

# SOCIETY NEWS

THE SOCIETY OF FLAVOR CHEMISTS, INC.®



## President's Message

Hedy Kulka 2013-2014

Dear Members,

As I was able to attend Flavorcon a short while ago, for those who were unable to attend, I would like to share some of the highlights and insights that made the conference a worthwhile experience. The event seemed very well attended, and I saw quite a few flavorists there, as well as flavor house executives, managers, and salespeople.

The first session, moderated by Judith Michalski of Bell, consisted of smelling and tasting various flavor molecules, some old and some new, while a panel of flavorists in turn gave their impressions and potential uses. As opposed to reading these observations in print, it was refreshing to hear taste and smell descriptions not only from the panel, but also from the wide range of people that may have been seated at your table of up to 8. Several of the materials ignited my insatiable interest to make something new or in a different way than I am used to.

Following this was a presentation from the inimitable John Wright. This was, ostensibly, a live version of his popular "Flavor Bites" column in P&F, but in addition, John shared his observations on the impact to range and creativity on flavorists following the widespread transition of flavor houses to "category" or "business unit" strategies. He also gave some thoughts on how flavorists can push these boundaries, such as carving out a segment of their workweek to devote to creative endeavors or indulging in the enlightening process of GC-O.

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## Board of Directors

2013-2014

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## President's Message-continued

Hedy Kulka 2013-2014

Later in the afternoon, Jeb Allured led a panel of experts from companies such as Monell and Senomyx, in giving an overview of the methodology, discovery, development, and use of taste-active compounds. The final presentation of the day was given by Dr. Peter Schieberle, entitled "Chemistry Counts-How the amounts of key flavor compounds, the "Flavor Signature", influence liking and disliking of foods". He detailed a novel approach to visualizing the quantitative differences in the key odorants of a food, and utilizing these key materials to develop a flavor signature that can be used for research such as determining the hedonic preference of a particular varietal, such as Italian versus Turkish hazelnuts.

The following morning, Harshad Patel of Kerry Ingredients, gave an illuminating presentation entitled "Reaction Flavors in Action". In particular, he detailed the variety of reactions that occur on or within meat when it is cooked, and depending on the cooking process, how these reactions create subtle nuances that give rise to classes of flavor compounds. We were then presented with a set of individual "amuse bouches" that demonstrated Kerry's culinary prowess, and utilized various seasonings and flavors.

Some of these topics, along with many that have I have not outlined here, may be touched on at next year's Symposium, but I am certain that both events will have their own distinct audience and "flavor".

As we move into 2014, it may have come to your attention that there has been and will continue to be a wide generation gap, and that some of our more successful and knowledgeable flavorists have already started moving into retirement. Most companies in the US do not allow flavorists to work on a part-time basis, and it is unfortunate that our industry forces many to seek later life employment through consultancy. This may be a viable option for some of our more ambitious members who are not entirely ready to put down the blotter and pipette, but finding and pursuing assignments that can sustain them are often a demanding proposition. We hope that the Society can be available to assist those flavorists entering these new endeavors, as we assist those entering the field.

Best wishes to all for a happy holidays, and may you all see great success in the new year.

Best regards,

**Hedy Kulka**

**President**

## Board of Directors 2013-2014



Pictured left to right: Cynthia Lipka (Vice-President), Hedy Kulka (President) Gary Raab (Chairperson), Mary Foster (Secretary), Deborah Osborne (Treasurer)

### Open Board Position in 2014

The next open position on the Board of Directors will be Secretary in 2014. If you are interested in being considered for this position please e-mail Chairperson Gary Raab at [GRaab@wildflavors.com](mailto:GRaab@wildflavors.com) or [chairman@flavorchemist.org](mailto:chairman@flavorchemist.org)

### Emeritus Membership

If you are interested in being considered an Emeritus Member please apply in writing to the Membership Committee at [membership@flavorchemist.org](mailto:membership@flavorchemist.org)

