

The Society of Flavor Chemists, Inc.

SOCIETY NEWS

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President's Message

Dear Members,

Greetings from my home to yours! I hope you are all well and staying safe. Amid this pandemic, I hope you are managing the added stress in your daily lives. How are you liking working from home? I must admit what we're going through is so surreal to me, sometimes I find myself in a state of disbelief. No doubt, we are living in very tough unprecedented times. Let's all do our part in preventing the spread of the virus. With vigilance, patience, and optimism, we will get through

this. If anyone knows of any member suffering from covid-19, please let us know so we can send well wishes. To update you on our activities behind-the-scenes while our meetings are suspended— Our Membership Chairs have been hard at

work trying out virtual testing methods to be able to conduct the testing of applicants during this time. We are also looking into virtual meetings for electing our new members and upgrades during this time so their certifications can be awarded. We have moved the May 7 annual meeting to Sept, fervently hoping that six months from now we would be back to group gatherings. The media committee is reviving our members-only social media accounts. And our website redesign is progressing along nicely.

I so look forward to the day when we can gather again. It will be awesome!

Elsa Howerth

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The Monell community wishes safety and good health to you and your loved ones during this time of uncertainty.

As we are learning how to live, work, and support our community in new and innovative ways, the Monell Center has been actively engaged in the global discussion about the connection between smell and taste loss and COVID-19.

Pamela Dalton, Joel Mainland, Hakan Ozdener, Danielle Reed, and Hong Wang are among the Monell scientists now part of a Global Consortium for Chemosensory Research (GCCR) that mobilized over the last week. The group's goal is to understand reports of chemosensory issues related to COVID-19 on a global scale. This work is quickly evolving. The most immediate way to keep up to date is to follow the [twitter feed](#).

Monell is hosting a panel discussion on April 28th at 1:00 pm on the partnership of patients and scientists in advancing smell loss research. This panel was originally scheduled as an in-person/recorded event but it will now be fully remote. The panel will include a special section on the COVID-19 Global Chemosensory Consortium. Read more below and register for this free worldwide discussion about smell loss at <http://www.monell.org/research/anosmia>

Although we may be physically distanced now, we are still very much socially engaged. Together with you, we are working to advance scientific knowledge about taste and smell, build awareness about smell loss as a vitally important public health issue, and contribute to worldwide health and well-being.

On behalf of all our scientists and staff, be safe and be well.

Changing the Conversation: The Partnership of Patients and Scientists in Advancing Smell Loss Research

A fully remote event for the worldwide community of people who care about smell loss

Tuesday April 28, 2020
1:00 – 2:30 pm

Topics Include

- becoming a patient advocate
- building awareness and funding for research
- sharing your own experiences to influence anosmia research
- using your voice to inform and accelerate anosmia research

Register at <http://www.monell.org/research/anosmia>

ARTICLE

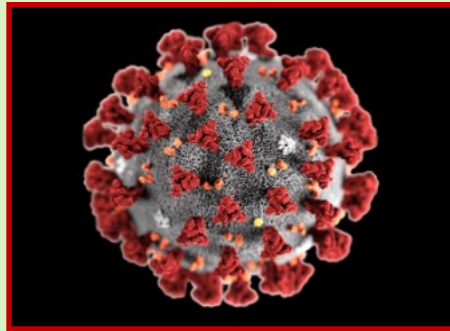
Coronavirus: What's Next?

By Shane T. McDonald

I am writing this in early mid-April 2020. The Novel Coronavirus, also called COVID-19, started in China, where it sickened and killed many people, resulting in China quarantining 30 million people and temporarily closing

factories. The authoritarian governance of China helped to allow the disease to spread, as local officials were unwilling to notify Beijing because it would make it look bad. By the time the word got out, the disease was spreading fast. For the US part, response was initially slow, due to a disorganized response by the federal government and some authorities, such as President Trump, downplaying the seriousness of it. Much of the leadership has come from state governors.

I am sure you and your company are in the thick of it, trying to maintain a business while following regulations and protecting the health and safety of your employees and everybody else. You are washing your hands, maintaining social distances, and restricting face-to-face encounters. Unfortunately, the guidance from government and officials have been constantly changing and inconsistent. Most states have some sort of "stay at home" order while others do not. It was once derided by the CDC to wear masks; now



they recommend everybody wear them. And how long does it last? At one point, it was hoped that it would be business as usual by Easter. Personally, I don't think it will ever be "business as usual" again.

Firstly, I hope that every company is learning the necessity to communicate clearly and accurately and be open to your employees. Much has been made of the comparison of the Covid-19 pandemic to the "Spanish flu" of 1918-1920. This flu was allowed to become a pandemic because warring countries did not want to let the public know of the disease ravishing their armies during World War I. (Since Spain wasn't a combatant in WWI, they weren't subject to the same military censorship and let the world know of the crisis. Spain gets rewarded by having the flu named after it.) This delayed the response and left civilians unprepared. In Philadelphia, the city was unwilling to stop a parade to sell war bonds and encouraged people to watch. Nearly 12,000 people died over the next few weeks.

The employees need to know what measures are being taken and why. Now more than ever, they need to be able to trust their own company to provide for their safety and not be seen as only concerned for company profits.

Coronavirus: What's Next? *-continued...*

So, every business is trying to learn and create its own strategy for surviving the pandemic. I know my company has instituted many policies, and those policies are getting stricter (my company is only two hours away from one of the major hotspots). But there are signs that there may be an end in sight. What then?

While you have been in survival mode for the pandemic, it will eventually end, but probably the government restrictions will lift in stages. How will you react? What travel will you allow and when? What visitors to your facilities will you allow and under what conditions? Remember, states have differing responses to the crisis and every region is different. There is a real risk of a "second wave" if infected people are no longer quarantined and re-infect the populace. It would be a bad time to relax our vigilance. Your employees are probably as bored and irritated by social distancing guidelines as I am. However, you can't let them lose discipline and endanger the company and other employees.

Your company should have learned a lot from this experience. What policies do you want to retain and what can you safely discard?

What are you going to do now to plan for the next disease outbreak or for that matter, fire, recession,

or other negative events? You don't want to go through this again. It is even uncertain what the economy will be. Will this spring back, or are we looking at a repeat of the Great Depression?

