



InHarvest Chefs to Plate up Profit Uniting Two Trends at Catersource '19

WHO: Michael Holleman, director of culinary development & marketing, and Jason Ziobrowski, CEC, corporate chef.

WHAT: “Veg-Centric with Ancient Grains: Plate up Profit Fusing Two Macrotrends,” an education session with cooking demonstration.

WHEN: Monday, Feb. 25, 1:30–2:30 p.m. during Catersource 2019 in New Orleans.

WHERE: Location R06, New Orleans Ernest N. Morial Convention Center, 900 Convention Center Blvd.

WHY: “Veg-centricity” is now a macrotrend, propelled by caterers and chefs bringing fresh produce to the center of the plate. Yet the movement isn’t relegated to vegan or vegetarian. Often with plant-forward dishes, meat and seafood proteins are featured strategically in smaller amounts to enhance a dish’s umami power, customer interest and perceived value.

Chefs Holleman and Ziobrowski will demonstrate how the veg-centricity AND ancient-grains trends—when their potentials are yoked—yield a surefire way to please customers of every generation (including influential Gen Z) and boost the bottom line. Trade-media members attending the conference are invited to attend.

About InHarvest

Headquartered in northern Minnesota with operations in California, InHarvest—**celebrating its Ruby Anniversary in 2018-19**—is a foremost producer and procurer of some of the world’s most distinctive varieties of grains, legumes and blends for the foodservice, industrial and retail sectors. The company’s dedication to discovering and promoting lesser-known, heirloom grains and pulses is deeply rooted in its 40-year heritage of providing inspiration and solutions to an evolving global food industry. www.InHarvest.com or find InHarvest on [Facebook](#) and [Twitter](#).

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