



Culinary Institute
of America

Research, Collaboration, & Presentation

Cultural Culinary Competence



Learning Objectives

- Apply tools and strategies to effectively present a global, cuisine-driven menu to employees.
- Foster understanding, enthusiasm, and efficiency in the execution of global cuisine concepts within foodservice operations.
- Prepare a variety of culturally iconic dishes from assigned global regions using standardized recipes.
- Present the historical, cultural, and global significance of these dishes using effective presentation methods.

3 Elements of Communication

Verbal

- The actual words of content
- 7% of message comprehended

Vocal

- Sound of your voice, pitch, tone, rhythm
- 38% of message comprehended

Visual

- How it looks, body language, movements
- 55% of message comprehended



After Training, People Remember...



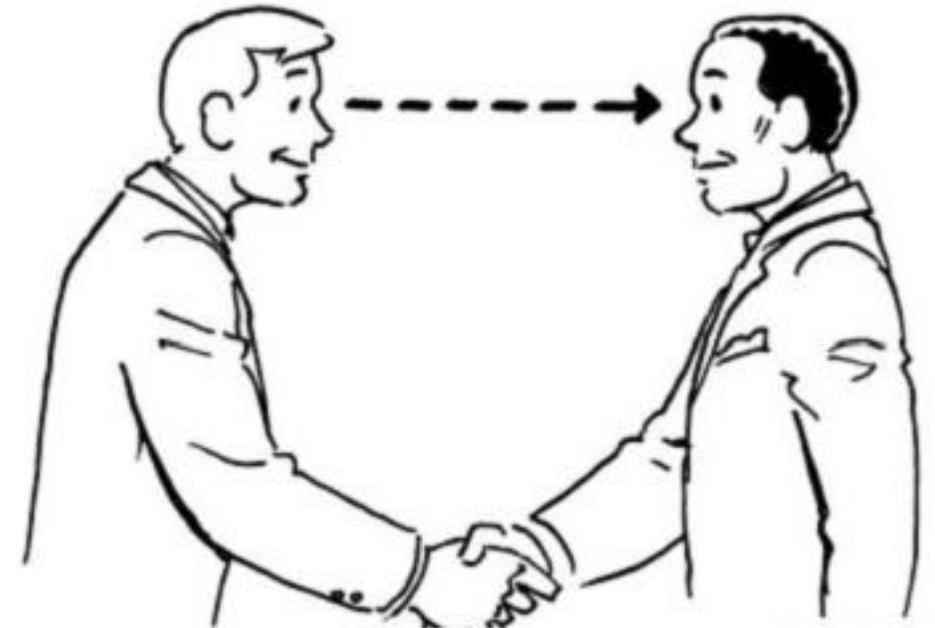
9 Key Communication Skills

1. Eye communication
2. Posture and movement
3. Gestures and facial expressions
4. Dress and appearance
5. Voice and vocal variety
6. Language, pauses, non-words
7. Listener involvement
8. Humor
9. The natural self



Eye Communication

- Divide the room into 3–5 zones
 - Finish one thought per zone, then shift eye contact
- One person per sentence, then move on
- **3–5 second rule:** long enough to connect, short enough to avoid staring
- **Land the punchline:** hold eye contact on the last word of an important point
- Blink and breathe before switching people/ sections
- **Eyes lead pace:** slow your eyes before slowing your voice



Posture and Movement

- **Stand tall:** upright, relaxed, grounded
- **Watch your lower body:** no rocking, pacing, or foot tapping
- **Use the ready position:** neutral stance, hands relaxed
- **Move naturally:** let movement follow your words
- **Move with purpose:** only move when it helps to emphasize a point



Gestures and Facial Expressions

- **Notice your habits:** know what you do when you're nervous
- **Smile:** warm, natural, not constant
- **Eliminate nervous gestures:** fidgeting, face-touching, pen clicking
- **Exaggerate slightly:** gestures and facial expressions read smaller to an audience



