



SOCIETY NEWS

President's Message



Years ago my family and I were gifted a game called 'box of questions' and it was exactly as described. The intent was that the questions were to be read out loud and the responses would encourage deepening the bonds that already existed between us.

One of my favorite questions asked: "How would you define art?". Our replies started off obscure and over time we landed together on the determination that art is a manifestation made by people to evoke an emotional response of value when experienced by people.

Recalling some of our favorite pieces of art, from the near-sighted perspective of Monet's garden paintings to Ansel Adam's reliance on sharpness and contrast in photography showed to us the value of developing perspective, mastery and having the confidence to share it with other people.

How a flavorist thinks varies from person to person. Ways in which a flavorist works varies from place to place. What materials are available for a flavorist to use also varies based on many factors including availability, economics and location.

Where every flavorist finds success lies in their ability to develop perspective, mastery and having the confidence to share it with other people. The Society of Flavor Chemists exists to deepen these bonds between us and help us to steadily stay at the location of success that exists within each of us.

Cathianne Leonardi

SFC President 2022-2023

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North American Mint Oil Perspective

By Robert Vogt

*N*orth American Peppermint and Spearmint Oils are unique flavor ingredients that have deep complexity appreciated by the Flavorist. As true essential oils, they contain many flavor compounds. Each flavor compound provides a contribution to the overall odor and taste profile. The compounds balance each other providing the optimal composition.

After several years of working as a general Flavorist primarily on beverage, sweet and other assorted flavors, I chose to specialize in Oral Care flavors. Some of the most important ingredients in toothpaste and mouthwash flavors are mint essential oils. The variation between the same oil produced in one geography versus another or acceptable quality versus unacceptable can depend on the amounts of flavor compounds within the oil. It can be hard to imagine that ingredients like this are actually grown and produced here in North America. Not many Flavorists have the opportunity to visit a mint farm in North America and thankfully I have had that privilege most years over the years. It's exciting to enter the unique sensory experience in prime "harvest time" that occurs in the late summer in the midwest and northwest US. When you first see a field of peppermint or spearmint growing it is truly a beautiful sight. The lush dark green foliage with the



light purple blooms stretch out for hundreds of acres. There is a smell of mint in the air from the oil sacs on the bottom of the leaves that are ready to burst. The bees and birds are swooping in all directions under the hot summer sun. Large tractors, called Swathers, are moving through fields cutting the mint. Once cut and after drying for a few days, the mint hay is picked up and brought to the distillery on the farm.



Visiting a still on a farm, you immediately smell mint throughout the air. It is not a traditional mint odor. The smell is pungent and of sulfur-like compounds and sesquiterpene top-notes along with the traditional expected mint undertones. At the still, the steam generated from large boilers first is injected into the mint hay collected in small wagon-like vehicles. The oil laden steam moves to the condensers and drops to the receivers where oil is separated from the water. This process is quite complex for each farm with each grower knowing the specific science of their equipment. This includes when the steam “breaks” through the hay or when there is no more productive yield within that wagon of hay. The temperatures are carefully monitored. It is exciting to see the small stream of crystal clear essential oil pouring out of the separator. At this point the oil is drummed off and provided to an essential oil dealer. The dealer receives thousands of drums of mint oil each year from several farms in each growing region. The scientists at these locations sort and analyze each drum by Gas Chromatography (GC) and odor. Many drums are classified based on certain qualities and then bulked together. Prototype blends are combined



together to reflect different flavor profiles which will meet the requirements of flavor houses or consumer goods companies.

Mint is considered one of the more challenging crops to grow as it needs a tremendous amount of care planting and harvesting. The farmers, who prefer to be called growers, are experts at every aspect of growing and distilling the mint. They have a great amount of pride throughout the whole process. Growers have many choices of which crops to grow, yet they still choose to take on the challenge of mint farming. When talking with them you can feel the passion, drive and excitement of these remarkable people.

As a Colgate-Palmolive oral care Flavorist, it's important to be proficient in noting differences between mint oils from year to year. We work with the GC analytical team to approve annual crop samples and determine key compounds for specifications. Many samples are received for approval each year that represent different harvest areas and mint types from multiple suppliers. It is preferred to evaluate each sample in the product base for comparison to previous year's crops. Many things can change the odor and taste quality from year to year. Environmental changes such as the amount of sunlight, soil quality, water and drought are a few things that can affect the organoleptic properties. Weeds in the field during harvest can be a negative issue. The volatile compounds from the weeds can co-mingle with the desired mint oil, influencing the quality of the final essential oil. Careful weed control is implemented to avoid this. Even the amount of time the plants are left to grow in the



field can change the chemical composition within the oil. Every external change affects the taste qualities of finished products.

Furthermore, the essential oils within the flavors can be released differently from each product formulation. The oils can change during the life of the product. Managing the quality of these ingredients is critical to have the proper expected taste profile over time. The key to having acceptable consistent oil from year to year is a partnership with the flavorist and the dealer's scientist. This relationship can be built to manage these ingredients, which are also dependent on Mother Nature. Some consumer goods companies or end users have a relationship that goes even further. As the Mint Industry Research Council board member and Colgate-Palmolive representative, I have gained a deeper understanding of the ingredients and the people who supply them. This organization supports the mint oil industry in North America, and as a Flavorist who appreciates the creative use of these ingredients I believe we have a responsibility to support future supply.

