

# The Role of Nutrition in the Future of the F&B Industry

Presented by  
Kim Murphy

&

Jacqueline Renee Cohen

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2:30pm – 3:45 pm





# Nutritionist & Wellness Consultant

- One of Asia's leading Food and Beverage Consultants with over 30 years' experience in the hospitality Industry, opened 15 restaurants and launched the Wine Institute of Asia in HK
- 28 Years in Asia
- Qualified Nutritionist - Advanced Diploma in Nutritional Medicine "Food as Medicine"
- Retained Nutritional Advisor for Hong Kong & Shanghai, and hotels worldwide.
- WEST Diploma in Wine
- Passionate about whole food ingredients, traditional cuisines, flavour and using food as medicine.
- Dedicated to marrying the principles of nutritious ingredients that can improve our health with the food served in the hospitality & wellness industry.
- She believes food should taste delicious, look amazing, and be good for you!



+ (852) 9461 7994

[kimmurphywellnessolutions.com](http://kimmurphywellnessolutions.com)



[km@kimmurphywellnessolutions.com](mailto:km@kimmurphywellnessolutions.com)



# The Food Revolution

What is it & what do you need to keep pace?

## IT IS NOT:

- A fad diet
- A food trend
- About counting calories

## IT IS:

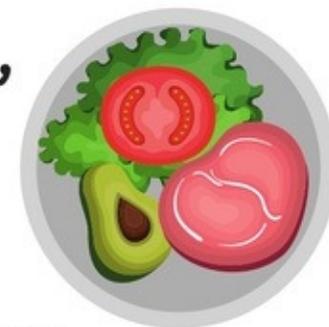
- Real whole foods
- The best quality ingredients
- Fresh herbs & spices
- Sustainable seafood
- Organic meats & poultry
- Abundance of fruit & veg



**The shift in how our guests are consuming food and beverage, is an opportunity that should be embraced - as to ignore it will mean you are left behind with empty restaurants and bars.**



"CONSUMERS WANT HEALTHY FOODS,  
AND WILL PAY MORE FOR THEM"



- Nancy Gagliardi, Forbes Magazine

The interest in wellness may be perceived as a trend but it is here to stay!

