NCIFT Holiday Gala – December 6th, 2012

Renowned French born pastry chef Jean-Yves Charon was the guest speaker for the NCIFT Holiday Gala at the Round Hill Country Club in Alamo on December 6th, 2012. Chef Charon had just returned from his annual trip to Paris where he searches for new ideas and recipes for his company, Galaxy Desserts. Located in a 52,000 square foot facility in Richmond, with more than 200 employees, Galaxy turns mounds of butter, sugar, and chocolate into hand-crafted French-inspired desserts and baked goods. Galaxy’s very buttery French Butter Croissants and Molten Chocolate Lava Cake Batter have each been on Oprah’s “Favorite Things” show and are featured by customers like William Sonoma and Neiman Marcus. Delicious and all natural multi-flavored mousses and bite-sized macaroons were provided for our Gala’s desserts, though we were equally inspired by Chef Charon’s from rags-to-riches story.

Starting 25 years ago as a one-man operation, Jean-Yves sold his croissants to office workers in San Francisco working 17-hour days; baking at night and delivering and selling during the day . . . He responded to the many questions about...
A Note from the Assistant Editor

Hello everyone and welcome to the first Hornblower issue of 2013! I’ll be taking over Lesli Hamamoto’s role as assistant editor; please allow me to take this opportunity to introduce myself and share some of my thoughts and hopes for the future of this magazine.

Graduating from Cal Poly San Luis Obispo with a B.S. in Applied Nutrition, I currently work in the Nutrition Department at Kaiser Permanente and am a Marketing and Product Development Intern at The Intrinsic Group, Inc. in Alamo. While I’m still exploring and determining my future career, my interests lie in the food, health, travel and fitness areas, as I like to help people feel good and enjoy their life through physical and mental nourishment.

I envision The Hornblower to be a forum to explore what we know and understand about food technology, as well as a delivery of interesting and entertaining food topics. This issue we have a recap of the recent RCA and NCIFT Holiday Dinner events, as well as several thought- and hunger-provoking writings.

For future editions of The Hornblower, I encourage readers to share their expertise, thoughts, or experiences of food technology by submitting any articles, questions, or even criticism to me. I’d love to hear from everyone! Feel free to email me anytime at JourdanJade@gmail.com. Thank you for subscribing and let’s make this year the most fruitful and flavorful yet!
Change Of Any Sort Requires Courage

As professionals in the world of food and beverage, “change requires courage” seems more than appropriate. The people, places, and companies that embrace change tend to possess the energy, spirit, and traction that keep them moving forward even during difficult times.

In regard to people, reinventing oneself every few years is not a bad thing. We all tend to get a bit stodgy when we get too comfortable in our roles. Challenging ourselves by learning a new capability, spearheading a project, or offering to address an on-going issue are just a few of the ways to add dimension to ourselves. It’s not always the goal that allows the growth and transformation but the journey to reach the goal.

During my 20-year career as founder and president of “Intrinsic,” I have located my company in four different places. San Francisco was the first location, followed by Hayward, then Dublin and now Alamo/Santa Cruz. Each location has had its own special quality that has allowed for the growth and change that has been needed to adapt to our clients and business. Specifically, as we focused upon Ideation and Facilitation Training, we added two “destination” locations (Alamo & Santa Cruz). Both venues offer the necessary attributes of beauty, comfort, and conceptual stimulus (ocean, trees, gardens, and mountains).

Companies that adapt easily to change are less adverse to risk. Most recently, Hostess Brands Inc. filed for bankruptcy. Many reasons have been sited for the calamity. However, the lack of innovation is the fundamental culprit. Does it take that much time, energy, or resources to implement an innovation program? Not nearly as much as it does to end a company that at one time was the leader of the snack industry. Campbell Soup, on the other hand, has kept its product pipeline flowing by introducing a stream of ideas that reach beyond canned soup. The microwavable, portable, and healthy meal solutions are relevant to today’s lifestyle.

Susan Howe is the owner of “The Intrinsic Group, Inc.” A full service R&D firm. Susan can be reached at showe@intrinsicgroup.com.
NCIFT Holiday Gala

CONTINUED FROM FRONT PAGE

what it took to succeed with the following recipe for success…

- Know who you are and don’t stray from what you know best.
- Do something you love and have passion for it.
- Know your limitations and bring in help with the proper skills.
- Be honest with your customers.

Chef Charon loves to create and he loves to sell what he creates. He likes to see his customers eat and enjoy a personalized product experience. Some have called him an “Organoleptic Entrepreneur” and when asked what product is his favorite, Chef Charon answered, “The last one I am creating” because “innovation is the life blood of our company.” For more in-depth information about Galaxy Desserts go to www.galaxydesserts.com.

