



GLOBAL WELLNESS  
SUMMIT 2018  
OCTOBER 6-8 | TECHNOGYM | CESENA, ITALY

# Forget Wellness! The Future is Food

**David Bosshart, PhD**, CEO, Gottlieb Duttweiler Institute,  
Switzerland

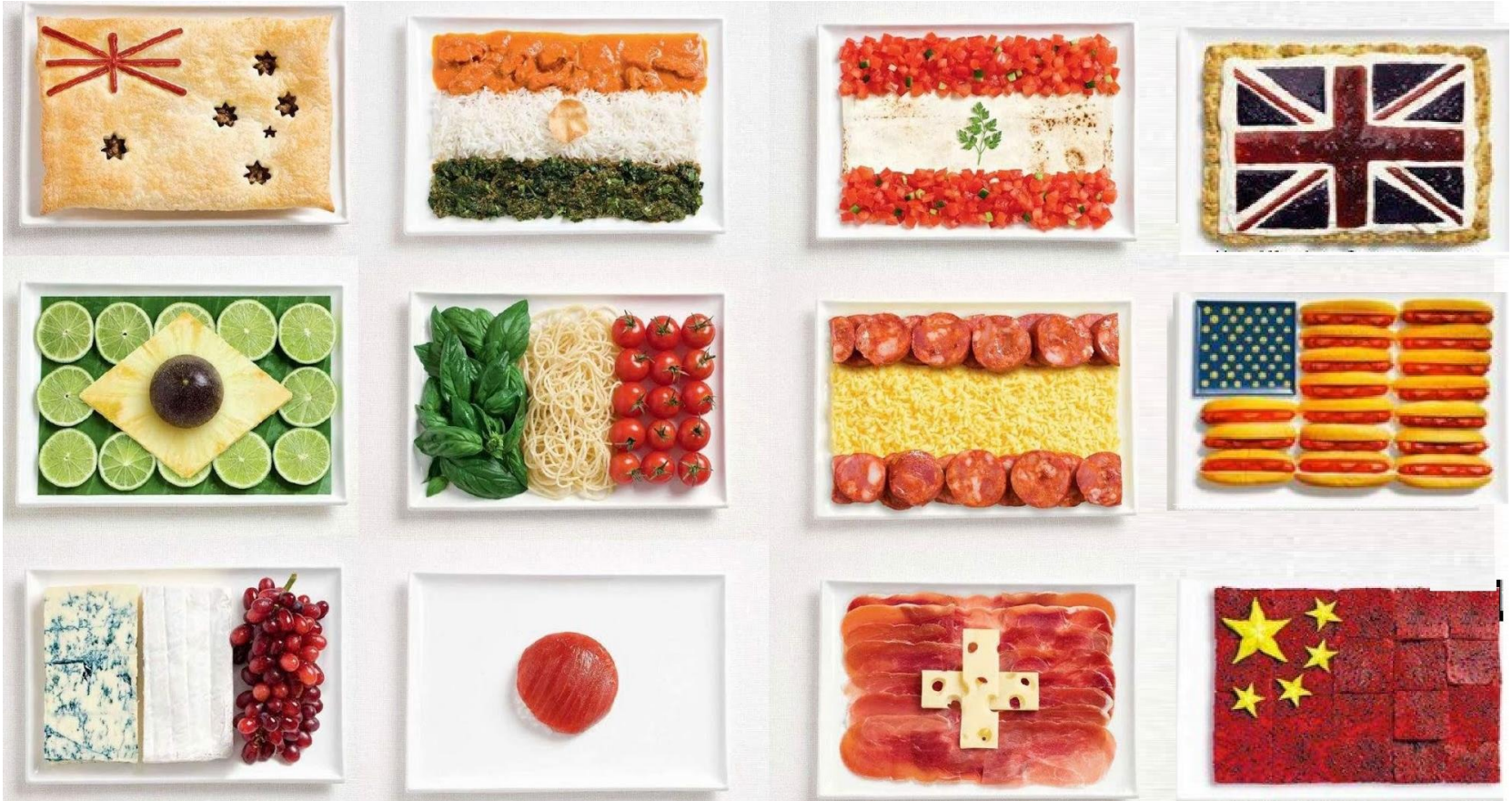
Global Wellness Summit 2018, Cesena Italy

