

# DÉLICE NETWORK

2021 GATHERING

## HERITAGE ON A PLATE: LEVERAGING FOOD CULTURE & LOCAL PRODUCTS FOR ATTRACTIVENESS

23-25 • NOVEMBER • 2021  
IZMIR, TURKEY



DÉLICE

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izmir 2022

İZMİR  
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MUNICIPALITY  
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# PROGRAM AT A GLANCE

## Monday 22/11

20:30 - 22:30 Optional Dinner

## Tuesday 23/11

9:00 - 11:45 Excom Meeting or City Tour

12:00 - 13:45 Lunch

14:15 - 17:15 Heritage on a Plate Conference

19:00 - 20:00 Welcome Cocktail

20:30 - 22:30 Dinner

## Wednesday 24/11

8:00 - 8:45 Breakfast for Newcomers

9:30 - 9:50 Official Opening Ceremony

9:50 - 12:30 Izmir's Strategy on Food

12:45 - 14:00 Lunch

14:15 - 15:30 Field Visit | Food Markets

15:30 - 16:30 Cuisine & Migration Discussion

16:30 - 17:30 Free Time in Bazaar

19:00 - 20:00 Riverside Cruise

20:00 - 22:30 Dinner

## Thursday 25/11

9:30 - 11:00 Délice Internal Meeting

11:20 - 12:30 Best Practice Session

12:45 - 14:30 Lunch

15:00 - 16:15 Field Visit | Urla Wine Industry

16:30 - 18:45 Heritage on a Plate Workshop

19:30 - 22:00 Official Farewell Dinner

# WELCOME TO IZMIR

Izmir, the intersection of west and east, the host of **Délice Network Gathering 2021**, awaits you with all its colors and tastes.

The **8500-year-old city** has been home to many civilizations and will always be home to different cultures.

Historically, our port has been at the core of Izmir's identity, and the city has long been a hub of dense networks of maritime connections. Through these connections, people, cultures, and thoughts have become an integral part of the city. The port has long facilitated cultural diffusion and served as a nexus where people from different parts of the Mediterranean and Asia met, mixed, and inspired each other. The city acted as a strong bridge between the Orient and the Western world.

Thanks to its favorable geographical location, climate, and fertile lands, **Izmir has a unique diversity of food.**

Izmir cuisine consists of a mixture of cooking traditions dating back thousands of years and natural ingredients, allowing chefs to combine this richness with modern expertise.

A strong variety of ancient cereals, seafood, grapes, local herbs, olive oil, mountain fruits, and many more ingredients make Izmir a special place to be discovered.

Izmir also has an incredible **street food richness**. Small artisanal restaurants and food carts offer unique tastes enriched with tradition in its streets. There are many bazaars in which you can find fresh and unique meals. These are some reasons why Izmir is a great meeting point for gastronomy tourism, and I would like to invite you to discover more.

We are very pleased to host you in Izmir to experience its rich gastronomy culture, fertile geography, and delightful flavors.

**Tunç SOYER**  
Mayor of Izmir





## GATHERING IN IZMIR

Needless to say that the pandemic has revolutionized social connections all around the world. We have all had to adapt to extreme digitalization. But, while it has transformed the way we work and live, it has also made everyone realize **the need to gather and share a meal.**

Délice Network's core values rely on the importance of connecting people and the power of food to **bring cultures from around the world together.**

Our Network has also adapted, but **we have been longing for the opportunity to meet again.** While Covid-19 is still part of our daily lives, I am thrilled that this moment has finally come. To celebrate our first reunion and shared meals, what a better place than Turkey, a country with an ancient and

thriving food culture. A country where hospitality and food are so connected.

**The Municipality of Izmir** has been a member of the Network since 2015. Therefore, it is a great honor to be invited to discover their work and commitment to food during this event.

