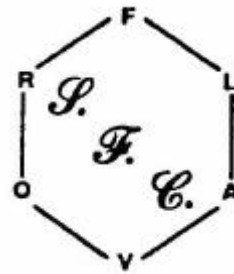


Society News



THE SOCIETY OF FLAVOR CHEMISTS

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Despite the tragedy, We Look Forward

On September 11, 2001 our nation was attacked by terrorists. The SFC would like to extend its deepest sympathy and heartfelt support to those members that have been directly affected by this tragedy. The strength and determination of our nation will surely carry us through the tough times ahead.

Despite the tragedy, we look forward. In an innovative industry like ours, legislation can be a challenge to the flavorist. , we are trying to make you aware of these regulatory issues. Enlightening presentations have been scheduled. Robert Vogt will give you some insight in his President's Letter.

During our September meeting, two members passed the test and were upgrade to Certified status. Please join me in congratulating them.

In times of more meals-to-go and less time to cook ,

it can be difficult to find fast, easy and delicious recipes. A new section in this newsletter has been opened to post all of your "secret recipes". Please check out this delicious Chili recipe sent by Mindy Edwards – I already tried it myself and it is delicious!

You thought that only you had bad days? Let Carole Pollock explain to you how to host a SFC Meeting in her unique style. I can guarantee you will empathize with Carole after reading her misfortunes in her "A Letter from the Little Mermaid"

We, Flavorists, are creative creatures. I am sure that most of you express your creativity in more ways than one. Since this newsletter is an open channel of communication among us, I was very pleased to receive a piece of poetry from Shirley Ann Barcelon. Read her "An Ode to a Flavorist" and let the poet in you emerge.

Do you know what a google is? No, it is not a new flavor. Gerard Mosciano shares with us his latest finding on how to wisely search the Internet. Check out his "web search engine" article.

Are your coworkers tired of your bragging about you being the best flavor chemist ever? Wanna show off? Ready to be challenged? Grab a piece of paper, read and follow the instructions in Eugene Buday's article –flavor creation by numbers -- and beat the clock!

Tic, Toc, Tic, Toc.....
waiting for your comments

mariano_gascon@wixon.com
Fax 414-769-3019

P.S. Happy Thanksgiving, Happy Hannukah, Happy Kwanza, Merry Christmas, Happy New Year, Happy Whatever.

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President's Letter



Robert Vogt
President

Dear Members,
I hope this letter finds you well, especially in light of the recent tragedies of September 11th

As usual, it is a busy and exciting time in the flavor industry. With continued consumer awareness, there are more food products serving different market segments. While flavoring these products, we must be aware of the regulatory issues that may affect them. Flavorists are always seeking new ingredients or methods of making flavors to give our companies the competitive edge. Again, we must know of regulatory aspects of these flavor processing methods and the use of these raw materials.

New legislation can be very controlling and challenging

to the Flavorist. Members, who attended Mary Raukko's presentation on "Organic Food Labeling" at the September meeting, can attest to the flavor challenges that food regulations present for the Flavorist. The way that a consumer product company markets and labels their product determines the restrictions put on a Flavorist creating a flavor for that product.

At the December meeting, we will be having three industry experts speaking on different aspects of regulatory issues. Dr. David Stark, Vice President for Industry Affairs, Monsanto, will cover all aspects of Genetically Modified Organisms. GMO issues are a topic of concern in our industry both here and especially in Europe. Dr. David Moats, President of Alfrebro and

Vice President/General Manager of Extracts and Aroma Chemicals for Degussa, will discuss the differences of Natural and Artificial flavor ingredient labeling in the U.S. versus Europe. Our dinner speaker, Mr. Ron Triani, Senior Director Scientific Relations Regulatory Affairs in Label Compliance, Kraft Foods, will explain regulatory issues from a finished products company's point of view. Ron will give us insight to the bigger picture of food regulatory and its flavor perspective.

I look forward to these enlightening presentations and hope that many of you will join me in attending.

Regards,

Bob Vogt

New Members and Upgrades



Cyndie Lipka

Certified
Member since March 2000
Hershey Foods

Serendipitously, seven years ago, I was transferred within Hershey Foods to study under Kent Zeller as a flavorist. This was the beginning of a new love affair with my career!