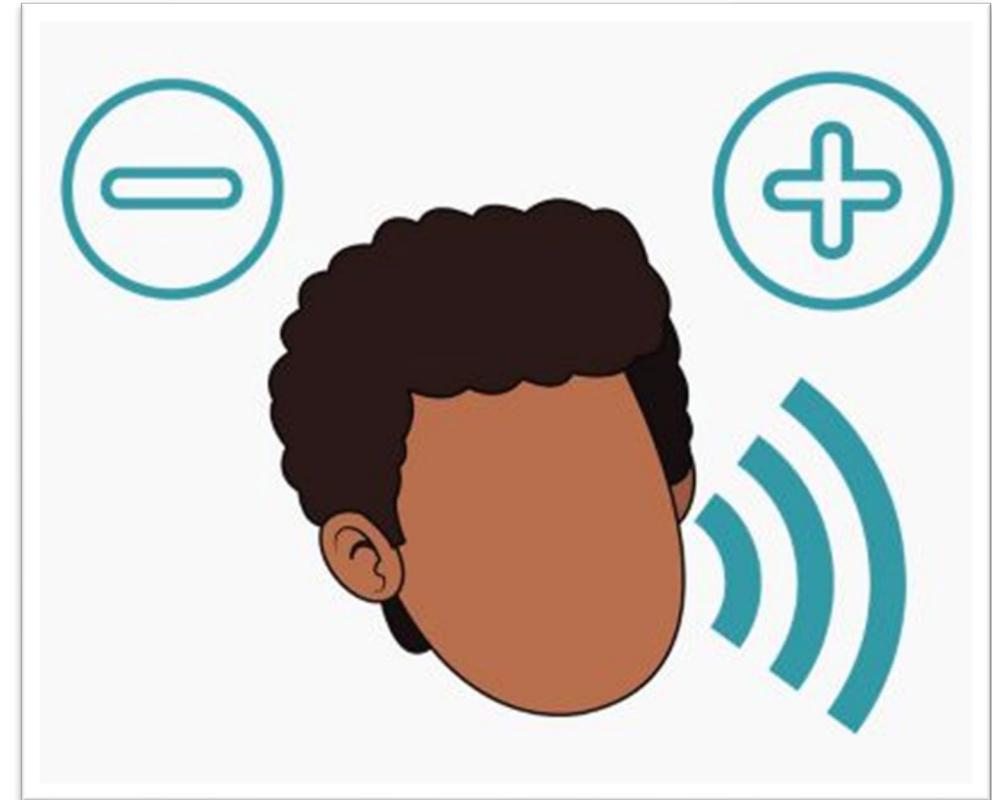
Dress and Appearance

- Dress and appearance shape perception
- They signal judgment and awareness
- First impressions influence credibility and trust
- Presentation can support or undermine your message
- Intentional dress keeps focus on your ideas