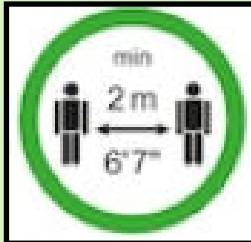
The same goes for employees. What did you learn from this experience? Improved health habits? The joys of telecommuting? How to be prepared for financial hardship? It is for your safety and well-being and that of your fellow employees and your families on the line.

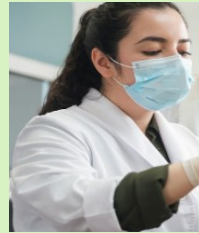
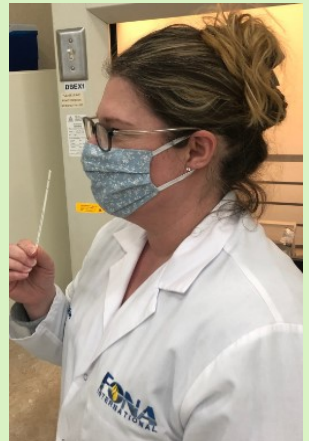
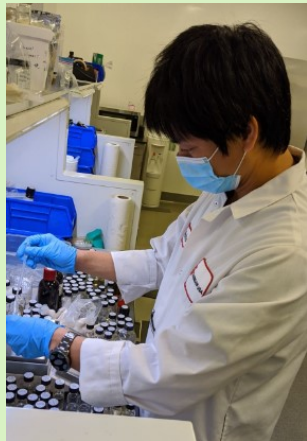
Finally, this is a global pandemic and traditional supply chains were disrupted. Flavors are international business. Many of our raw materials are sourced overseas. Many of our customers are too. Take the time to plan what you can do to reduce risk.

Covid-19 is a true tragedy. It would be a greater tragedy to not be prepared again. ❖❖❖

Shane McDonald is a regular contributor to the SFC newsletter. He is a gifted essay writer and touches on current and relevant topics. He has been an active certified member since 2008 and was the Media Committee Chairman for five years. He currently works for Kalsec.

Help prevent the spread of COVID-19





Sign Of The Times
Flavorists covering
their olfactories!



FROM THE FLAVORIST'S NOTEBOOK

A Flavorist Experience in South Africa

By Kim Bendickson

*M*ageu. Iron brew. Amarula. Paradizzical. Walkie talkies. Peri peri.

If these flavors don't sound familiar to you, you likely haven't worked as a flavorist in South Africa.

In October 2019 I attended the SFC Flavor Symposium in Princeton, New Jersey. Based in the US and having worked for 10 years in the flavor industry, a certified member of the SFC since 2017, in the background I was facing an opportunity and a decision. John Wright, renowned international flavorist and author, was the keynote speaker. I was fortunate to have heard him speak a handful of times at previous flavor industry events but, this time, it was like he was speaking to me.

He compared us flavorists to magpies. Meant to take us off our lofty perches as wise owls and inspired swallows to a more grounded bird species, one might think. But that wasn't exactly it. One of the points he led us to is that if a flavorist has the chance to work in another country, to experience another environment and pick up all there is to learn in doing so, we should do it and we would be happy that we did. This solidified it. (I mean, if John Wright says so!) Perhaps that was just the interpretation that I was looking for. In January of 2020 I moved from the Midwest of the US to my company's R&D site in South Africa.

In the short time since, and numerous challenges later (not to mention the current extraordinary circumstances of a global pandemic which have no doubt impacted us all, our families, and our work as flavorists around the world and will continue to do

so for the foreseeable future), I've been exposed to more new foods than line items in a consolidated mango flavor. The South African Association of the Flavour & Fragrance Industry (SAAFFI) is over sixty member companies strong representing a culturally diverse nation of eleven official languages. Imagine the variety in the food and beverage market. As flavorists we will agree that one of the best ways to gain an understanding of a culture is through the local foods and tastes. Much of this in South Africa still lies uncovered by the rest of the world. I'm excited to share the experience of just a few:



A Flavorist Experience in South Africa - *continued...*



Mageu. Also known as mahewu, maxau, amaRheWu, amaHewu, and a host of other spellings and variations that I'm afraid I cannot correctly pronounce, is a traditional South African drink made of fermented mealie pap (maize flour porridge similar to polenta and grits) inoculated by the lactate-producing bacteria

in wheat flour. It's thick, pours clumpy from the carton (and that's okay!), and the flavour is characterized by rich levels of lactic acid, cooked corn, and sometimes malt or sorghum. Relatively inexpensive and providing a high

level of satiety, it can be used to greet visitors or send them on their way of a long journey. Though not uncommon to see flavored with banana and strawberry alongside the milk in the grocery store think twice about adding a color to match the flavor. Regular consumers tell me this would be unappealing.



Iron brew. A popular South African carbonated soft drink. Generally described as fruity and vanilla with rosy notes and having a dark reddish-brown caramel color. Not unlike some North American cream sodas. Not to be confused with the Scottish Irn-Bru (a soft drink very different in taste and color). Be aware of variation between brands – a distinct cola character can predominate some.

Amarula. The African Marula tree bears the fruit used to make Amarula, the popular 17% ABV cream liqueur and export of South Africa. Highly sweet, creamy, silky and only faintly fruity, Amarula is made with the yellow ripe fruit. The juicy marula fruit is known to be a favorite in the diet of elephants however the lore that elephants get drunk in the wild from eating the fermented fruit, while a good story, has mostly been de-bunked. The taste of the fruit itself is described as tart, pear, passionfruit, pineapple, and grape with a litchi-like texture and lends itself to juice beverages, yogurts, and jams.



A Flavorist Experience in South Africa - *continued...*



Paradizzical. A sweet and tropical fruit blend fantasy flavor mainly for beverages. Mythical and assumed to be an unattainable beverage paradise. Containing notes of pineapple, banana, coconut, guava, and more. The balanced level of chosen sulfur aroma molecules and sulfur-containing materials is highly important (hint hint). One must try to find out!