In addition to Chef Charon we have many people to thank for making the Holiday Gala a warm and welcoming event! Besides Earl Weak, who made all the arrangements, we would like to thank the following:

**Student Sponsors** – Gary Boell of Innova, Gordon Everett, Erin Evers and Russ Nishikawa of SPI, Stacey Hawley of Flavor Producers, Aaron Uesugi of Kraft Foods, Earl Weak, Elizabeth Cuff of Ogawa, Michelle Moy and Kirin Basra of Del Monte Foods.


With over 14 UC Davis food science undergraduates and graduates in-attendance, we are especially thankful for the support of these students and their Food Tech club activities by your generous donations and sponsorships!

Happy Holidays to all!!!

by Russ Nishikawa

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Red Vines – A Rich Bay Area History

American Licorice Co. began in 1914 when a German immigrant bought a small candy company in Chicago. The company began making black licorice for the Midwest and became very successful.

In 1925, the owner sent his son, grandfather of the current CEO, west to San Francisco to open a licorice factory near the current home of the SF Giants. In those days, only black licorice was manufactured but about 1935 the formula for Red Vines was invented. Red Vines grew in popularity over the years, and to this day no one can really tell what fruit flavor it is. Indeed, the formula for that flavor is locked in a vault and marked “for your eyes only” at the flavor company where it is produced.

For decades, black and red licorice were made and distributed in the West from that SF factory. As demand increased, more space was needed.

A new factory was opened in Union City in 1975, which expanded 3 times during the ‘80s and ‘90s to meet the demands of a population hungering for Red Vines. Eventually, the SF factory closed and to this day American Licorice still employs associates who worked in the SF factory. The 250,000 square-foot Union City facility runs around the clock with about 200 Associates. The Union
The holiday meeting was a success and the student raffle added fun and excitement to the event. Round Hill Country Club was decorated in its holiday best. Also, the weather was good, no rain and a mild temperature. I would like to thank all those people and companies that provided raffle gifts and contributed funds for the meeting.

Our speaker, just back from France, was Chef Jean-Yves Charon of Galaxy Desserts. He was born in Northern France, Brittany, and was interested in pastry and desserts at an early age. He worked with a number of baking companies in France before coming to the US. He worked as a pastry chef in the US before starting his own business. He described the problems of starting your own business. The question and answer session covered a number of topic related to Galaxy Desserts. Check out the Galaxy Desserts website, www.galaxydesserts.com.

The new NCIFT website is now in operation. You may want to check it out (ncift.org). If you would like to help maintain the site let us know. I would like to thank Jerry Oliveras, who for over a decade has done an excellent job keeping the information on the old site up to date.

The next NCIFT meeting is lunch at the California League of Food Processors in Sacramento, February 5, 2013. The speaker is Dr. Kimber Stanhope and the title of the speech is “Does Sugar Consumption Contribute to the Epidemics of Metabolic Disease.” Also in February will be the UC Davis student recognition night on February 21. Suppliers’ Night is May 5 (Golf) and May 6. The speaker on Tuesday afternoon is Barb Stuckey of Matson. Her book is Taste What You’re Missing: The Passionate Eater’s Guide to Why Good Food Taste Good. Barb appeared on the Nova Science Now program in October.

March is science fair month and NCIFT members will be judging food-related projects at six different science fairs. Judging dates for the fairs are: Saturday, March 9, Alameda, Monterey and Sacramento; Monday, March 11, Fresno; Wednesday, March 13, San Jose; and Wednesday, March 20, San Francisco. Contact me at docweak@aol.com if you would like to help judge.

Proposition 37 failed to pass because it was poor legislation. It would have generated income for attorneys and caused hardships for everyone else. Labeling regulations need to be set by one office and the FDA has the job. Unique labeling requirements for each state would kill interstate food business. Non GMO crops are already labeled “organic.” Food scientists need to help people understand what genetic modifications can do and that GMO corn does not contain pig genes.

The last book I read was The Parties Versus the People, How to Turn Republicans and Democrats into Americans by Mickey Edwards. It is a short read and a good book.

All the best in 2013!

Earl Weak

Earl Weak is the 2012-2013 NCIFT Chair and has been an active member since 1975.

The Power of Facilitation

by Susan Howe

Does the following sound familiar?

“Most meetings are a complete waste of my time….the plan is not clear, we get side tracked, and dominant people get all the air time.”

As a certified facilitator, with more than 20 years of experience, I hear these comments from individuals and companies that have not invested in facilitation training for their leaders. For most people, facilitation is not intuitive. Like most skills, it requires both training and experience to excel.

