

DÉLICE NETWORK MEETING BRUSSELS 2018

Dining Experiences:
it's all about the concept

7 - 9
February
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- Olivier Marette
- + 32 (0) 496 81 12 95
- o.marette@visit.brussels

- Elisabetta Bernardini
- + 33 (0) 7 84 95 26 24
- elisabetta.bernardini@delice-network.com



Welcome to Brussels!



Olivier Marette

Délice Network President
City Life Manager
visit.brussels

Dining Experiences: it's all about the concept

There is a trend that can be observed in various sectors of modern societies: **customers are not looking to consume. They are looking to experience.** The rise of Social Networks has placed individuals in the role of actors of their lives, looking to live unique experiences.

When travelling or eating out, foodies are now seeking much more than a menu and an ambiance. **It is all about the concept proposed to them**, from the most simple to the most sophisticated or original.

And while customers are more and more demanding, **Chefs need to exit their comfort zones** to challenge themselves and stay creative. They also seek for their own experiences and concepts in order **to stay competitive and on the top of their game.**

For cities around the world, **the challenge is to understand this trend to better push new initiatives and market them.**

In Brussels, the foodie ecosystem has grasped this new trend and they have **raised the Belgium Capital high up when it comes to great dining concepts.** You may eat in the sky, in the dark, you may meet chefs in original events or have a pop-up dinner in a subway station.

During this Délice Gathering, **the 3 evenings will be dedicated to these experiences**, connected to the culinary and historical background of Brussels. The 3 secret experiences proposed can only be lived in Brussels but any city could transform and propose them in their own way. If you thought Belgian cuisine was only about fries and grilled Smurfs, do not miss any of **these dinners that will showcase you what Brussels can offer you today.**

Wednesday Feb 7

12:00 - 17:30

Executive Committee Meeting

Venue: salle Atomium, 10-11 Place Royale

Meeting point: **Hotel Lobby at 11:45**

See detailed agenda sent per email before the event.

Lunch will be offered to the participants on the spot.

12:30 - 14:00

Optional Lunch

Meeting point : **Hotel Lobby at 12:30**

Lunch at own expence, for non Executive Committee Members only

14:00 - 18:30

Optional Tour - Discovery of Brussels

Tour as courtesy of visit.brussels

For non Executive Committee Members only



Meet Marie, from the Brussels Journey, for a private custom-made walking tour through the winding streets of the old town. Indulge the beer geek / chocolate addict & foddie in you as you discover unique hotspots for craft beer and Belgian chocolate.

Contact of Marie: +33 499 25 93 06

18:30 - 20:00



"Farewell" Drink

Venue: Secret... (10 min walking distance)

Meeting point: **Hotel Lobby at 18:15**

Dress code: business casual

Délice meetings usually end with the departure of the members, one by one. We rarely have the opportunity to celebrate the accomplished work. For the very first time, a Farewell Cocktail will be organized. But to make sure that no-one misses, it will take place on the very first day of the gathering. There was probably no better place than Brussels, the city of surrealism, to do so!

You will get the chance to network with all participants and most of the hosting staff that will take care of you during the entire three days.

After the drink, organizers will escort to the dinner.

20:00 - 22:30



Dining Experience #1:

Heritage - Expertise Goes Basic

Venue: Secret... (10 min walking distance)

There's no good meal without love. Starred chefs are no exception to that rule. What's a technically perfect dish worth if it doesn't irradiate any emotion? We all keep a special place in our heart for dishes that our mothers and grand-mothers were cooking for us. So what if a starred chef was cooking for us like our grand-mothers were?

Thursday Feb 8

8:30 - 12:00



Plenary session: Dining experiences, it's all about the concept

Venue: Salle des Guichets, 2-4 Place Royale

Meeting point: Hotel Lobby at 8:15

Local & international experts will feed us with their own experience in this trend, and will explain how to push new initiatives and market them. You will find the experts list and a short description of their speech on the last page of the program. At the end of the meeting, organizers will escort you to the lunch venue.

12:30 - 13:45



Lunch : What a Concept!

Venue: Secret... (10 min walking distance)

Does a very simple basic concept work on the long term? Is it compatible with high-end gastronomy? Is it compatible with a fast and healthy lunch? We won't tell you. No, you will rather tell us after this lunch!

13h45: departure from the lunch venue back to the meeting room.

14:00 - 15:30



Presenting Brussels Food Actors

Venue: Salle des Guichets, 2-4 Place Royale

A presentation of the global Brussels' food scene, introducing Food Innovation in the city, Urban Agriculture and other food related initiatives "Made in Brussels".

The meeting will be followed by a coffee break.

15:45 - 17:30

Délice Internal Meeting

Venue: Salle des Guichets, 2-4 Place Royale

See detailed agenda & working documents sent per email before the event.