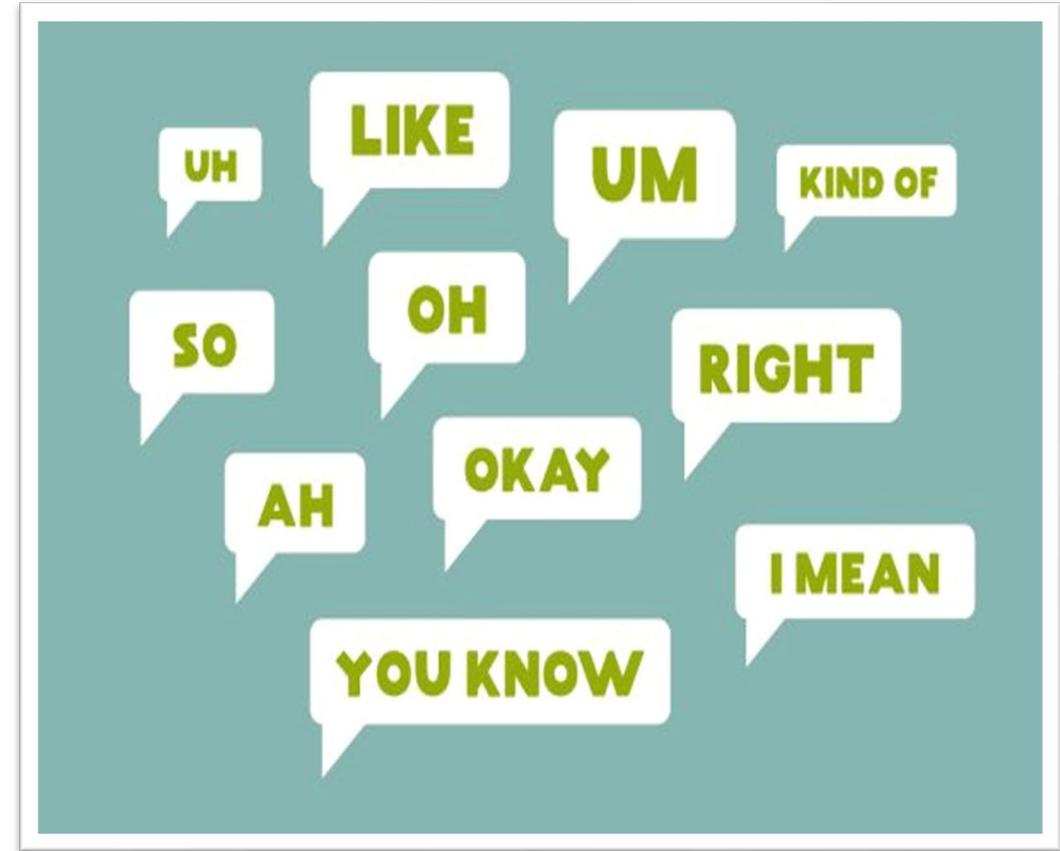
Voice and Vocal Variety

- Voice transmits energy, confidence, and emotion
- Vocal tone is ~84% of your message when you can't be seen
- Listeners react to sound before words
- Variety in pace, pitch, volume, pauses keeps attention
- Effective presenting uses a "roller coaster" of energy
- Changes in intensity highlight key points and maintain interest



Language and Non-Words

- **Avoid non-words:** weaken clarity and confidence
- Define jargon as you use it so everyone stays aligned and engaged
- Never assume shared knowledge across audiences
- Use pauses to emphasize key points
- Silence creates space for ideas to land
- Pauses signal confidence and control



Humor

- People learn better when humor is involved
- Captures attention and improves retention
- Builds connection and trust with the audience
- Stories and anecdotes make ideas relatable and memorable
- **Humanization is humor:** showing personality creates engagement
- Non-verbal humor (facial expressions, timing, tone) adds impact





Listener Involvement

Reach out to all learners by varying delivery and activities

Involve students through interaction

- Ask questions to drive discussion
- Demonstrate concepts in action
- Tastings for hands-on learning
- Quick checks to reinforce understanding

Involve students through energy and teaching style

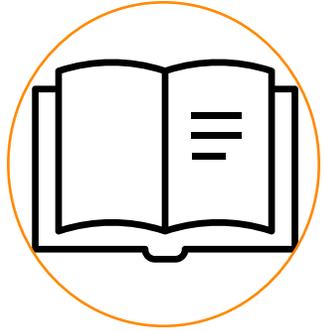
- Tell stories to make concepts memorable
- Props and movement to hold attention
- Humor to keep learning accessible

The Natural Self

- Capitalize on your strengths to create impact and authenticity
- Strengthen your weaknesses through practice and feedback
- Learn by developing multiple skills at once
- Present with confidence, even while improving
- Communicating effectively is a lifetime learning process



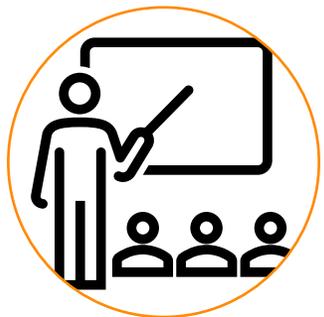
Day 2: Effectively Present a Global Menu



Research (30 minutes): In teams of two, research the history, culture, and assigned traditional dishes of your regions and prepare a short presentation.



