

Perfumer & Flavorist – Year One

With this issue we complete the first year of publication of **Perfumer & Flavorist**. We will take this opportunity to report to our subscribers regarding the aims of this publication as well as the future plans.

The Task

This new publication is a direct descendant of the "American Perfumer" founded in 1906. For many years this publication was the principal journal reporting on the essential oil industry of the world, with an increasing interest in the development of aroma chemicals. Through the first 25 years of this publication, a most interesting story unfolds of the development of the essential oil industry as well as the many hundreds of people who participated in the growth and development of the companies serving this field.

During the 1930's and 1940's a trend toward coverage of the cosmetic industry reduced the amount of editorial material of interest to the perfumer and flavorist. This transition continued, along with a gradual change in name, to an almost complete conversion to a cosmetic and toiletry journal.

Meanwhile, conversations with individual perfumers and flavorists, as well as participation in the professional societies, led us to believe that increased professionalism and decreased secrecy so typical of perfumers and flavorists' activities in past years made possible the establishment and successful publication of a magazine devoted to these very specialized fields.

Our experience at the Essential Oil Congress in San Francisco in September, 1974, convinced us that there was a viable market for a specialized publication dealing with the natural and chemical materials used in the flavor and fragrance industries.

1976

Our conviction that a specialized journal serving needs of the perfumer and flavorist with information on essential oils and aroma chemicals has been most convincingly proven. The enthusiastic acceptance of this publication and its support by flavor chemists and creative perfumers has been a very satisfying and enjoyable experience.

The acceptance of this publication among the suppliers of chemicals and essential oils has been somewhat less enthusiastic. Actually, several suppliers of essential oils and chemicals have

made a steady advertising investment in this publication to communicate with the perfumers and flavorists who use their materials. However, it is still hard to convince some suppliers that flavor chemists and perfumers actually do read. And having read, act on the information obtained.

Our aim this past year was to provide a variety of articles dealing with both the materials used by perfumers and flavorists, as well as techniques and information used by these professionals. The series of articles on essential oils by Brian Lawrence has been very popular. He will continue this series and will, in fact, expand it to cover monographs on spices and the essential oils. Bedoukian's annual review article is a gem. We hope to expand to further articles on aroma chemicals.

We were particularly pleased to be able to publish the proceedings of both the Perfumers Symposium and the Flavorists Symposium. This is one of the very useful functions of this publication in supporting the professional societies.

An important part of our editorial program has been publications from the Essential Oil Association, the Flavor & Extract Manufacturers Association, the Chemical Sources Association and other industry groups dealing with the many problems associated with the supply and regulation of materials used in flavors and fragrances.

Finally, we have provided some information on the progress in the sciences of taste and olfaction which underlie the flavor and fragrance industry. We do not purport to be a scientific journal but we do feel it would be most valuable to report new discoveries in the basic sciences that affect the perfumer and flavorist in his daily creative work.

In 1977

We expect to continue and build on each of the areas of editorial interest in the coming year. Essential oils, aroma chemicals, professional societies and the sciences are all to be discussed in increasing detail.

We hope to expand our international coverage. While we have had articles from Egypt, Poland, Germany and other countries, we hope to have a regular flow of both articles and news dealing with this industry throughout the world.

A major editorial project will be the publication of the complete GRAS list of flavor materials. Another major editorial project will be a

special issue devoted entirely to the 7th International Congress of Essential Oils, October, 1977, in Kyoto, Japan.

We are particularly excited about the "Special Inserts" which you will find in the center of this issue. The addition of samples of materials which are discussed in the advertising and editorial pages adds a most important dimension to this publication. The principal value that we see in this development is simply a much quicker spread of awareness and knowledge of new materials and new trends in fragrance and flavor composition.

It has taken many years for even the most useful and valuable new materials and specialties to become well known and utilized throughout the world. The spread has largely been via the personal experience of individual perfumers and

flavorists as they travelled from company to company and from one part of the world to another. With the use of the "Special Material Insert," suppliers of materials can report and sample their new materials and specialties throughout the world in a matter of months. By including new compositions in the pages of this publication, we will be able to keep readers from all parts of the world advised of the interesting new developments in the trends of consumer products.

We have found the first year of publication of this magazine a most interesting, stimulating and exciting experience. We can hardly wait to see what we will be able to accomplish with **Perfumer & Flavorist** in the years to come.

