

# CULINARY INSPIRATION

*Inspiration from Around the World*



*Issue 04*

ADAPTIVE CUISINE: *Diner-centric dishes*



The Thinking House

**Bord Bia**  
Irish Food Board



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# WELCOME

from Bord Bia

**Welcome** to this edition of Culinary Inspiration, Bord Bia's magazine bringing global, high-end food and drink inspiration to Irish food and drink manufacturers.

We have collected and curated expertise from every continent to better inform our industry about the

*flavours, ingredients and cooking techniques* employed by leading-edge chefs and in the world's top restaurants. We hope to inspire our clients to translate these insights into *commercially successful innovations*, getting ahead of our global competitors.



## Who did we speak to?

### Tom Sellers

LONDON //  
Founder/Chef-Patron / Restaurant Story /  
Culinary Director / Restaurant Ours

### Stefan Cosser

LONDON & ICELAND //  
Innovator / The Fat Duck / Director and Chef /  
Food Innovation Solutions

### Jonathan Tam

COPENHAGEN //  
Head Chef / Restaurant Relæ

### Jordi Artal

BARCELONA //  
Chef-Patron / Cinc Sentits

### Anthony Myint

SAN FRANCISCO //  
Co-Founder / Mission Chinese Food /  
Commonwealth Restaurant / The Perennial

### Jan Hendrik

NICE / CAPE TOWN //  
Owner and Head Chef / Restaurant Jan

### Filipe Rizzato

RIO DE JANEIRO //  
Head Chef / Pergula, Belmond Copacabana Palace

### Daniele Cason

TOKYO & BANGKOK //  
Chef de Cuisine

### Martha Ortiz

MEXICO CITY //  
Head Chef - Owner / Dulce Patria

### Gabriel McMackin

NEW YORK //  
Head Chef - Owner / Finch Brooklyn

Through our research we identified 4 themes at play in the high-end culinary world. The magazine editions reflect the themes that we uncovered:

### Past Issues:

**Issue 01 ALL NATURAL**  
Constraint Breeds Creativity

**Issue 02 STORYTELLING**  
The Personality Behind the Plate

**Issue 03 BEYOND TASTE**  
Playing with Perception to Delight  
the Senses

### Current Issue:

**Issue 04 ADAPTIVE CUISINE**  
Diner-centric Dishes

## How can you use these reports?

The material shared here is by no means the answer to every business question or challenge you may have; rather the insights and implications should both *inform* and *inspire* you.

So, explore Culinary Inspiration, get creative and differentiate your offer on the global stage.

## For further information contact

TheThinkingHouse@BordBia.ie



# ADAPTIVE CUISINE: DINER-CENTRIC DISHES

As culinary technology advances, chefs are able to precisely control every element of the cooking process to ensure the 'perfect' plate. **From taste profiling to 3D-printed food**, precision is becoming a key method to optimise diner experience and response. The world's leading restaurants are **paying closer attention to individual wants and needs**, as opposed to dictating exactly what and how their guests will eat. The most innovative chefs are evolving their service to make their dining experience feel **perfectly, personally plated**.

# THE THEME ON A PLATE

## *3D Printed lobster dish – Food Ink*

- The **cutlery** which serves the lobster fillings have also been **created with the 3D printer**



*The diner is given a choice of subtly different flavoured lobster fillings once the plate is brought to the table*

*The intricate lobster shape is 3D printed fresh lobster and cream puree*



“ It’s all about capturing the attention of the client because when they walk in the door we have no idea what their state of mind is. I think **if you’re trying to create an experience for the guest, you want to, kind of, reset them and have them ready for what’s to come next.** ”

*Jordi Artal* Head Chef –  
Cinc Sentits, Barcelona (Spain)

