S. Supreme Court formulated as being the means for reducing and preventing claims.

Gary will discuss these traditional affirmative measures.

He will also review the new legislation that New York signed into law on June 19th. The new law imposes strict liability that eliminates the “Ellerth-Farragher” affirmative defense. Plaintiffs will no longer need to prove that they suffered “severe or pervasive” treatment in order to prove a hostile work environment claim. The statute of limitations has been expanded to three years and attorneys’ fees and punitive damages are allowed in all cases against a private employer. This legislation comes on the heels of the #MeToo movement. How does the law change the playing field for employers who wish to avoid liability? Is it a precursor for other states to pass similar laws? Will restaurants be particularly vulnerable with their “boy meets girl” social environment among employees and their high degree of exposure to third parties (patrons and others) whose conduct the restaurants cannot readily control? What effect will these changes have on the availability of insurance for such claims? While there is not magic recipe, Gary will offer tips on how businesses must protect themselves.

Gary Young is admitted to practice in New York and New Jersey and is a Member of Mandelbaum Salsburg P.C. law firm. He has served as the Outside General Counsel of the New Jersey Restaurant and Hospitality Association since 1996. He has lectured extensively on employment law topics, with special emphasis on the issues that confront food and hospitality businesses.

1:15 p.m.-3:15 p.m.

Back Stage

Latino Cuisine Xtravaganza: Showcooking Superb!

So...you want to learn new recipes? Come and join our celebrity chefs at the back stage. Come prepare to sample morsels of many delicacies. Really special at a really special time. If you are an experienced chef, a culinary student, an amateur chef, or are new to the kitchen, you cannot miss these presentations. This unique culinary treat is directed by Master Chef Serafin Sarduy.

Master Chef Serafin Sarduy: Executive chef, restaurant investment advisor, International food expert and culinary consultant. He is Executive Chef at Esquina Latina Restaurant in New Brunswick, and also executes the same function at Cuba Mía in Parsippany, New Jersey. He is an expert organizer and developer of restaurants, and is a pioneer of the modern/fusion Cuban cuisine. He is the president of the Association of Cuban Chefs Abroad. He is a graduate of finance and business from the University of Havana, with a master in tourism, and a graduate of the Cordon Blue Culinary Institute in Paris, France.

Participating Chefs

Chef Daniel Domingo Rodriguez-Spain

Master Chef Peggy Tovot-Peru

Chef Rafael Hernandez-El Salvador

Chef Luis A. Rodriguez-Venezuela

Executive Chef Jose Raul Gonzalez-New Jersey, USA

Chef Moises Guzman Alejo-Paraguay

Chef Acela Matomoros Traba-Cuba

Chef Jorge Sime-Dominican Republic

Chef Binicio Salas-Ecuador

Chef Ronald M. Roman-Costa Rica & Colombia

Executive Chef Raul Trasobares-Cuba

Chef Pablo Soras-Peru

Chef Nelson Espinosa-Nicaragua

Chef Maricel Sandra Bazan-Argentina

Chef Luis Ramon Battle-Cuba

Chef Juan Carlos Moreno-Mexico