

thefoodletter

from thefoodpeople™

April 2010

Welcome to our April 10 **foodletter**, giving you a little taste of inspiration and information from previous **foodwatching** reports. Food education is in fashion with the world's first Gastronomic University in Spain being set up and Paul Bocuse opening the first Institute of Tea in France. Whoopie pies are sweeping the country as its announced that comfort food reduces stress – I definitely need one of those pies! Enjoy!

The World's First Gastronomic University

The world's first "gastronomic university" is to open in Spain, complete with a research laboratory to explore the mysterious chemistry of taste.

Construction began in January on the Basque Culinary Centre in San Sebastian and it will be ready to accept its first intake of students in September 2011 in a building designed to resemble a pile of stacked plates.

The university will be the first of its kind to offer a four-year undergraduate degree course in culinary arts taught in both English and Spanish and one year masters degrees as well as shorter courses for cooking enthusiasts.

The university is located in the seaside resort of San Sebastian, which already holds a reputation for some of the best gastronomical expertise in Spain. The town is home to no fewer than nine restaurants who together boast a total of 16 Michelin stars.



Comfort Food

It's official - "comfort food" can reduce stress, because eating foods rich in fat and sugar can alter the chemical composition of the brain and reduce anxiety, says Professor of Pharmacology Margaret Morris of University of NSW School of Medical Sciences.

Prof Morris conducted a study of rats which showed how the effects of past trauma could be erased through "unlimited access to yummy food". The diet reversed their anxiety, taking the animal back to the non-stressed state. Prof Morris cautioned while the results were not immediately transferable to people, it did show support for "the therapeutic value of comfort food"



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The first international school of tea, stemming from a partnership involving two major players, Institut Paul Bocuse and the internationally famous brand of ethical tea, Dilmah, a producer in Ceylon, originates from the idea of creating an original training program built around the drink the most consumed in the world after water.

The purpose of the Dilmah School of Tea at the Institut Paul Bocuse is to train students and foster awareness of the art of serving and enjoying tea, and like for wine, to understand the harmony between dishes - teas, and also to create original menus based on tea using its various flavors, as well as cocktails with and without alcohol.



The Whoopie Pie, a divine cake-like sandwich, is set to take the UK by storm as it makes its debut at Harrods Food Halls. Originally a New England phenomenon, the craze for these cookie-textured treats has already swept America where they are flying off the shelves at speciality shops and boutique bakeries up and down the country.

Flavours available in Harrods are

- The Classic, a heady mix of dark chocolate cakes, vanilla cream and sparkly couture
- A seasonal Gingerbread, slightly spicy and adorned with chocolate and mini polka dots
- A Pistachio extravaganza featuring green fondant icing and finished with edible glitter and silver balls
- The retro Red Velvet, made with chocolate cakes, peanut butter cream, burgundy fondant and topped with sugar hearts.



The Air Shield Coffee Cup Sleeve is designed by Frank Xing and is practical as well as pretty.

The petals actually breathe: as the hot drink warms up the coffee sleeve, the pre-cut petals expand, leaving a raised surface to protect your hands and fingers from burning.

As your coffee cools, the petals relax and lie flat again on the surface of the paper cup.



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Food Shows Coming Up!

Celebrasian Festival – Taste of Asia

Potter's Field Park

London

29-31 May 10

www.celebrasian.co.uk

Taste of Dublin

Iveagh Gardens

Dublin

10-13 June 10

www.tastefestivals.com

Good Food & Wine Show

Melbourne

Australia

4-6 June 10

www.goodfoodshow.com.au

foodwatching – making sense of the trends

This is just a small taster of items from previous foodwatching reports. If you need to be up to date with the latest food trends from around world then foodwatching is your answer. We provide

- 100+ pages of trends, inspiration and foodie knowledge every month
- a monthly category report
- quarterly trend summary
- half yearly trend predictions
- annual trend predictions
- all for £150 + VAT per month

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