

Evolution in the Kitchen with TRIZ

Japan TRIZ Symposium 2009

Wolfgang Sallaberger

New business models for „kitchen“
in Banquet and á la Carte Business
2004 – 2009



Agenda

- **Current system and methods, by Escoffier**
- **My vision and approach**
- **My solution with TRIZ**
- **New business models, with food**

The Current System and Methods before Escoffier



Imagine a Kabuki Theatre,
where all actors perform
their part at the same time on stage.

CHAOS

This was the situation in kitchen before this man came.

Auguste Escoffier

- **The current system and methods created and established by Auguste Escoffier (1846-1935)
He was named Gentleman Chef and Innovator**

A Calm and Visionary person

<http://en.wikipedia.org/wiki/Escoffier>



Auguste Escoffier

Multiple innovation circa 1900

- **“Guide Culinary” with 5000 recipes: the bible of culinary!**
- **Standards for current system, dishes and their creation.
Recipe for almost everything.**
- **His work is still a standard in classical European Kitchen.**

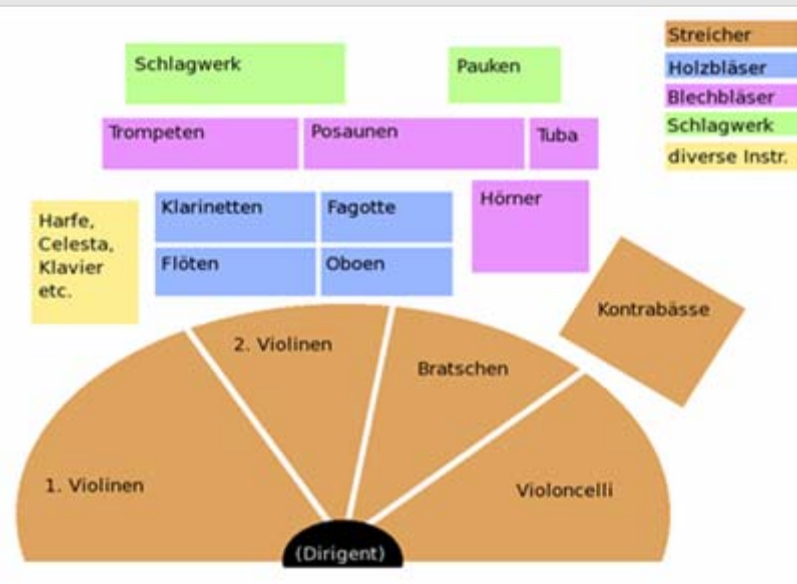
“Systematic innovation and structure building” second part

1.The Current System and Methods

Escoffier “systematic innovation part”

Structure of a „classical“ kitchen brigade and the

Structure of a orchestra became **SIMILAR**



Strings

Wood
winds

Conductor -
Executive Chef
1 PERSON

Brass

Drums

Harp,
Piano....

1. The Current system and methods, the Kitchen BRIGADE, similarities to a Orchestra

- A good menu is like a symphony of nature and the seasons.
- http://en.wikipedia.org/wiki/French_cuisine#Kitchen_brigade
- There is a Composer/Recipe
- A conductor /Executive Chef
- Musicians / Cooks
- Audience / Guests
- Everything is life no 2nd chance for both.

1.The Current system and methods, Auguste Escoffier

Escoffiers forecast:

„As the society will change, so the cooking art and style will change,
but it will always be cooking art“

Today the „conductor“ Executive chef in the kitchen has to
conduct and cook at one time,
a PROBLEM, **WANTED** a SOLUTION !

2. My vision and approach

Create new products and methods
which establish highest standards

- **Convenience products which are not seen and tasted as convenience, use style and dress like fresh made**
- **Constant quality in taste and dress**
- **Improvement of value in the commercial kitchen**

2. My vision and approach

My concept, finest food made affordable



AT any TIME

The CD, finest music made affordable



„The Orchestra at every place“

And any time

2. My vision and approach



Hardware, global



Preperation - cooking

Hardware, Cd/dvd player



Enjoy

Only 2 steps to do

100% control

Equal from

1 to 1000s portions

Insert and enjoy



Make it as enjoying a symphony on CD

2. My vision and approach

Result

A WIN WIN situation

The customer receives high quality, less stress for chefs more money for Owners



„Karaoke“ version with individual stuffing

„Symphony version“

3. My solution with TRIZ

- **1. Definition of the ideal Solution**
- **2. Innovation check list for finding the critical department**
- 2. Function analysis - Prototype
- 3. 40 inventive Principles
- 4. SLP modell

3. My solution with TRIZ

- The 40 Principles
- Used for process and products:
 - prior action,
 - prior counter action,
 - strong oxidation,