I have three lovely daughters that are the heart of my existence.

Over the past 6 years, I have developed a passion for watching and playing soccer.

I am also training for my first 5K run.

Housework be damned!

New Members and Upgrades

Mark is a Principal Scientist, Senior Flavorist of Procter & Gamble, leading major flavor formulation projects and flavor technology development for Health Care products. He joined in P&G since 1986 after his graduation from Rutgers University, where

he received both Ph.D and M.S. degrees in Food Science (Flavor Chemistry, Fats & Oils). He also has a MBA degree from Xavier University.

Mark has a beautiful wife, Yichi, and two teenage boys, Alex and Terence.

He enjoys family activities, hiking, camping, and also likes playing volleyball, doing home improvement projects, as well as cooking Chinese food.

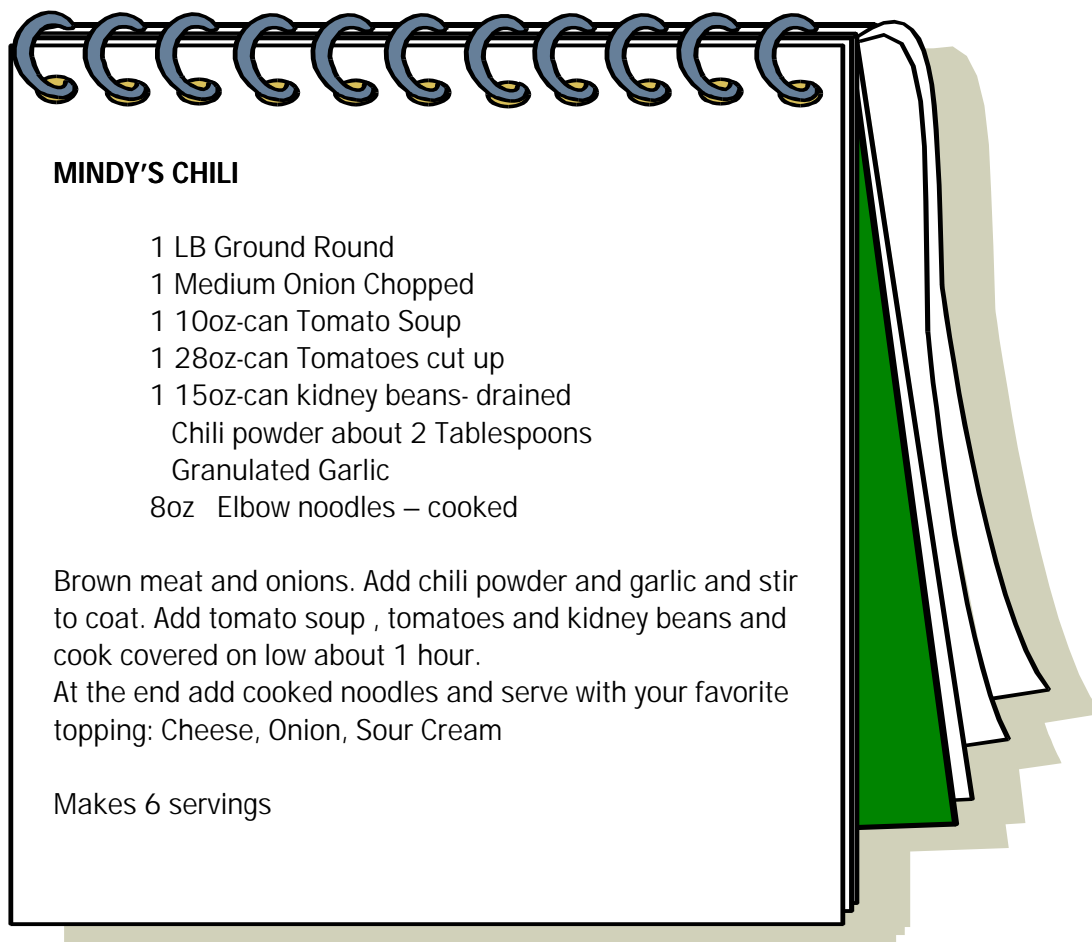


Mark Lee

Certified
Member since Dec 1999
Procter & Gamble

Cooking Corner

by Mindy Edwards

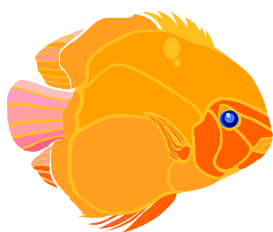


A letter from the "Little Mermaid"