# Emozioni! Forget about Wellness – Think Food First

Dr. David Bosshart | 1386©GDI

Monday, 8 October 2018

# Food is identity and socializes our lives



# Food now top priority in our lives . . . But overwhelmed by choices, confusion reigns supreme

Food → Superfood  
Culture → Cult  
Fans → Fanatics

Food ideologies spreading around the globe rapidly.

Tech opportunities and social norms are changing, but basic human needs and longings prevail. Tribal behavior stronger than ever.



# Google removes egg from salad emoji



**Before**



**After**



**amadxus**   
@beatsbyamadxus

Follow



Replying to @jenniferdaniel

1960: "In 2018 we'll have flying cars and travel across space!"

2018: "We removed an egg from an emoji because it hurt someones feelings."

4:14 PM - 6 Jun 2018





# Exponential food expectations: good food = basics for better than good life

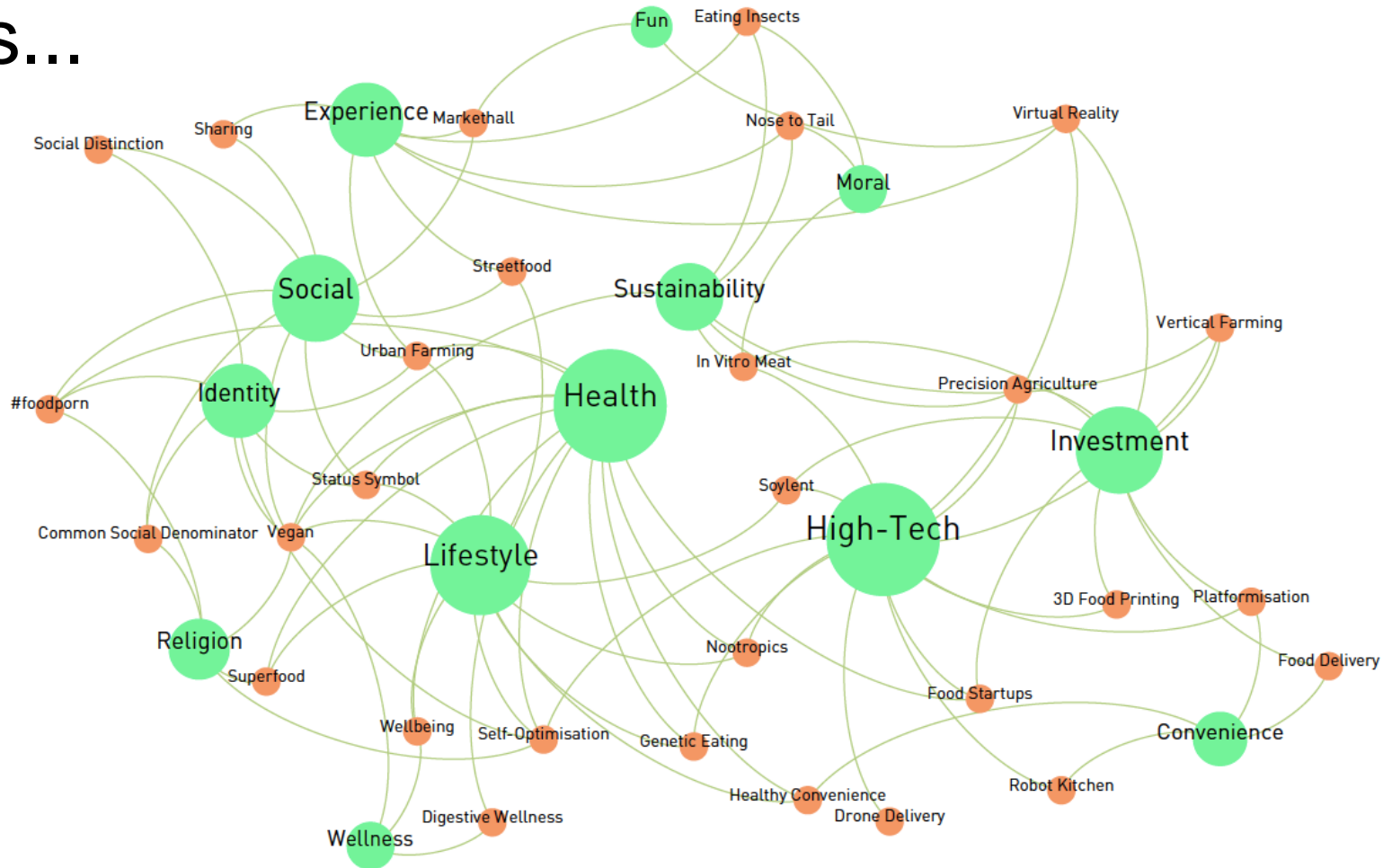
**Emma Morano 1899 – 2017**

**Oldest Italian**

- Three eggs a day, two of them raw scooping them up with biscotti from a bowl
- Lunch: pasta with raw minced meat
- Supper: a glass of milk
- Night: biscotti and large tin of gianduiotti (local hazelnut chocolate)
- Finally: home spiked grappa, infused in a wide-necked jar with 7 sage leaves, herbs and a few grapes, taken in spoonfuls every day

