

BACKGROUND

The **Chair in Gastronomy and Food Science** is a **joint initiative** of Institut de tourisme et d'hôtellerie du Québec (ITHQ) and Université Laval. The Chair's mission will be to support, promote, and engage industry players—including the processing sector—in research, training and dissemination of knowledge in the application of food science to gastronomy. The purpose of this initiative is to foster innovation and competitiveness in an industry that is economically important to Quebec in order to maximize its impact and influence at the provincial, national, and international levels.



CHAIR IN GASTRONOMY AND FOOD SCIENCE

The Chair will be a bridge between two institutions that are renowned in their respective fields. Université Laval is recognized for its leadership in research, training, and knowledge transfer in the disciplines studied at the Faculty of Agriculture and Food Sciences (FAFS) and the Institute of Nutrition and Functional Foods (INAF). ITHQ's expertise in training, research, and knowledge transfer in the fields of food service and gastronomy is well known. The objectives of the **Chair in Gastronomy and Food Science** are to:

- Develop gastronomy in Quebec in order to enhance its influence, promote globalization of new gastronomical knowledge, and generate benefits in all areas of the food industry;
- Spread and promote new gastronomical knowledge;
- Engage and stimulate the key players in this economic sector;
- Be a vector of innovation, knowledge, creation and excellence in support of industry competitiveness;
- Train a new generation of specialists in every facet of gastronomy.

The Chair will be the very first to study gastronomy from such strategic angles as culinary techniques and practices, gourmet eating habits and behaviour, Quebec specialty foods and products, and gourmet businesses. A multi-disciplinary approach involving mainly food science and behavioural science will support innovation in culinary techniques and help mastering gastronomical experiences.

Study gastronomy from various strategic perspectives to help build a distinctive gastronomy industry.

PROPOSED CHAIRHOLDERS

- Dr. Sylvie Turgeon, Tenure Professor at the FAFS
Expert in the physical chemistry of food and its sensory and nutritional properties.
- Bernard Aurouze, Director of ITHQ's gastronomical studies centre.
- A team of professors in food service, researchers specializing in the physical chemistry of food and behavioural science, a chef, and a celebrated sommelier will support the chairholders.

BUDGET

This chair will receive hybrid financing that includes a charitable component and, potentially, investments in research partnerships in keeping with partner needs.

The minimum target budget \$1 million/year for 5 years.

A unique chair jointly affiliated with ITHQ and Université Laval

UNIQUE – IN ITS FIELDS OF STUDY

The founding institutions of the Chair are renowned for their leadership in research, training, and knowledge transfer—Université Laval in the disciplines of the FAFS and INAF, and the Institute in the field of food service and gastronomy. The Chair in Gastronomy and Food Science will be the only one of its kind in Canada and will position both institutions favorably for collaborations with international centres of culinary excellence. The vast network of collaborations these institutions have with such renowned centers as Nordic Food Lab and Centre Paul Bocuse will undeniably be an asset for project partners.

The Chair will become a reference for :

- Gastronomy professionals, in particular chefs and *sommeliers* that wish to surpass themselves and excel in gastronomy, invent new techniques, get new insight in approaches and tools for developing distinctive menus and nutrition quality (nutritional and sensory);
- Producers (exceptional products of Quebec), to determine criteria's associated to their product's quality and qualifying for gastronomy high requirements;
- Consumers, offering new approaches and new products for giving them the opportunity to experience new sensory experiences;
- Restaurant owners, searching for innovation and a high degree of competitiveness.

The Chair will be supported by new resources, as teachers, leaders in their domain, experts and students interested in this particular sector. It will become a hub of multidisciplinary research, dotted of a critical mass of searchers collaborating with restaurant owners, chefs, *sommeliers*, gastronomy professionals, liquor, beverage and food suppliers, producers and consumers.

CHAIR ACTIVITIES

- Carrying out research on issues that are of interest to gastronomy stakeholders and that support innovation;
- Training undergraduate and graduate students and postdoctoral fellows in gastronomy-related scientific research ;
- Contributing to coherent, ongoing reflection involving all social and economic actors in the field of gastronomy to help foster innovation;
- Encouraging multi-disciplinary approaches to research and national and international collaborations related to gastronomy and science, particularly through research projects, symposiums, conferences, and seminars;
- Study preparedness process, cooking and food presentation that supports the accomplishment of a stunning and delicious meal, nutritive and that quality has surpassed the high standards of gastronomy;
- Determine the impact of "avant-gardiste" techniques and traditional cooking in gastronomy "cuisine";
- Study success factors in economic development of the wide gastronomy industry;
- Study factors that influence eater behaviours in a gastronomy context;
- Foster and promote Chair activities including research activities which complimentary work is in line with Chair objectives for assuring efficient knowledge transfer.

IMPACT

The development of a research and activity program on gastronomy and science will enable us to:

- Better fulfill consumers' food service needs
- Contribute to and improve on the well-being and quality of life of our society
- Better fulfill consumers' food service needs
- Improve the **quality of gourmet food products**
- Train the next generation of professionals in a burgeoning industry
- Support the development of a veritable and distinctive gastronomy industry that goes beyond food service
- **Support chefs in their innovations** to help them achieve new heights of excellence
- Serve as a catalyst for gastronomic tourism and food innovations
- Actively support and promote the **development of Quebec terroir**
- Encourage Quebec's agrifood industry to innovate and produce exceptional products
- Partners will benefit from the new knowledge developed by the Chair as well as from training and transfer activities that provide opportunities to interact with chefs.