I encourage flavorists to have a look at the different tonalities of mint oils available. Think about the process and pride behind the ingredients that shape our flavors. I have worked with Colgate-Palmolive on Oral Care flavors for over 21 years. It has been very rewarding to study mint during this period. Every year things change with mint oils from North America, and the learning never stops. It is not only exciting to understand these ingredients but also the families of growers and suppliers that help shape our flavors. ❖❖❖



Bob Vogt has been a Certified Member of the Society of Flavor Chemists since 1991 and is a Past President (2001-2002). Currently, he is a Colgate Senior Flavorist and Global Fellow, and the Board of Directors representative for Colgate-Palmolive on the Mint Industry Research Center (MIRC).



Welcome Back To Montréal

By François Laverdière

Following my certification exam last spring in Loveland Ohio, Elsa approached me in her signature and engaging fashion. Admit it! We've all been there at least once... She encouraged me (charmed me?) into contributing to the newsletter. Still slightly reeling from the thorough examination, I kind of stood there in awe, wondering to myself what a newbie Flavourist like myself could possibly contribute to the Society. Not exactly shutting the door per se, I mostly stood in silence, politely smiling and nodding. Though initially somewhat off-putting, Elsa's quite decent proposal grew on me slowly



but surely. The proposal was like jasmine essential oil on a smelling strip, morphing from the initial heady and bright floral accords, segueing into the sweet and balsamic core and finally revealing its base notes of

jasmonate radiance and that unexpected but *incontournable* animal note that leaves no one indifferent.

Elsa asked me to share a bit about how my French heritage shapes my approach to flavor creation. There's a first myth to bust – I am francophone and my name is a giveaway, but I'm not French! Oh là là! Alas, no daily baguette, cheese & wine for me! I'm from the province of Québec, also known as “La Belle Province” or “The Beautiful Province”. I know this sounds pretentious, but this nickname actually comes

from the original motto of Québec, that has since become *Je me Souviens* meaning I remember. Enough about me, let's talk about you. What comes to mind when you hear Québec? Poutine? Hockey? Frozen snow? Nothing? Here again, I don't consider myself a true Quebequer... I never knew how to spell that word correctly... The reason for this is that I am a proud Montréaler! Born and raised in Montréal, I feel at home surrounded by a diverse, vibrant and somewhat unusual mix of cultures that come together to create a unique flavor. Let's delve briefly into who and what put Montréal on the map, but first, here's the coat of arms of Montréal.



In the middle of the 17th century, those crazy French sailors looking for a passage to the New World bravely and boldly sailed across the Atlantic Ocean to “uncharted lands”... at least to them... Jacques Cartier and his crew of misfits

landed in Gaspé and planted a great big cross there and claimed the land in the name of the King of France at the time. The blue symbol on the top left corner is a symbol of France monarchy. It is called *Fleur de Lys* that translates directly to Flower of Lily, thought to be *Iris florentina*. Orris anyone? Yes please! Continuing their journey down the *Fleuve St-Laurent*, they soon arrived at an unusual island that had even more unusual settlements. They had arrived in a village named Hochelaga by a local tribe, which means “beaver dam” in the Iroquois language. Cartier and his crew soon discovered an island teeming with resources – luxuriant mixed vegetation of leaf (think cis-3-hexenol) and pine (b-pinene)... and beavers, which they didn’t harvest for castoreum, but rather for their soft fur that was unknown in Europe at the time. And the rest is history. As our beloved Babe of Fear just loves to remind us, castoreum is great for vanilla flavours! I personally think it’s time for a castoreum revival! All joking aside (for now), these



North American flavors of pine, juniper, wintergreen are some of my favourites to this day. These Native-American flavors are symbolized by the white pine tree in the middle of the coat of arms that symbolizes peace because of its’ deep roots and sheltering branches.

My next flavor steps came from local foods – apples, carrots & blueberries. Yum! At the end of summer, in August, blueberry bushes burst into fruit and yield a tiny miracle of Nature. I like to think I’m (extremely) partial to Fermentone because of this... There’s nothing like a crisp McIntosh Apple at the



height of autumn, when the leaves are changing into golden and fiery hues. 2-Ethyl-Methyl-Butyrate is a raw material that finds its way into many of my creations. And what can I say about carrots? The Nether-

lands beloved vegetable that was bred to proudly but unknowingly represent them around the world. Yes, carrots are natively purple! But let’s not judge this noble vegetable by the color of its skin. This hearty and tough root vegetable can survive winter when kept in appropriately cold temperatures until spring springs to life and brings a new harvest a bit later. Carrot cake anyone? What about carrot seed oil? Sweet!



Ahhh... Quebec has a long and tortuous history with all things sweet. Colonizers were supplied by their British Imperial rulers with some form of sugar derived from sugar cane from their other warmer colonies, usually molasses. To this day, I can’t resist a nice molasses cookie. The rich brown notes and stark character of molasses has always appealed to me.

When the sugar rations were running low, the colonizers had to get creative. Aided or probably paying for the Davy Crocket-type rogues' knowledge carefully negotiated and bartered from the local Native tribes, locals were introduced to the Queen of Sweet, Maple Syrup. I have fond memories of drizzling warm pancakes with maple syrup around Easter, when maple season was in full swing. Bliss. Every year, I make it a point to visit the Sugar Shack or Cabane à Sucre as we Frenchies call it, at the peak of the maple season, when the sap flows freely and is boiled to an appropriate brix. The heating brings our favourite reaction. Yes, here he is again, Mr. Maillard! My go-to sweet note is Methyl Cyclopentanolone – what a surprise! My guilty pleasure at this time 'o year is no doubt the maple sugar candy, or *tire à l'érable*. In this low-tech marvel, maple syrup is boiled a little to appropriate brix and poured on-to snow. It then congeals and is lovingly wrapped around a popsicle stick. This will make any sweet-tooth swoon.