The program has been put together to allow as many Délice Network delegates to **reconnect while learning and experiencing the best of Izmir and its Aegean food culture.**

On behalf of the Executive Committee, we thank the Mayor of Izmir for his kind invitation and hope to see the Délice Network family reunited in Izmir, **finally!**

**Olivier MARETTE**  
President of Délice Network  
Visit Brussels





## MONDAY NOV. 22

**20:30 - 22:30**

*Meet in lobby at 20:10*

*(Optional, at own expense)*

### OPTIONAL DINNER

After a short walk to the seaside in Kordon district, enjoy a fresh meal of **local seafood and fish** at Deniz Restaurant.

## TUESDAY NOV. 23

**9:00 - 11:45**

*Meet in lobby at 8:40*

*(Excom Members only)*

### EXECUTIVE COMMITTEE MEETING

The meeting will be hosted by "The Kitchen Project," a unique venue dedicated to food projects. Chef Sinem TURTAT will present the delicacies prepared for the occasion.

**9:45 - 11:45**

*Meet in lobby at 9:20*

*(Optional)*

### COOKING DEMO & CITY CENTER TOUR

Board the Nostalgic Tram and make your way to the Alsancak district, passing the shoreline. You will be welcomed in Alsancak Dostlar Boyoz Firini bakery to learn all about **the famous Boyoz pastries**, a landmark of Izmir's multicultural history.



**12:00 - 13:45**

## **LUNCH**

Taste amazing **fish skewers** in the heart of the Kordon District, in the famous Hisar Balık Pişiricisi restaurant.

**13:45 - 14:00**

## **BUS TRANSFER**

After a short ride, discover the industrial heritage of Izmir in the beautiful Historical **Coal Gas Factory**.

**14:15 - 17:15**

## **HERITAGE ON A PLATE: LEVERAGING FOOD CULTURE & LOCAL PRODUCTS FOR ATTRACTIVENESS**

What defines Food Heritage?  
How to protect it while ensuring innovation and creativity?  
How to use it for destination promotion?

**14:15 - 15:45 | Key-Note Speakers**  
*Session proposed hybrid*

**Maxime MICHAUD, Research Group Leader, Social Science**  
Institut Paul Bocuse Research Center | Lyon, France

**Pati JINICH, Chef, Author, TV Host**  
James Beard Award Winner | **LIVE!** from her Kitchen in  
Washington, USA

**16:00 - 17:15 | Round Table Discussion**  
*Session proposed hybrid*

During an interactive discussion, representatives from global cities will share their approaches and work around Food Heritage.

**Gülayse EKEN, Director of Tourism,**  
Istanbul Metropolitan Municipality | Istanbul, Turkey

**Catalina GARCIA STERLING, Executive Director**  
Cali Valle Bureau | Cali, Colombia

**Iver Jan LEREN, Senior Advisor**  
Rogaland County Council | Stavanger, Norway

**Olivier MARETTE, Gastronomy Expert**  
Visit Brussels | Brussels, Belgium

**19:00 - 20:10**  
*Meet in lobby at 18:40*

## **WELCOME COCKTAIL**

Aytunc PEKSEV, a **local mixologist**, welcomes you to Kepler Pavilion Bar. Enjoy signature cocktails made with wild herbs for the Délice members.

**20:30 - 22:30**

## **DINNER**

Chef Ahmet GÜZELYAĞDÖKEN, a friend of Délice Network, invites you to his restaurant **Balmumu**, introducing typical Aegean Food.



## WEDNESDAY NOV. 24

**8:00 - 8:45**

### **BREAKFAST FOR NEWCOMERS**

The Executive Committee invites all city representatives attending their first Délice Network gathering to share breakfast in the hotel.

*Meet in lobby at 9:00*

### **BUS TRANSFER**

Welcome to the heart of the old town, in the **Historical Portuguese Synagogue**.

**9:30 - 9:50**

*Session proposed hybrid*

### **OFFICIAL CEREMONY OPENING**

**Alp Avni YELKENBICER**, President of EGIAD Association  
**Olivier MARETTE**, President of Délice Network  
**Tunç SOYER**, Mayor of Izmir

**9:50 - 12:30**

*Session proposed hybrid*

### **IZMIR STRATEGY ON FOOD & GASTRONOMY**

Local experts will introduce you to this unique food culture and guide you through the different innovative projects of Izmir.