## IN THE WORDS OF OUR EXPERTS...

“ It’s about **knitting together the fabric of an experience in a more personal way.** It’s a very different thing when somebody’s there on a date, if somebody’s there celebrating an anniversary, we want to create a platform for them to thoroughly enjoy that experience. What The Finch is built for is that level of customisability and that level of control. When somebody is having a bad day, we can help them experience a better day. ”

*Gabriel McMackin* Chef & Owner –  
The Finch, New York (US)



“ I name my menus with a different story every month – **I put names to the stories.** At the moment, I have a baroque menu. When we talk to baroque, we talk about architecture, music and food. We have a wonderful tricolour dish that was made in the seventeenth century for one of the greats of Mexico, who started the independent movement. On the skin of the chilli I put gold tattoos of the baroque church and **people are stunned.** ”

*Martha Ortiz* Head Chef –  
Dulce Patria, Mexico City (Mexico)





***Restaurant Relæ –  
Copenhagen (Denmark)***

***Restaurant profile:***

One of the World's 50 Best restaurants; Most Sustainable restaurant

***How is it leading 'Adaptive Cuisine'?***

Restaurant Relæ breaks down barriers between chef and diner, bringing the chef to the table to explain the ingredients and the cooking process to their customers.



# RESTAURANTS AT THE LEADING EDGE

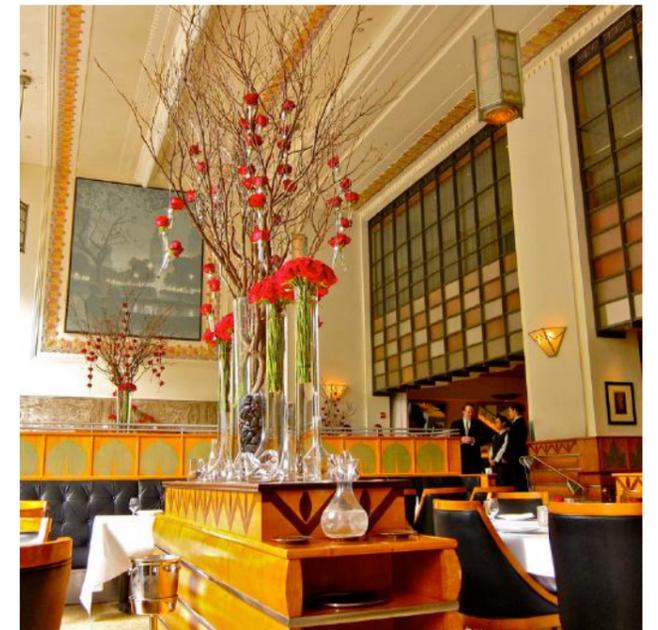
***Eleven Madison Park – New York (US)***

***Restaurant profile:***

3 Michelin stars and Winner of Best Restaurant in the World 2017

***How is it leading 'Adaptive Cuisine'?***

Eleven Madison Park employ dream-weavers to listen into the conversations of their guests, which the chefs then integrate into the dishes they serve.



***The Finch – New York (US)***

***Restaurant profile:***

1 Michelin star

***How is it leading 'Adaptive Cuisine'?***

The Finch prides itself on being customer-centric, altering its menu for customers' specific preferences and requirements. McMackin has created vegan menus to accommodate vegan diners.