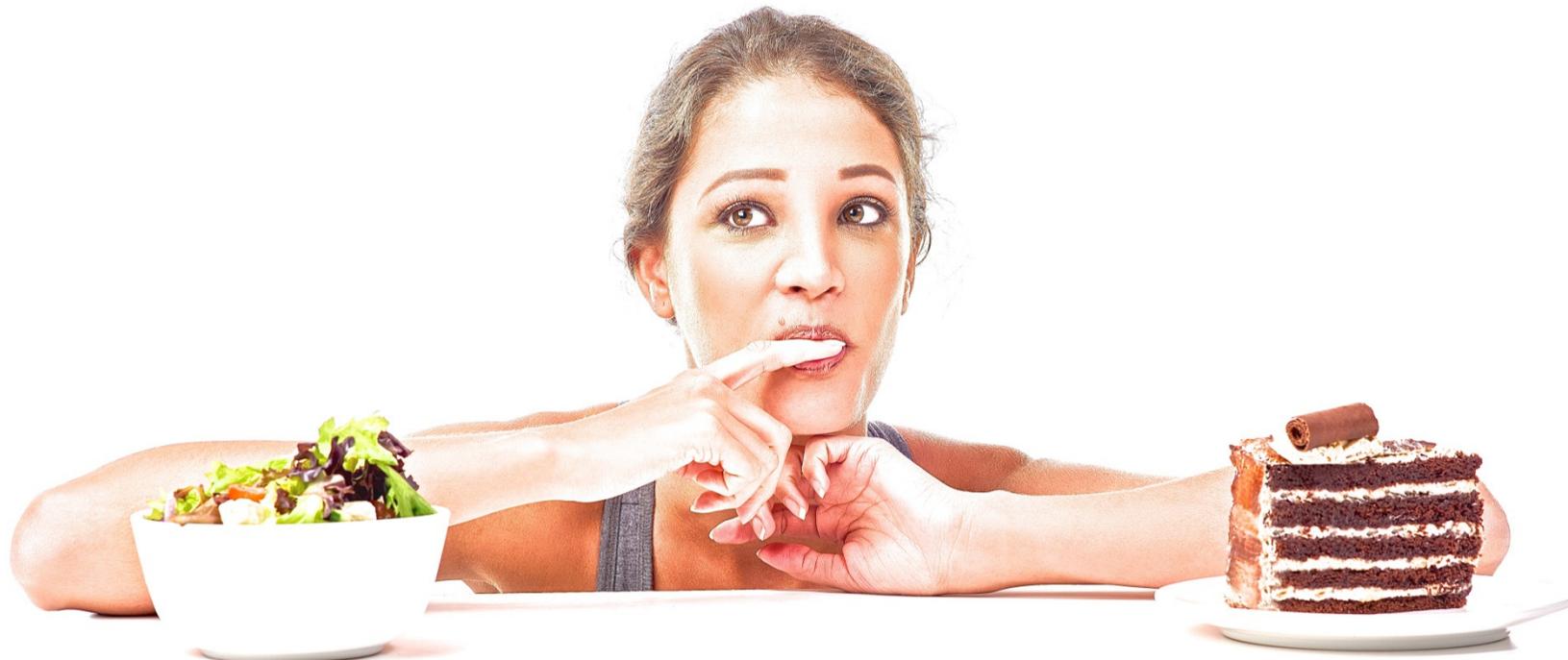


Gluten-Free

FOOD TRENDS ARTISAN Fusion Fare  
Home-Cooked Vegan Euro Chic FOOD TRENDS  
Food Trucks EAT LOCAL Fermented  
FOOD TRENDS  
STREET FOOD Slow-Cooking  
Braising Pickling SOUS VIDE Smoked  
FOOD TRENDS Hipster Deconstructed

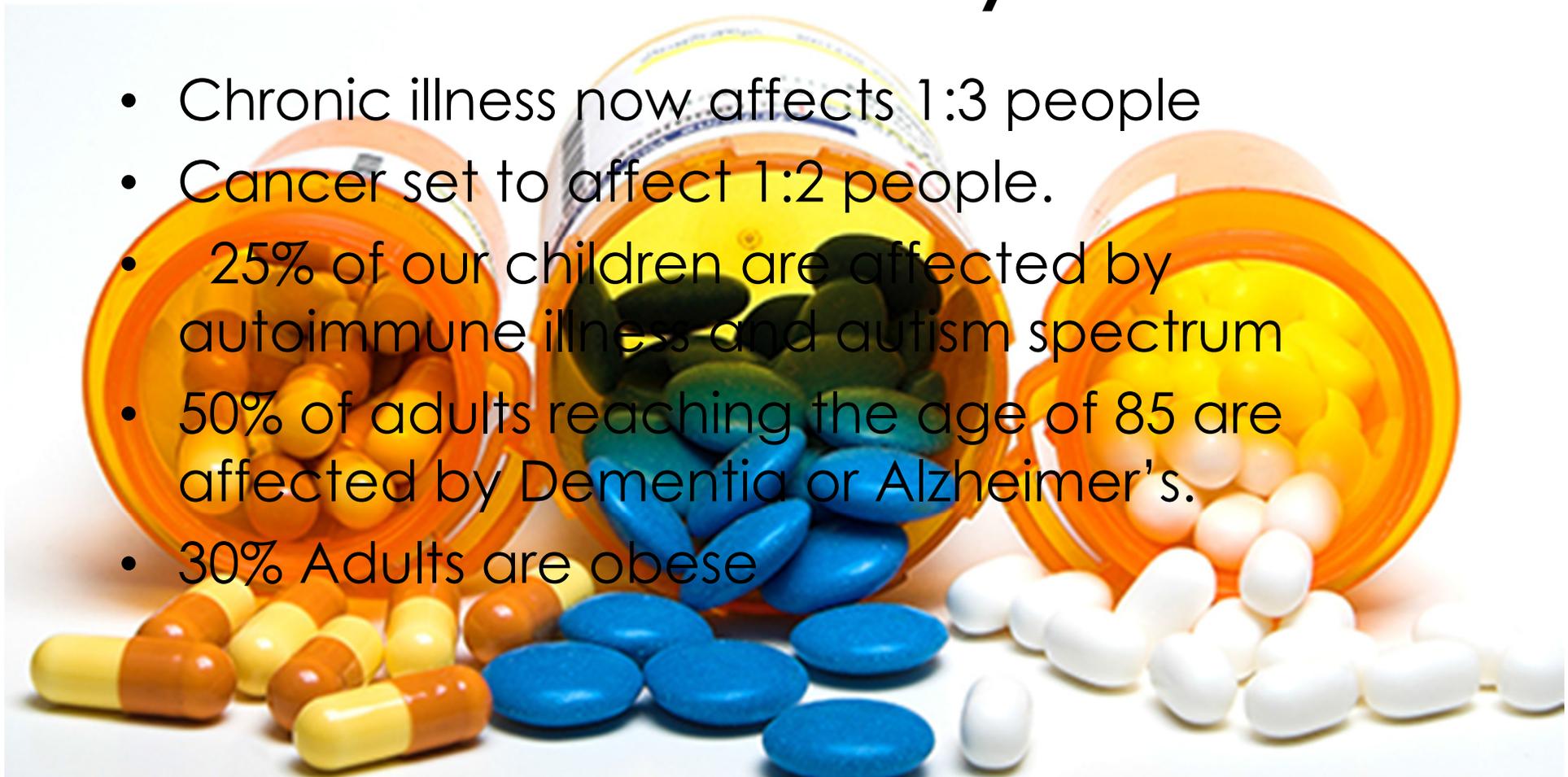
# How Did We Get Here?

