

# NAFFS Technical Meeting Highlights

Flavor perception, the benefits of calcium, and frontiers in new product and concept development

Suzanne Johnson, director of flavor design and development at McCormick & Co., kicked off the April technical meeting of the National Association of Flavors & Food-Ingredient Systems ([www.naffs.org](http://www.naffs.org)) in Elizabeth, New Jersey, by discussing “The Reality of Flavor Perception.” Johnson gave an in-depth review of the components of taste and cited many examples of the influences of neural integration of taste and smell in the human brain. The presentation covered numerous practical applications such as using congruent aromas to enhance saltiness in low-salt content solid food products.

Next, Rodger Jonas, director of national sales at P.L. Thomas, presented “K2 for Improved Calcium Utilization.” Jonas reviewed how calcium is transported and deposited in the body. He demonstrated by reviewing a number of studies showing how K2 improves oxygen pickup and promotes bone health. The research also illustrated the bioactivity and stability of K2. Demonstrating the mechanics behind it, Jonas said, “Vitamin K activates osteocalcin through a process called carboxylation. Without carboxylated osteocalcin, calcium cannot be properly utilized for bone structure.”

Finally, Howard Moskowitz, president of Moskowitz Jacobs, presented “Mind Genomics: New Continents of the Mind.” Moskowitz—known worldwide as a leading thinker and creator of advanced research technology in the area of new product and concept development and responsible for the “re-invention” of spaghetti sauce (Prego) and the use of aspartame in cola—delves into a journey of the science behind consumer decision-making. Using inductive vs. deductive science, Moskowitz demonstrated how to learn from patterns of responses rather than hypothesis tests. Attendees returned to their businesses with a deeper understanding of segmentation and typing tools to use in their product development and marketing strategies.

Moskowitz also revealed the results of his study on the flavor professional. Using “Addressable Minds”—a patented science by Moskowitz that has been described by Malcolm Gladwell and others as discovering the “DNA of the Consumer’s Mind”—Moskowitz identified two distinct segments within the flavor professional with each segment having different hot buttons. He concluded by saying “This technique can be used to hire the right people for the right positions and improve retention.”



Howard Moskowitz  
(Moskowitz Jacobs).



Rodger Jonas (P.L. Thomas).



Maureen Akins, Dave DiVirgilio and Scott Riefler (all TIC Gums).



Christine Daley (NAFFS Technical Meeting Chair) and  
Suzanne Johnson (McCormick & Co.).

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