

## Who Should Attend

Professionals who will derive the greatest benefit from this course are those interested in learning about flavor development.

- Product Developers
- Chefs
- Flavorists
- Anyone interested in flavor development

The course "The Art and Science of Creative Flavor Development" appeals to professionals with a basic science background to those wanting a more in-depth look at the creative process.

## Learning Objectives

Upon completion of this course, you will be able to:

- Identify new methods for flavor development and how to optimize their success
- Understand the various strategies used in flavor development and how and why they are used in the food industry

## Course Description

This course is designed for practicing food scientists and technologists who wish to develop knowledge of flavors and their creation. Case studies are used as a learning tool for a greater understanding of flavor systems and their applications.

Flavors are integral to the success and acceptance of all food products. Understanding how to most effectively prepare and utilize them is critical.

This course will have opportunities for attendees to create flavor systems and apply them to various food systems.

# Creative Flavor Development

December 3, 4, 5 2008 Piscataway, NJ

## COURSE OUTLINE

### First Day

#### Introduction to the Fundamentals and Methods of Flavor Development

- Learn to identify resources used to formulate compound flavors, seasonings and reaction products
- Understand the methods of creative flavor development including the descriptive analysis approach, the key chemical identification approach, and analytical compounding techniques
- Evaluate the regulatory issues that impact today's flavor development challenges

#### Workshop

- Develop experimental formulas for sweet and fruit type compound flavors
- Utilize prototype application preparation and sensory evaluation techniques to objectively measure development skills and creativity

### Second Day

#### Introduction to the Science of Flavor Development

- Explore new analytical technologies and learn about equipment available for analytical flavor component identification and flavor development
- Review the science and practical technology of reaction flavor development and learn how to formulate reaction media for specific types of savory flavors

#### Workshop

- Develop experimental formulations for meat/savory flavor development using reaction flavor chemistry and texture technology to extend meat product shelf life
- Evaluate finished products using descriptive analysis techniques to measure successful candidates

### Third Day

#### Combining Technologies to Optimize Successful Flavor Development

- Hear actual case studies that employed food chemistry, culinary technology, enzyme technology, pharmacology and process engineering in the successful development of flavors
- Apply flavor science and related technologies to the development of "Meat-First" Soup Bases, Hydrolyzed Vegetable Proteins, Yeast Extract Substitutes and "Fresh-baked" Flavors to extend baked products

## Course Director

William A. May, PhD. is President of *Flavor Solutions Inc.*

Dr. May has over 35 years experience in the flavor industry and shares his knowledge using lectures, case studies as well as hands on demonstrations.

## Additional Faculty

Dr. William C. Franke Assoc. Director CAFT provides technical expertise in the area of product development and food regulations, especially as related to functional foods and nutraceuticals, and develops new opportunities for technology transfer to small as well as large companies. Previously, he spent 28 years at Lipton/Unilever and served as Head of R&D, Quality Assurance and Regulatory Affairs.

Dr. Chi-Tang Ho Professor II Rutgers University. Professor Ho has over 30 years experience in flavor research and has published over 600 journal articles and book chapters. He has won numerous awards including the Stephen S. Chang Award in Flavor and Lipid Science from IFT.

Dr. Charles Manley recently retired as Vice President of Science and Technology Takasago International. In his 40 plus years the industry he has also worked in various research and management positions including Vice President, International Business Development for Quest International. His major corporate responsibilities have been in managing the commercialization of scientific research efforts and managing various technical, creative, regulatory and quality departments at both Unilever and Takasago. He has over 150 publications, patents, and presentations in the field of flavor ingredient safety and chemistry.

## Ways to Register

- Call: (732) 445-6130
- Fax to: (732) 445-6145
- Mail: **Flavor Solutions, Inc.**  
120 New England Ave.  
Piscataway, NJ 08854  
Attn: Bonnie McPeak

## Registration Form

The Art and Science of  
Creative Flavor Development  
Dec 3, 4, 5, 2008 • Piscataway, NJ

Dr. Mr. Ms. \_\_\_\_\_  
First Name Last Name

Job Title \_\_\_\_\_

Company Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail Address \_\_\_\_\_

(CAFT does not rent or sell e-mail)

How did you learn about this course?

- Direct Mail  Colleague  Website  Other

## Payment Methods

**Early Registration** U.S. \$1895 / \$1795\*

(Must register and pay by NOV 1)

**Regular Registration** U.S. \$1995 / \$1895\*

(Group Rate)

Payment is due prior to course start date.

\***Group Rate** is for two or more enrollments registering at the same time, from the same company, for the same course.

**Send Invoice** (POs must be received in advance of course)

Purchase Order # \_\_\_\_\_

**Check** (payable in U.S. funds to Flavor Solutions, Inc.)

## General Information

Fee Covers Course Materials, coffee breaks, lunches and certificate

Cancellations – If you cannot attend please notify us by Nov 15 and we will refund your fee. Cancellations and no shows after Nov 15 will be charged a \$150 administrative fee. You may enroll a substitute in the course at anytime.

## Course Location

This course will be held in the Food Manufacturing Technology (FMT) Facility located at 120 New England Ave. Piscataway, New Jersey. Visitor parking is available at the facility.

The Food Manufacturing Technology Facility contains 7,500 square feet of USDA/FSIS/FDA approved manufacturing space. Additional space includes a Product Development Kitchen, Quality Control Laboratory and other support space.

For additional information or directions please call: (732)-445-6130

## Accommodations

Hotels near by include:  
**Extended Stay Deluxe Hotel**  
410 S Randolphville Rd  
Piscataway, NJ  
732-235-1000

**Radisson**  
21 Kingsbridge Rd  
Piscataway, NJ  
732-980-0400

Please make your own arrangements

## Who We Are

*Flavor Solutions Inc. (FSI)* is a custom development company that combines art and science of flavor technology with texture technologies to provide you with innovative, signature food products and consulting services. FSI brings more than 50 years of food industry experience to support your efforts to create successful new products. We have served the world's most prominent producers of prepared foods and beverages and leaders in the culinary, food service and nutraceutical industries with creative flavor and texture development.

The Center for Advanced Food Technology (CAFT) is a unique, cooperative venture between the food industry, academia, and government. It strives to create and enhance applications of scientific knowledge and technologies that address product, process, and manufacturing needs for the delivery of high-quality, health promoting foods and food materials to consumers.

# RUTGERS

New Jersey Agricultural  
Experiment Station

Center for Advanced Food Technology



*Flavor Solutions, Inc.*

120 New England Ave.  
Piscataway, NJ 08854  
Tel: (908) 979-9450

## Center for Advanced Food Technology and Flavor Solutions

presents:

# The Art and Science of Creative Flavor Development

**A practical Course/Workshop  
focused on:**

- Flavor Chemistry
- Flavor Development
- Creative and Scientific Methods
- Flavor Optimization
- Regulatory Issues

**December 3<sup>rd</sup>, 4<sup>th</sup>, 5<sup>th</sup> 2008**  
**Piscataway, NJ**

<http://caft.rutgers.edu>  
[www.flavorsolutionsinc.com](http://www.flavorsolutionsinc.com)