by Carole Pollock

For those of you who missed it, I received the nickname of "The Little Mermaid" at the April meeting of the Society of Flavor Chemists held at the Omni Netherlands Hotel in Cincinnati. (Paulette Lanzoff, {Mane, USA} says I should feel good that at least they called me "little").

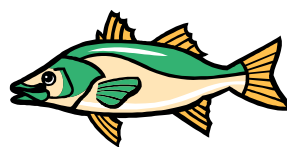
"...I ran to my car and was driving towards home when the pain hit and I took myself to the emergency room..."



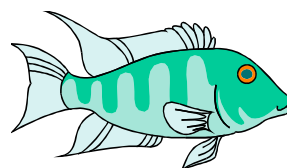
This is what happened: It was between what had been a well presented and well attended Chemical Sources Association Meeting and the first speaker for The SFC education meeting. The crowd was thirsty-tongue hanging out thirsty. As the co-host, I left the meeting to find the catering manager and get some water delivered. What happened next is still somewhat hazy, and no, I didn't have anything to drink—that's why I left the meeting. Somehow I fell down the carpeted steps outside of our meeting room, slid at full speed across the marble floor at the



bottom and landed head-first in the fountain in the Palm Court. Diana Moore, {Moore Ingredients} and several of my Wild colleagues, pulled me out and kept me from drowning. I was soaking wet from head to toe and also had the alluring "wet T shirt" look. I ran to my car and was driving towards home when the pain hit and I took myself to the emergency room.

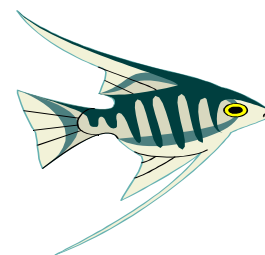


After a cursory exam they sent me home with some Ibuprofen and said I suffered muscle strain and would be OK in a few days. When I came to work the next day I found a copy of the "Little Mermaid" video on my desk and a handful of change with a note saying that I didn't have to dive into the fountain for bus fare. It was a big joke and I accepted the position as the butt of the humor.



As it happened, the consequences were much

more severe than "muscle strain". I've had surgery to repair a broken right shoulder and torn rotator cuff. The good news is I can now pitch like Tommy Johns. I also broke my right foot in four places. I had surgery for this July 12 and I now have seven screws, two pins and a piece of artificial bone in my foot. To the frequently asked question, "How did it feel to be screwed seven times in one day?" The answer is "it hurt like bloody hell"! I'm getting around home in a battery-powered scooter; I've been nurtured and fed by my friends. I hope to be cast-free by the middle of September and plan to attend the September 20th meeting in Princeton.



My advice to anyone else hosting a meeting is: Let them get his or her own water and watch your step!

An Ode to a Flavorist

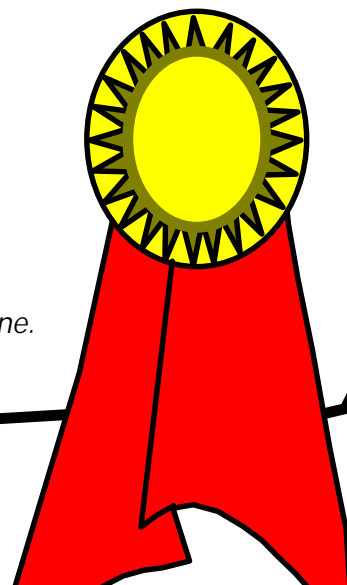
by S.A. Barcelon

*Bowed by the burden of projects he leans
Upon his workbench and gazes on the wall.
Overwhelming tasks visible on his face.
What made him dead to success and failure.
Flavors on demand or those that failed.
Solid or liquid, a challenge to undertake.
Who proposed and then let down these projects?
Whose final blow struck the light to its go ahead?*