The Allureds, Publishers



Patents

No. 3,903,022, assigned to Takasago Perfumery Co., Ltd., Tokyo, 1975, employs adamantine as a nearly odorless perfume carrier capable of carrying at least 5% perfume for a compression-molded *Sublimable Fragrance Composition*.

No. 3,903,267, assigned to Instytut Przemysiu Miesnego, Warsaw, 1975, describes an *Aromatizing and/or Antiseptic and/or Oxidation Inhibiting Agent as well as Method of Producing and Applying the Agent* as an additive to foodstuffs to impart a smoked taste. The agent material is formed from the destructive distillation of a cellulosic or lignitic material, preferably deciduous tree wood and/or conifers or peat.

No. 3,903,295, unassigned patent of Edwin Palmer, Baltimore, 1975, claims a *Method for Encapsulating Materials*, such as flavor oils and food particulates which tend to lose at least part of their original properties upon exposure to autoxidative, thermal, or humid conditions, eg: coffee aromas, vanillin, juices, sugar.

No. 3,903,305, assigned to General Foods Corporation, NY, 1975, uses effective amounts of monosodium glutamate and saccharin, cyclamate mixtures fixed in gelatin to produce *Chewing Gums having Longer Lasting Sweetness and Flavor*.

No. 3,903,900, assigned to International Flavors & Fragrances Inc., NY, 1975, describes flavoring compositions for *Tobacco Articles and Compositions Containing 1,2-Cyclohexanedione and Methods and Producing Same* containing optionally other cyclic di-ketones such as maltol, cyclotene and 2,5-dimethyl-4-hydroxy-3(2H)-furanone to produce a maple and spice note.

No. 3,904,655, assigned to Lever Brothers Company, New York, 1975, claims a *Process for the Preparation of a Flavor Substance by Reacting a 4-oxy-5-alkyl-3-Furanone with a Hydrogen Sulfide Liberating Substance* capable of imparting a savory flavor resembling that of roast or fried meat to foodstuffs.

No. 3,904,771, assigned to Swift & Company, Chicago, 1975, describes the *Preparation of Water Soluble Gelatin* prepared by co-drying gelatin with edible acids,

such as citric, malic, ascorbic or mixtures thereof which provide the smooth mouth-feel of a true gel when hydrated along with suitable flavoring and coloring.

No. 3,904,780, assigned to Suntory Ltd., and Shiono Koryo Kaisha Ltd., both of Japan, 1975, provides a *Method for Giving and Increasing the Flavor Resembling to Dairy Product* through the addition of the ketone, 8-nonene-2-one in amounts of 0.2-100 parts per million of composition to natural or artificial butter, cheese, cream, and milk.

No. 3,974,201, assigned to Naarden International, N.V., Netherlands, 1976, claims *Methyl-N-(2-Methyl-Pentylidene)-Anthranilate for Perfume and Flavoring Compositions* having a citrus-like note. Product examples include lemon perfume and cologne and guava and grape essences.

No. 3,974,299, assigned to Dynapol, CA, 1976, discloses as an *Ionic Sweetener* a group of highly water-soluble dihydrochalcone compounds. The materials reported have 500 times or more sweetness than sucrose and a very pure sweet taste, ie: low amounts of bitterness, etc.

Stable aqueous *Potassium Isohumulate Hop Extracts* suitable for bittering beer contain substantially no fixed hop seed oil in No. 3,973,052 assigned to Bush Boake Allen Limited, England, 1976.

Products possessing excellent oil fixative and stabilizing properties are prepared by a *Method of Mixing Flavors and Fixed Composition Comprising Derivatized Synthetic Polysaccharides* esterified with a substituted dicarboxylic acid anhydride in No. 3,973,049, assigned to General Foods Corporation, NY, 1976.

No. 3,973,042, assigned to Cornell Research Foundation, Inc., NY, 1976, describes a method of *Flavor Development by Microbial Lipases in Pasteurized Milk Blue Cheese* characterized by adding lipase, a Penicillium mold spore species, and salt to cheese curds from which the whey has been drained. Appropriate rancidity is imparted in a short period of time (2-4 months).

A low calorie, low-hygroscopic, quick-dissolving *Multi-functional Sweetening Composition* is obtained by co-drying a solution of a dipeptide sweetening agent with