Walkie talkies. Not the portable two-way radio. An ingeniously named South African street food consisting of chicken feet (walkie) and heads (talkies). These can be cooked into a stew or boiled to remove the skin, coated with seasoning like curry powder and turmeric, then braied (barbequed) into a crunchy and tasty treat. Fatty chicken, fried notes, dust and smoke from the braai all contribute to the overall flavor.

Peri-peri. A flavorist stays in-tune with the next flavor trends. Which of these regionally popular flavors can gain traction abroad? A South African food chain, Nando's, featuring peri-peri marinated chicken is already doing just that. At the heart of peri-peri hot sauce is an intersection of cultures and a Portuguese recipe blending African Bird's Eye Chilli from Mozambique with lemon, garlic, bay, and red bell pepper. In the form of marinade or dry seasoning, the rainbow nation delivers rainbow cuisine.



A Flavorist Experience in South Africa - *continued...*

As interesting as the different flavor profiles are, there are other differences to navigate while working as a flavorist in a new country. There is the excitement of new-to-you aroma molecules common to the region to add to your flavorist toolbox, and the challenge of finding that other materials familiar to you are locally considered exotic. You may also find these ingredients used in different ways.

As flavorists we know the catty, minty, and fruity flavor characteristics of buchu oil well. In South Africa, the fragrant buchu plant is a well-known traditional medicine cure all. There are in fact three commercially important species grown in the country that can be distinguished by leaf shape and chemical composition.

The dried leaves and oil are exported from South Africa for our

use in flavors and locally used directly into craft beverages like a berry & buchu rooibos iced tea. South Africa is home to the production of other familiar flavor industry ingredients such as gum acacia, eucalyptus (cineole type), citrus, geranium, jasmine, and tagetes. Due to the growing conditions in the region the aroma chemical composition of these materials can be unique. Have you considered the origin and species of the buchu oil you use?

Many other plants are used by a large percentage of South Africans for health care or cultural practices. No surprise then, on mentioning gentian as a flavor ingredient, it was met with some confusion and amusement due to the better known “gentian violet paint”, the purple antiseptic dye applied as a



remedy for skin ailments and hair dye (and by association often thought to contain the bright blue flower of *Gentiana acaulis* which, by the way, it does not, nor does it contain yellow gentian root or violet).

In addition to being exposed to ingredients in a new light, you may find while working as a flavorist in another country that customers have different requests, requirements, and needs for flavors. Local regulations, religious requirements, product labels, raw material availability and sourcing, customer expectations, and taste preferences can vary. There might be no distinction between “artificial” and “natural” flavor that drives so many project briefs in the US and instead you’ll find a newfound freedom in flavors widely accepted as synthetic. On top of this, your audience might speak eleven official languages in which to describe and evaluate a flavor.

This entire experience provides a flavorist with creative new ways of thinking and problem solving and a fresh look on some familiar things. And like a magpie, I’m scooping up ideas as I go. ❖❖❖



Kim Bendickson is an active certified member since 2017. She currently works for Kerry.

What’s in your flavorist notebook? This is a new column in this newsletter to feature anything of your flavorist experiences to share. If you would like to write about something from your notebook and contribute here, please submit to Media@flavorchemist.org.

FLAVOR RESEARCH PILL

By Patricio R. Lozano, Ph.D.

Basics on Taste Modulation

How many of us have been in a meeting for flavor creation and then out of a sudden the word taste modulation comes into the room? We immediately start thinking about molecules that could help either in the relentless efforts to reduce sugar or the reduction of bitterness notes. Believe it or not, all those molecules are considered now basic chemistry on modulation and thus many of us believe that taste modulation is only for the research team and not for the flavor creation team. Nevertheless, more than ever flavorists are being included in cross-functional teams to design a taste solution for calorie-reduced or cost-optimized product and thus, the basics of taste modulation will come handy to any of us facing this new era. If we go beyond the classic cotton candy, distillates, and caramellike/malt compounds, we soon will be talking about receptors and taste modulation hits.

This first flavor research “pill” aims to help our members to understand the “dark world” for some flavorists on taste modulation, which no other than the use of cell biology to screen for compounds that excite a G-protein receptors (protein located in the cell membrane that binds extracellular substances and transmits signals from these substances). The excitement of a G-protein is measured with a calcium or sodium curve. If positive, a novel flavor compound or extract is selected for further usage and if negative, it is discarded for other usages. We use G-proteins to perceive sweet and bitter hits, however those proteins are common for both senses and they are also related to genetic variation. Consequently, someone can perceive sweet compounds such as steviol glycosides or mogrosides with tremendous bitterness associated to it, while other people will have the second expression only mild.

The following reading will guide us to learn more about the basics of modulation.

[Neuroscience Letters 700 \(2019\) 56-63](#)
[RightsLink Printable License Neuroscience](#)

Dr. Patricio Lozano is an active certified member since 2018 and is a new member of the Media Committee. He is passionate about flavor research and will be dispensing a dose of it regularly in this column. He currently works for The Coca-Cola Company.

Blockchain Traceability and it's future in the Food and Flavor Industry

By Susie Bautista

Technology changed and continues to change our world. In our homes, we have smart thermostats, TVs, lights, surveillance systems and garage door monitors. We can turn on anything remotely as well as view our front door and garage door from halfway across the world. Parents can track their teens any-time and anywhere using find my iPhone and Life 360 APPS. Trust is being replaced with the assurance of knowing. Blockchain technology, which tracks botanical ingredients from seed to sale, can give this.

Block chain technology, sometimes called traceability systems, is currently in use where recreational cannabis is regulated. Block chain technology is a real time data hub that tracks cultivation, harvest, processing, waste, QA testing, transportation and sale to the consumer. Often plants are tagged with RFID tags and processed products are traced with the assistance of barcode or QSR codes. These tags and codes can be assessed anytime to relay the story of the product; who grew it, what pesticides were used and what strain it is.

The benefits of this technology is that it allows for transparency and prevents diversion by:

- Tracking cannabis plants from the source to the consumer.

- Preventing cannabis from reaching those who it is not intended.
- Preventing adulterated product from reaching the market.
- Preventing regulated cannabis from reaching the black market.
- Allowing for more efficient recalls.

Originally, these tracking systems were developed for prescription drugs, such as methamphetamine and its precursors. (Biotrack).