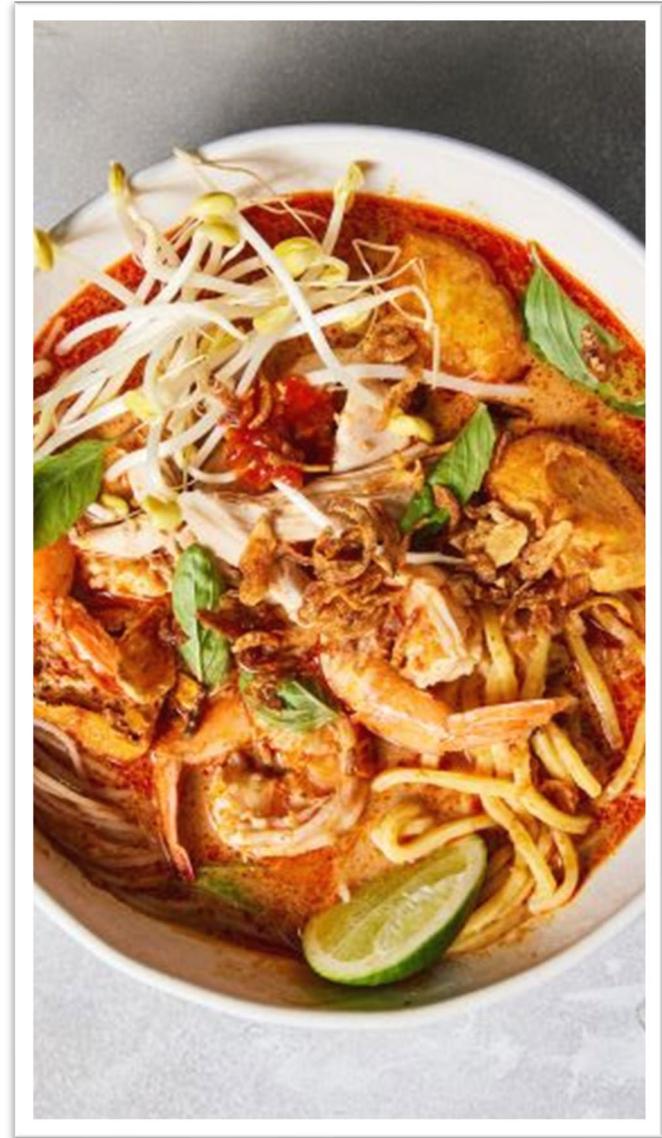
Menu Production (2 ½ hours): Produce and serve your assigned dishes, attractively presented and garnished.



Present (3 minutes): Based on your research and preparation, present the background, culture, key ingredients, and flavors of your group's assigned dishes.