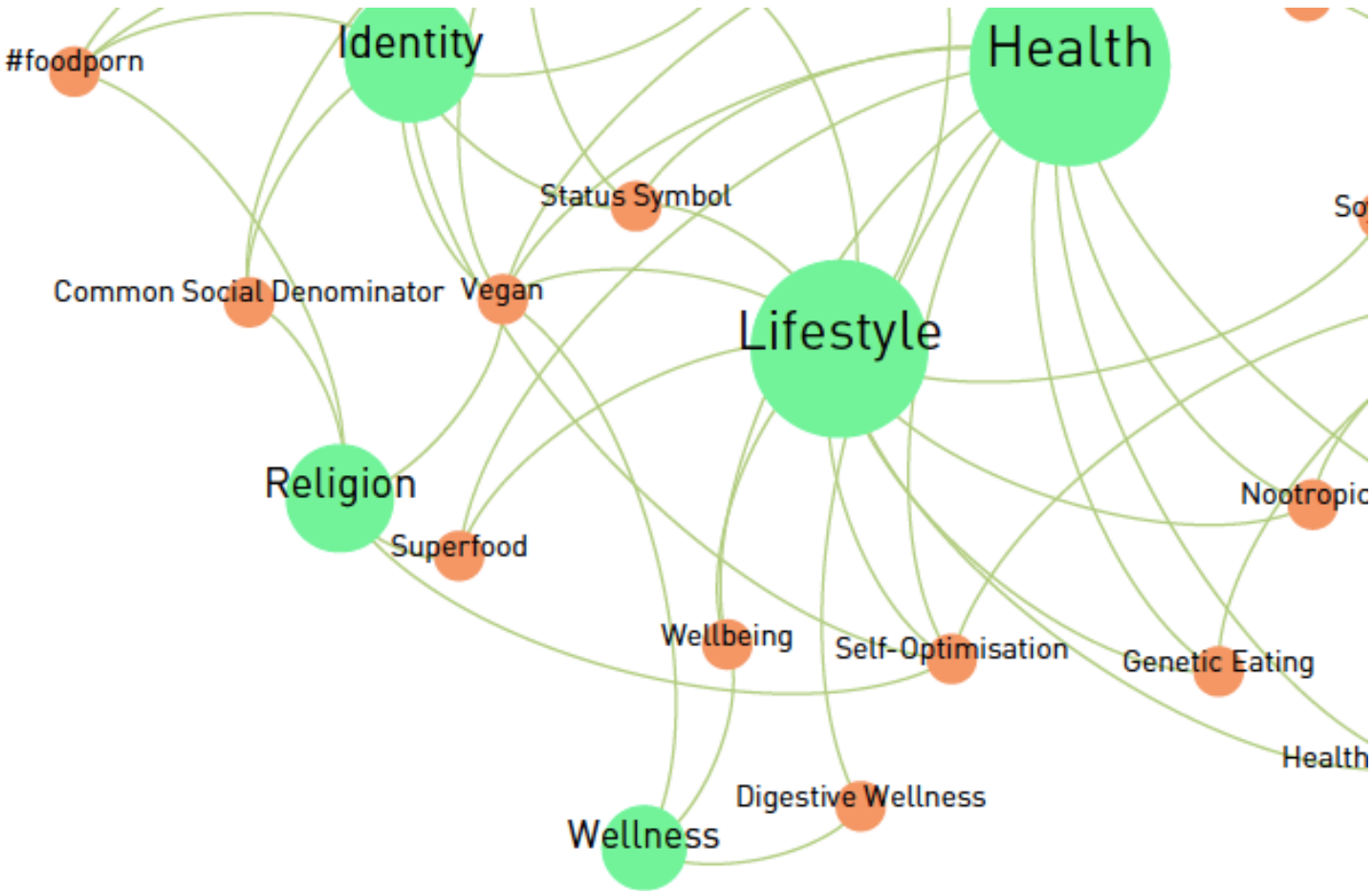


# Food is...





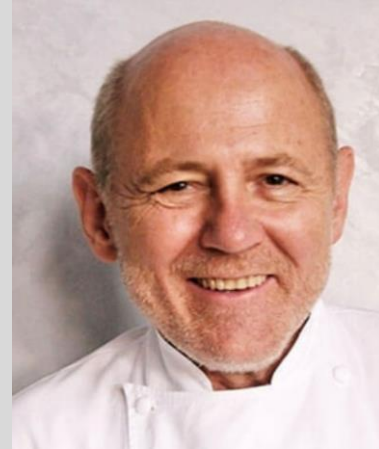
# Food is...