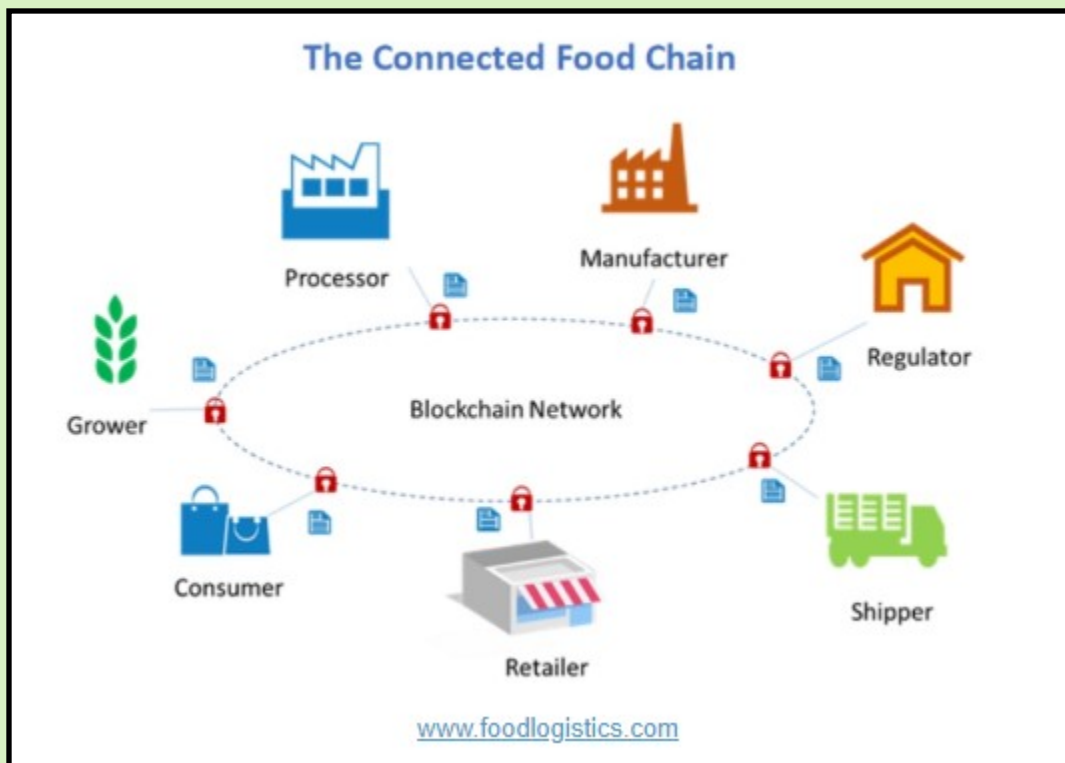
Blockchain is now moving from the drug industry into the food, cosmetic and flavor industry. It is considered a good option for prevention of adulteration in foods and essential oils. It could provide assurity, transparency, to customers wishing to know more about the specific products they purchase. Examples include:

1. Australian Tea Tree oil market
2. Neptune Wellness solutions/IFF venture: including lemon, sweet orange, bergamot, eucalyptus and tea tree oils
3. Extra virgin olive oil

Blockchain Traceability - *continued...*

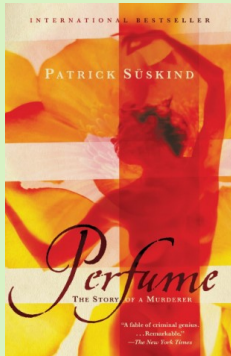
Additionally, this technology is being explored for use by Walmart. The retail giant has the goal of tracing commodities to the country of origin quickly. Their plan is to shorten time to recall from 7 days to 2 hours. They are having success with this technology.

We know that Walmart's GFSI requirements changed the industry and we should consider seeing the same for blockchain technology. ❖❖❖



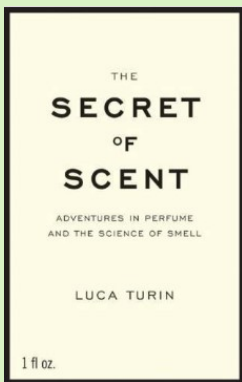
Susie Bautista is a regular contributor to the newsletter. She is an active certified member since 2005. She worked in the food and flavor industry for about 25 years. For 18 of that, she was a flavor and applications chemist. More recently, she worked in state government, assisting firms with implementing FSMA, conducting recalls and regulating cannabis edibles. Currently, she is a contract technical writer and teaches a class on cannabis edible class at Michigan State. She also works for a high school that assists at-risk youth develop career paths. For fun, she teaches sessions on flavor creation and sells scent creation kits.

While homebound, here are some good reads by Susie Bautista.



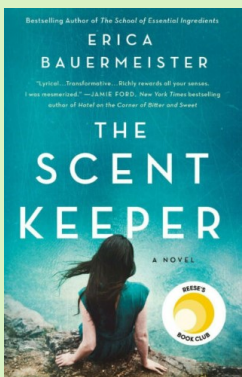
In the slums of eighteenth-century France, the infant Jean-Baptiste Grenouille is born with one sublime gift—an absolute sense of smell. As a boy, he lives to decipher the odors of Paris, and apprentices himself to a prominent perfumer who teaches him the ancient art of mixing precious oils and herbs. But Grenouille’s genius is such that he is not satisfied to stop there, and he becomes obsessed with capturing the smells of objects such as brass doorknobs and fresh-cut wood. Then one day he catches a hint of a scent that will drive him on an ever-more-terrifying quest to create the “ultimate perfume”—the scent of a beautiful young virgin. Told with dazzling narrative brilliance, *Perfume* is a hauntingly powerful tale of murder and sensual depravity.