I also draw inspiration from the important Irish population of Montréal. I just can't say no to a Guinness! The velvety coffee darkness of carefully "Maillardised" malt is a taste I greatly enjoy. Thank you Maltol, 2,6-Dimethylpyrazine and Coffee Furanone! What a combo! Irish breakfast is without a doubt my favourite type of breakfast – boiled ham, potatoes & colcannon! I could survive on this for months... With a daily Guinness of course! Meaty, 2,5-Dimethylpyrazine and spinach? Slainte!

The Purple Thistle on Montreal's coat of arms symbolizes the important Scottish population that came to Montréal in 1840 to 1930 during the city's boom. I simply can't imagine a day without my Irish breakfast tea. Bagpipes and fiddles are so interrelated with Montréal's melding of French and Scottish tradition, they are but one in my mind and ears. Witness the sheepskin and beeswax traditional tune while chowing down on buckwheat pancakes with Cranachan. Those creamy lactones just go so well together with the bramble's signature Black-currant Bud taste! I can't imagine creating a flavor without lactones...



Those creamy lactones just go so well together with the bramble's signature Black-currant Bud taste!

Last but not least, the Rose of Lancaster, symbolizing the English & Welsh population of Montréal. High Tea at the legendary Ritz-Carlton is certainly available here (DO reserve well in advance...) but what I like much more is the homey Fish & Chips, fried Mars bars and stews to be found all over the city. There's even a pub that offers "English Poutine" with prime rib roast beef... Kind of overkill for a purist like me but... hey, who am I to say? Oh right! I forgot to tie the Brits with my personal flavor creation... Well, that's easy! That



would be our fearless "Flavour Biting" and Flavour Corsaire/Pirate - John Wright! How about "Look at the bones! Look at the bones!" Please contact me with the correct answer to who and which scene this quote is from and I will offer you my friendship forever.



Look at the bones!" Please contact me with the correct answer to who and which scene this quote is from

Please do get in touch if you'd like any tips for a visit to Montréal and I will gladly barter in exchange for flavor creation tips! Merci et à la prochaine!



François Laverdière has been a certified member since 2019. He currently works for Glanbia Nutritionals Canada-Foodarom in Canada.

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In the 2022 Summer Issue of this newsletter, I wrote an article on my reflections as a Flavor Chemist and mentioned that I had two goals:

- Visit the Boronia fields of Tasmania
- Receive my 50-year award from the Society in 2034.

Well, I have achieved one of those goals.

In fall 2022, my wife Lori, daughter Rachael, and I were in Tasmania where we visited with Essential Oils of Tasmania. We were there for the one month of the year that Boronia flowers are harvested—September.



Patrick Imburgia

Reflections of A Retired Flavor Chemist

Boronia grows wild in southwestern Australia and is cultivated in Tasmania. Boronia requires a sandy, well-draining, low nutrient soil. The plants are grown in a row, which allows for the mechanical harvesting of the flowers. The flowers are the size of a thumbnail. Small to say the least.

The Boronia flower is named after Francesco Borone, assistant to Sir James Smith, the Australian botanist.

It takes 12.5 million flowers to produce one Kilo of Boronia Absolute! This number alone answers the question of why the ingredient is so expensive!

Once harvested, the flowers are allowed to sit overnight to improve the oil content. Then solvent extracted to isolate the scent of the flowers, first into a Concrete and then into an Absolute.

When first blotted, the scent of Boronia Absolute is a green, earthy note, which quickly shows a warm cassis scent. After some time, Boronia Absolute develops its unique floral scent, reminiscent of violet flowers.



As I am a Flavor Chemist, I can only attest to this ingredient's use in food products. But when first introduced to this product, you can see that it is an important part of any Perfumer's palette.

For flavors, Boronia is a welcome addition in any berry product, especially raspberry. Boronia Absolute contains natural alpha-lonone and beta-lonone. But also should be tried in citrus flavors, especially orange and grapefruit.

As Boronia is very expensive, currently \$14,000.00 per Kilogram, it is used sparingly. Boronia is used at very low levels—1 ppm or less in the finished consumer product. If used at 1 ppm in a finished beverage, this one ingredient would add \$0.12 to a case of soda (1 case = 24 x 12 oz). You may have just priced yourself out of a sale. Please feel free to check my math. If working on a berry or citrus product, take a look at Boronia Absolute, if you can afford it!

If you try your flavor with and without Boronia Absolute, you will notice a marked difference.

Every Flavor Chemist has a favorite ingredient. Mine is Boronia. ❖❖❖



Pat Imburgia has been a member since 1982, certified in 1984. He earned his 25-yr membership pin in 2008. In December 2020, he retired from Mission Flavors in California and is now an active Emeritus member.

MEETING NEWS



**459th Meeting of the Society Of Flavor Chemists, Inc.
Thursday, January 19, 2023
DoubleTree by Hilton, Anaheim, CA**

By Alex Scott

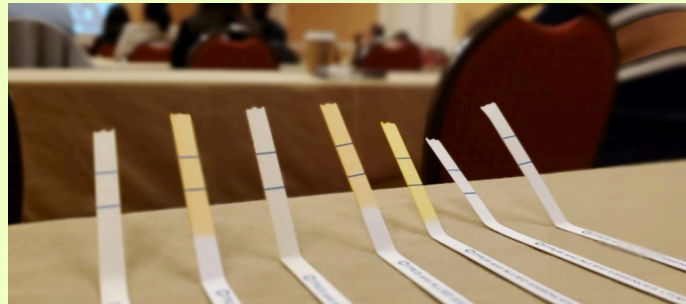
We had a wonderful January meeting with a great set of speakers. Around 60 people attending the 459th Meeting of the Society of Flavor Chemists. The meeting started with a wonderful Italian style buffet lunch. After the lunch, we started the meeting which was themed around Supply Chain Management for the Flavorist. The day to day work of flavorists has been significantly impacted because of the ongoing issues with global supply chains. The increasing cost and limited availability of flavor materials has led to the need for flavorists to reformulate without changing the organoleptic quality of flavorings. The line-up of speakers at the West Coast Meeting explained the causes of supply chain issues, how to avoid them, what we can expect in the future, and presented reformulation strategies to deal with these issues when they arise.





