

THE 12 TOOLS YOU NEED TO COOK LIKE A PRO P.116

bon appétit

CAUTION - HOT

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THE RESTAURANT ISSUE

Featuring

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THE ULTIMATE COOK'S KITCHEN

THE HOTTEST TREND IN EATING OUT P.104

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51

DELICIOUS CHEF RECIPES

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CHANTERELLE PASTA

SALTED CARAMEL PUDDING

CHICKEN BISCUITS AND GRAVY

Plus

HOMEMADE RICOTTA IN MINUTES



Skillet-Roasted Chicken at Our #1 Restaurant

P.22

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AND... THE MEAL WORTH FLYING HALFWAY AROUND THE WORLD FOR P.86

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INNOVATIONS: THE ROAD TO THE FUTURE

A MEAL THAT MATTERS

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This June, *Bon Appétit* sat down to dinner with *The Economist* for engaging, food-forward evenings of conversation about innovation. Held in Palo Alto, New York, and Chicago, these intimate events brought together culinary influencers, social entrepreneurs, and creative businesspeople to share ideas about pioneering new ways of addressing crucial issues that face us today.

To fuel each evening's quest, *Bon Appétit* invited three visionary chefs to create inspiring menus: Bradley Ogden, the award-winning Bay Area chef known as a leading force in the farm-fresh and organic movements, at Quattro Terrace; John DeLucie, one of the most sought-after chefs in New York City, at The Lion; and culinary rebel Graham Elliot, at his eponymous "bistronomic" restaurant in Chicago.

DEFINING THE DIALOGUE: WHY IS INNOVATION IMPORTANT?

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When it comes to finding solutions for the problems shaping our future, the conversation must start with innovation. We ask: Where do great ideas come from? How can they be implemented? To get to the heart of this challenge, dinner guests zestfully took up their call to participate in conversations about innovation. They welcomed the opportunity to share their personal experiences creating groundbreaking businesses, investing capital and energy in social and sustainable programs to benefit society, the historical role of innovation—from the iPad to molecular gastronomy—and much more.

Overall, there was consensus that innovation is indeed the road to the future. Things we could never have imagined 50 years ago—instant access to information, virtual cooking schools, and making a restaurant reservation with a click—have become



A LIVELY DISCUSSION OF INNOVATION IN SILICON VALLEY



THE ECONOMIST GLOBAL CORRESPONDENT VIJAY VAITHESWARAN AND CHEF BRADLEY OGDEN



**The Ultimate
Driving Machine**

everyday realities. They have changed the way we live, make decisions, and invest. Now we must harness the possibilities that come with tomorrow's innovations to find solutions for our most complex, multifaceted global challenges.

REEVALUATION, EDUCATION, AND SOCIAL RESPONSIBILITY

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In addition to the central theme of innovation, three notable themes emerged: reevaluation, education, and social responsibility.

In terms of reevaluation, we must examine our assumptions and redefine the way we assess value. America was built on an abundance of resources, and we expect commodities—such as fossil fuels, big houses, and wholesome food—to remain cheap and plentiful. However, current reality is colliding with such expectations. We must look beyond and seek inspiration in new places and emerging markets, as in the accelerating trend of producing something out of waste. A San Francisco Bay Area company, Back to the Roots, successfully tapped this concept, growing gourmet mushrooms with the help of a plentiful by-product: coffee grounds. Beyond its recycling benefit, this innovation has created a burgeoning business for discerning consumers.

Nothing can foster new thinking, empower individuals, lead innovation—even move markets and politics—like education. Arguably, one of the most striking impacts of social media is education: the ability to transmit information and influence people in microseconds. Increased education can also lead to better choices. For example, the more the public learns about responsible food purchases, the more likely they'll be to make better choices about their own health as well as the health of others. The rise of greenmarkets has allowed people to better understand what they eat. As a result, more consumers are demanding sustainably produced local items.

What does it mean to practice social responsibility? The old-school view that businesses should maximize profits and deliver goods at the cheapest price no matter the consequences just doesn't work today. More enlightened business leaders across diverse industries now move steadfastly in a new direction. For example, in the past six years food service operators have voluntarily removed approximately one billion pounds of trans fats from the American diet. Of course, food producers must continue to sell what's popular to remain profitable. But they have also learned that there's a "double" bottom line—in that doing what's responsible can also be lucrative.

WHAT'S AHEAD?

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Although the evening's gathering of influential thinkers, business leaders, and food industry visionaries approached the subject of innovation wholeheartedly, they did not cook up easy solutions. However, they enthusiastically put together an impressive menu of ways we can innovatively move forward toward a hopeful future. Please continue the conversation at your table.



FEASTING ON IDEAS

A FEW NOTEWORTHY GUESTS

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**NIKHIL ARORA &
ALEJANDRO VELEZ**
Back to the Roots

Inspired by the idea of producing fresh local food from what was an urban waste stream, Back to the Roots has since grown to create the Grow-Your-Own Mushroom kit, which lets anyone grow their own gourmet mushrooms at home.

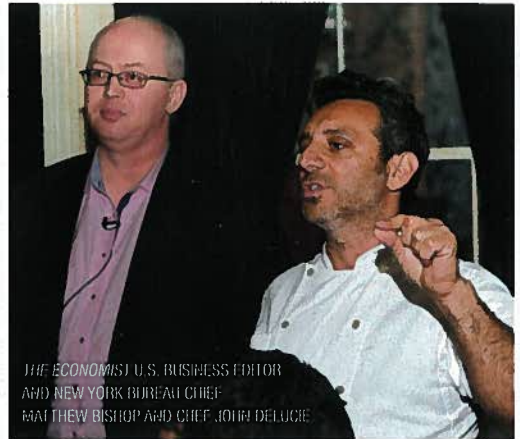


SUSAN TAYLOR
The Good Food Project

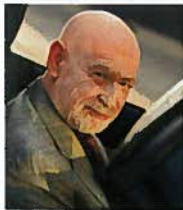
The Chicago-based Good Food Project introduces children to the exquisite flavors of the earth's bounty to help them develop a lifelong love of good food and enjoy the benefits of a healthy lifestyle. Taylor is also a nationally syndicated food writer.



CHEF GRAHAM ELLIOT WELCOMES GUESTS IN CHICAGO



THE ECONOMIST U.S. BUSINESS EDITOR AND NEW YORK BUREAU CHIEF MATTHEW BISHOP AND CHEF JOHN DELUCIE



PETER SCHWARTZ
Global Business Network

An internationally renowned futurist and business strategist, Schwartz specializes in working with corporations, governments, and institutions to create an alternate perspective of the future and develop robust strategies for changing an uncertain world.



LIZ JARVIS LEBRETON
Building a Healthier Chicago

Part of the U.S. Department of Health and Human Services, Building a Healthier Chicago is a coalition of more than 150 organizations working to improve nutrition, increase physical activity, and prevent, detect, and control high blood pressure.



LOUIS ROSSETTO & JANE METCALFE
TCHO

TCHO is a new kind of chocolate company, where Silicon Valley start-up meets San Francisco food culture, incorporating a direct, transparent connection between the farmers and the consumer, from the pod to the palate.