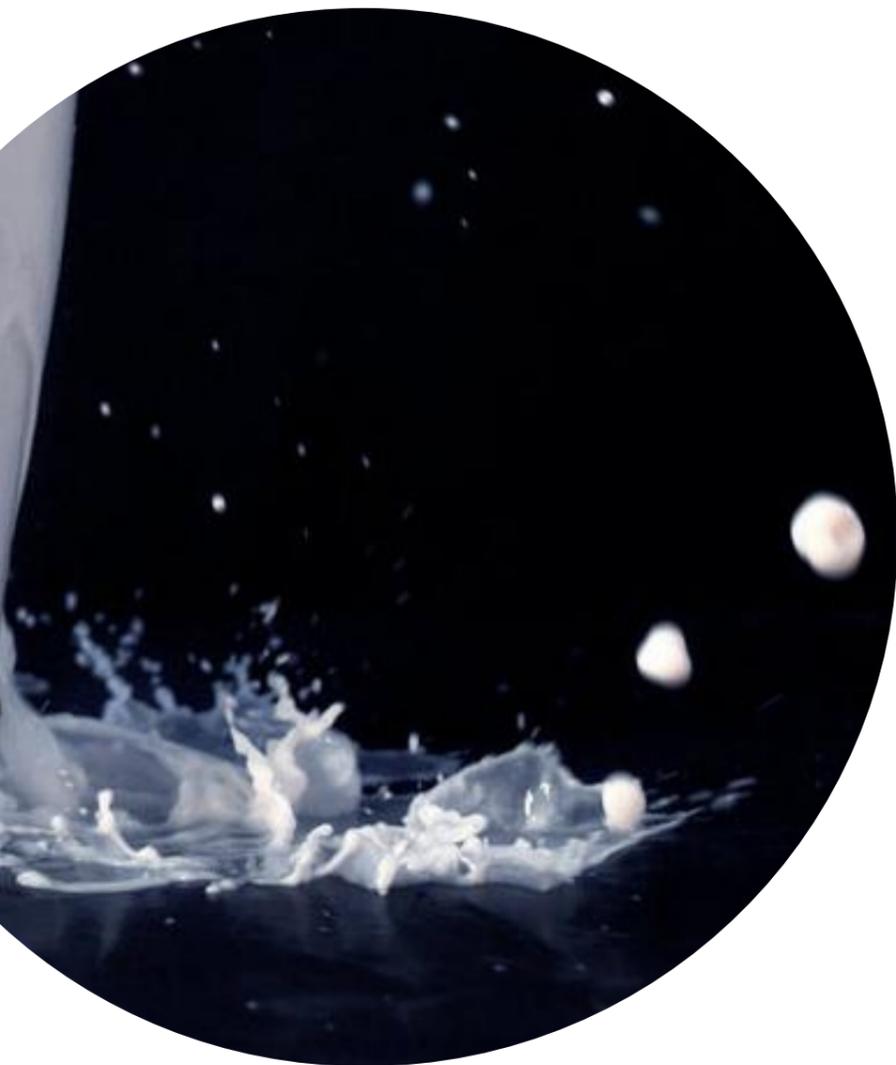


# INSPIRATION ON THE TABLE



## *Plate Props – Sushi Taku, Tokyo (Japan)*

- Sushi Taku accompanies the plates it serves with a physical encyclopaedia
- The beautifully-crafted books add an educational element to the experience
- Diners delight in researching the obscure and exotic ingredients the menu offers, such as **lotus stems**



## *Light-hearted dishes – Akelarre, Gipuzkoa (Spain)*

- Akelarre's fruity dessert injects a sense of mischievousness into the menu, mimicking a **yoghurt** pot smashed on the floor
- The 'jar' is edible – made from **sugar** and **rice paper**
- The plating is like realist art, even down to the branding on the 'jar'

## *Childhood playfulness – Restaurant Story, London (UK)*

- Tom Sellers tailors his dessert menu to the collective British childhood experience
- Hand-spun **candyfloss** encases **nitrogen-frozen parfait**
- This playful and nostalgic dish can't be eaten easily just using a spoon, requiring greater engagement





**Wattleseed –  
Noma Pop-Up, Sydney (Australia)**

**Tasting notes:** nutty, roasted, spicy

In order to create a pop-up which would resonate with Australian diners, Noma's Rene Redzepi travelled across Australia to find new inspiration and to understand the diversity of produce. Taking the native wattleseed, they cook it for up to 10 hours, choosing select wattle trees for their age, and therefore intense, nutty flavour.