[Perfume: The Story of a murderer: Patrick Suskind](#) : *easy to read, a bit horrific, but found myself jealous of the antagonist capability to identify scents*



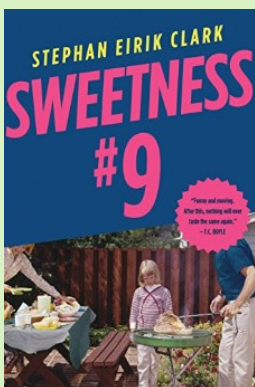
One man's passion for perfume leads him to explore one of the most intriguing scientific mysteries: What makes one molecule smell of garlic while another smells of rose? In this witty, engrossing, and wildly original volume, author Luca Turin explores the two competing theories of smell. Is scent determined by molecular shape or molecular vibrations? Turin describes in fascinating detail the science, the evidence, and the often contentious debate—from the beginnings of organic chemistry to the present day—and pays homage to the scientists who went before. With its uniquely accessible and captivating approach to science via art, *The Secret of Scent* will appeal to anyone who has ever wondered about the most mysterious of the five senses.

[Secret of Scent, Luca Turin](#)- *A bit more difficult to read, but good information*



Emmeline lives an enchanted childhood on a remote island with her father, who teaches her about the natural world through her senses. What he won't explain are the mysterious scents stored in the drawers that line the walls of their cabin, or the origin of the machine that creates them. As Emmeline grows, however, so too does her curiosity, until one day the unforeseen happens, and Emmeline is vaulted out into the real world - a place of love, betrayal, ambition, and revenge. To understand her past, Emmeline must unlock the clues to her identity, a quest that challenges the limits of her heart and imagination. Lyrical and immersive, *The Scent Keeper* explores the provocative beauty of scent, the way it can reveal hidden truths, lead us to the person we seek, and even help us find our way back home.

[The Scent Keeper by Erica Bauermeister](#): *recently published (it's on my reading list)*



It's 1973, and David Leveraux has landed his dream job as a Flavorist-in-Training, working in the secretive industry where chemists create the flavors for everything from the cherry in your can of soda to the butter on your popcorn. While testing a new artificial sweetener -- "Sweetness #9" -- he notices unusual side-effects in the laboratory rats and monkeys: anxiety, obesity, mutism, and a generalized dissatisfaction with life. David tries to blow the whistle, but he swallows it instead. Years later, Sweetness #9 is America's most popular sweetener -- and David's family is changing. His wife is gaining weight, his son has stopped using verbs, and his daughter suffers from a generalized dissatisfaction with life. Is Sweetness #9 to blame, along with David's failure to stop it? Or are these just symptoms of the American condition? David's search for an answer unfolds in this expansive novel that is at once a comic satire, a family story, and a profound exploration of our deepest cultural anxieties. Wickedly funny and wildly imaginative, *Sweetness #9* questions whether what we eat truly makes us who we are.

[Sweetness #9 \(Stephan Clark\)](#) -*this was an easy read and personally, I enjoyed*

MEETING NEWS



443rd Meeting of the Society Of Flavor Chemists, Inc.
Thursday, January 23, 2020
DoubleTree by Hilton, Anaheim, CA

By Rebecca Genovise

The theme for this meeting was centered around organic and the challenges our industry faces when procuring and formulating for organic products.

Chemical Sources Association (CSA) sponsored our first speaker, Joshua Thomerson, from Ultra International. Not only did he showcase some of the organic essential oils and CO₂ extracts that Ultra produces, but also went into the challenges of organic from a bioavailability, agronomic and economic standpoint. Such challenges include converting existing conventional fields to organic, selecting an appropriate site for cultivation, maintaining healthy and nutritious soil, pest and disease control, and the amount of investment and labor to make a farm successful. The two things Josh reiterated are most important for the success of a farm are to ensure the diversity of plants to fight pests and diseases and to have a partnership with R&D to allow for collaboration, support, and distribution of resources.



As mentioned, various essential oils and some of their CO₂ counterparts were passed around for smelling. Because consumers are interested in transparency and regional sourcing, he showed a cold pressed orange oil from Brazil and a lemon oil from Italy. A distilled lime oil and pink grapefruit oil helped around

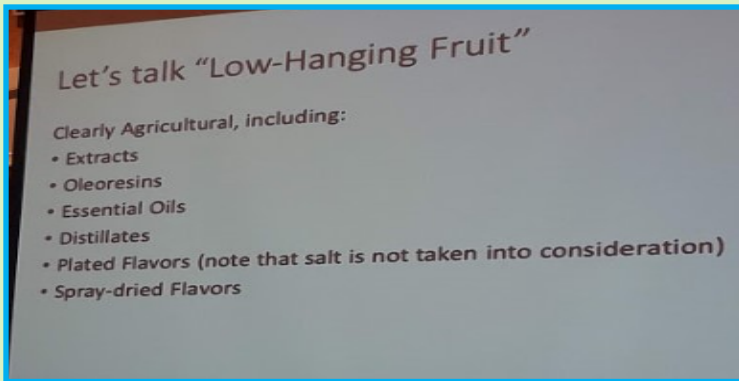


out the citrus profiles. We then got to smell through a black pepper essential oil vs black pepper CO₂, a clove oil vs CO₂, a star anise CO₂, a coffee CO₂, and finally a juniper berry oil (all of which were organic).



Anaheim meeting *-continued ...*

Our next speaker was Sheila Linderman, a consultant for the food and flavor industry who presented on the Organic Trade Association and the Use of Organic Flavors. She started by mentioning the new regulation for organic flavors and glycerin and how the organic trade association ultimately came to this decision. The National List, specifically 205.605 and 205.606, was discussed to great extent along with the CFR definitions for glycerin and flavors in organic products. Back in 2014, when this initiative started, the trade association wanted to target “low-hanging fruit”, which was agricultural products. The simple stance is that agricultural products must be organic if used in an organic product.