The first speaker was Bill Bower, Director of Purchasing at Vigon International. He spoke about Managing Supply Chain Volatility of the Free Market. Issues such as Covid work restriction, canal blockages, global political conflicts, and other supply issues have caused a struggle for distributors and factories to supply retail with an adequate amount of products demanded by consumers.

The next speaker was Richard Pisano Jr, President of Citrus & Allied. He gave an update on global citrus and essential oils supply chain and situations that have impacted global supplies issues. Social economic and political conflicts, as well as greening and other diseases are affecting citrus growth. Richard mentioned that the US is a very stable climate for producing our own citrus and essential oils given our geographical advantage over other countries. During the presentation samples of various global citrus essential oils were presented for attendees to evaluate organoleptically.





Our final speaker was Paul Ricciardi, Principal Flavorist, Campbell Soup Company who spoke on Formulating to Avoid Supply Chain Volatility. Paul addressed issues arising that could potentially impact certain raw materials supplies such as plant diseases affecting citrus and coffee, drought affecting berries, grapes, mint, herbs, corn, and soy bean. Climate change impact such as typhoons destroying vanilla crops, flooding, and extreme cold. He provided insight into strategies for creating sustainable flavors, and strategies for replacing unavailable ingredients.

After the presentations a SFC business meeting took place. New members who recently passed their exams were voted in and introduced to the society. At the conclusion of the business meeting a happy hour and cocktails were enjoyed by all those who participated in the activities. We're thankful for all those who came a spoke, the attendees, and the West Coast Meeting Committee for organizing the event. We're definitely looking forward to next January's meeting.



Alex Scott is a certified member since 2020. He is an active member of the West Coast Program Committee. He currently works for Firmenich in CA.







MEETING NEWS



460th Meeting of the Society Of Flavor Chemists, Inc.
Thursday, February 16, 2023
Science History Institute, Philadelphia, PA

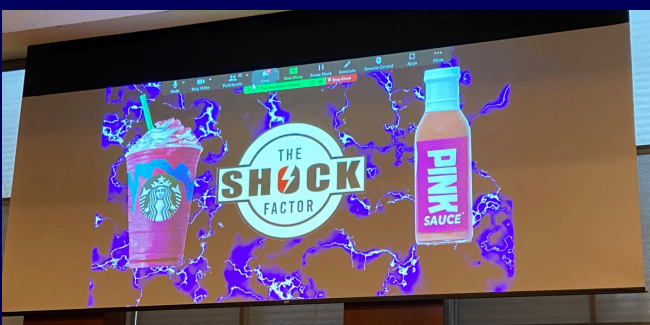
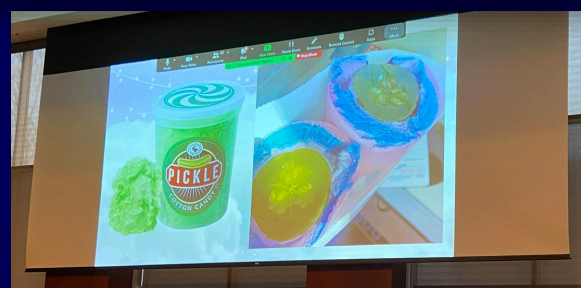
By Alison Freedman

THE HISTORY & IMPACT OF FLAVOR TRENDS

Thomas Lauzarica, SVP Business Development, Berje

Thomas took us through various flavor trends that have inconspicuously shaped the flavor world in recent years.

He covered everything viral from cotton candy burritos to pickled everything. These trends led to the formation of others clustered around shock value – think the “Unicorn” frapp or TikTok pink sauce. Nostalgia has been creeping up to satisfy consumer demand and play on consumer emotion. Trends build upon each other and mutate over time. The effect of these mutations often leads to flavor materials being used in different ways, pushing the consumer palette towards diversity and intensity.

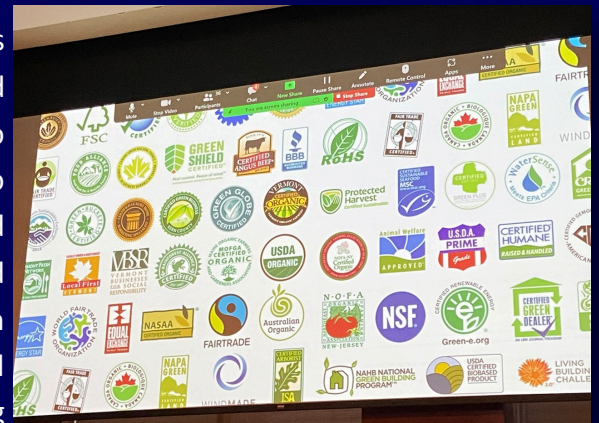


Thomas categorized recent trends in three camps – Necessity, Evolution, and Innovation

Trends born from necessity are the result of a regional or global event. There are varying tastes around the world for the same product, yet the flavors from far and wide are able to make their way across the world and present themselves in products unassumingly. An example of this is Black Currant – a favorite in Europe, black currant popularity was born from access blockades in Europe during WWII. These blockades caused a shortage of materials high in vitamin C – think oranges, mangoes. Europeans needed to cultivate vitamin C and turned to Black Currant. The fruity, woody, complex flavors of Black Currant became a staple in UK flavors, eventually earning a coveted spot in a pack of Skittles as the purple flavor. Black Currant is becoming increasingly popular in the US, finding homes in iconic brands such as Dr. Pepper Dark Purple, a recent LTO.