18:30 - 22:30



Dining Experience #2:

Belgian Cuisine with a Twist

Venue: Secret... (30 min bus transfer)

Meeting point: Hotel Lobby at 18:00

What makes the difference between two and three Michelin stars? Are you necessarily expecting to have Kobe beef, white Alba truffles and Caspian caviar for a high-level meal in Brussels? Or are you rather expecting something unique that you won't find anywhere else in the world? After your dining experience #2, these questions will get their answers!

Friday Feb 9

FOR MEMBERS PARTICIPATING TO THE POLITICAL GATHERING

Venue: Town Hall, Grand Place, Salle Ogivale

Meeting point: Hotel lobby at 10:15

Welcoming

Meeting of the Political leaders from Délice Cities

Press Lunch

FOR OTHER MEMBERS

Participative Workshop

Venue: Salle des Guichets, 2-4 Place Royale

Meeting point: Hotel Lobby at 9:45

Alexandra Swenden, in charge of the Gélinaz chef collective, will propose a participative brainstorming session around the topic: Dining experiences, it's all about the concept.

After the meeting, organizers will escort to the lunch venue.

Press Lunch

Venue: Town Hall, Grand Place, Salle des Milices
(10 min walking distance)

In presence of all Délice City Representatives and with local and international journalists. Presentation to the journalists of the orientations of Délice. After the lunch you will be accompanied back to the meeting venue.

Best Practice Battle: would you buy this concept?

Venue: Salle des Guichets, 2-4 Place Royale

For this Best Practice Session, all participating cities will be given the opportunity to present a unique concept from their territory related to food experiences.

Each city representative will be given 5 minutes on the clock' to prove that their city is at the top of the game in terms of dining experiences.

Dining Experience #3:

Food & Vision

Venue: Secret... (20 min bus transfer)

Meeting point: Hotel Lobby at 18:45

Dress code: dinner with friends

Where does cooking end and art start? Can you be part of the process? This last gathering of the meeting will offer you a private and exclusive meal with a chef who is one of the most talented and accessible figure of Brussels culinary scene.

10:30 - 10:45

10:45 - 12:30

12:30 - 14:15

10:00 - 12:00

12:30 - 14:15

14:30 - 17:30



19:00 - 22:30



ACCOMMODATION



Hotel NH Collection Brussels Grand Sablon * * * *

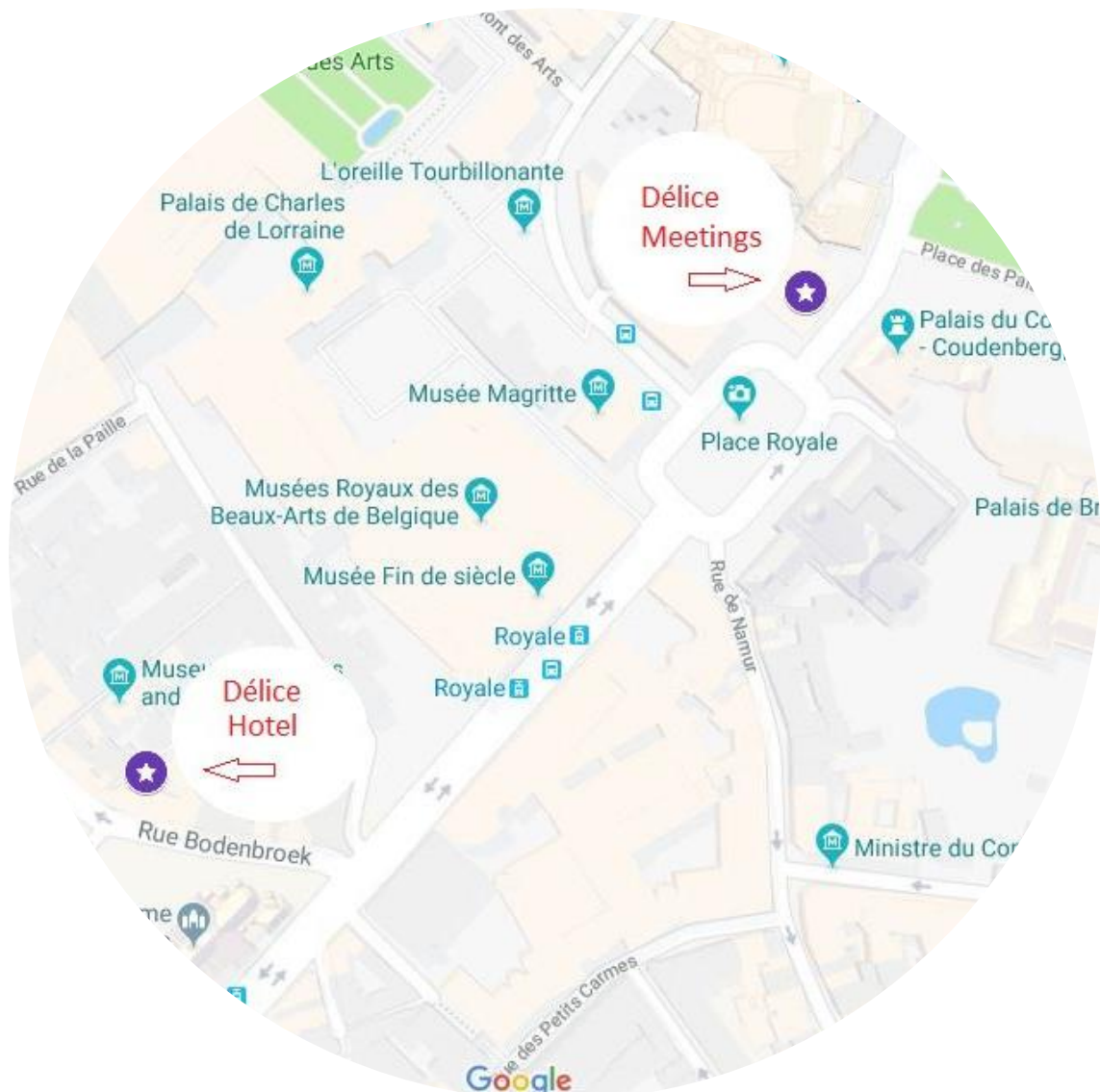
The NH Collection Brussels Centre is located in the heart of the city, on the most beautiful square of Brussels, famous for its chocolatiers and antiquarians. Close by the hotel, you will also find the gorgeous park of Brussels as well as the Rue Neuve, the well-known shopping street of the city. The hotel is 500m away from the Délice Meeting Venues, at visit.brussels.

