



Experience the foodservice business behind the magic

A five day study tour combining a unique culinary learning experience 'behind the scenes' at the *Walt Disney World*[®] resort with the Florida Restaurant and Lodging Show

Attend the trip and benefit from:

- Interactive workshop 'Service; Disney Style' at the Living Seas Salon in *Epcot*[®]
- Presentation on menu planning and key food and beverage trends by one of Disney's senior Culinary Directors
- A field experience to Disney's food and beverage warehouse and presentation by their purchasing and distribution department
- Back of house tour of a theme park catering facility
- Great dining experiences throughout the *Walt Disney World*[®] resort parks
- Unearth the secrets of the famous Disney Greenhouses
- Tour of *Epcot*[®] main catering kitchen
- An opportunity to see and sample the latest food and drink products the USA has to offer



FOODIES ON TOUR
FLORIDA 2007

Held at



A magical combination

Whether you're a chef, operations manager, menu development executive, sales executive or marketer this bespoke five day study tour will give you an outstanding culinary learning experience.

Foodies on Tour will transport you behind the scenes at Disney as well as to the front line to savour a world of delectable dining in the *Walt Disney World*® resort with character, signature, casual and quick service dining experiences – each and everyone is unique!

Every breakfast, lunch and dinner will offer you a different learning experience, and the planned workshops, presentations and back of house trips that the Disney Institute have developed especially for you are truly inspirational!

You'll be staying in Disney's beautiful BoardWalk resort, a whimsical waterfront Hotel steeped in nostalgia and old-fashioned charm.

The Florida Restaurant and Lodging Show



This show is fast becoming a must attend for foodies from all over the globe. You'll be able to sample a wide range of food and beverages, gather competitive intelligence and source hot new products.

Visit speciality pavillions including gourmet food, natural and organic, coffee and tea and hospitality design

- Visit 500+ leading industry suppliers
- Choose from a selection of more than 20 FREE seminars by leading industry experts
- View culinary competitions and demonstration theatres
- Visit the liquid promotions stands
- Plus, have the opportunity to 'graze' the aisles of the Orlando Pizza Show

DISNEY FACTS

- \$1billion spend/year on food and beverages throughout the *Walt Disney World*® resort
- 4 theme parks, 3 water parks, 27 hotels with 25,000 rooms
- 300 restaurants and eateries – all unique
- 55,000 staff (cast members) employed
- In 2006 Disney catered for over 4,300 events and served more than XXX meals
- X tonnes of X consumed
- X litres of X consumed
- Xx
- xx



The foodservice business behind Disney

The *Walt Disney World*® resort's longstanding reputation for incredible service and friendly employees is not magic, it is sound ideology consistently applied in business. This professional development programme will enable you to see for yourself how their food and beverage operation works and how they train employees to treat guests and diners with the worldclass service standards they are renowned for.

Your Disney learning experience will include:

- 1) **Interactive workshop 'Service; Disney Style' at the Living Seas Salon in Epcot**
This workshop will focus on guest service levels with an emphasis on service in the food and beverage environment. Through interactive exercises and classroom sessions you will discover how to match your organisation's service standards with successful delivery systems that consistently promote and ensure quality service.
- 2) **Presentation on menu planning and key food & beverage trends by one of Disney's senior Culinary Directors – an insight into key trends and innovations throughout Disney's extensive range of restaurants and what they foresee for the future**
- 3) **Greenhouse Tour - Unearth the secrets of the famous Disney greenhouses in a special tour in the Land pavillion. Explore mind-blowing, hydroponic crops from around the world and discover how our crops of the future could look like and be grown.**
- 4) **Overview of purchasing and distribution – *Walt Disney World*® resort has one of the slickest food and beverage purchasing and distribution systems in the world. Learn how they supply their 300 restaurants throughout the parks and resorts operating a Just in Time delivery system.**
- 5) **Field trip to Disneys food and beverage warehouse. The logistics behind this warehouse are incredible - it collects, stores and distributes inventory for all of the food and beverage locations throughout the 43 square mile property.**
- 6) **Experience service 'Disney style' in the live environment with a tour of a theme park catering facility.**

Itinerary at a glance



THURSDAY

Thursday day

Fly to Orlando

Thursday evening

A relaxing night out at one of Orlando's award winning restaurants

FRIDAY

Friday day

A day of learning with the Disney Institute

Part 1) Interactive workshop 'Service; Disney Style'

Part 2) Presentation by one of Disney's senior culinary directors on menu planning and food & beverage trends

Part 3) Greenhouse Tour - Unearth the secrets of the famous Disney greenhouses in a special tour in the Land pavillion.

Part 4) Back of house trip to Disney's food and beverage warehouse, plus a presentation by the purchasing & distribution department

Part 5) Tour of *Epcot's*® main catering kitchen

Friday evening

Return to *Epcot*® that evening and join the age of the vikings and dine inside the magnificent Norwegian castle. Then move to the British pavillion where you'll enjoy world class desserts on your own private veranda as you experience the premier night-time spectacular – IllumiNations; Reflections of Earth



SATURDAY

Saturday day

Visit the Florida Restaurant and Lodging Show at the Orange County Convention Centre – visit more than 500 suppliers and sample 100's of NEW food and beverage products. View culinary competitions, demonstrations and attend FREE seminars.

Saturday evening

For dinner that evening enjoy a tasting menu at one of Florida's most exciting and upscale 'infusion-style' restaurants in Downtown Disney, while the chef explains each dish and the flavours and cooking styles involved.

Follow this by an unforgettable experience at one of the world's greatest live shows – Cirque du Soleil La Nouba - a dazzling spectacle of acrobatic artistry, art and theatre.

SUNDAY

Sunday morning

Back of house visit to one of Disney's most prestigious resort

Sunday afternoon

Return to the Florida Restaurant and Lodging Show or free time for local sightseeing

Sunday evening

Trip to Disney's Animal Kingdom Theme Park

Experience a private 'Sunset Safari' followed by an evening dinner in the Tamu Tamu Courtyard with a banquet of exotic African flavours and explanations by the culinary team.



MONDAY

Monday morning

Last opportunity for sightseeing and shopping

Monday afternoon

Depart from Orlando

To book your place please call 01293 851 869 or complete the booking form overleaf



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FOODIES ON TOUR - Florida - September 6 - 11 2007

Booking Form

Please complete in BLOCK CAPITALS

Price per person in a single occupancy room: £2,350 + VAT

Please reserve _____ place(s) in single occupancy room(s)

Title _____ Name _____ Surname _____

Job Title _____

Company _____

Address _____

_____ Postcode _____

Telephone _____ Fax _____

Mobile _____ Email _____

Delegates names

Name	Job Title	Email
1) _____	_____	_____
2) _____	_____	_____
3) _____	_____	_____
4) _____	_____	_____
5) _____	_____	_____

Invoice address if different from above _____

_____ Postcode _____

Payment Instructions

Please invoice and quote purchase order number _____

My cheque is enclosed, please send a receipt. Cheques payable to McCullough Moore Ltd

Signature _____ Date _____

Booking Terms and Conditions

Balance to be paid in full prior to departure. A non-refundable deposit of £500 + VAT will be invoiced immediately. No refunds will be made after 1st July 2007.

Any changes to accommodation bookings must be made in writing. Package includes flights, transfers, accommodation, meals as described. Delegates are personally responsible for settling accounts for telephone, newspapers and other personal expenses before leaving the hotel.

Please fax back to 01293 852375

or post to Foodies on Tour, McCullough Moore Ltd, Meadow Court, Faygate Lane, Faygate, West Sussex RH12 4SJ Tel: 01293 851869