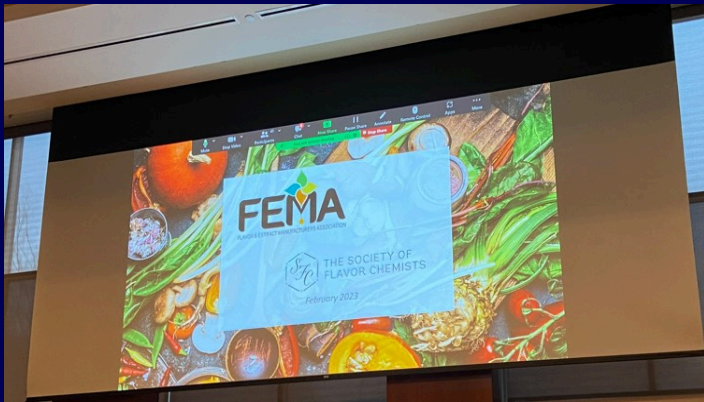
Evolution-based trends are fascinating as they are typically the result of globalization. Think Ginger – a rhizome with a huge health halo. Ginger is a hero in Asian cuisines, not only for its recognizable and comforting flavor, but also for its benefits. Ginger’s globalization has allowed Western countries to truly enjoy it’s benefits. Think about Ginger-Ale, and Ginger-beer. Ginger beer being from the Caribbean, it’s influence immigrated to America with it’s people. With ever-popular Sushi, comes a delightful pickled Ginger moment. We can see it being fully embraced and utilized in products all the way across the world .

Innovation is at the core of Flavor creation, and with it comes great opportunity to discover new trends. With purpose-led initiatives such as sustainability, environmental impact and socio-economic statuses, companies are leaning on innovation to shape their consumer facing visions. In this space, trends need to check lots of boxes – internal ESG goals, ethically sourced supplies, sustainable production and shipping lead times. When flavors bring a utility to a product, their value increases. Ethical innovation can help “future-proof” formulas by safeguarding against supply and price fluctuation. Upcycled materials have a home within this space.



Thomas provided attendees with delightful Berje materials to evaluate, representing each of the three trend camps presented. Yuzu oil, Buchu Leaf, Galangal, Turmeric, and “Lemon EE” a cutting edge byproduct of the Lemon industry, among other incredible materials were presented, and well-received.

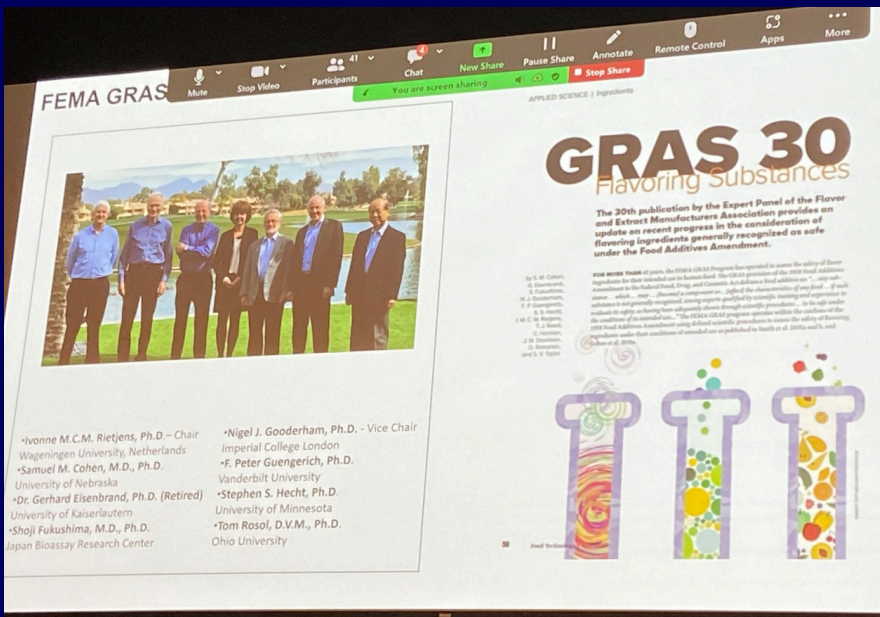




George Southworth, Executive Director, FEMA

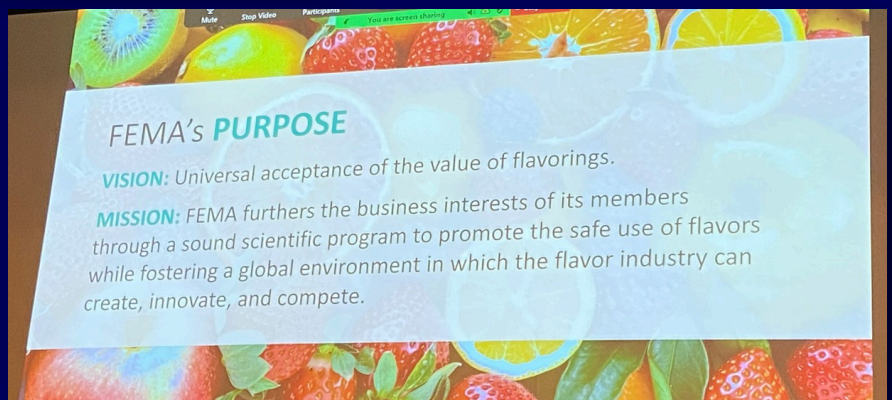
FEMA's 110+ Years Supporting the Flavor Industry

You can't successfully navigate the Flavor Industry without a firm understanding of the incredible scientific work and support of FEMA (Flavor Extract Manufacturer's Association.) We were delighted to host George M. Southworth, Executive Director of FEMA. George is newer to FEMA but already shows a great understanding of our industry, describing it as unique and private.