A key take-away from this presentation: the term “commercially available” is to mean that the form required by the customer is available, the quantity to cover the customers needs is available and the quality that meets the customers

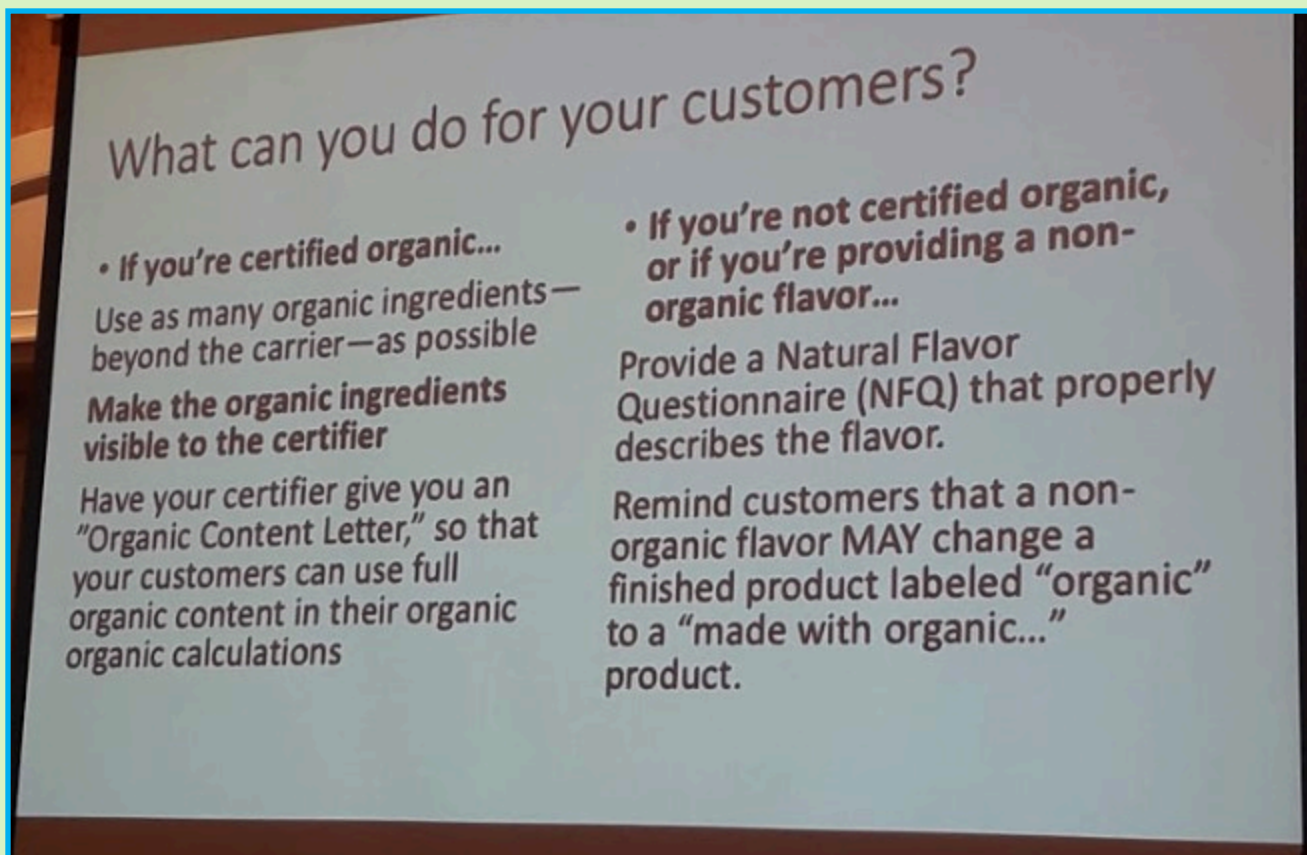


spec is available without taking cost into consideration. A good resource to determine if an ingredient is commercially available is the organic integrity database which can be found at organic.ams.usda.gov.

Anaheim meeting *-continued ...*



Our last speaker was Adam Seitz who is a chemist for QAI (Quality Assurance International). QAI is one of the largest organic certifiers and has helped pioneer the organic industry for the last 30 years. Although Adam spoke to similar organic topics as Sheila like the National List, the three organic tiers, and how organic glycerin must be manufactured, he also went into more depth as to what a certifier is looking for when reviewing a product. Adam noted that not all certifiers review products the same way, however, they should all be looking for product composition, label claims and requirements, organic control points, and the company audits and records (which is arguably the most important review). He also went over the various regulatory forms that must be submitted to a certifier which include the QAI questionnaire, OFCAP, and NOMCQ



Anaheim meeting -continued ...



Overall, the afternoon of speakers were enlightening and informational. It sparked great conversation and discussion and helped clarify and educate all of us on a very relevant topic to our industry. Instead of having nightmares about potential topics on my certified flavorist exam, I had organic dreams of glycerin and CFR title 7. I gladly welcome the latter. ❖❖❖



Rebecca Genovise has been an active apprentice member and just upgraded to certified member in January this year. She currently works for FONA.

Anaheim meeting -continued ...



Anaheim meeting -continued ...



Anaheim meeting -continued ...



Anaheim meeting -continued ...



MEETING NEWS



**444th Meeting of the Society Of Flavor Chemists, Inc.
Thursday, February 20, 2020
Hilton Newark Int'l Airport, NJ**

By Jennifer Ritschard

The first East Coast meeting of 2020 was held on February 20, 2020 in Newark New Jersey. This well attended meeting began with a delicious lunch followed by four presentations from three speakers.

The first speaker was Scott Michaluk, Certified Flavorist with The Coca-Cola Company. He started the afternoon off with a presentation about trends in pet foods. This included an overview of the past trends and theorized that the future may hold more customized formulas for our pets. This involves filling out complex online surveys to receive monthly shipments of unique food formulations. Scott also noted how human food trends have merged over to the pet food space as well. Examples include non-GMO, grain-free, 'natural', no artificial colors/dye, amongst others. All of this data reinforces the idea that our pets are now seen more as family members and their food will continue to evolve and be a growing market.

The next presentation was also provided by Scott, this time focusing on coffee. This stimulating presentation included 3 samples of cold brew coffee for the audience to experience the wide range of flavor profiles possible from different countries of origin, bean species, and



roasting parameters. Scott covered various topics, including production (growing, harvesting, fermentation, drying), roasting, and brewing techniques. He also provided insight on the three 'waves' of coffee: 1. Folgers/Maxwell house basic coffee made from various different origins to create a consistent product, 2. Coffee houses like Starbucks, and 3. Farmer specific coffee. This third wave is just beginning now, but may shed light to where the future of the coffee industry may turn.

Newark meeting -continued ...



Next, Randy Knecht from Mane gave an excellent regulatory review. Covering pet food regulations, organic, GHS compliance, among other topics. He discussed AAFCO, Association of American Feed Control Officials and CFR 21 Section 501.22. AAFCO works with the FDA to define feed ingredients. His presentation was a great appetizer to the world of regulatory. His overview of the new organic rules and challenges was particularly interesting to the audience.