*Is this the person management hired and kept?
To have the say over odor and taste.
Analyze flavors and search for answers.
Qualify opinions and acknowledge criticism.
Are these the goals to achieve and fulfill?
Down the stretch of time with strength and stress
Reports to write and calls to make.
More jitters with despair to one's call to work.*

*What separates flavorist and management?
Slave of work, and what to him
Are Heath and the books of Arctander,
The Gas Chromatograph, a display of peaks,
The odor and taste of compounds, the color of dyes?
Through this fearful stage the suffering flavorist is
Confused, saturated and maybe at fault
His cried protest of despair and overworked.*

*Management of all the land.
Is this the flavorist you give to God?
This helpless, hopeless, disoriented man?
You're to answer and reckon at the end of time.
Touch him with dignity and compassion.
Replenish the man with joy at work.
Make straight his outlook at life.
And when judgment calls, his answer a job well done.*



Cybermania

Web Search Engines

I have been very busy lately, but not that busy that I cannot share a recent finding. I have found an excellent search engine at **www.google.com**

gines, such as www.dogpile.com and it is some what better than the search engine from your Internet Service Provider, but nowhere comparable in speed and extent of results as google. Google has been rated as one of

by Gerard Mosciano

searches for other related citations, so if you see a good listing or citation you can click on other citations and go into a like group of hits. One citation can lead you off an a real interesting trail. It even went through Leffingsell's database to

"... Google has been rated as one of the best sites to search the web and I must agree..."




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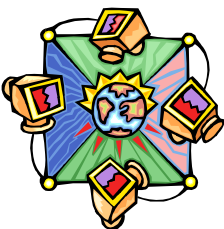
This will search for a key word or a word string. It searches over 1.6 billion articles or sites and gives you hits in a matter of seconds. In fact it will list the number of hits and the exact time it took to find them. Often the term Blazing is used to describe speed, here the term is very appropriate. From time to time I have used other search en-

the best sites to search the web and I must agree.

I have located gamma Terpinene, when it was in chemical catalogs, mentioned in technical articles and listed in the European positive lists. I have found rum flavor citations as well as rum component citations. It has a unique feature that is very helpful. It also

list what flavor ingredients I described as having a rummy organoleptic character.

G. Mosciano



Flavor Notes

Flavor Creation by Numbers

Flavorists are a creative group of professionals. They can usually come up with a solution to a customer's request if given all the facts and enough time.

We have a customer who is looking for a Fresh Strawberry Flavor for Hard Candy. The flavor should be a Water Soluble and have a usage of 2-4 oz/100 lbs Hard Candy. The selling price is no more than \$7.90/lb. The customer is in the USA. The flavor is natural and artificial. The percentages for the ingredients in the flavor are as follows: (All by weight)

1.5000
 0.2000
 1.7000
 1.5000
 0.7000
 0.0800
 0.0200
 0.0200
 0.0100
 0.0500
 0.0001
 0.1000
 0.0500
 0.2000
 2.5000
91.3699
 100.0000

We have to select from the following ingredients the one that fits each percent.

The person who comes the closest to it's actual formula will receive a free meal at the next Society of Flavor Chemist meeting he or she wishes to attend.



Ethyl Acetate,
 Ethyl Valerate,
 Ethyl Propionate,
 Ethyl Butyrate,
 Ethyl Iso Valerate,
 Ethyl Laurate,
 cis-3-Hexenol,
 trans-2-Hexenal,
 Iso Hexyl Alcohol,
 Veltol,
 Veltol Plus,
 Aldehyde C-12,
 Aldehyde C-14,
 Aldehyde C-16,
 Aldehyde C-18,
 Vanillin,

