



JULY 29, 2026 (DAY 1 WEDNESDAY)

@ SMX CONVENTION CENTER

WOFEX UNIVERSITY (MR 4&5)

- 10:30am The Barista Mastery: A Guide to Essential Coffee Techniques
1:00pm How to Design a Café Menu That Maximizes Profitability & Sustainability
3:30pm Designing Café Spaces for Maximum Customer Flow and Comfort

KITCHEN THEATRE (FR 5)

- 11:00am Bold & Flavorful U.S. Pork Shoulder
12:00nn Premium Made Easy with U.S. Beef
1:00pm Oriental Merchants Inc. Presents Chef Reggie Aspiras... Live at WOFEX!
2:00pm Garlic & Pepper Grilled Duck Breast with a Thai Kick
3:00pm Pacific West: The Taste the World Loves!
4:00pm MC Asia Culinary Solutions — King Chef in Real-World Kitchen Systems
5:00pm Bravo in Action! Sweet & Savory Creations
6:00pm The Perfect Italian Appetizer Made Easy with Arla Pro: Lasagna Mozzarella Sticks with Salsa Cruda

@ WORLD TRADE CENTER

KITCHEN THEATRE (ANNEX HALL)

- 1:00pm Spotlight on Start-Ups Featuring Narchos
2:00pm Vintage Cake: Icing Preparation & Color Combination Techniques Using Achievers Food Products
3:00pm The Pistachio Lab by Vizyon

JULY 30, 2026 (DAY 2 THURSDAY)

@ SMX CONVENTION CENTER

WOFEX UNIVERSITY (MR 4&5)

- 10:30am Modern Food Costing: Essential Techniques for Restaurant Success
1:00pm Inventory Management System 101: Maximizing Profits
3:30pm Training Back of House: Building Kitchen Teams for Speed & Quality

SCHEDULE OF ACTIVITIES

KITCHEN THEATRE (FR 5)

- 11:00am Get Creative with Simplot U.S. Potatoes & Avocado
12:00nn Mastering the Mix: Donuts Made Easy with Dawn
1:00pm Culinary Innovations with California Raisins
2:00pm Turn Trends into Best Sellers with Bakersfield Products
4:00pm Exceptional Flavors. Effortlessly. Discover how premium European ingredients create exceptional dishes with ease
5:00pm Timeless Indulgence with Arla Pro: Black Forest Cheesecake
6:00pm Filipino Favorites, Italian Flair: Elevating Filipino Desserts with Hulala Whipping Cream

@ WORLD TRADE CENTER

WOFEX UNIVERSITY (JOYA ROOM)

- 1:00pm Crafting Profitable Mobile Bar Packages
3:00pm Telling Your Bar's Story: A Guide on Conceptualizing and Executing Content For Your Bar

KITCHEN THEATRE (ANNEX HALL)

- 1:00pm Spotlight on Start-Ups Featuring Yum's Dining
2:00pm Title: Rethinking Protein: The Next Frontier in Plant-Based Innovation
3:00pm Behind Every Great Kitchen. Bake Smarter with Premixes. Grow your Business Faster.

JULY 31, 2026 (DAY 3 FRIDAY)

@ SMX CONVENTION CENTER

WOFEX UNIVERSITY (MR 4&5)

- 10:30am Strategic Menu Planning and Engineering for Restaurant Growth
1:00pm From Concept to Opening: Building a Restaurant That Lasts
3:30pm Tasting Success: Marketing Communications in the Food Industry

KITCHEN THEATRE (FR 5)

- 11:00am From Fabrication to Flavor: U.S. Poultry Fabrication and Recipe Demonstration
12:00nn Savour Canada
1:00pm Elevating Everyday Meals with Premium U.S. Beef
2:00pm Pineapple Glazed Duck Inasal
3:00pm The Art of French Pastry with Avonmore Dairy
4:00pm SRF: The Finest in American Wagyu Beef by Chef Liz Moore
5:00pm Tea Time with Santini!
6:00pm Petron Gasul: The Gold Standard of LPG Trusted by Households. Preferred by Industry Leaders

Notice : All topics & schedules subject to change without prior notice.

@ WORLD TRADE CENTER

WOFEX UNIVERSITY (JOYA ROOM)

- 10:30am Building High-Performing Teams in Food Operations

WOFEX UNIVERSITY (AMORSOLO ROOM)

- 10:30am The Science of Baking: Understanding Ingredients and Their Interactions
1:00pm Cost Control in Baking: Maximizing Profit Margins Without Sacrificing Quality
3:30pm How to Start Your Own Bakeshop A Complete Guide

KITCHEN THEATRE (ANNEX HALL)

- 1:00pm Beyond Skills: Business and Legal Basics
2:00pm Discover the Versatility of Avoset
3:00pm Classic Innovations: Showcasing Ube Versatility
4:00pm Spotlight on Start-Ups Featuring Umma Banchan

AUGUST 1, 2026 (DAY 4 SATURDAY)

@ SMX CONVENTION CENTER

KITCHEN THEATRE (FR 5)

- 11:00am Beyond Marbling: The Art of Arita Wagyu
12:00nn Savour Canada
1:00pm Think Outside the Tart: Endless Ways to Bake with Aokun
2:00pm USMEF & Mamou Culinary Showcase: U.S. Pork Kurobuta and Beef Wagyu
3:00pm Tea Time with Santini!
4:00pm Flavorful Recipes with Fresco

@ WORLD TRADE CENTER

WOFEX UNIVERSITY (JOYA ROOM)

- 10:30am Purpose-Driven Strategy Workshop: Build a Business That's For Growth, People, & Impact

WOFEX UNIVERSITY (AMORSOLO ROOM)

- 10:30am Smart & Safe in Meat Processing: Technology & Techniques
1:00pm Advanced Meat Preservation Skills: Dry Aging, Canning, & Curing
3:30pm Commercial Meat Production: Strategies for Scaling Beyond Small Batches

KITCHEN THEATRE (ANNEX HALL)

- 1:00pm Hobe Time with Chef Madz
2:00pm The Pistacio Lab Master from Innovation to Commercial Success
3:00pm TiraMatcha (Tiramisu x Matcha Fusion) by Chef Kimi