# Smell, Aroma, Texture, Mouth Feel, Chewability: relearning to taste the difference and create common senses

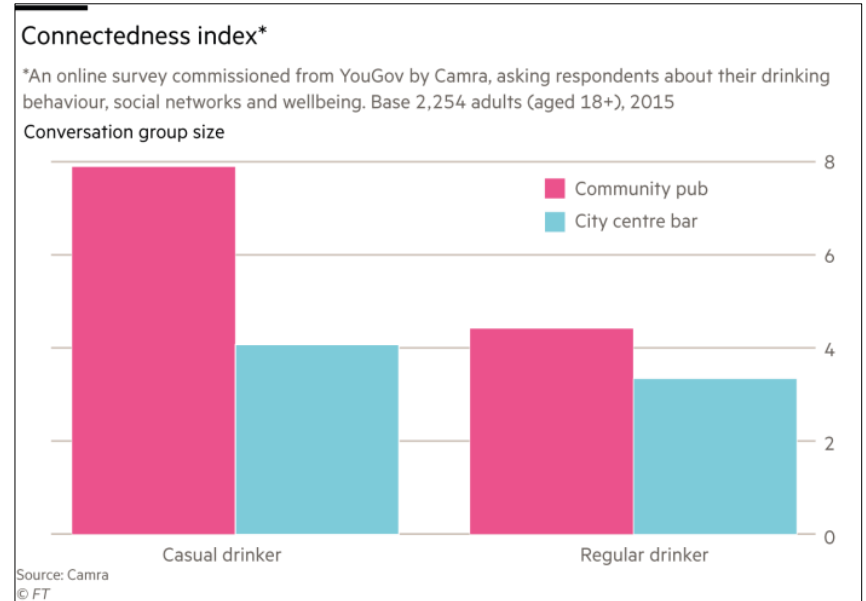
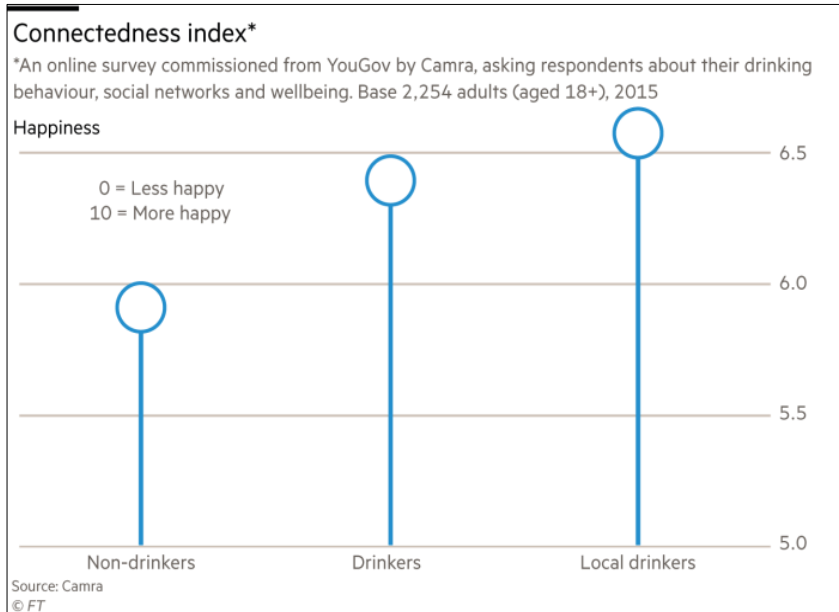
*“If you put something 10 seconds in the middle, then chew, because you get the retro-nasal, there’s two parts. Smell first. First of all smell, like in a wine thing. Get the right software in your head. Is it a fruit or is it a hot dog? Chew for a few seconds, then stop, and then the enzymatic response is 10 to 15; some flavors take 30 minutes to develop on the palate completely. **What I’m going to ask you: is it a fast flavor or a slow flavor? Lemon is fast. Pork fat is slow.**”*

Chef and food strategist **Mark Miller**, Founder of Modern Southwestern Cuisine, with an anthropological view on eating, 2016





