

the product may or may not have merit for our corporate goals.

In what direction should flavor research be directed? I would say improve your flavors where you have the expertise. This response is given because while we have seen a great improvement in many flavors, we are still forced to answer our flavor needs by blending two or more flavors to achieve the desired effect. A few specific flavors or flavor areas which, to my view, need attention are: peanuts and other nuts, peach, mushroom, coffee, cream, milk, cheese—w.s. and o.s., and natural tomato flavor.

### **Flavor Applications in Wine** **Saul Spector, Mogen David Wine Corp.**

By the authority of section 5386 of the Federal Laws—Internal Revenue Code and Part 27 of the Code of Federal Regulations section 240.440, it is possible to produce and market wines which have unique characteristics and which are subjected to the standard wine tax rates as special natural wines.

Since the Regulations require any flavors used to be natural and impart to the base wine characteristics distinguishable from wines not so treated, it is necessary for the flavor producer to keep those guide lines in mind when development is commenced.

Preferably, a sample of the wine should be obtained from the winery desiring the flavor. Avoid, however, submitting to the winery a formulation which requires major adjustments in its base unless advance consent is obtained. This precludes the trauma of an initial acceptance and subsequent rejection because the wine formula does not fall within the Regulations.

Since special natural wines may have alcoholic concentration by volume from 7% to 24%, the stability of the flavors at the particular alcohol levels of the wine becomes an important factor.

The color, if any, which may be imparted to the wine base by the flavor may also be an element of concern since an important aspect of product acceptance is product appearance. The beverage in the glass (or goblet) should be appealing to the eye as well as to the palate.

Just as the winery should be aware of taste trends, so should the flavor producer. Imparting this knowledge in a prudent manner to a potential or current customer can often lead to a mutually beneficial relationship. We all remember the general acceptance of the citrus flavored aperitifs about twenty years ago and the success of the fruit and berry flavored low alcohol wines of just a few years back.

The wine industry is continuing to explore new material combinations for the making of wine as well as instituting technological improvements in the fining and bottling of the product.

In view of the recent FDA termination of a past memorandum of understanding with the BATF regarding the labeling of alcoholic beverages, the consumer's right to know what he is purchasing and the manufacturer's formula integrity must be kept in balance. In this respect, through the coordination of the efforts by the winemaker and the flavorist alike, attainment of these common goals should be possible.

### **What happened to the sample I sent?** **John E. Bujake, PhD, The Quaker Oats Co.**

What does the food scientist or technologist expect from the flavor chemist? He desires a flavor or flavor system that is quite unique. Like his marketing counterpart, he wants instant service and not have to wait weeks for a sample. He wants these flavors to be very reasonable in cost to keep his total cost of ingredients down to a level marketing people can live with. He needs a flavor that will be stable under all processing and formulating conditions.

On the other side of the fence, the flavor house and the flavor chemist wants more requests that are easy to fill off the shelf. The flavor chemist desires the product development process to be completed in a few months and using his first submission. He wants large orders for his particular flavor to follow almost immediately. The flavorist would like to be the sole supplier and have the product with his flavor to grow in sales over the next 20 years.

Now what happens in reality to this situation that I have just described? The product developer and the flavor chemist must get together and reach an understanding as to what each can expect from the other. *Better communication is the key.* As in our entire life, be it at work, home or in the community, most problems arise because of poor, faulty or ineffective communications.

What can we do about this? I think the answer is obvious and simply involves shortening the path of communications. On major projects with key accounts, the flavor chemist should get the product developer into his laboratory when working on complex problems. Let him spend a few days or even a week with your chemists. This will not only facilitate greater communication by reducing the path between the two key individuals involved, but it will also give the developer an understanding of some of the problems that the flavor chemist faces. It will also give the flavorist direct experience with some of the reactive formulations and processing conditions that the developer has to work with.

You should also send out your technical people to visit the developer's laboratory on a frequent basis. Technically trained salesmen also facilitate interaction. These approaches are not the complete answer to better