For example, in a new product concept session, a qualified facilitator customizes the agenda to be specific to the company’s challenges. Creating an environment that emphasizes divergent thinking is essential. A seasoned facilitator will conduct the event at an off-site location or a distraction-free environment that is filled with stimulus. He/she will generate an agenda that is designed to meet the objectives of the organization. Equipped with an arsenal of tools, the facilitator will have a sense of how and when to insert the appropriate tool.

In working with hundreds of industries, it is clear that savvy companies understand the need to innovate. Ad hoc resources applied to innovation result in less than successful new products and services. Proper facilitation enhances the likelihood of a continuous stream of well-developed new products.

For more information about facilitation contact Susan Howe (showe@intrinsicgroup.com or phone 408-406-1870) of The Intrinsic Group, Alamo, CA.

Facilitation Training is offered by Intrinsic on April 18th & 19th 2013 at their Santa Cruz, CA “Otter House” on the Monterey Bay. Enrollment is limited due to the interactive nature of the session.
NCIFT New Professionals Event: St. George Spirits

There was a fabulous turnout at the NCIFT New Professionals event at St. George Spirits! We were so impressed with the staff at St. George, they really know their stuff – in addition to being fun and friendly. They taught us all about their artisanal approach to making spirits and how they make their spirits in small batches. The copper pot stills almost look Willy Wonka-ish!

We learned the proper way to taste spirits: no swishing, no swirling! Sip, immediately swallow, then exhale. (Completely different from wine and beer tasting!) The tasting menu was very broad, including Hangar 1 vodka, Eau de vie, gin, bourbon, and we even tasted absinthe! (Yes, the absinthe that was formerly not legal in the United States.) My favorite was the Firelit Coffee Liqueur... made with coffee beans from local roasters including Blue Bottle Coffee!

A great bonus of the evening was the view of San Francisco – especially at sunset – we were all outside taking photos! I highly recommend a visit to St. George Spirits. Please stay tuned for the next New Professionals event!

About New Professionals:

New Professionals are recent graduates or food science professionals with less than 10 years in the food science profession. We host events as a fun way to network with likeminded peers! It’s a great way to meet local food science young professionals, make friends, and learn more about the field!

Erin Evers is the technical sales manager at SPI Group, west coast specialty food ingredient distributor. She just started a new blog – check out the SPI Group Scoop at http://spigroup.net/blog/

Red Vines

City factory is capable of cooking over 200 tons of candy per day. Most people don’t realize that Red Vines is made with wheat flour, of which we use two truckloads each day. If the amount of candy produced on our Jar Line was laid end-to-end, one day’s production would be equal to the distance between Union City and Los Angeles; one week’s production would be equal to the distance between Union City and St. Louis; one year’s production would go around the equator of the Earth 4 times.

Red Vines are made in a time honored 3-day tradition: the candy is cooked and cooled on the first day; then it is extruded and dried on the second day; on the third day, it is packaged and ready to send to customers. If made any other way, the texture and eating quality of Red Vines would be compromised, and we would never do that.

Red Vines is packaged in various shapes: ropes, bars, bites, Family Mix, twists (of all kinds and sizes) to fill our iconic plastic jar and 5 oz. tray which everyone has seen at movie theatres. Speaking of movie theatres, we know a “blockbuster” movie is about to hit the screen when the theatres load up on Red Vine trays. Sometimes we can’t make them fast enough. Red Vines are most popular in spring and summer, but in recent years we’ve seen growth in the winter months as well. Red Vines now has line extensions known as Grape Vines and Cherry Vines introduced to the market in recent years.

As American Licorice plans to celebrate its 100th year of operation in 2014, the Company is grateful to the San Francisco Bay Area for being host to the production of Red Vines and all of the other licorice products packed here and enjoyed by so many consumers.

by Ed Silva,
New Products / QA Manager
From Scott Nichols, SJIFT Golf Chair

The 14th Annual SJIFT Golf Tournament was held on October 11th at the Riverbend Golf Club, located along the beautiful San Joaquin River in Madera, CA. There was a threat of rain, but we ended up having some very nice weather for our tournament. We had a good turnout, with 116 players teeing off on the 6311 yard course.

This year, we employed the talents of Roger Caldwell of Great Golf Events to help us organize and run the tournament. We now have on-line registration and Roger introduced some new fundraising sponsorship levels for players to choose from. The Horn Company provided a Scholarship sponsorship ($3,000) while Ruiz Foods (Susan Manuel) and Virginia Dare Flavors (Joyce Igasaki) each stepped up to do Eagle Sponsorships at $1,800 each.