#### **Izmir, a City of Agriculture**

Güven EKEN, Counselor to the Mayor

#### **Abundance is the Charming Essence of Gastronomy**

Neptun SOYER, Chairwoman of Izmir Köykoop Association

#### **Izmir's Cuisine - Eat Well & Be Well**

Nedim ATILLA, Food Writer & Slow Food Representative  
Ahmet UHRI, PhD in Archeology & Food Engineering



**12:45 - 14:00**

### **LUNCH**

**Adil Müftüoğlu Uğur** is a popular local canteen since 1955. The owner will prepare a typical lunch menu for the group.

**14:15 - 16:00**

### **FIELD VISIT - FOOD MARKETS IN THE ANCIENT DISTRICT**

Meet with Serenç INELER, the General Manager of TARKEM, the public-private organization in charge of developing **the Kemeraltic old district**. You will tour the **food markets**, meet with the food vendors and discuss the future of this ancient district.

**16:00 - 17:00**

### **CUISINE & MIGRATIONS**

Take a break in the beautiful ancient building of Abacıoğlu Hanı. Food specialists Sara PARDO & Sirma GÜVEN will introduce you to **cuisine & migrations**. Tastings proposed by Marilen BRAGIOTTI, Joel ÖZMIRZA TANIK, and Rafael PALOMBO will help understand the various influences of Izmir's gastronomy.

**17:00 - 18:00**

### **FREE TIME IN MARKETS & BAZAAR**

Enjoy some free time around the bazaar and food markets before taking a shuttle back to the hotel. An alternative shuttle may bring you back to the hotel at the end of the last session.

**19:15 - 19:45**

**Meet in lobby at 18:40**

### **RIVERSIDE CRUISE**

Board on the **Pergamon Ferry** and enjoy the coastline from the Aegean Sea. The ferry will bring you to the Marina where dinner will be served.

*Upon weather conditions*

**20:00 - 22:30**

### **DINNER**

Following the cruise, enjoy some iconic local **Street Food dishes** in Nefes Restaurant, located in the Marina.



## THURSDAY NOV. 25

**8:30 - 9:15**

*Meet in lobby at 8:15*

### **BUS TRANSFER (45MIN)**

*No return to the hotel before the evening.*

Welcome to the land of vineyards and home to the **Olive Oil Museum** in the district of Urla.

**9:30 - 12:30**

**9:30 - 11:00 | Internal Meeting**  
*Session proposed Hybrid*

### **NETWORK DISCUSSIONS**

Delegates are invited to gather around Olivier MARETTE & Camille BENOIST for a catch-up on the organization's ongoing activities, as well as the perspectives for the near future.

**11:20 - 12:30 | Best Practice Session**  
*Session proposed Hybrid*

Innovative projects will first be pitched and then discussed in detail in small groups.

#### **Helsinki's Senate Square**

Peggy BAUER, Chief Operating Officer,  
Helsinki Property Development Company | Helsinki, Finland

#### **The Caracathon**

Elise RABAEY, Head of Lausanne à Table | Lausanne, Switzerland

#### **The Healthiest Food Challenge for Families**

Juliette CANTAU, Program Manager of Lyon Metropole | Lyon, France

#### **The Beer Strategy**

Olivier MARETTE, Visit Brussels Gastronomy Expert | Brussels, Belgium

**12:45 - 14:30**

### **LUNCH**

Cheffe Hilal GÖKMEN from Polima Restaurant will prepare a unique tasting menu showcasing **Agean cuisine**. Lunch will be followed by an optional tour of the Olive Oil Museum.

**14:30 - 15:00**

### **BUS TRANSFER (30MIN)**

This bus ride will take you to the heart of the vineyards, with beautiful landscapes.



**15:00 - 16:15**

### **FIELD VISIT: URLA WINE INDUSTRY**

Discover **Urla Sarapçılık winery**, member of the Wine Route Association. While tasting their blends, you will be introduced to the different initiatives around wine tourism in the area. Then make your way to **HUS Winery** for the final workshop.

**16:30 - 18:45**

### **HERITAGE ON A PLATE: THE WORKSHOP**

How do international visitors perceive the food culture of your city? Is there an important difference between this perception and the reality of how people eat daily?