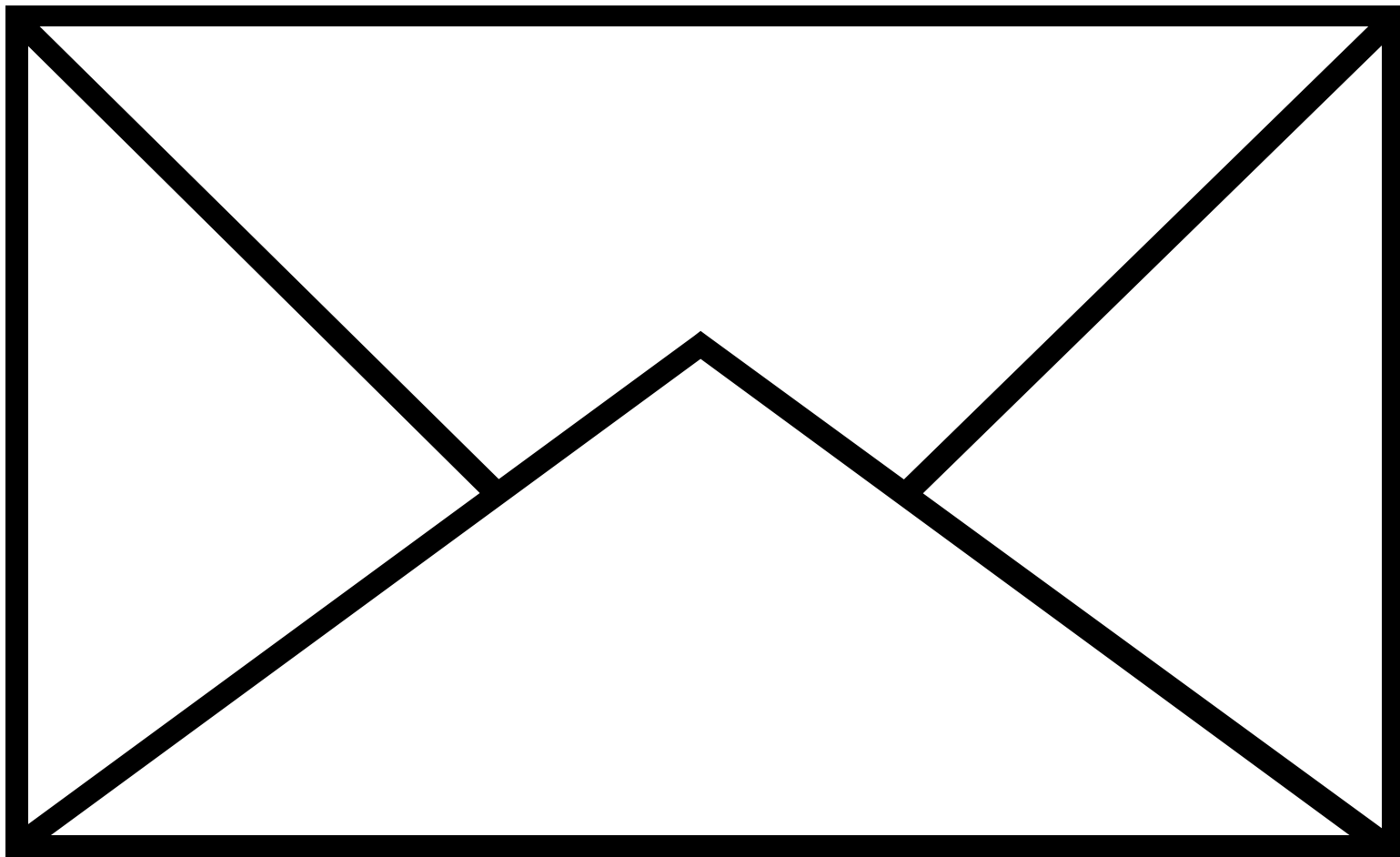
by Eugene Buday

Ethyl Vanillin,
 Heliotropine,
 Acetic Acid,
 Butyric Acid,
 Propionic Acid,
 Acetyl Methyl Carbinol,
 Diacetyl,
 Methyl Heptin Carbonate,
 Violet Leaf Absolute,
 Methyl Iso Butyrate,
 Furaneol 20%,
 Orange Oil,
 Jasmin Absolute,
 Apple Juice Conc.,
 Strawberry Juice Conc.,
 Elderberry Juice Conc.,
 Propylene Glycol,
 Glycerin,
 Ethyl Alcohol,
 Triethylcitrate,
 Triacetin.

Send your completed Formula to Mariano Gascon at Fax 414-769-3019

" ... (Flavorists) can usually come up with a solution to a customer's request if given all the facts and enough time..."





*THE SOCIETY OF FLAVOR
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