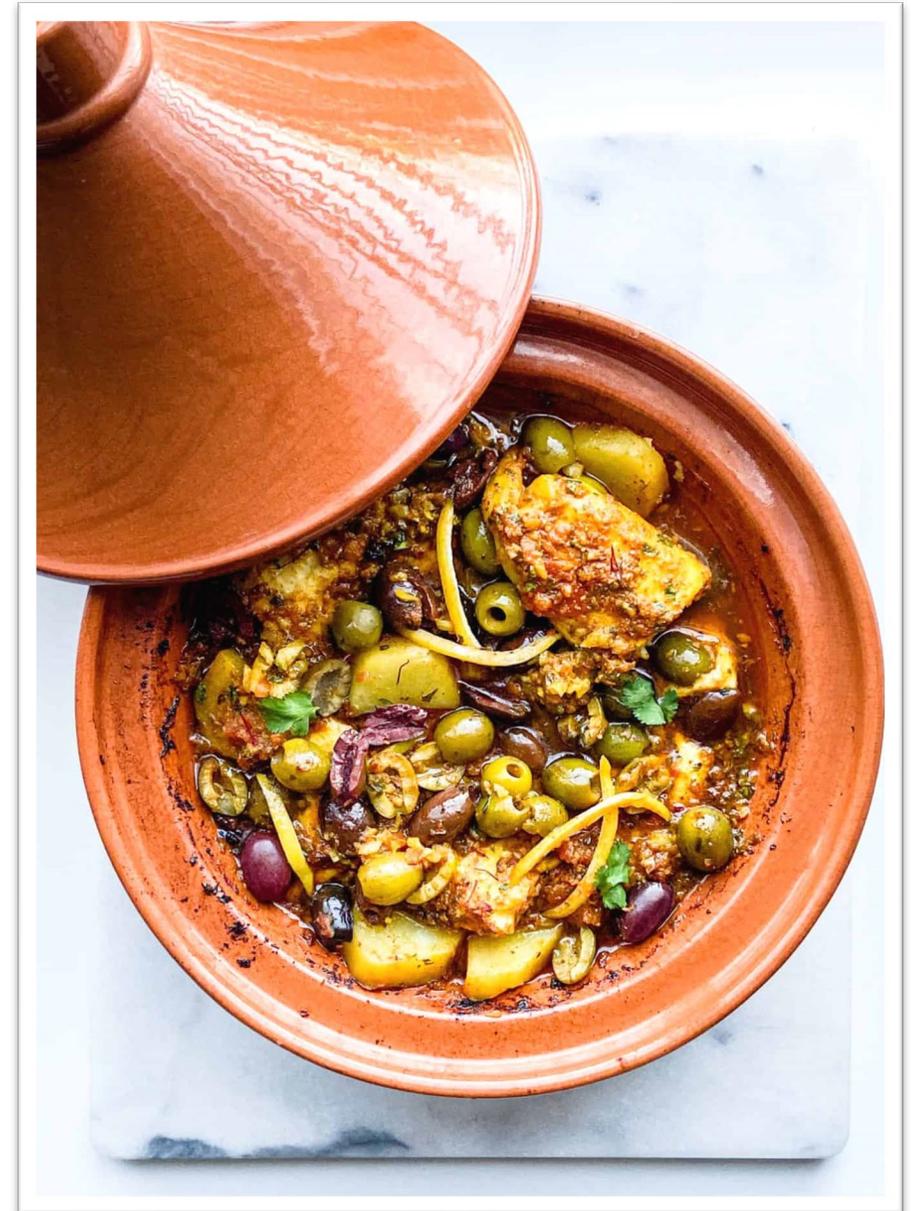
Singapore/ Malaysia

- Cosmopolitan, international port
- **Population:** 74% Chinese, 13% ethnic Malay, 9% Indian, 3% Eurasian, many immigrant workers
- **Diverse influences:** melting pot of food traditions
 - Southeast Asian: Malay, Indonesian, Thai, Peranakan
 - East Asian: Chinese, Japanese, Korean
 - South Asian: Indian
 - Western
- **3 pillars:** noodles, rice, seafood
- **Street food markets:** Hawker Centers