Délice Network and the **Institut Paul Bocuse Research Center** invite you to participate in an **interactive exercise** to understand the complexity of cultural representation and get valuable information about how citizens of the world consider food heritage from your city.

After the workshop, meet with the team of Hus Winery & Chef Tolga KAMILOĞLU for some tastings.

**19:30 - 22:00**

### **OFFICIAL FAREWELL DINNER AND CLOSING CEREMONY**

For the final evening, Mayor Soyer invites the Délice guests for a dining experience around Heritage.

Two restaurants from Urla and one guest restaurant from Bordeaux join forces in Teruar Restaurant to offer a unique tasting menu: **Heritage on a Plate**.



**Osman SERDAROĞLU**  
Teruar  
Urla



**Estelle EVEN**  
Le Gabriel\*  
Bordeaux



**Ozan KUMBASAR**  
Urla Vino Locale  
Urla



# HERITAGE ON A PLATE: MEET THE EXPERTS



**Pati JINICH**  
Chef, Author & TV Host  
Washington, USA

Pati is the host of the 3x James Beard Award-winning television series “Pati’s Mexican Table” and the author of several cookbooks. She was named one of the “100 Greatest Cooks of All Time” by Epicurious in 2017 and was profiled on the front page of The New York Times food section in October 2018 in the feature “Forget the Wall: Pati Jinich Wants to Build a Culinary Bridge to Mexico.”



**Maxime MICHAUD**  
Research Group Leader, Social Science  
Institut Paul Bocuse Research Center | Lyon, France

Head of the Social Sciences team, Maxime's work focuses on the socio-cultural dynamics of contemporary food. He is mainly working on cooking practices at home, the dynamics and transformations of the alimentary practices on a global scale, and the socio-cultural representations related to food.



**Gülayse EKEN**  
Director of Tourism,  
Istanbul Metropolitan  
Municipality

Within the tourism department, Gülayse is in charge of defining the right message to position Istanbul as a Food Destination.



**Catalina GARCIA STERLING**  
Executive Director,  
Cali Valle Bureau

Within the DMO of Cali, Catalina has decided to focus the marketing campaigns on Food & Salsa.



**Iver Jan LEREN**  
Senior Advisor, Rogaland  
County Council, Stavanger

Iver Jan supports projects aiming to connect the city with the various food producing municipalities of the county.



**Olivier MARETTE**  
Gastronomy Expert  
Visit Brussels

Olivier is in charge of the conception and production of various food projects celebrating Brussels' cuisine.



## FIELD VISITS: MEET THE EXPERTS



**Sirma GÜVEN**  
**Founder of The Kitchen Project**  
Specialist of the Food Culture of Izmir, Sirma is the founder of The Kitchen Project, a community designed to create content and research on food-related projects. She also represents her city within the Délice Network.



**Serenç İNELER TARKEM**  
Serenç is the General Manager of the public-private cooperation, established to develop the Izmir Historical City Center, which can be summarized as Kemeraltı Kadifekale Basmane Regions.



**Sara PARDO**  
**Researcher, Writer & Guide**  
Trained translator and guide, Sara researched the Jews of Izmir. As a result, she won the "Respect for History Award" in Izmir and other international awards.



**Rafael PALOMBO**  
**Bottarga Producer**  
Rafael is the 3rd generation of Bottarga producer, a Jewish delicacy that has become an icon of Izmir's street food scene. Rafael has owned his shop in Kemeraltı for 55 years.



**Marilen BRAGIOTTI**  
**Levantine Food Entrepreneur**  
Originally of Italian descent, Marilen followed the footsteps of her ancestors. She trained as a patisserie chef at Le Cordon Bleu in 2015 and now runs Marilen Atelier Patisserie with her husband.



**Joel ÖZMIRZA TANIK**  
**Levantine Pastry Chef**  
Joel was born in a Levantine family - Europeans, who migrated to the Ottoman lands centuries ago. She was raised with both Levantine & Aegean food cultures and is now chef and partner at Jocelyne Patisserie.



