

# INVITATION



les Crous present

**30/31 May 2018**  
**Convention Center Prouvé**  
**Nancy**

# Campus Cook



**Nancy • 2<sup>nd</sup> Edition**

THE NATIONAL TRADESHOW  
OF UNIVERSITY CATERING  
PROFESSIONALS

**Free entry • Free tasting • Cooking demonstration**

## PROGRAMME

### WEDNESDAY 30 MAY

16:30 • Welcoming guests

18:00 - 19:30 • Inauguration of the tradeshow - Hall 1 & 2

20:00 - 00:00 • Touring dinner held in three historic venues registered as UNESCO World Heritage Sites

### THURSDAY 31 MAY

8:30 • Opening of the tradeshow - Hall 1 & 2

9:00 - 14:00 • Demonstrations by suppliers and cooking performance and vegetarian tasting session - Hall 1 & 2

14:30 - 16:30 • Conference / Workshops - Auditorium 850

**Understand and anticipate changes in user behavior, disentangle what is false from what is true regarding the new trends and determine factors for modernising collective catering**

*From the sociological perspective*

Action fields

The current and future eating behaviour of young people: between demands and eating habits: what are they really eating and what they want really to eat? Fresh meat or fermented seeds: what will young people eat tomorrow? Person X, Y or Z: experimental subject for manufactured and personalised nutrition...

*From the health perspective*

Action fields

The real impact of healthy - 100% organic = 100% healthy or 100% bobo (bourgeois-bohemian)? ; All organic: capacity or inability to provide? ; Vegetarianism, veganism: under-vitamin practices and increased vitamin diet trends? ...

*From the modern and innovative perspective*

Action fields

The overall design in gastronomy: venue, environment, receptacle, content ...

The concepts: the hidden effects of marketing regarding low-price food? ; Is everything sense? Does everything make sense? ; In design thinking, what place occupies the product? ; develop innovative concepts: a step taken to end a retro image...

17:00-17:30 • Cooking competition for salty and sweet juice - Hall 1 & 2

18:15 • Announcement of the results - Hall 1 & 2

19:00 • Tradeshow's closing - Hall 1 & 2

19:30 • Inauguration (S)pace Artem & Cook&Club night - Campus Artem

**For more information : [campuscook-nancy2018@crous-lorraine.fr](mailto:campuscook-nancy2018@crous-lorraine.fr)**

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**Campus Cook Nancy**  
**90 minutes from Paris by TGV**  
**1 minute from Nancy train station**

**Convention Center Prouvé**  
**1 place de la République**  
**F - 54000 Nancy**

**campuscook.fr**