

The Society of Flavor Chemists Inc.®

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Dear Members,

I hope you are all experiencing a great autumn before the holiday season. We had a good turnout at the October meeting in Newark, NJ with over 51 registered industry professionals in attendance. The following is a superb summary of the presentations as reported by our East Coast Program Chairperson, Scott Michaluk.

437th SFC Meeting in Newark, NJ
October 18th 2018 Meeting – Synopsis – Scott Michaluk

"The Phenomenon of Vaping"

*Dr. Raymond Niaura, Professor of Social and Behavioral Sciences,
Global College of Public Health, NYU*

Vaping is a new area of flavors and it certainly has its share of controversy surrounding it. To help understand it better Dr. Niaura went thru a quick history of tobacco and the regulations that are currently in place and transitioned into the much less regulated area of vaping flavors which is rapidly growing. Where traditional cigarettes are not able to have certain flavors in them e-cigarettes do not have these restrictions as they are not combustible products. So, in vaping we are seeing a multitude of flavor from Crème Brule to Bubble gum and even butter flavors. This presents some questions as there is no long-term use of flavors by inhalation and we don't understand what the effect will be by using flavors in this way.

Dr. Niaura continued to talk about some of the ways that the industry has tried to curb smoking and when compared to nicotine gums it appears that vaping is helping people to reduce or quit smoking with better success than the current FDA approved methods. The issue becomes that these products become appealing to a younger crowd. In studies it was found that 81% of teens said flavors are a big part of the appeal of E-cigarettes. In response to this rapid increase of use by teens the FDA is looking into moderating some of the advertising and is also looking into a method to understand the ingredients used in these vape flavors. It has been suggested that they might ask for complete

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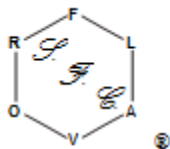
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disclosure of ingredients in the products which could be a concern for IP of companies creating vaping flavors.

In the end Dr. Niaura said that for existing smokers these products can be a great tool to use to quit smoking as they currently seem to be much less harmful than traditional methods but is concerned by the adoption of teen non-smokers.

"Flavor Freedom, Cultural Curiosity & Brand Betrayal"

Patricia Fiore

Chief Inspirational Officer at Fiore

For the CSA presentation Patricia presented on the future of flavor trends and the rise of individualism. She said that in today's world staying ahead of trends takes more than insight. These new trends are coming from all sides whether it is a celebrity chef or a mixologist. In this day and age, the boundaries of flavor creation are being explored due to consumers' desire for new experiences in the food space. New spaces for food and flavor are being created by trends such as extreme sports and the desire to celebrate many occasion and not just a few. This has created a desire by consumers to explore new flavor mash-ups and different textures and mouthfeels. Patricia went on to describe some of the emerging themes and flavors that she was seeing. Things like earthy notes in foods which were once a challenge to cover up with flavor are becoming desirable. Plant based products are becoming more premier. Caffeine is finding its way beyond energy drinks and coffee/tea. International themes are becoming more and more popular. Millennials seeking experiences without traveling are increasingly wanting to eat unique cultural dishes. Snacking anytime remains popular. Desserts are going

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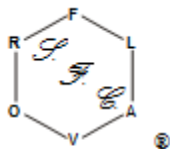
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beyond sweet and incorporating savory aspects. Sauces are taking a spotlight on the dish. Healthy halo continues to be important to consumers.

At the end of the presentation Patricia said that the time is right to push further and harder in creating new flavors and experiences. The consumer wants to be tempted into new possibilities and now is the time for provocative flavors to find a home in consumer products.

A brief business meeting was held prior to the presentations. The minutes of the business meeting along with the Treasurer's Report are in the link below.
I hope to see you all at the January meeting in California.

- [Business meeting minutes link](#)
- [Treasurer's Report link](#)

Yours truly,

Chris Williams
SFC Secretary 2018-2020

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