## NEW INGREDIENTS & TASTING NOTES



**Spring Potatoes –  
Mandarin Oriental, Central (Hong Kong)**

**Tasting notes:** fresh, earthy, floral

Mandarin orientate their dishes around the season, thus their Pomme Soufflé dish reflects spring, incorporating flowers, sprouts and pea puree. This colourful, crispy-textured ingredient combination is based on the fresh herbiness of local potato crops.



**Tomatoes –  
Dulce Patria, Mexico City (Mexico)**

**Tasting notes:** sweet, juicy, tangy

Martha Ortiz uses tiny, local, wild tomatoes (tomatillos silvestres) in her dish, as a nod to their Mexican origins which inevitably evoke nostalgia, as well as an appreciation for their unusual tartness.



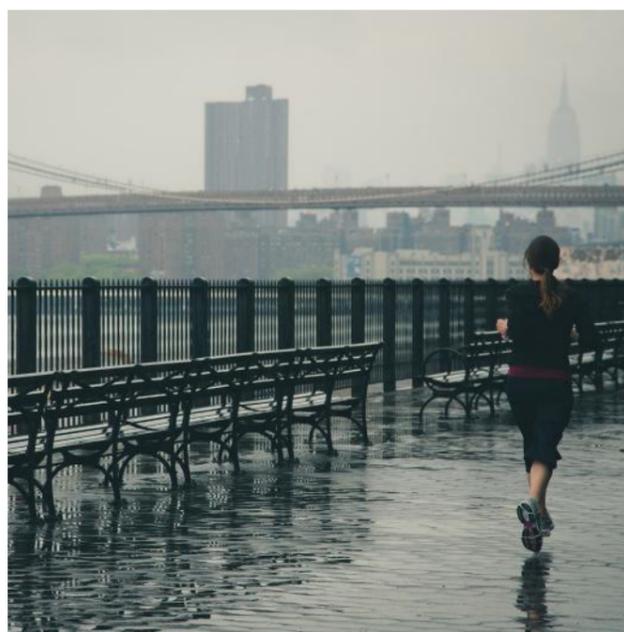
***Choose your flavours –  
Sublimotion, Sant Josep de sa Talaia (Ibiza)***

***Tasting notes:*** whatever you want!

Sublimotion take personalisation to the extreme with their dessert course. The diner constructs their own dessert from the dessert bar, with elements such as cake pops, cotton candy and popcorn. This encourages flavour experimentation and leaves the diner in charge of their choice.



## NEW FLAVOURS & TASTING NOTES



***Time-tailored flavours –  
The Finch, New York (US)***

***Tasting notes:*** weather-dependent e.g. cold and wet days might call for caramelised, smoky notes

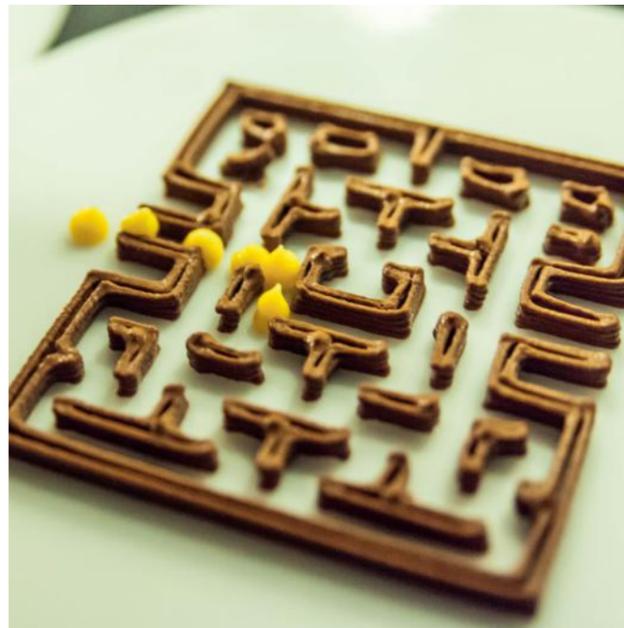
Flexibility is fundamental to the ethos of The Finch, and their flavours reflect this. If it is a dark, cold day, they will serve more warming, wholesome dishes than on a brighter day. This tailoring ensures the diners receive a personalised, relatable experience, with tastes that fit their surroundings.



