



Food Forever Experience

6PM - 8:30PM at Google's NYC Office

Logistics

We're so glad to have you joining us for the Food Forever Experience on 25 September 2018. It's your participation and creativity that will make this event a success, and we appreciate your commitment and dedication to a sustainable food future. Let's celebrate the future of food & drink!

ARRIVING AT GOOGLE

- Address: 85 10th Avenue New York, NY 10011 - come hungry!
- **Guests are required to provide a government issued photo identification for entry - please don't forget!**
- Enter through the 85 10th Ave entrance (between 15th and 16th street). Greeters will be waiting outside wearing Food Forever badges to guide you to the entrance.
- Enter the building past security, walk up the stairs towards the registration room. Here, you will register and receive your name tag. All guests are required to sign a video release form during registration.
- Staff will be there to guide you to the elevator bank which is located at the end of the hall. Take the elevators up to the fourth floor.
- Coat check will be available once you arrive on the 4th floor
- Guests are responsible for arranging their own transport to and from the venue. There is no parking available, so we recommend taking a taxi
- For those going on to the uncommon cocktail reception at the Living MacTavish loft, please arrange transport to 495 Broome St, NY 10013 immediately following the event - the drinks start immediately, and music will begin around 9PM.

Food Forever Experience NYC

Social Media Toolkit

SOCIAL MEDIA GUIDELINES FROM GOOGLE

What are participants allowed to share on social media about their visit to Google?

DO

- Post on your own social media pages while on-site (we've included some example language for you below)
- Take any photographs or video of food and bites served by the chefs
- Take any photographs or video of you at the event with the branded items on display at the experience!

DO NOT

- Take any photographs with Googlers in them, unless requested by the Googler
- Take any photographs in any working areas (ex: desk areas)
- Take any photographs of areas where the Food Forever Experience isn't taking place
- Mention or allude to being endorsed by Google or by Googlers
- Mention perks available to Googlers (ex: discount on or complimentary cookbooks)
- Share any confidential information (ex: do not post about upcoming product offerings or supplier rollouts that might have been agreed between Google Food / Google Food's vendor partner teams)

YOUR CHALLENGE

We want to inspire the food community to speak up. You have the ability to influence the future of food. After this event, you won't just have the ability, you'll have the passion too!

We invite you to showcase your involvement in the cause and use your social channels to promote the Food Forever Experience and ingredients, and capture in-the-moment content during the event. Follow Food Forever @FoodForever2020 on Instagram, Facebook and Twitter and follow the event with #LetsPlantTheSeed #FoodForever

HANDLES

Event Partners

- Food Forever @foodforever2020
- Lexicon Rediscovered Foods Initiative @lexiconoffood
- Tender Greens @tendergreens
- Susan MacTavish of Living MacTavish @mactavishbest, @LivingMacTavish
- Google @google

Chefs

Erik Oberholtzer - Tender Greens @erikoberholtzer, @tendergreens

Dan Kluger @dan_kluger

Suzanne Cupps @suzycupps (Instagram only)

Pierre Thiam @chefpierrethiam

Selassie Atadika - @midunu on Instagram and @midunughana on FB and Twitter

Ray Garcia @chefracia

Michael Wurster

Matthew Delisle @matthewpaul816

Umber Ahmad @trulyumber

Floyd Cardoz @floydcardoz

Influencers

Hedley & Bennett @hedleyandbennett

Farm Project @farmproject

Crop Trust @CropTrust

Farm Shelf @farmshelf

We8That @we8that

Square Roots @squarerootsgrow

Cohere @cohere_co

KEY THEMES

- Food Forever is a global partnership to raise awareness about the amazing biodiversity of our foods. Welcome to the table!
- The future of food depends on our conversations today - #LetsPlantTheSeed
- Conserving crop diversity contributes to a secure, sustainable and delicious future
- I'm taking actions for the SDGs #act4sdgs

SAMPLE EVENT POSTS

- #DYK we're only eating 0.005% of the edible plant species on the planet. I'm participating in the #FoodForever Experience NYC on 9/25 with @foodforever2020 @lexiconoffood @tendergreens @google to support crop diversity conservation for a more secure food future. Learn more at [food4ever.org](https://www.food4ever.org) #LetsPlantTheSeed
- I'm cooking up a plan for the United Nations #GlobalDayofAction in partnership with @foodforever2020 @lexiconoffood @tendergreens & @google with chefs @erikoberholtzer @dan_kluger @suzycupps @chefpierrethiam @midunu @chefraygarcia @trulyumber @floydcardoz and @matthewpaul816. Join us in the movement to support crop conservation #LetsPlantTheSeed <https://www.food4ever.org/>
- What can we do to achieve #SDG2 #ZeroHunger? One step is to support crop conservation efforts and incorporate more diverse foods into our diets. On 9/25 - the United Nations Global Day of Action on the SDGs - @FoodForever2020 is challenging renowned chefs to put some of these diverse ingredients to the test. Stay tuned for more! #LetsPlantTheSeed #FoodForeverExperience #FoodForever
- Algae, crickets, ulluco: these could become more common in our diets in the future. The Food Forever Experience NYC will bring chefs, business & political leaders to the table to showcase what we might be eating in 2050 if we embrace some of the weird and wonderful foods yet to break into the US culinary mainstream. Stay tuned! #LetsPlantTheSeed #FoodForeverExperience #FoodForever
- On 9/25 @foodforever2020 @LivingMacTavish & @liquidlab are teaming up to create a range of "Uncommon Cocktails" at the home of @mactavishbest to highlight their importance for a sustainable food future. These diverse drinks will feature unusual ingredients that could grace the cocktail glasses of the future. #LetsPlantTheSeed

SAMPLE CROP POSTS

- Cherimoya is known as the "ice cream fruit" – which makes sense when you taste the sweet and creamy flesh, and another kind of sense when you learn that it evolved in the mountain chill of the Andes. It's also one of the diverse ingredients we're giving to the mad scientists at

@LiquidLabNYC for an experimental evening at the @LivingMacTavish loft and test kitchen. With everything from botany to mixology, the Food Forever Experience is coming to @Google NYC on 25 September. Follow along as surprising foods meet ingenious recipes.

- Feeding a growing population is a hard nut to crack. However, the Bambara groundnut could be an answer. It is one of our rediscovered foods that chef @Dan_Kluger will work with during the #FoodForeverExperience in NYC on 25 Sept. #LetsPlantTheSeed #FoodForever
- Somewhere between potatoes and jelly beans you can find the ulluco. During the #FoodForeverExperience at @Google NYC, we will challenge @Chef_RayGarcia to amaze us with this ancient and colorful South American crop. Stay tuned on 9/25 to find out how he does it!
- Teff originates from the Horn of Africa, and is mainly used to make injera, a flatbread eaten predominantly in Ethiopia and Eritrea. Its name may originate from the Amharic word for "lost" due to the grain's small size. As part of the Food Forever Experience @Google NYC on 25 September, we will challenge chef Selassie Atadika from @midunu to make sure that we will find it on our plates in the future! Follow along as surprising foods meet ingenious recipes.

PHOTOS & CREATIVE CONTENT

- Creative assets: https://drive.google.com/open?id=1aaK7UuTM3YbRkHr51dh_pjRgTT-Yg3n
- Chef photos: https://drive.google.com/open?id=11sx77X_ITWKTqk66nhPS2rUMxfPrQ_xQ