# Social eating, social drinking – bonding and friendship – correlate with happiness, health, and recovery from disease



# Experience on demand: 2017 cannabis-infused & alcohol removed Sauvignon Blanc

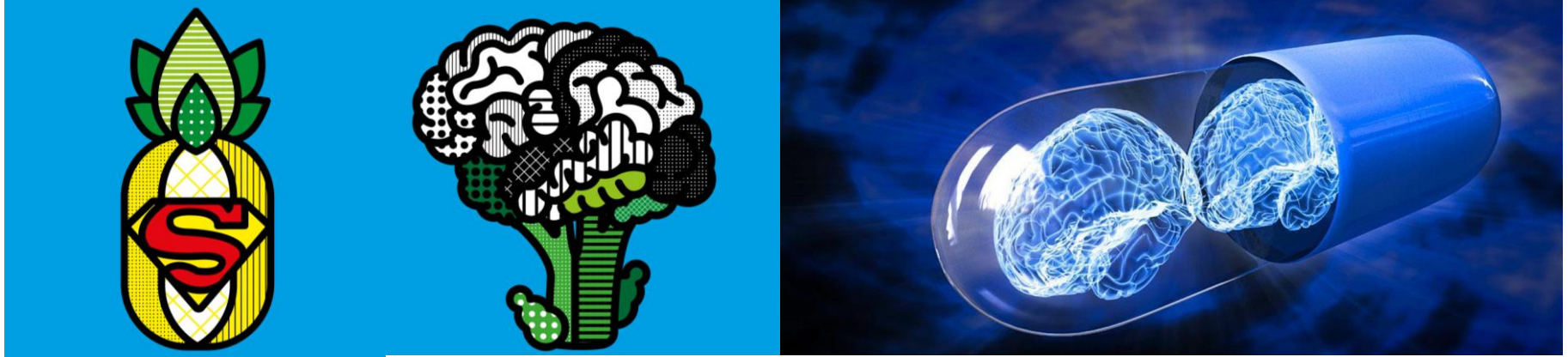