 - segmentation,
 - cut off,
 - rush thru,
 - flexible films,
 - round forms,
 - Homogenisation
 - Porosity
 - Thermal extension

- Solutions

Finish Product is delivered
Product is frozen,
enables product to prepare
for homogenisation

single units, portions
harm prevention
one effect at short time, harm prevention
covers product
as base for all products
needed to „glue“ it together
needed to „glue“ it together
needed to „glue“ it together

3. My solution with TRIZ



Production steps

Machine creates the „platform“

Food is dressed like on plate

Freezing process

Finishing and Packing

Final steps for users

Unpack

Dress on Plate

Heat in steamoven

10 minutes

126 ° c with steam

Serve

3.My solution with TRIZ

SLP modell

What does every organism USE ?

HELIX

Animals – Elements - HUMANS



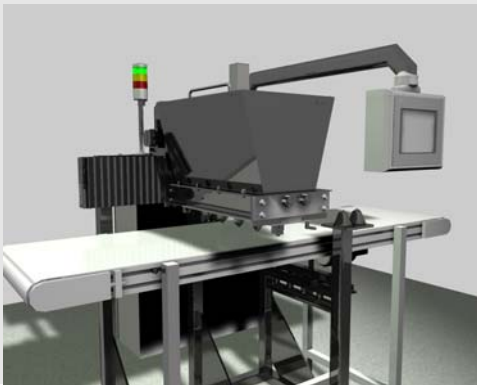
3. My solution with TRIZ

My new TRIZed food machine

- 3 axis machine, fulfils international food standards.
- Similar to static machines used in cookie production, except one part wich was improved with TRIZ, not shown here.



This machine will deliver the first mass products in various styles, from various ingredients



4. New business models, with food



Evaluation by Customers and Users

Places of evaluation

Anuga food Fair,

<http://www.anuga.de/>

plus 3 other food fairs
in Germany and Austria.

Etria Conference 2007 Germany,
Hotels like Starwood Munich,

http://www.starwoodhotels.com/sheraton/search/hotel_detail.html?language=de_DE&propertyID=145

leading Hotels and distributors,
mainly Germans

Own Restaurant,

Hardware Producer Rational

http://www.rational-online.com/JP_jp/

a Convenience Pioneer in
Germany Mr. Cammann

he gives trainings to the staff of
Hotel Chains

<http://www.faktorei.de/>

4. New business models, with food



FEEDBACK of Customers and Users

This is what I have been looking for

Peter Griebel chef at Estrel Hotel Berlin

30.000 meals per day

Where can I get these Products

Perfect quality, save handling.

Most chefs do search this products !

4. New business models, with food

Ideas

NEW Gourmet fast food chains

Airline Caterers, Restaurants,
Banquet business, Catering

Bento Box with
fusion food content

Dishes with company logos

Elegant Garnitures



Problem solving by TRIZ was the comfortable part

I found

New Products

A machine for mass products

In a Market with annual growth of 20% per year

THANK you TRIZ

congelo[®]
AUSTRIA

Thank you for your attention !

Arigatou gozai masu !!



Author :Wolfgang Sallaberger

- Born 28.8.1972 in Austria
- 9 Years of regular school
- 1987 to 1990: 3 years, traineeship as a cook,
- With exam.
- Total 22 years of practice in 13 different restaurants and hotels
- 1994: first executive chef job
- 1997: continuation of the family
- restaurant until 2008
- 1998 first contact with Elie Hien, my .spiritual father.
- Until now learning from him, would like to be like that not too much, not to less.
- 2004: first protected right for a method for the production of convenience dishes.
- 2004 . 2005: education as an innovation manager, first contact with TRIZ
- 2006 presentation at the Austrian TRIZ Congress, membership in the Austrian TRIZ Society
- 2007: co-author of the book .TRIZ Appliance and further development in non-technical fields. edited by Dr. Petra Rietsch at Fachultas publishing company, original title in German: TRIZ Anwendung und Weiterentwicklung in nicht technischen Bereichen ISBN 978-3-7089-0147-3
- 2007Presentation at the ETRIA Conference, in Frankfurt am Main/Germany, presentation available as .TRIZ Current Scientific and Industrial Reality, by Carsten Gundlach,Udo Lindemann and Horst Ried ISBN978-3-89958-340-3
- 2008 start of a project for a Prototype for new food creations.
- 2008 Presentation at Japanese TRIZ Symposium
- 2009 Presentation submitted at Trizcon, could not participate http://www.aitriz.org/index.php?option=com_content&task=category§ionid=17&id=64&Itemid=126
- 2009 last work as Chef at the Austrian Parliament
- Now: Looking for the right place for my innovation. Work on new Projects.
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