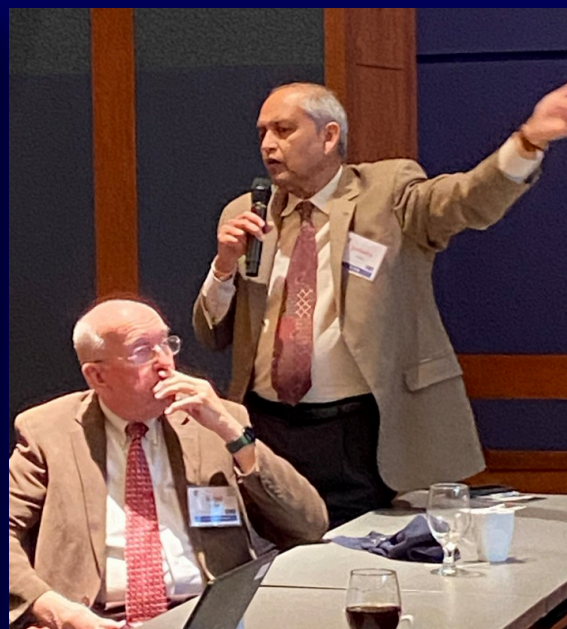
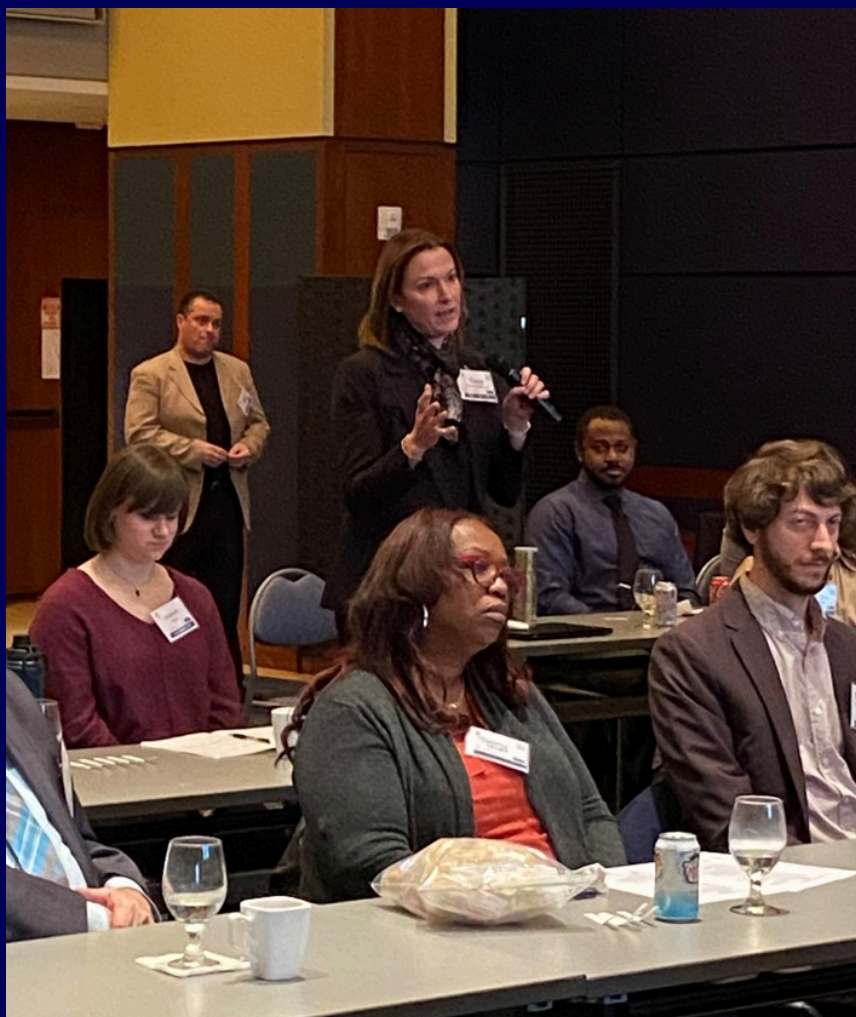
FEMA boasts the longest running GRAS (Generally Recognized as Safe) programme in the world and is a founding member of IOFI (International Organization of the Flavor Industry). FEMA's scientific work and voice for the flavor industry is considered the gold standard by key regulatory organizations, from the FDA in Washington, DC to IOFI in Brussels.

George took our understanding of FEMA to a deeper level, laying out the organizations core values (integrity, safety, sound science, education, diversity and sustainability) and ways FEMA is shaping the current and future state of the industry every day.



Education and programming are areas where FEMA excels, providing learning opportunities to even the most seasoned professionals and companies, including FMP workshops, Flavor labelling education seminars. There are numerous ways to learn, network and grow with FEMA year round— Spring Committee meetings, Fall Symposium and Events and Webinars are offered in-between.

We appreciated George’s time and overview- it served as a great reminder of how without the hard work of FEMA, the Flavor industry would not be in the place it is today.