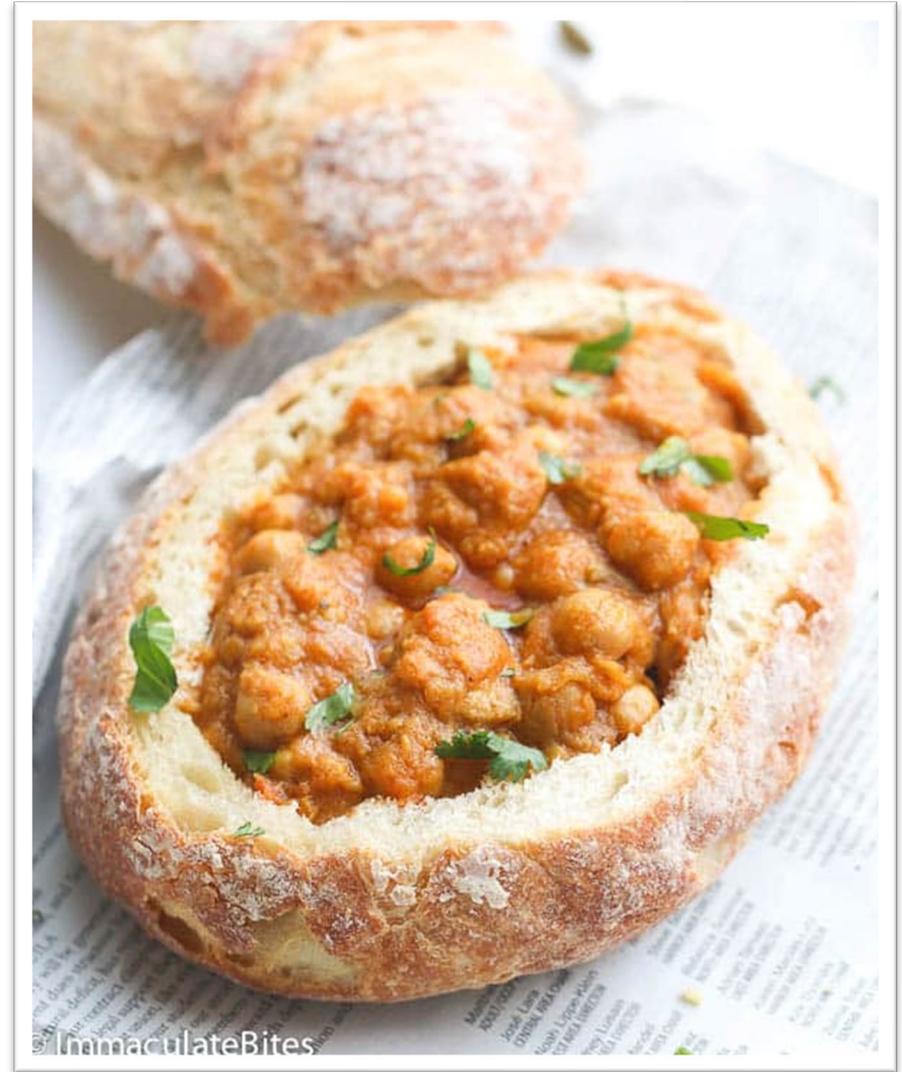
Morocco

- Food reflects hospitality and shared tradition
- Cuisine shaped by Berber and Arab roots, with global influences
- Slow-cooked stews (Berber) and spice-driven flavors (Arab) define the food
- **Popular dishes:** tagine, couscous, pastilla
- **Key ingredients:** grains, olive oil, legumes, lamb
- Urban–rural mix influences cooking styles and ingredient access