Newark meeting -continued ...

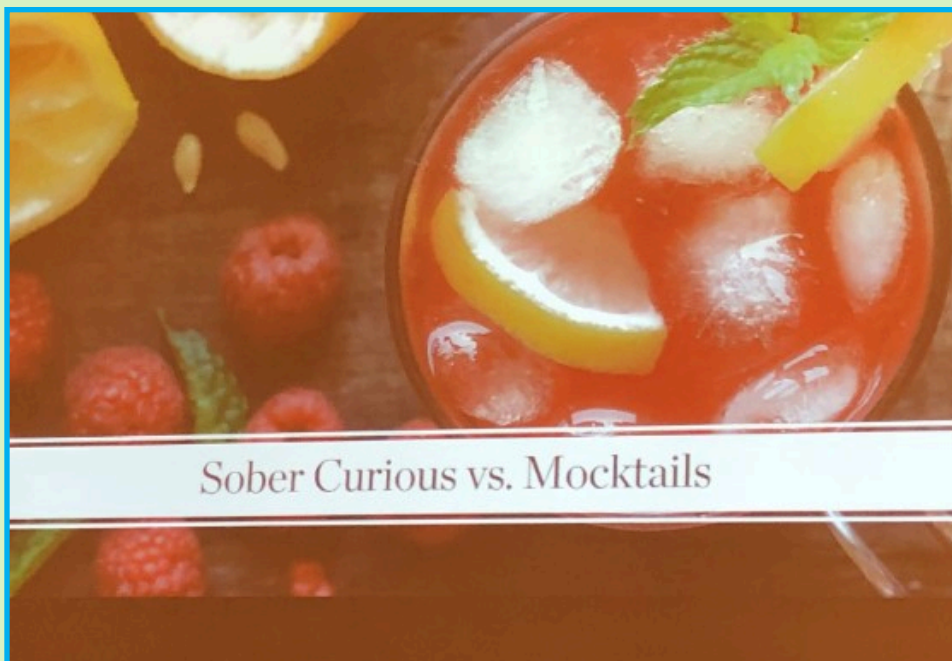


The CSA sponsored presentation was given by Joel Longbons from Sensient. He discussed ginger extract, provided smelling samples, and explored the different processing techniques and country of origins. Comparing a variety of fluid extracts, CO2 extracts, and growing regions allowed audience members to experience the different flavor profiles achievable from the same plant.



Newark meeting *-continued ...*

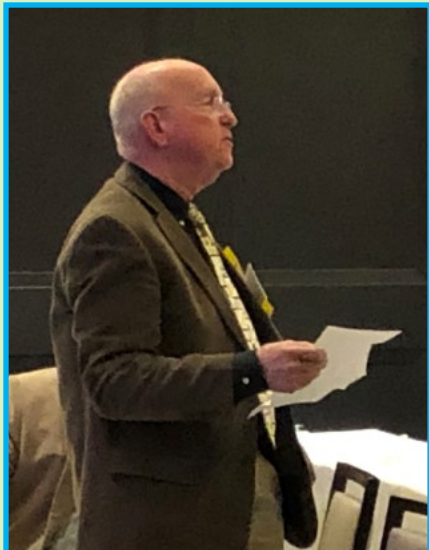
The last presentation of the day was given by Jennifer Zhou, Sr. Director Marketing and Consumer Insight at Robertet Flavors. She reviewed the current flavor trends in the industry and theorized what the future may hold. This included worldwide flavors continuing to be prominent as Gen Z focuses on traveling more than the Millennials. Better-for-you products continue to be on the rise, as well as floral flavors coming into focus on the market place. One new trend is called 'alcohol conscience', which describes a movement with Millennials and Gen Z where individuals choose to abstain from alcohol for given periods of time (a week, a month, etc). This is leading to a surge of 'mocktail' type drinks in bars and in the retail market space.



With thoughts of 'alcohol conscience' on everyone's mind, the day of great presentations ended with a lively cocktail hour. Thank you again to all the presenters for taking time out of their busy schedules to further educate the Society of Flavor Chemists. ❖❖❖

Jennifer Ritschard is a newly-elected apprentice member at the Feb 2020 meeting. She currently works for Shank's Extracts.

Newark meeting -continued ...



Newark meeting -continued ...



Newark meeting -continued ...



Newark meeting -continued ...



MEMBER NEWS

Candidates elected on Jan 23, 2020

Congratulations!



Lynette Gaspar

McCormick & Co

Apprentice

I went to Virginia Tech where I received my BS in Biology. I didn't discover my passion for flavor until I joined McCormick in October 2012. When I am not working, I enjoy playing softball, practicing philately (stamp collecting), and spending time with my son and husband.



Fei Lien Hioe

Embassy Flavours

Upgrade to Certified

I originally came from Indonesia, hold a Bachelor degree in Food Science and Technology from University Pelita Harapan in Indonesia. I learnt and feel in love about flavors since I was at the university as one of my professors inspired me. My first job was with PT Rotaryana Prima (business partner of Danisco in Indonesia) as a Technical Sales. I got the basic flavour



Amy Haw-meei Yap

Givaudan

Upgrade to Certified

While Amy started her flavor industry journey in R&D, she quickly gravitated towards flavor creations. Amy holds a BS in Chemistry from North Carolina State Univ and a Masters degree in Chemistry from Penn State Univ. Amy has been with Givaudan Flavours for over a dozen years and is currently a flavorist trainee with a focus on savory and process flavors. She has been fortunate to work with

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MEMBER NEWS

Candidates elected on Jan 23, 2020 *Congratulations!*



Rebecca Genovise

FONA

Upgrade to Certified

I was born and raised in the Chicago area and studied Nutrition and Chemistry at the University of Illinois. The world of flavor chemistry has allowed me to fully embrace my passion for food and flavors. My work doesn't stop at FONA as I love being in the kitchen and the challenge of creating new and unique meals to fit my dietary preferences. I also take full advantage of the new and innovative foodie restaurants that Chicago