We also had 13 Hole sponsorships at $500 each. We want to thank the following Hole Sponsors: Dave Plowman of APAC Chemicals, Ellen Tyler of BASF Nutrition, Trish Frazier of Brenntag Pacific, Ron Melot of Del Monte Foods, Hanford, Chad Christensen of Grain Processing Corp., Marcos Millan of JM Huber Engineered Materials, Michele Tomas of Nationwide Boiler, Gina Cardoza of Pacific Coast Chemicals, Carl Christenberry of Sealed Air, Steve Orlando of Sunnyland Mills, Christian Jeuris of Univar, Gary Rue of Valley Fig Growers, and Timothy Thiel who donated in memory of Leonard Theil.

We wish to thank Bill Smittcamp of Wawona Frozen Foods for being the putting contest sponsor, and Stacey Hawley of Flavor Producers for the $1,000 sponsorship of the beverage carts. The SJIFT supported the Hole in One prize (a golf trip to Pebble Beach, valued at $10,000) and Ruiz Foods supported their “No Whining Hole” again this year.

Special thanks go to Michele Tomas of Nationwide Boiler, Tyler Johnson of Triton Chemical, and Solvay Chemicals who each entered 8 players. Christian Jeuris of Univar, also gets special recognition for entering 5 foursomes!

The Tournament raised $7,533 in Scholarship funds for CSUF Food Science Students! Since the inception of the tournament, we have raised $83,033.

The success of this tournament is due to the overwhelming support we receive from our sponsors, so again, the SJIFT Golf Committee says THANK YOU!

Food and Beverage Sponsors filled up the golf goodie bags and provided beverages to help keep our costs down, and we wish to thank the following sponsors: Dale Killen of Barney Butter, Dennis Perkins of The Brownie Baker, Adam Schretenthaler of Cytosport, Ed Desrosiers of Con Agra, Randy Erickson of Clif Bar & Co., Barbara Breland of Diamond Foods, Diana Banuelos of Kraft Corn Nuts, Quinn Zweigle of National Raisins, Gina Cardoza of Pacific Coast Chemicals, Joe Kaczmarek of POM Wonderful, Tracy Weddle of Vita-Pakt and Gary Rue of Valley Fig Growers.

Tournament Awards:

This year, we shook things up, threw out the handicap scoring system, and used low gross scores. We divided the players into three flights and winning foursomes of each flight received a SJIFT Blue Golf Cap and a custom Calloway golf bag! Our longest drive winners and CTP winners each received a $50 gift certificate.

Flight A (59 and under), with a score of 56, went to the team of Heath Villareal, James Close, Dick Boccolini and Mike Byrnes.

Flight B (69 and under), with a score of 60, went to the foursome of Tim Thiel, Louie Lujan, Joe Lujan and Gary Gelsey.

Flight C (79 and under), with a score of 70, went to the foursome of Jim Berg, Chad Christensen, Dr. Rod Coburn and Wendy Bathgate.

Longest Drive for Men on hole 11 went to Heath Villareal.

Longest Drive for Women on hole 11 went to Joyce Igasaki.

Closest to the Pin prizes went to Shayne Anderson on the $10,000 Hole in One prize hole (Number 3), David Casida on Hole # 7, Ben Martinez got closest to the pin on Hole #12 and on hole #14 (Ben has a great short game!).

Bellis Lellhame won the Chipping Contest, and Tim McConnell won the Putting Contest. Each player received a $50 gift certificate.

We greatly appreciate the support of this tournament from our golfers and sponsors!

We see you next October for the 15th Annual SJIFT Scholarship Golf Tournament. We will be at a different venue in the greater Fresno area so look for our announcement in June!
“Sweet, Sour, Salty, Bitter . . . Umami and Kokumi”

by Mindy Brundick

In order to create opinions or judgments about food, people use all of their senses – sight, hearing, smell, touch, and taste. Of course, taste is the dominant sense in determining how delicious a food may be.

A couple of taste sensations that are now more commonly included in the basic list of sweet, sour, salty, and bitter are “umami” and “kokumi.”

Umami is a Japanese word for “delicious taste” and is one of today’s hottest culinary trends. Umami is a taste sensation that boosts flavor, creates harmony, assists in sodium reduction and promotes satiety. While umami’s properties are distinct from sweet, salty, bitter, and sour, umami alters the perception of these tastes. The presence of umami can naturally enhance the saltiness of a product and helps food developers rev-up taste sensation while keeping sodium content to a minimum.