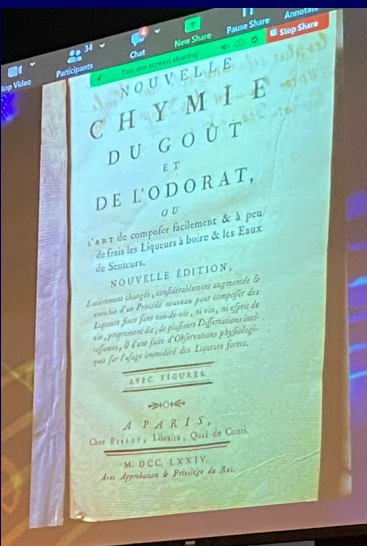


The Harmony of Taste

Sam Tharpe, SFC Past President (2018), SHI Board of Director member and current SFC Library Committee Chair

Sam Tharpe kicked off our last session with an incredibly creative and thoughtful lecture on the Harmony of Taste from the 18th Century perspective. Likening the flavor “notes”, and “accords” flavorists use to describe their work to the composition and harmony of music.

Sam took us through his revelations that occurred while perusing the old (Paris, 1774!) and rare book, “Nouvelle Chymie du Gout et de l’Odorat” by Poncelet Polycarpe, which lays bare the similarities between the creation of a flavor and a musical piece.



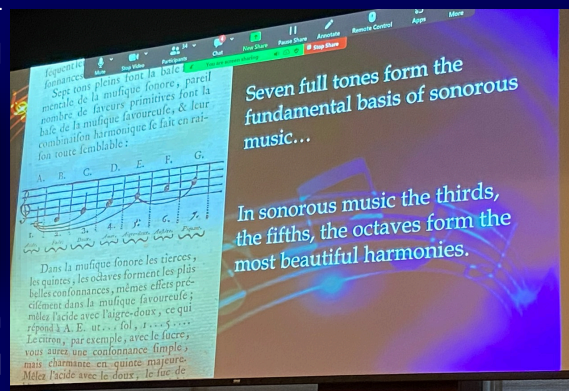
The 18th century was centered around human happiness, Sam explained. People broke away from religious authority in the pursuit of pleasure. Food and drink were also caught up in this moment, with Paris being an epicenter of consumerism. Products and offerings were tailored to the palette, an example being ice cream.

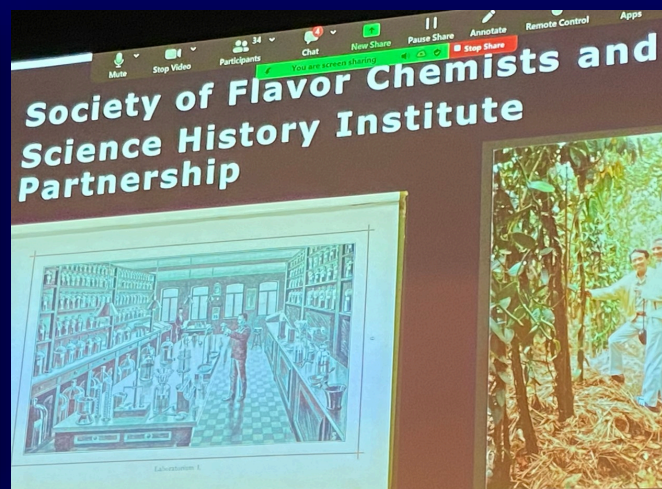
Just like musicians, flavorists create harmonies at the bench. We build, then add complexity, then build again.

We need to have a thorough understanding of nature and chemistry in order to create our art. Sam referenced a quote from Scott Adams on the subject, “I think you could categorize most flavors the way you categorize music, with high notes and low notes. Garlic and onions and pepper feel like low notes to me, whereas lemon and cilantro are like high notes.”



Flavors have always been in the bloodstream of societies. 18th century Limonadiers, or Parisian cafés were the early innovators in the world of flavors, experimenting with botanicals and floral combinations of flavor extractives in their offerings, juxtaposed to the purist style of distilleries. Ice cream has always been a staple of pleasure for consumers and there is early evidence of creative flavors being infused into the cold creamy delight, such as ambergris and oyster stew.





Our final speakers included members of the Science History Institute (SHI): Michelle DiMeo, VP Collections & Programs, Director of the Library; David Caruso, Director for the Center for Oral History; Christy Schneider, Senior Manager for Exhibition Projects and Programming; and James Voelkel, Curator of Rare Books. The work of SHI aligns harmoniously with the work of the SFC: making the public aware of products that are the result of deep scientific thinking and creative emotional feeling. SHI uses their collections to educate patrons on the staggering role chemistry plays in our every day life.



We ended the lecture with a personalized Q+A with the SHI folks about work they do as collection professionals. Similar to flavorists their work is incredibly important and inconspicuous at the same time.



I left the day with a heightened appreciation for our professions. A proud member of the scientific community. A proud member of the Society of Flavor Chemists. A lucky person who has a “place to make new discoveries out of old things” every day.



Alison Freedman is a certified member since 2017 and is the current Media Chairperson. She currently works for Firmenich in NJ.









New Members & Upgrades

Welcome

& Congratulations!

My name is Tara Strober, and I am a flavorist at Phoenix Flavors, LLC. I graduated from Rutgers University with a bachelor's degree in Food Science and have continued to advance my career in flavor creation for sweet and beverage applications ever since. I am beyond passionate about what I do – but what is not to love about working in flavors? We get to flavor and taste, cookies, cakes, icings, coffees, creamers, sodas, seltzers, and more all day long. When I am not working in the lab, I am cooking or crafting up something at home. I am an artist at heart, so I love to build and design, whether it's building an 8-tier, 4-foot spice rack to fit my spice collection or creating a sour dough bread starter to bake delicious loaves of bread. I am fortunate that my love for creating and design can be expanded outside of work.