***Flavour Tensions –  
Cinc Sentits, Barcelona (Spain)***

***Tasting Notes:*** salty, sweet, bitter, creamy, complex  
The Cinc Sentits shot epitomises Jordi Artal's desire to always keep the diner interested and excited. The conflicting flavours and textures of crunchy sea salt, warm maple syrup, chilled cream and whipped egg yolk with cava make the shot unusual and compelling. It is salty and sweet, and gone in an instant.

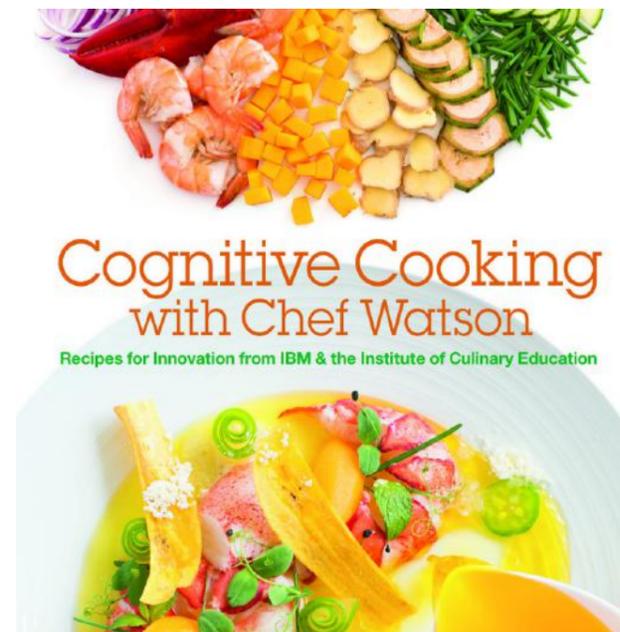
# CULINARY TECHNIQUES



## **3D Printing – Food Ink, Barcelona (Spain)**

Food Ink is the world's first ever restaurant centred around 3D printing. It embodies futuristic dining, printing everything from the cutlery to the food. This approach allows the chefs to reach maximise precision and create **intricate, tailored designs** for their diners, which can easily be personalised.

*Left: Photo by 3DFP Ventures Ltd*



## **Computer-derived taste pairings – Chef Watson, IBM**

Chef Watson is IBM's cognitive computing system. It **analyses flavours to create optimum food pairings**, with the help of chefs from the Institute of Culinary Education. It is leading chefs towards unusual new dishes, which might not have been discovered had it not been for algorithm-driven taste-pairing.



## **Sous-vide cooking – The French Laundry, California (US)**

Cooking sous-vide is becoming immensely popular in high-end kitchens, first utilised by Thomas Keller of The French Laundry. Its offering of temperature precision **enables chefs to exact their cooking of meat and seafood**, offering 24 options between 'rare' and 'well done'.



# MENU OF TOMORROW

*The Menu of Tomorrow* is a collection of some of the breakthrough dishes, flavours, ingredients and techniques shared by our experts and reflecting our culinary theme...



