

Ingredient Insights, Citrus, Food Science, Leading-edge Research and More: a Flavorcon 2013 Preview

Upcoming event explores the intersections of flavor, food science and product development.



Taking place November 18–19 at the Borgata Hotel Casino & Spa in Atlantic City, New Jersey, **Flavorcon** (www.flavorcon.com) unites flavor and food science by delivering technical and marketing information in an intensive, interactive environment, and providing practical takeaways for you to share with your teams.

In addition to education, the event will feature numerous networking opportunities, including a Cocktail Reception & Networking Dinner on Sunday, November 17 sponsored by the Society of Flavor Chemists, Chemical Sources Association, National Association of Flavors & Food-Ingredient Systems, and Women in Flavor & Fragrance Commerce. Details can be found at www.flavorcon.com/events/.

Ingredient Insights

Flavorcon will explore recent innovations in flavor materials, including aromatic chemicals, taste-active compounds, sensates and more.

Judith Michalski, partnering with the Chemical Sources Association, will lead a tasting and smelling panel session, offering attendees an opportunity to sample **newly GRAS'd and unusual materials**, and receive insights into their potential



Judith Michalski (*Bell Flavors & Fragrances*).

application.

John Wright will bring his *P&F* "Flavor Bites" column to *Flavorcon*, offering a live presentation on unique, and sometimes surprising, **applications of flavor materials**.

An interactive panel, including Richard Burlingame (Allylix), Pascal Longchamp (Evolva), Reshma Shetty (Ginkgo BioWorks) and Peter van der Schaft (Axxence Aromatic GmbH) will

connect the science and application of biotech-derived ingredients, and their effect on ingredient availability and the flavorist's palette. In addition to offering tasting/smelling samples for attendees, experts will discuss: what technologies are fueling the transition of some materials to biotech solutions, technical/supply advantages of **biotech-derived flavor ingredients**, what types of materials are already being produced, and what types of materials might be produced in the future.

Experts, including Bruce Bryant, (Monell Chemical Senses Center), Melanie Croce (Symrise), Rudy Fritsch (Chromocell) and Donald Karanewsky (Senomyx), will discuss the science

and application of **taste-active compounds**, including sweet and salt enhancement, sour agents, bitter blockers and umami boosters. In addition to offering tasting samples during this interactive session, speakers will address the customer needs and technologies driving ingredient development and application in this area, the range of materials available and effects that can be achieved, application of these materials in flavor and food systems, and future advances in taste-active compounds.

During an interactive tasting and discussion session, experts, including Brian Byrne (Natural Advantage), Martin Gurney (Symrise), Shane McDonald (Kalsec) and Steve Pringle (Renessenz), will speak about the science and application of **tingling, cooling, warming, burning, numbing, astringency and mouthfeel agents** in flavors and food systems. The conversation will cover the customer needs and technologies driving ingredient development and



application in this area, the range of materials available and effects that can be achieved with them, how these materials are integrated into flavor systems, what types of materials might be produced in the future and what further advances in sensates are being sought.

Citrus

Citrus is a leading flavor profile around the world. Speaker Estelle Delort (Firmenich) will provide illustrations of in-depth analyses of some **less common citrus species**, and discuss identification of unique chemotypes and discovery of new trace volatile constituents using sophisticated analytical instrumentation.

Next, Greg McCollum (USDA, ARS, USHRL) will discuss **huanglongbing (HLB), or citrus greening**, which is considered to be the most devastating disease of citrus, and is currently threatening sustainability of citrus production in Florida and other citrus producing regions of the world. HLB is caused by the bacterial plant pathogen *Candidatus Liberibacter asiaticus* (CLAs); the pathogen is transmitted from tree to tree by its insect vector, the Asian citrus psyllid (ACP; *Diaphorina citri*). Currently, at least 70% of all commercial citrus trees in Florida are infected with CLAs. There is no cure for trees affected by HLB. This presentation will outline citrus disease eradication efforts and the intensive research currently underway to develop management strategies that will allow for sustainable citrus production in the face of HLB.



Estelle Delort (Firmenich).



Greg McCollum (USDA, ARS, USHRL).

Food Science in Action

Robert Sobel (FONA) will provide practical insights into the science and application of **flavor encapsulation** for controlled flavor delivery.

Emmanuel Laroche (Symrise) will discuss how understanding consumer trends leads to **new product concepts** and flavor ideas, and how organizations can connect consumer and sensory insights for winning flavors.

Harshad Patel, Alexander Plotkin and Adam Schreier (all Kerry Ingredients & Flavours) will conduct a live presentation demonstrating how **reaction flavors and cooking science** combine for flavor development; how this expertise can produce robust, compelling and delicious flavors and foods, while reducing elements such as fat, salt, sugar and, in some cases, calories; and how research chefs and reaction flavorists collaborate on projects.



Emmanuel Laroche (Symrise).



Alex Plotkin (Kerry Ingredients & Flavours).

Latest in Science

In a one-on-one interview, Jeannette Haviland-Jones, Ph.D, Professor Emerita and Director, Human Emotions Lab, Department of Psychology, Rutgers-The State University of New Jersey, will discuss the relationship between **flavor and human moods and well-being**. In what ways do they interact? Can that relationship be quantified and applied to flavor formulation and product development? These and other questions will be addressed during this unique presentation.

Haviland-Jones' work at the Human Emotions Lab has, according to Rutgers, "developed tools to quantify the relationship between the environment and emotional health." These insights have potential real-world relevance for interior air quality, hygiene products, medical applications, fragrance and, perhaps, flavor. However, even if the relationship between flavor and emotion can be quantified, the road ahead is a complex one.

Finally, Peter Schieberle (Technical University of Munich) will provide a presentation on applied understanding of the flavor compounds generated during food processing, including **how flavor compounds affect aroma signature and sensory preference**.

Schieberle studied food chemistry at the Universities of Bonn and Aachen and received a Ph.D. at the Technical University of Munich. He has since served as a research scientist at the German Research Center for Food Chemistry, lecturer for Food Chemistry at the University of Erlangen-Nürnberg, assistant professor at the Technical University of Munich, professor (C3) for food chemistry at the University of Wuppertal, professor (C4) for food chemistry at the Technical University of Munich, director of the German Research Center for Food Chemistry, and director of the Hans-Dieter-Belitz Institute for Cereal Research.



Jeannette Haviland-Jones (Rutgers).

For information on these and additional sessions and networking opportunities, visit www.flavorcon.com/classes/.

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