Rue Bodenbroek 2/4 B-1000
Bruxelles - Belgique

Contact details in case of questions

Phone: +32 2 518 1100

Email: nhcollectiongrandsablon@nh-hotels.com



EXPERT PANEL



Ézéchiél Zerah, assistant chief editor of Atabula

Ezéchiél Zerah is the assistant chief editor of the pure player Atabula. He also delivers lectures about gastronomy innovations at the school Ferrières.

Atabula is a media analyzing the trends and developments of the gastronomy and catering sector.

During his presentation, Mr Zerah will focus on the demand side: what are the consumers looking for today in terms of dining experiences? Where does this new behavior come from?



Betty Marais, Entrepreneur & consultant expert in food events

11 years ago, Betty Marais joined the team organizing the « Omnivore » festival. There, she met chefs, food enthusiasts... and tasted a scallop that changed her life! Since that day, she devoted her career to highlight these artisans and emotions designers. She created a magazine, a public relations agency, worked for a press agency... As a spokesperson for a bold and creative cuisine, she thinks up campaigns and events revealing the uniqueness of the chefs she works with.

During her presentation, Ms Marais will focus on the chef side: to what extent are the chefs looking to experience innovative concepts, outside their restaurants? How is this trend a worldwide observation and how can entrepreneurs, brands or cities attract chefs through these innovative concepts?



David Ghysels, Owner at Events in the Sky

Dinner in the Sky is an incredible story, as Belgium likes them: a table hanging in the sky, with a talented Chef cooking for 22 guests.

Dinner in the Sky was launched on 24 April 2006 in Brussels, initially as a press event. 11 years later, Dinner in the Sky is organized in more than 60 countries and welcomed the world's greatest Chefs including Joël Robuchon, Massimo Bottura, Eston Blumenthal...

During his speech, Mr Ghysels will present the creation of this crazy idea and how it managed to seduce chefs & consumers from all over the world.

Presentation of the model behind the concept, the marketing tools and the challenges for the future for these very unusual and non-traditional ways of dining.



Laura Vidal, Sommelier of "The Paris Pop Up"

The Paris PopUp is a roving concept developed by Harry Cummins Chef, and Laura Vidal, sommelier,

During her speech, Ms Vidal will present the exemple of Pop-Up restaurants as one of the current growing trends in cities. In abandoned buildings, in public places or in empty restaurants, chefs find their clients for temporary enriching experiences. The Paris-Pop team managed to travel all around the world, opening pop-ups in empty restaurants. Why this will to travel? What are the challenges of being a restaurant without an address? What makes a destination more attractive than others?

EXPERT PANEL

Brussels Food Scene



Permafungi - Julien Jacquet

Urban mushrooms at their best. When circular economy and zero waste is just not enough for its creators.



Little Food - Raphaël Dupriez

Food based on insects will for sure be part of our future food supply. Little food is currently running the largest crickets farm in Europe.



Fruitopia - Simon Ott

Recycling unsold fresh products is not always handy. Excepted when you transform them into canned food.



Brussels Beer Project - Sébastien Morvan

Every city now has its own craft brewery. But Brussels Beer Project is likely to be different from any other craft brewer you will cross.