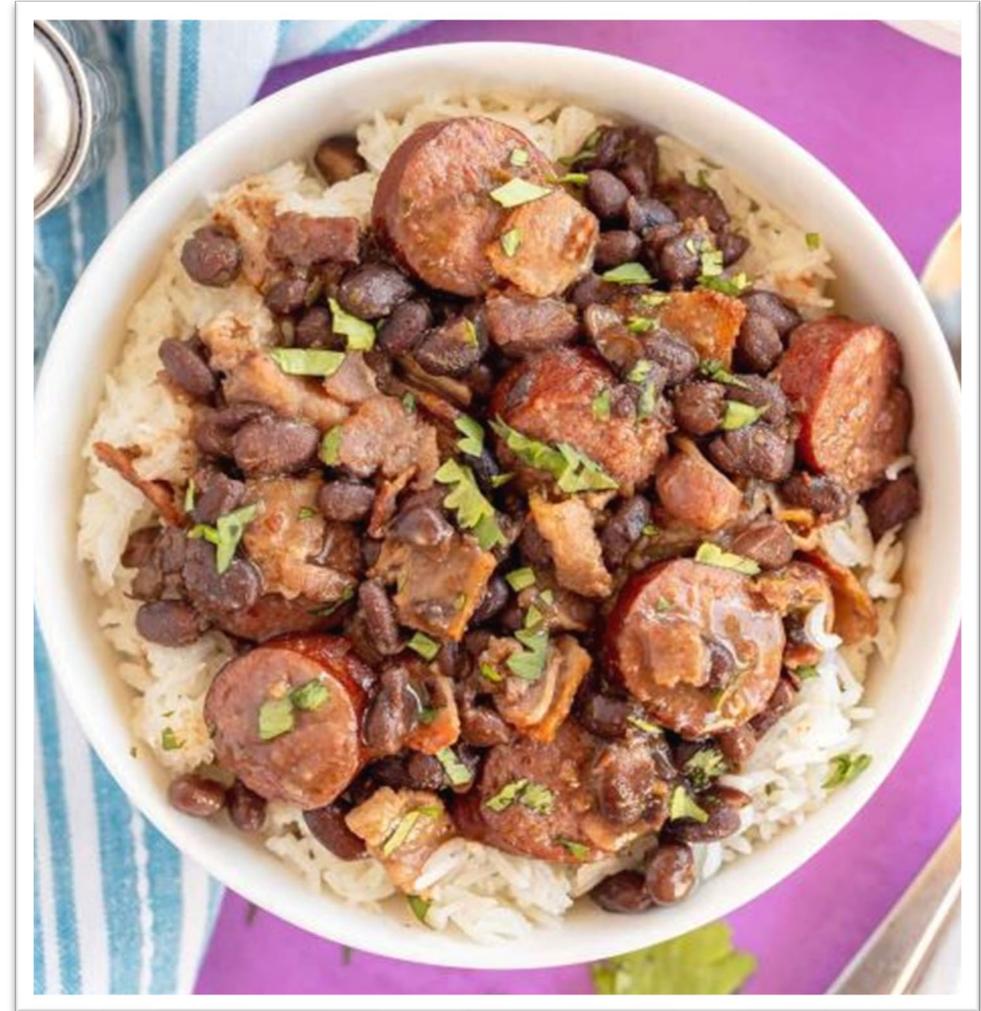
South Africa

- Food centers on sharing, community, and celebration
- Cuisine shaped by “Rainbow Nation”
 - Indigenous African, Dutch, British, Indian, and Cape Malay
- Indigenous roots emphasize maize, beans, and open-fire cooking
- **Popular dishes:** braai, bobotie, bunny chow, biltong
- Urban–rural mix influences cooking styles and ingredient access



Brazil

- A region unto itself (42% of S. America)
- **Agriculture:** coffee, sugarcane, coconuts, wheat, maize, rice, soybeans, bananas, citrus, grapes
- **Creole cuisine:** mix of Portuguese, West African influences
- **Popular dishes:** feijoada, picanha, pão de queijo
- **Key ingredients:** coconut milk, dried shrimp, malagueta chiles, avocado, ground nuts, *dende* oil



Menu

Team 1: Singapore/ Malaysia

- Hainanese Chicken Rice
- Curry Laksa

Team 2: Morocco

- Chicken Tagine with Apricots and Golden Raisins
- Moroccan Shrimp Bastilla

Team 3: South Africa

- South African Beef Casserole
- South African-Style Lamb Curry

Team 4: Brazil

- Brazilian Black Bean Stew with Rice
- Brazilian Seafood Stew with Rice



Culinary Institute
of America

Any Questions?