Tara Strober

Phoenix Flavors

Apprentice

Jan 19, 2023

I was born and raised in the New York/New Jersey area. In 2016 I obtained my degree (B.S., Nutrition & Food Science) from Montclair State University, after completing my degree I promptly began my flavorist training under the mentorship of Frank Fischetti Jr. In 2018 I was hired by Symrise and in 2021 I successfully completed Symrise's flavorist training program.

Michael Gotera

Symrise

Apprentice

Jan 19, 2023



My name is Andrew Petrou, and I am a Flavorist in the Savory Group with Bell Flavors & Fragrances. I have always enjoyed working on the savory side of the flavor industry and making delicious, mouthwatering products. I have an adventurous personality, and greatly enjoy travelling and outdoor activities with my wife and dog! These activities range from hiking, kayaking, and soccer during the summer to snowboarding during the winter. My favorite national park I've been to is Krka National Park in Croatia. During the winter the Rocky Mountains are one of my favorite places to hit the slopes.

Andrew Petrou

Bell Flavors & Fragrances

Upgraded to Certified

Jan 19, 2023



I was born in Alexandria, a coastal city in Egypt it is Mediterranean port of Egypt, I raised in a mid-class family, my dad was a teacher and my mom too. I have 2 siblings, sister and brother, both are living in USA, since I was young I'd a very good marks in Math and science, I followed my dream to be a chemist and I graduated from the university of science branch biochemistry, with a very good grade. I joined the military services and then I started my career. I married to my friend I knew her from the university, and I have two kids a daughter and a son. in my free time I love playing Soccer, my friends describe me as a talented skillful midfielder, also I like playing Piano and an Eastern instrument called Oud. I am also drawing sometimes a religious pictures for Jesus, Mary and some of the bible characters.



Milad Awad

Novotaste

Apprentice

Feb 16, 2023

I was born in and attended the University of Illinois – Urbana-Champaign, where I majored in Chemical Engineering with a minor in Food Science and Human Nutrition. I continue to live in the Chicago suburbs, now with my wife, daughter, and dog. I love spending time with my family traveling, cooking, hiking, and skiing. We also enjoy trying out new restaurants and local coffee shops whenever possible. I also spend my free time reading, running, and spending time with friends and family.



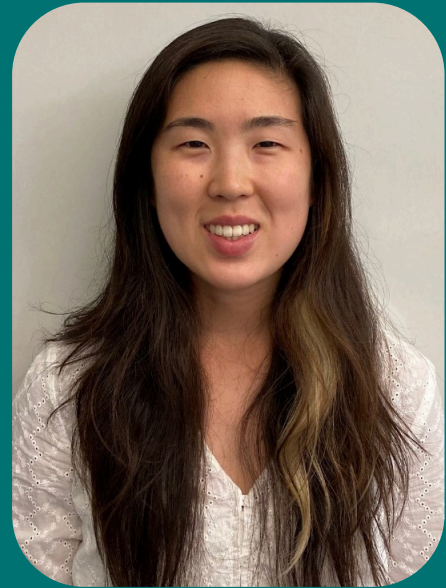
John Heller

Imbibe

Upgraded to Certified

Feb 16, 2023

I have been fortunate to spend all my childhood, college, and adult years in sunny Southern California. After graduating from Cal Poly Pomona with a B.S. in Food Science, I spent 3 years working in San Diego, CA but returned back to Los Angeles/Orange County where I have been a part of the T. Hasegawa USA team in Cerritos, CA since 2018. When not creating delicious flavors, I enjoy spending time outside, running, snowboarding, hiking, surfing, triathlons, cooking, and hanging out with my friends and my dog.



Tricia Hwang

T. Hasegawa

Upgraded to Certified

Feb 16, 2023

I grew up in the suburbs of Chicago and currently live in Mount Prospect, IL with my wife and two cats. I have always worked in the food industry and find immense joy in making people happy through food. My love for food led me to Iowa State University's Department of Food Science and Human Nutrition where I majored in Culinary Science. I graduated with my Bachelor of Science degree in 2014. I worked for a few different food manufacturers before joining Weber Flavors and the incredibly rewarding flavor industry. In my free time I enjoy outdoor adventures, riding my motorcycle, hunting, reading science fiction, gardening, brewing, and baking.



Andrew Pugh

Weber Flavors

Apprentice

Feb 16, 2023

Committee Updates

Sponsorship Committee Chair

Cathianne Leonardi



Has been a certified member since 2009. She has served as Membership Chair, Board member as Treasurer, Vice-President and is now the President. She currently works for The Coca-Cola Company in Atlanta, GA.

We have launched our Friends of the Society sponsorship program.

Many thanks to our growing list of sponsors.

Bell Flavors & Fragrances, Inc.

Custom Flavors

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Kerry

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To learn more, please click

[Friends of the Society](#)

COMMITTEES

2022-2023

ARRANGEMENTS

CHAIR: *Chris Williams*

AUDIT

CHAIR: *Paul Ricciardi*

BY-LAWS

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CO-CHAIRS: *Mike Weller &
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CHAIR: *Kim Bendickson*

PROGRAM-WEST COAST

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CHAIR: *John Baughman*

WEBSITE

CHAIR: *Elsa Howerth*



Friends of the Society



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Upcoming Event

Thursday, May 11th, 2023

CSA Roundtable (9AM-4PM)

&

SFC Annual Meeting & Awards Dinner (4PM-9PM)

Newark Liberty International Airport Marriott

1 Hotel Road, Newark, NJ 07114

Call for reservations – T: 973-623-0006

Meeting details to follow soon.



Editor's Note If you would like to submit an article, announcement, and /or message relevant to our membership body, and any questions, suggestions, or feedback , please do not hesitate to contact Elsa Howerth at elsa.howerth@kerry.com