## Committees

### Arrangements:

Charlena Moy

### Audit:

Dieter Bauer

### Bylaws:

Dolf DeRovira

### Development:

Ketan Shah

### History:

Dolf DeRovira & Veronica McBurnie

### Library:

Aaron Graham

### Media:

Lindsay Mahon

### Membership:

Elsa Howerth

### Mentorship:

Steve Ruocco , Dennis Kucharczyk

### Nominating:

Gary Raab

### East Coast:

Deborah Osborne

### Midwest:

Sam Tharpe

### Chicago:

Dana Chen

### West Coast:

Lisa Vaughn

### Symposium:

Joan Harvey

### Webcast:

Lisa Dierbach

### Website Committee:

Terry Miesle, Bill Aslanides, Jack Fastag,  
Tony Moore

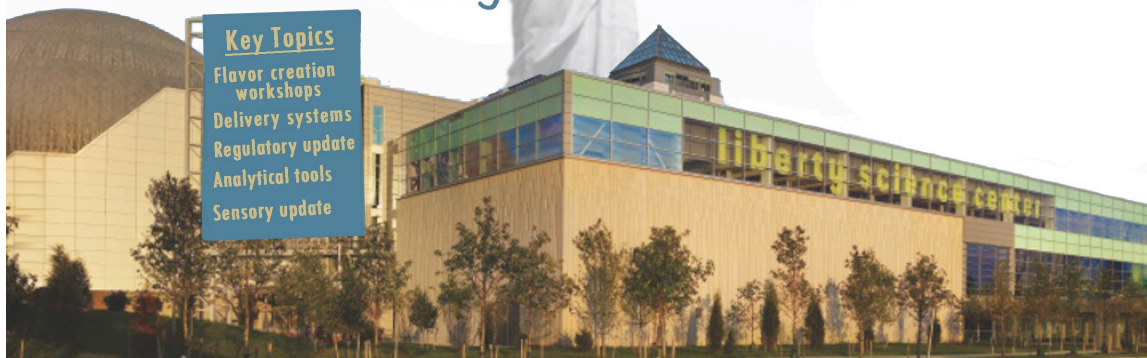
## Upcoming Meetings and Events

<b>February 20, 2014</b>	<b>SFC East Coast Meeting (New York, NY)</b>
<b>March 6, 2014</b>	<b>SFC West Coast Meeting (Anaheim, CA)</b>
<b>April 16, 2014</b>	<b>SFC Midwest Meeting (Cincinnati Area)</b>
<b>May 2014</b>	<b>SFC Annual Meeting (Newark, NJ)</b>
<b>October 8-9, 2014</b>	<b>Flavor Symposium (Jersey City, NJ)</b>



# 2014 SYMPOSIUM

*State of the Flavor Chemistry  
Industry after 60 Years*



**Save the Date: October 8-9, 2014 Flavor Symposium (Jersey City, NJ)**

**Read more about this event in the committee feature on page 6-7**

# Committee Interview-Symposium Committee



Joan Harvey

Symposium Committee Chair



Interview by: Debra Merritt

## 1.) When is the Flavor Symposium?

**Joan-** October 8-9, 2014

## 2.) Where is the Symposium taking place?

**Joan-** Liberty Science Center, LSC, Jersey City, NJ

## 3.) How did the committee decide on this location?

**Joan-** We reviewed several east coast sites including Washington DC, NYC, and New Jersey. Based on maximum occupancy and cost The Liberty Science Center, LSC was selected as the best fit for our symposium with science as the backdrop.

## 3.) Is there a theme for the Symposium?

**Joan-** The theme is "The State of the Flavor Chemistry Industry after 60 Years". We started the search with the results from our survey conducted last year. Most respondents were interested in further learning. The symposium will cover some general history about the industry. Then move into training sessions using flavor compounds, extracts, essential oils, and solvents. In addition, to covering newer technologies such as taste modulation, delivery systems and unique sensory tools used to aid in flavor creation. There will be something unique for everyone.

## 4.) How many attendees are you anticipating?

**Joan-** 150-200 Attendees

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## Committee Feature Continued-Symposium Committee

### 5.) What is the schedule for each day?

**Joan-** We are in draft mode but, the first day will consist of the history, basic flavor creation tools, delivery systems and taste modulation. The second day will start with a panel discussion on the previous days topics entitled, "Ask the experts". Then we will cover the GRAS process with some labeling instruction. It will be followed by a presentation on analytical, sensory tools, and emerging market trends.

### 6.) Who are some of the speakers and what topics are being covered?

**Joan-**

Senomyx- Taste modulation discovery

Pure circle- Sweetness modulation

Capua- Essential oils

Frank Fischetti- Science of flavor creation

Hedy Kulka/Cindy Cosmos- Flavor solvents

FEMA office- GRAS process

Neil Da Costa- Duplication of flavors

Marcus Eckard- Flavor delivery

Dr. Steve Monger- New research on taste receptors

New speakers are joining the agenda please watch the website for future additions

### 7.) Who would you recommend attends the symposium?

**Joan-** Flavorists & trainees; application scientists; sensory scientists

### 8.) How much does the event cost?

**Joan-** \$650.00 per person

### 9.) When will registration be open?

**Joan-** Registration will be opening in early 2014. Please be sure to save the date and plan for budgeting with your company.

