Some of the world's most respected chefs, mixologists, sommeliers, and restaurateurs are gathering this week in New York City to discuss the latest trends in the food and beverage industries.

This is the fifth year StarChefs.com has hosted their International Chefs Congress. This year's theme is "Creativity: Art vs. Craft" and the more than 70 presenters at this year's event will explore whether cooking is an art or a craft.

"What makes this event singular is it not only brings together all the culinary influencers on a global level, but it allows us to witness, discuss and influence food trends that will eventually end up at most restaurants - from fine dining to fast food," said Antoinette Bruno, StarChefs.com editor-in-chief. "Whether it's the gourmet food truck trend from last year or off-cuts, which is taking economical cuts of meat and making them taste great, or the pop up restaurant trend, it all starts here with the most brilliant culinary minds coming together to discuss the future of food."

The 2010 line up includes some of the most respected culinary industry leaders in the world. Thomas Keller, famed for The French Laundry, is joining a panel discussion moderated by author Michael Ruhlman with Chef Dan Barber and Chef David Kinch to discuss the role of creativity in the culinary arts. The panel will conclude with a discussion about the future of creativity, art and craft in cooking.

Additional key presenters include Chef Albert Adria from the Inopia Classic Bar, Barcelona, who will provide a peek into the award winning film "A Day at el Bulli," and discuss what it's like to be the chef at one the world's most famous restaurants.

Chef Charlie Palmer, most notably from Aureole, will present a demonstration based on the theme of mentoring, with the help of four of his proteges, and Antoinette Bruno CEO and Editor-in-Chief of StarChefs.com, along with Marcus Samuelson from Red Rooster and Ed Levine of Serious Eats will discuss how the culinary power structure has transitioned from a gourmet oligarchy to an all-out foodie revolution.

The 2010 ICC will also host the 2010 StarChefs.com Innovator Awards to be announced on the Congress Main Stage on Wednesday. These awards are given to three chefs and four products for their outstanding performance in the realm of American cuisine. The awards are voted on by the 1,500 ICC attendees, except for the Contribution to American Cuisine Award, which is voted on by the StarChefs.com Chefs Advisory Board.