# Experience on demand: 'It hits you very quickly': Canada brews first cannabis beer



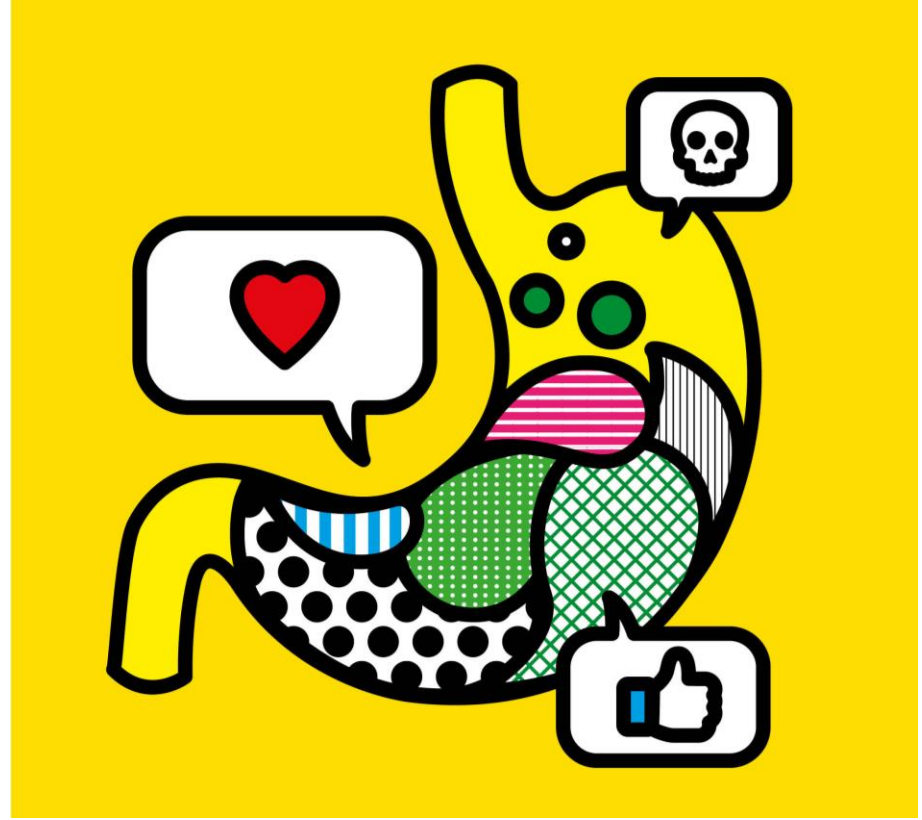
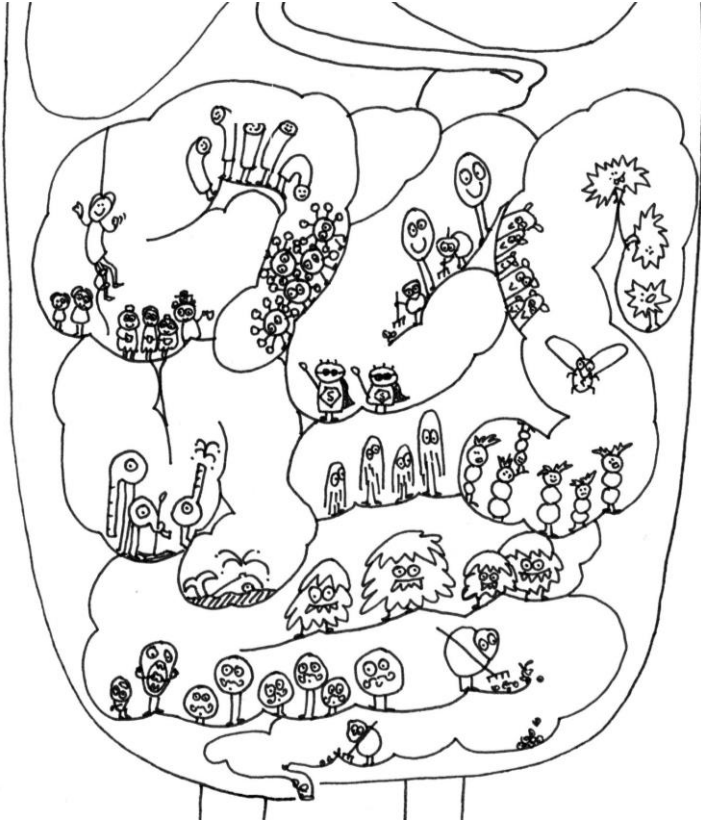
# Biohacking: stronger experience, more convenience