### 10.) Who can be contacted with questions regarding this committee?

**Joan-** Please send additional questions to Joan Harvey. Contact information [joan.harvey@iff.com](mailto:joan.harvey@iff.com) or (732)853-3091.



# September SFC Meeting

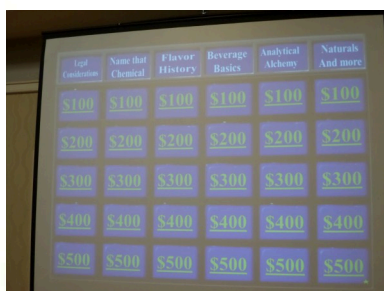
The 409th meeting of the Society of Flavor Chemists, Inc. took place on Tuesday, September 24th in Fairfield New Jersey in conjunction with the Chemical Sources Association.

Lunch featured entrees themed “A Taste of Florence”. After lunch Hedy Kulka facilitated an enjoyable and educational game of “Flavor Jeopardy”.

CSA speakers included Jordi Sort of Ventos who spoke about the companies offerings of high quality essential oils. Brian Byrne from Natural Advantage followed with a tasting of some new natural materials. Lastly, Dick Heinze of Flavor Knowledge Systems discussed his flavor education offerings including eFlavors training . Eflavors is a complete installable training program. Features of the training program include instructions, audio and video clips that teach how to create flavors.

The SFC featured speakers began with Janet Scalese and Rachel Sanderoff of the TTB. Janet and Rachel provided an overview of online filing of formulations.

John Fox, Executive Director of FEMA concluded with an update of FEMA activities. This update included how FEMA is approaching an increase in consumers interest in food ingredients. FlavorFacts.org was discussed. This section of the FEMA site includes topics such as “Where do flavors come from”, “The History of Flavors”, “Flavor Safety”, and “Flavor Resources”.

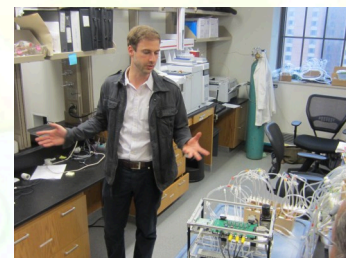
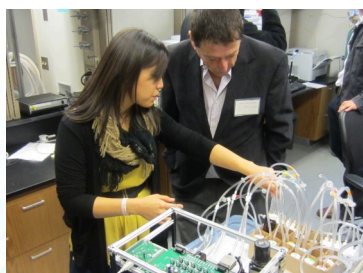
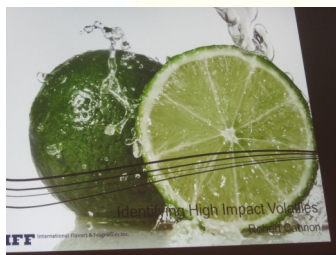
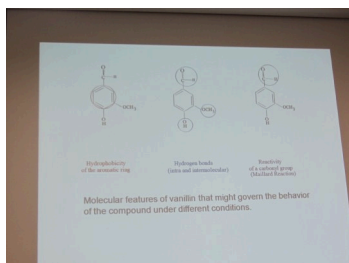
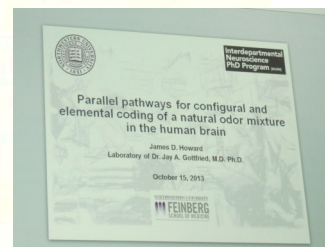
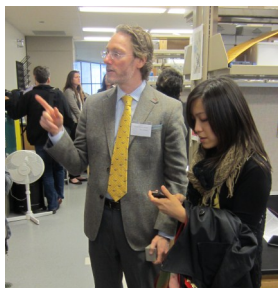


# October SFC meeting

The 410th meeting of the Society of Flavor Chemists, Inc. took place October 15, 2013 at the Mile North Hotel in Chicago.

The last SFC meeting of 2013 was filled with education and excitement!

Just a short walk away from the Mile North Hotel attendees participated in a tour of the Northwestern University neuroscience lab in Chicago hosted by Dr. Jay Gottfried. Prior to the engaging tour, presentations were given that explored “Parallel pathways for configural and elemental coding of a natural odor mixture in the human brain”. A final presentation was given by Robert Cannon titled “Identifying High impact Volatiles”.