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Alex Wingard

Silesia

Apprentice

I grew up in the Chicagoland area and attended Western Illinois University where I received my bachelor's degree in Microbiology. After receiving my degree, I moved back to Chicago by complete accident. I stumbled upon the world of flavors. I quickly became enthralled and knew exactly exactly what I wanted to do with my career. When I'm not working, I like to explore the city and traveling to new count-

- Continued to page 33



John Wrubel

Flavor Producers

Apprentice

John is originally from Michigan, where he received his education from Michigan State University. After graduation he began a career in the flavor industry and immediately fell in love with the combination of creativity and science that the industry provides. John enjoys being part of a profession that allows you to grow and learn continuously. Outside of work, he enjoys an active lifestyle of traveling and

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MEMBER NEWS

Candidates elected on Feb 20, 2020 *Congratulations!*



Atif Ahmed

Virginia Dare

Apprentice

I was born in Sialkot, Pakistan and grew up in Brooklyn. After completing my Bachelor of Science in Chemistry at CUNY Brooklyn College. I was working in a flavor company as a quality control intern. One thing led to another and I was moved over to the flavor creation side as a trainee. It was love at first taste of the first flavor I compounded. I knew it was a match.

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Wayne Lewis, Jr

IFF

Apprentice

I have a BS degree in Food Science from Rutgers University in New Jersey. I started in applications at IFF as a Savory Food Technologist working on seasonings, soups, and sauces, then transitioned into the IFF Flavor School as a Flavorist Trainee. Upon graduation from the flavor school, I was promoted to Associate Flavorist in the dairy category but continued to work across categories. My

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Andrew T. Scholle

Givaudan

Upgrade to Certified

I grew up and currently reside in Cincinnati, Ohio. My passion for flavors and food was inspired by my Italian grandmother who encouraged me to try ingredients in her cooking, as a young boy. My passion developed over the years and I received an Associate's degree in Culinary Arts from the Midwest Culinary Institute. With my degree in hand, I worked in restaurant kitchens, and received my Bachelor of Culinary Science

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MEMBER NEWS

Candidates elected on Feb 20, 2020 *Congratulations!*



Thomas Massetti, Jr.

Craftmaster Flavor Technology

Upgrade to Certified

Thomas has a BS in Chemistry from Hoffstra University in New York. He has been with Craftmaster Flavor Technology since 2009 where he trained and currently works as a flavor chemist. He is the son of long-time member, Thomas Massetti.



Crystal Paone

McCormick & Co.

Apprentice

My name is Crystal Paone and I was born and raised in New Jersey. I attended The College of New Jersey where I received my Bachelor of Science in Chemistry. I currently live in Maryland and work for McCormick & Company where I am pursuing my passion for flavor and food. When I am not at work, I enjoy traveling with my husband to the National Parks and Seashores, spending time with our three adopted cats, and reading.



Jennifer Ritschard

Shank's Extracts

Apprentice

Jennifer was born in Pennsylvania and worked at the family ice cream parlor. While in high school, she was accepted to the Pennsylvania Governors School, during which she toured The Hershey Company and met Kent Zeller, thus starting an interest in flavor chemistry. She attended Penn State, earning a B.S. in Food Science. Throughout her career, she has worked at Campbell's Soup, The Hershey Company, and Shank's Extracts,

- Continued to page 34

MEMBER NEWS

Member bios continued...

Fei Lien Hioe

trainings from them and since then I love flavor even more. After working for the company for 4 years, we decided to move to Canada in 2008. I was very fortunate to start my career as a flavorist trainee at Embassy Flavours Ltd in 2009. I have been continuing my career until now. I really enjoy flavor creation, matching and application. In my spare time, I enjoy reading, traveling, exploring new cuisines, volunteering in the local church organization, and of course, spending time with my husband and my three beautiful daughters.

Amy Haw-meei Yap

many talented flavorists in the areas of sweet, savory, and process flavors. Outside of work, Amy enjoys time with her family cooking, baking, and being outdoors.

Rebecca Genovise

has to offer. When not creating flavors, I love traveling, hiking, yoga, and photography.

Alex Wingard

ries to experience different cultures and foods.

John Wrubel

hiking with his wife, Erica.

Atif Ahmed

I'm a happily married recreational handyman who enjoys every moment with family, especially the laughing,. My hobbies include bodybuilding, powerlifting, and other summer Olympics sports.

Andrew T. Scholle

from The University of Cincinnati. I am an alumni member of the Sigma Chi Fraternity. I gained a vast knowledge of the food and flavor industry while working for Cargill Flavors, Flavor Systems International and currently Givaudan.

Jennifer Ritschard

where she completed her apprentice training under Kent Zeller. Jennifer enjoys baking, sewing, and gardening. She currently resides in a 1700's farm house in Pennsylvania with her husband, son, and cat.

Wayne Lewis, Jr

functions include modifications, matching, cost reduction, and novel creations under the supervision of a Senior Flavorist.

ANNOUNCEMENT

Dear Members,

Do I have a great opportunity for you! I invite all certified members to consider serving on the Board of Directors of The Society of Flavor Chemists.

The position of Secretary is being filled. The candidate (you or someone you would like to nominate) must be a certified member of the Society in good standing. The Secretary position is for two years, followed by one year in each of the following positions: Vice President, President and Chairperson. This is a 5-year commitment and it is very important to have your company support you on this great opportunity. Meetings are held in New Jersey, Cincinnati, Chicago, and California.

If you are interested in serving on the SFC Board or if you have a candidate to put forward, yourself included, please contact me at chair@flavorchemist.org.

This is my last year serving on the Board of The Society of Flavor Chemists, and as chairman one of my last duties that myself and the committee that I have assembled is to find a candidate to fill the upcoming vacant position. It has been an honor to serve on the board of directors and it truly has been an awarding experience for my professional and personal development.

I have attached the job description of the Secretary's position. The person in this key position should be well organized, detail oriented, and be able to work against deadlines. Gathering information for the meeting notices and publishing them to the membership as well as capturing the notes of all board meetings, committee meetings, and business meetings, and additional communications to the membership are the primary responsibilities.

We hope you consider this great opportunity and become part of this legacy!

Best regards,

Sam Tharpe

Chairperson 2019-2020

[Attachment—SFC Secretary Job Description](#)