Superfood, Nootropics, Soylent



# Digestive Wellness

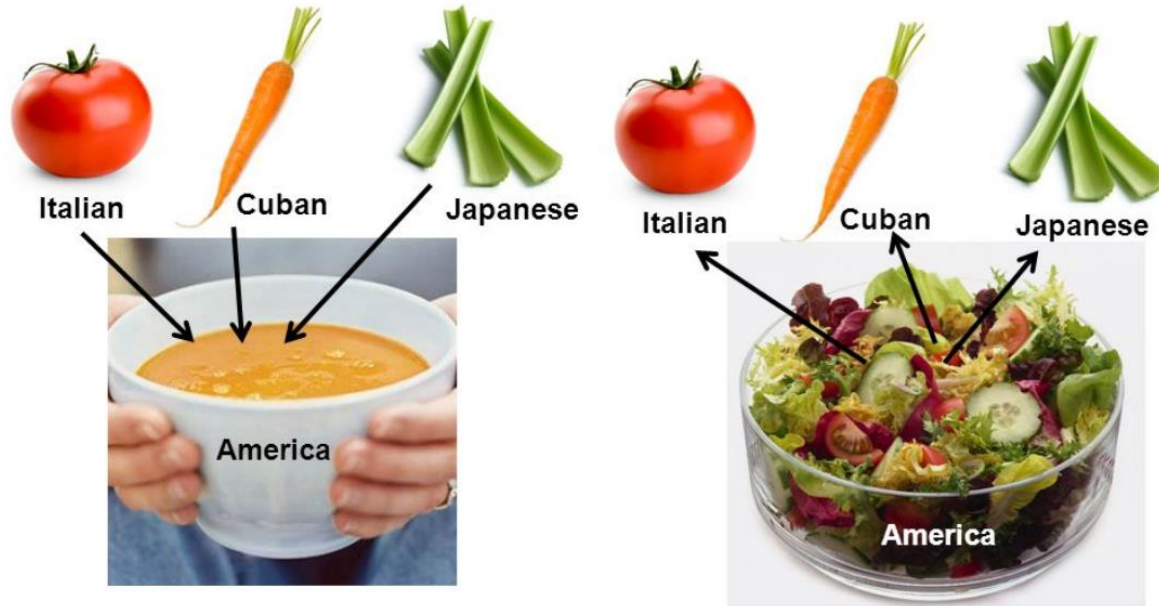
## Trust your Gut





# Towards what kind of global food?

## Melting Pot vs. Salad Bowl



## **TO AVOID:**

1. Athletic eating – overreliance on functionalized food
2. Too much upscaled convenience food
3. Good food fast is still fast food
4. Focus on experience on demand

## **TO PROMOTE:**

1. Social eating & social drinking with friends, jokes & stories
2. Chewology enhancement
3. Taste improvement, common senses and judgement
4. Microbiome feel good