# Welcome, New Members!

## Laura Rennie: Apprentice

Born and raised in New Jersey, I have a bachelor's in Behavioral Science from Drew University. I've been working at Symrise from the start of my career in 2008 and it has opened my eyes to the flavor industry. I'm very curious in nature and I love interacting with people, which leads me to trying new foods and experiences. I'm a huge animal lover and hope to become a foster home to cats and dogs in the future. I'm an avid reader of fiction and love writing stories. In my spare time I bake and sew, and even make my own cloths.



## Robert de Michele :upgraded to Certified

I was born and raised in New Jersey and still call New Jersey my home today. I attended Montclair State University where I majored in Biology. I graduated with a bachelor's of science in 2005. I have been working at Flavor & Fragrance Specialties since 2006. I am one of those people that actually enjoy going to work in the morning because I love what I do and every day brings something new and exciting. When I'm not at work, I enjoy playing or watching sports. I love basketball and golf and I'm a huge Yankees fan. Being from New Jersey, I have a love for the Jersey shore and anything beach related.

## Ashley Rizzo :upgraded to Certified

I was born and raised in Darien, IL, a suburb just outside of Chicago. In 2006, I graduate summa cum laude from Benedictine University with a bachelor's degree in Biochemistry. Shortly thereafter, I was fortunate to join Flavorchem, where I have trained and worked as a general flavorist. Outside of work, I enjoy undertaking home improvement projects with my husband and spending time with my two parrots.



## Christa de Vinck : Certified

Christa de Vinck is currently employed at Flavor and Fragrance Specialties in Mahwah, NJ. She is a graduate of Ramapo College of New Jersey. In her 15 years in the flavor industry she has been employed at Dragoco, Haarmen and Reimer, Symrise, IFF and Robertet. In her spare time her hobbies include skiing and snowboarding. Christa has served 10 years in the United States Army and National Guard.

# Welcome, New Members!

## Warren Yee: upgraded to Certified

I graduated from Binghamton University in 2002 with a bachelor's of Science degree. After I graduated I spent time working in the cancer research field and traveling the globe, but found my true calling once I entered Pepsi's flavor lab as a flavor technician in 2006. Since then, flavor chemistry has been my passion; it mixes my love of science with my love of tasting new and different flavors.



## Tara Rundle : upgraded to Certified



From a very early age, science was a huge influence on my life. My father would often bring home his work, and next thing you knew I was pipetting sample after sample on to slides. I swore I would never "follow in his footsteps", but as I grew older, I just couldn't stay away. My passion for creativity and love of science, lead me to a very fulfilling career in flavor creation. I've had the opportunity to develop flavors across many product platforms including: dairy, confection, an array of beverages, and even few savory applications. This past year, my life has taken an exciting journey to Toronto, where I am currently a flavorist at Sensient Flavors Canada. Despite what you may have heard, I do not live in an igloo, and I still cheer for the Yankees. Canada is a really beautiful country, I encourage everyone to visit!

## Marissa Piazza : upgraded to Certified

Since becoming a Junior Flavorist in December of 2010, I've been enjoying managing new projects and creating new flavor systems. Also during this time, I have completed the Flavorist in Training Program at FONA where I enjoyed working alongside Regulatory, QA, Marketing, Purchasing and every R&D department. I have become actively involved in growing the Chicago Section Women in Flavor and Fragrance Commerce and through this have meet new colleagues in the industry. When I'm not involved with industry events, I enjoy tennis, golf, skiing, oil painting, and being creative in the kitchen.



# New Member Mentor Page



Warren Yee and mentor Frank Fischetti



Marissa Piazza and mentor Lindsay Mahon



Ashley Rizzo and mentor Aine Walsh



Christa de Vinck and mentors Cheryl Symanski and Alpa Roman



Robert de Michele and mentors Dianne Sansone, Alpa Roman and Glen Mangarelli



Laura Rennie and mentor Douglas Young



## Rose Notes: historical, botanical & chemical.

-Cathianne Leonardi

Roses are most popularly appreciated as desirable botanicals that enhance landscapes. Many dedicated gardeners have prepared fertile foundations to propagate beautiful blossoms perched atop leggy stems. Depending on the varietal, odors found in our own gardens could be standing on the shoulders of roses transported from the Middle East through trade routes to Europe where they were selectively cultivated for courtly endeavors. Some varietals developed in the 1800's survive in modern times. Among them is 'Madame Hardy', a damask rose named for the wife of royal rose grower of Jardin du Luxembourg, Alexandre Hardy. It is famous for its beauty in form paired with desirable aroma.