## IZMIR FOOD STRATEGY: MEET THE EXPERTS



**Güven EKEN**  
**Counselor to the Mayor**

Bird watcher and climate activist, Güven has been working for the Izmir Metropolitan Municipality as counselor to the Mayor and Chairman of the Board of Directors at Izdoğa AŞ.



**Neptun SOYER**  
**Chairwoman of İzmir Köykoop Association**

After a career in Tourism, Neptun engaged in women cooperatives, offering income generating activities to women through food, tourism and agriculture.



**Nedim ATILLA**  
**Food Writer**

Journalist and writer of six books on culinary culture. Nedim is one of the founders of the Slow Food movement in Turkey and the Vice President of the Turkish Culinary Friends Association and Chaine des Rotisseurs.



**Ahmet UHRI**  
**PhD in Archeology & Food Engineering**

Assoc. Professor Dr Ahmet UHRI, is a specialist of the cultural history of food. This author loves cooking and living in Sarpıncık village of Karaburun district of İzmir.

## FAREWELL DINNER MEET THE GUEST CHEF!

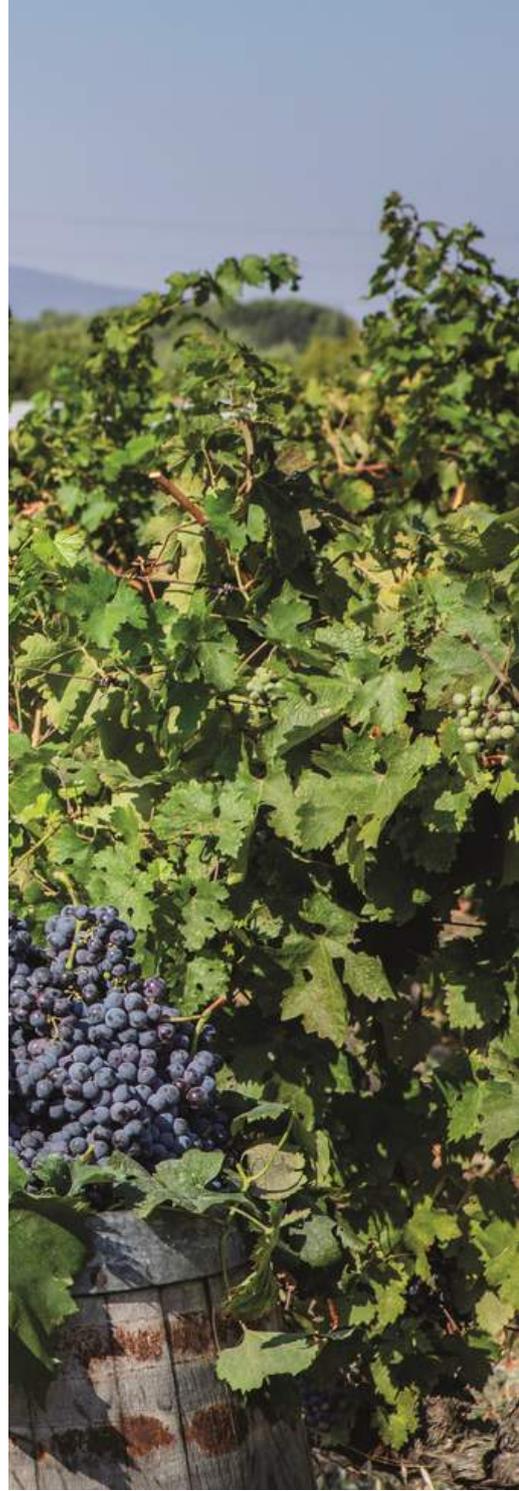


**Estelle EVEN**  
**Second Chef to Alexandre Baumard\*  
Bordeaux, France**

Estelle Even has worked alongside Alexandre Baumard since 2014. As the second chef, she participated in the opening of the **Logis de La Cadène** in Saint-Emilion (\*Michelin) and **Le Gabriel** in Bordeaux (\*Michelin).

The tasting menu **Heritage on a Plate** will be prepared and served by the talented teams of





*Don't forget to  
download the  
Izmir City Guide*