People have forgotten how to eat real food.



# The health of our guests is deteriorating and the connection between our health and the food that we eat has finally been made.

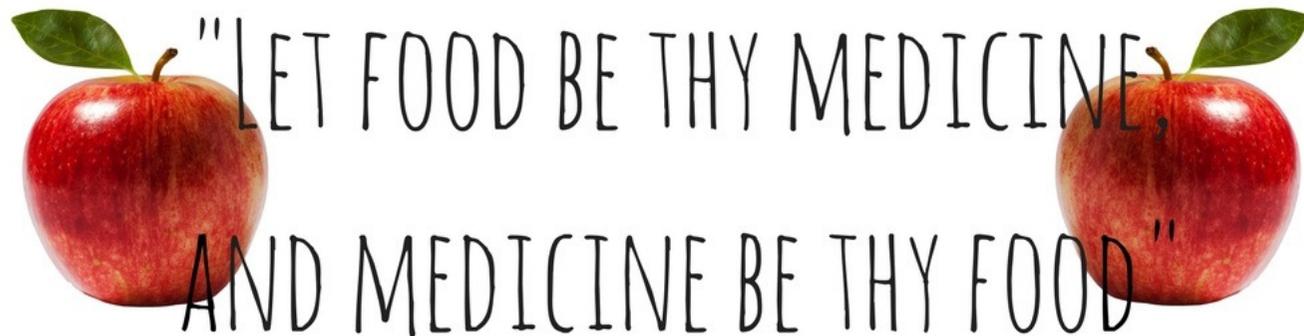
- Chronic illness now affects 1:3 people
- Cancer set to affect 1:2 people.
- 25% of our children are affected by autoimmune illness and autism spectrum
- 50% of adults reaching the age of 85 are affected by Dementia or Alzheimer's.
- 30% Adults are obese



# Functional Medicine

## Using Food as Medicine the Way Nature Intended

- People have little faith in our leaders and the medical profession to change these statistics so they are taking their health into their own hands
- The complexity of consumer beliefs about food and health is a defining trend force.
- Technology – allows knowledge of small brands to reach consumers & draw our own conclusions about health and wellness



- Hippocrates

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