

Flavorcon 2015 Preview

Flavor and product innovation conference highlights ingredients, formulation, heat delivery, new flavor carriers, consumer insights and more.



Flavorcon (www.flavorcon) takes place November 15–17, 2015, at the Borgata Hotel Casino & Spa in Atlantic City, New Jersey, USA; registration is now open. Presented by *Perfumer & Flavorist* magazine, the event will present a new tabletop exhibition as well as in-depth conference sessions from leading industry experts. The conference is uniquely tailored for professionals involved in the development of flavors and food and beverage products.

New Dimensions in Heat Delivery

Heat is more than a one-size-fits-all chili pepper, says *Flavorcon* 2015 speaker Polly Barrett, director of product applications and sensory sciences, Kalsec Inc.

Food manufacturers are looking for creative ways to differentiate their products, while meeting specific labeling, nutritional and economic requirements. As consumer desire increases for food and beverages with more complex and varied heat profiles, the array of innovative heat management tools is expanding to meet this need.

Barrett's session will focus on how the human body responds to pungency, sources of spiciness and novel ways to add dimension to food using heat. Technical information will include



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how to measure pungency and techniques to improve consistency during manufacturing. Hands-on sampling will include a trigeminal nerve demonstration and a comparison of heat in different food matrices.

Liking is Not Enough: Forecasting NPD Sensorial Success

The low success rate of new product development (NPD) shows that too few products perform as expected, says *Flavorcon* speaker Barbara Busch, founder, SENSANALYSIS. To increase market success, development teams can establish a crucial linchpin between sensory science and market research by giving consumers a say at the development stage.

By illuminating consumers' sensorial perceptions and expectations early on in the process, NPD concepts and products can be aligned to meet them and therefore improve success rates. During her presentation, Busch will showcase a study in which the failure/success of a product could be forecasted by testing consumers' sensorial pack expectations against the actual product perception.

Marine Protein Hydrolysates

During a presentation at *Flavorcon* 2015, Firmenich will discuss how it is exploring new territory in delivering taste and nutrition by leveraging its strong expertise in seafood and flavors. Marine protein hydrolysates (MPH), or marine peptides, represent the new frontier in the delivery of high nutritional value from sustainable sources. Emerging science is showing how MPH in very low concentrations can complement



The conference will focus on the development of complex and varied heat profiles and explore the array of innovative heat management tools available.



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they proteins to enhance their nutritional value and functionality, and also effectively manage post-prandial glycemic index, support muscle growth and recovery and even improve and prolong satiety.

Propanediol as an Alternative Flavor Carrier

Naturally derived propanediol can be used as a carrier for flavors and extracts, an alternative to petroleum-based propylene glycol and glycerin, according to *Flavorcon* 2015 speaker Steve Huff, vice president of marketing and sales at DuPont Tate & Lyle Bio Products.

During a *Flavorcon* presentation on November 16, Huff will report findings on various technical studies showing the performance of propanediol as a flavor carrier, including its solubility properties, preservative efficacy and flavor enhancement of some types of flavor chemicals. Propanediol is s-GRAS from the U.S. FDA, FEMA GRAS-approved, and meets the quality specifications of USP-FCC and USP-NF. It is certified 100% bio-based by the USDA.

Flavor, Ingredient & Product Development Conference

Flavorcon will provide the tools and information that formulators and product developers need to create smarter, better and differently. Talks and speakers will include:

Rebooting Creativity for Flavor Development

Strategies for boosting creativity within flavor & product development teams, including a hands-on creation exercise.

Presented by: Marie Wright, vice president and chief global flavorist, ADM/Wild Flavors & Specialty Ingredients

New & Unique Flavor Ingredient Tasting Session

An interactive presentation, kicking off November 16 and 17, featuring a panel tasting/smelling session of new and novel flavor materials, with audience participation.

Presented by: Judith Michalski, senior flavorist, abelei flavors

Managing Your Manager

This talk will focus on how teams and organizations are structured to optimize flavor and product development processes;

this session will also include an ingredient tasting/smelling session.

Presented by: John Wright, Independent Flavorist and Author

Tabletop Exhibitors

Check www.flavorcon.com/sponsors/ for participant updates. Exhibitors as of April 15 include:

- Bedoukian Research
- Bontoux Organics, Inc.
- Citrus and Allied Essences Ltd.
- DuPont Tate & Lyle Bio Products
- Firmenich
- Florida Chemical Company, Inc.
- Gusmer Enterprises, Inc.
- JNC America Inc.
- Kalsec
- Natural Advantage
- Natural Taste Consulting
- Renessenz
- Robertet
- Rudolph Research Analytical
- Senomyx, Inc.
- Sigma-Aldrich
- Teawolf

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