The pleasing aroma of rose allows it to move out of the garden and into the kitchen where taste and smell of rose have stolen many hearts as a food flavoring. Infusions of rose have stood alone as flavorings in items including baked goods, confections, beverages and dairy products with an enduring example of rose as a single flavor originating in Turkey. In 1777 Bekir Effendi opened a confectionery shop in Istanbul; offerings included a soft gelled candy coated in powdered sugar, flavored with rose and called 'Turkish Delight'. Today the taste has proven global acceptance as Nestle and Cadbury respectively offer 'Big Turk' and 'Fry's Turkish Delight' confections marketed across continents of North America, Australia and Europe. The original Ali Muhiddin Hacı Bekir confection shop operates to this day and offers proof of devotion to rose as a flavoring.

Beverages and desserts also join in celebrating the taste of rose. At the over a century old Parisian tea salon, Ladurée, cakes, macaroons and teas are flavored with rose. The New York City location has a delicious dessert of raspberry and rose appropriately named rose framboise. Holland's oldest surviving distiller has also joined in floral delivery. Recently added to their product line, Nolet's Silver Dry Gin contains soft juniper character and adds Turkish rose along with peach and raspberry to its overall taste experience.

Aromatic notes extracted from two genus x species of rose, *rosa centifolia* and *rosa damascena*, are mostly responsible for the transition from botanical ornament to culinary delight. These roses for use in flavoring are predominantly grown in Turkey, Iran, Bulgaria, Tunisia Morocco and France. Similar to the ornamental 'Madame Hardy', each bloom only once a year in May and June. The blossoms are hand-picked from sunrise to 10 am when the fragrant oil yield is at its highest level for the day.

An early technique to capture the taste of rose from the petals was simply to steam the petals, condense and collect the water. The resulting 'rosewater' liquid could easily be used as a flavoring. Oils separated and collected from the condensation contained much stronger odor of the botanical allowing for delivery of more concentrated taste and aroma. Furthering variety among extraction techniques are solvent extractions where aromatic compounds from rose are dissolved in a solvent then vacuum processed, resulting in a concrete. Concretes can additionally be blended with ethanol to remove waxes, and ethanol evaporated, resulting in an absolute. Supercritical CO<sub>2</sub>, where carbon dioxide acts as a solvent at specific temperature and pressure, is another technique for extracting the taste of rose.

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## Rose Notes: historical, botanical & chemical.

The successful extractions of rose allow the taste to be included in food flavorings. This is the domain of Flavorists, whose ardent professional commitment includes knowing the organoleptic variations of rose extractives and selecting specific characters to create desirable taste experiences. Similar to noting variations in tastes of vanilla extracts, the characters of rose extractives are also diverse. Flavorists heighten their understanding of aromatic compounds along with sensitivity of taste and smell to differentiate the naturally occurring characters.

Specific aromatic chemicals in rose extractives are responsible for the distinct taste experiences. Differences can include bright citrus, spicy clove and plummy damson characters within an overall floral character. To note a few, citronellol, geraniol and nerol contribute to rosy and citrus, methyl eugenol to clove and beta damascenone to plummy damson. These items are only a small representation of taste and scent constitution as estimations of more than 350 compounds have been identified as existing in rose.

Variations of the taste profile also allow Flavorists to intuitively select rose notes as realistic enhancers of flavor types other than that of singular rose. Lemon, apple, honey, cherry, blueberry and many flavors in between with the noticeably rosy fruit, lychee, being obvious can all benefit from a thoughtful Flavorist's use of rose extractives.

That which we call a rose by any other name could also taste savory. Rose hips and dried roses often find their way in complex herb mixtures of Middle Eastern cooking. A recent edition of *Saveur* magazine includes rose hips along with cumin, cardamom, coriander, ginger and other spices in a recipe submitted by an American soldier for Iraqi yellow spice rubbed chicken (Djaj Bil-Bahar Il-Asfar). As taste of food parallels that of botanicals as cultural ambassadors, it is easy to believe that Flavorists' use of rose notes will continue to create cherished sensory relationships.

-Cathianne Leonardi



## Educational Opportunities



### **Hands-on Flavorist Training.**

FKS will offer their 3 day hands on Reaction Meat Flavor Course in March 2014. You will create dry blend, and reaction meat flavors in the lab.

Visit [www.fks.com](http://www.fks.com) for more information. Click on the Training link for more details, or contact Dick Heinze at 314-878-5637.

Thank you for your Sponsorship in 2013-14