# SPARK YOUR IMAGINATION

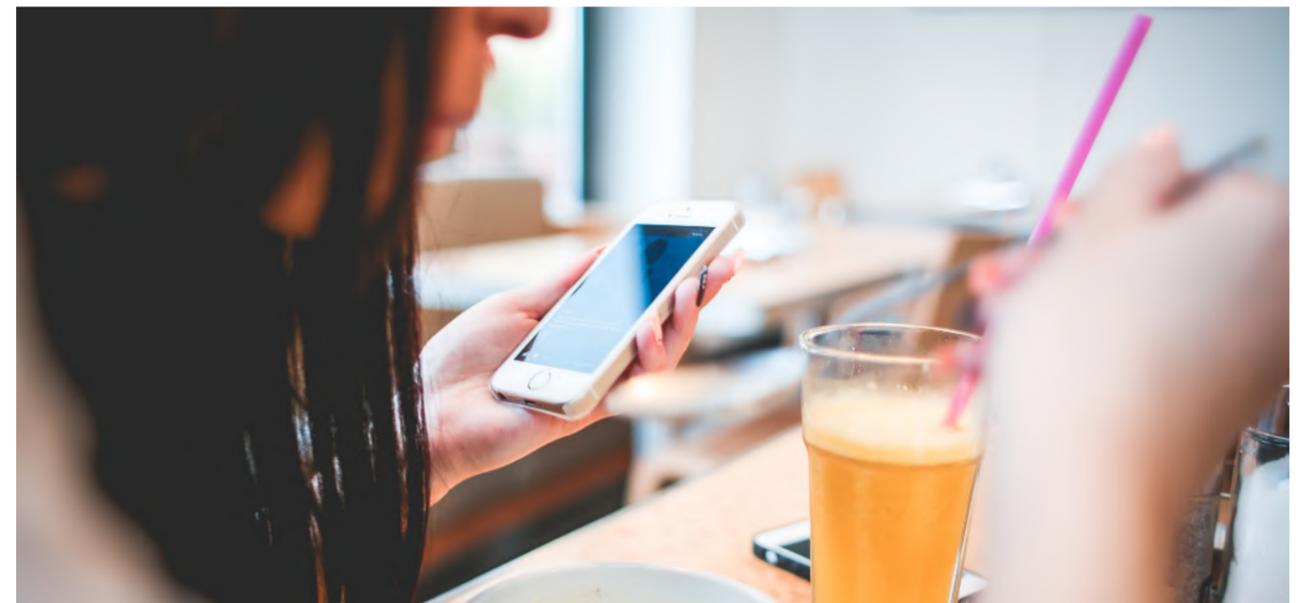
1

*What degree of customisation does your product offer?  
What else do you provide to personalise a serve?*



2

*How might you innovate for versatility, in terms of flavour, serve and packaging?*



3

*Are you aware of, and acting on, the new food technologies that can create increasingly personal menu options?*

# APPENDIX

## *Our research*

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### *Phase 1.*

With London-based research partners Kantar Futures, we conducted a *culinary audit*, collecting and analysing a wide selection of *international high-end culinary sources*, from industry publications to influential individual accounts/blogs. Our range of sources include:

Foodism	Elite Traveler
Bon Appetit	Time Out
Michelin Guide	Daniel Food Diary
The Atlantic	Gourmet Magazine
The Luxury Restaurant Guide	Food & Travel Magazine
Fine Dining Lovers	Gastronomica
The World's 50 Best Restaurants	The Art of Eating
London Eater	FOUR Magazine
	Food & Wine Gazette

### *Phase 2.*

We clustered our findings into broad themes recurrently reflected and rapidly evolving in the high-end culinary world.

### *Phase 3.*

We tapped into our *global network of Kantar Futures analysts* to provide insights into these culinary themes across the US, Asia and Latin America.

### *Phase 4.*

We identified ten experts leading the way in high-end food establishments, and conducted in-depth interviews

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#### WITH THANKS TO & CONTRIBUTORS

<b>Photography</b>	<b>Chefs</b>
3DFP Ventures Ltd	Gabriel McMackin
	Jordi Artal
<b>Restaurants</b>	Martha Ortiz
Food Ink	Chef Watson
Dulce Patria	Tom Sellers
Cinc Sentits	Thomas Keller
The Finch	
Restaurant Relæ	
Eleven Madison Park	
Akelarre	
Sushi Taku	
Restaurant Story	
Mandarin Oriental	
Noma	
Dulce Patria	
Sublimotion	
The French Laundry	