The chief component of umami is glutamates and examples of foods rich in glutamates include cured meats, tomatoes, mushrooms, cheeses, anchovies, red wine, shellfish, Chinese cabbage, and anything that is fermented. Because of umami’s link to monosodium glutamate, it is generally recognized as a flavor enhancing effect.

Nikken offers a full line of products that create the heavily sought after “umami effect.” These products include Soy Sauce Powders, Mushroom Powders, Oyster and Anchovy Powders and other Seafood Extract Powders, Red Miso Powder, Natural Flavor Enhancer Powders, etc.

Kokumi is a Japanese word meaning “rich taste.” It is a taste sensation best known for the hearty, long finish it provides. Kokumi also provides a mouthwatering punch at initial taste, and lends an overall balance and richness to foods. Like umami, kokumi heightens the sensation of other flavors. Therefore, kokumi helps developers respond to consumer demands for healthier products, by allowing a reduction of sodium, sugar, oil, fat or MSG content – without sacrificing taste. Kokumi may be defined as more of an “effect” rather than a specific taste on its own.

Kokumi can give the sensation of increased mouthfeel, richness, heartiness and it heightens the flavor profile overall. It provides a long finish and creates a mouthwatering effect. Nikken offers a kokumi product called Komi™ Powder which has shown outstanding results over a broad range of applications. Komi™ Powder does not change existing food profiles but rather enhances certain elements to provide pleasant “spikes” in the tasting experience. Komi™ Powder has been successful in sweet and savory applications. It has a profound impact as a flavor enhancer while also proving to be beneficial in project-specific efforts such as sodium reduction, sugar reduction, cost optimization, etc.

Mindy Brundick is the Manager of Technical Sales for Nikken Foods, a principal of Wyman Foorman. Wyman Foorman is an industrial food broker serving West Coast food processors and manufacturers with food ingredients from several principals. Wyman Foorman has been a member of NCIFT since its inception and is a regular exhibitor at the annual NCIFT Suppliers’ Night. A complete list of principals and products can be viewed at www.wymanfoorman.com or you can contact them at david@WymanFoorman.com or 510-601-7540.

Asian Brittle

Ingredients Control (%) Sugar, granulated .................. 38.32 Corn syrup .................... 18.19 Water ......................... 11.49 Baking soda .................. 3.55 Provesta® Soy Sauce Powder .......... 3.83 Ginger, ground .................. 0.16 The Original “Louisiana” Hot Sauce Powder ............. 0.53 Sesame sticks ................ 7.66 Almonds, slivered .......... 8.62 Cashews, chopped ........ 7.66 TOTAL ......................... 100.00%

PROCEDURE:
1.) Mix the sugar, corn syrup, and water in saucepan. Bring to a boil, stirring occasionally.

2.) When candy thermometer reaches 290°F, whisk in soy sauce powder, ginger, and hot sauce powder.

3.) When candy thermometer reaches 300°F, stir in baking soda.

4.) Quickly stir in sesame sticks, almonds, and cashews.

5.) Spread in a thin layer on cookie sheet to cool.

This Asian Brittle recipe comes compliments of SPI Group and Ohly Americas, featuring Ohly ProDry® ingredients. Ohly’s specialty powders encompass a broad range of flavors that may be referred to as “pantry products.” These products are typically stored in a pantry or refrigerator and are used at home or restaurants as liquids: cayenne pepper sauce, Dijon salad mustard sauce, yellow salad mustard, Worcestershire sauce, buffalo wing sauce, barbecue sauces, horseradish sauce, jalapeno sauce, honey and molasses. In the spray dried form, they offer a concentration of flavors and unique opportunities for flavors in dry mixes or in topical applications. For samples or more information about ProDry ingredients and OhlyAmericas, please contact Erin Evers at SPI Group erine@spigroup.net

Erin Evers is the technical sales manager at SPI Group, west coast specialty food ingredient distributor. She just started a new blog – check out the SPI Group Scoop at http://spigroup.net/blog/
As the Research Chef Association regional contact for northern California, it is my job to organize parties that bring together chefs, scientists, food scientists, and “culinologists” in the northern California region. There have been several successful events over the years held at local food manufacturers like Galaxy Desserts, Christopher Ranch, and Culinary Farms – all local suppliers to the food and restaurant industry.

Despite October 31 being a major American holiday, we managed to convince almost 80 food industry professionals to show up at Farmstead Restaurant in St. Helena, CA for a culinary extravaganza with food catered by Farmstead, cocktails by Charbay a slew of door prizes and goody bags contributed by all of the event sponsors. We chose St. Helena because many of the attendees were out-of-state foodies in town to attend the World of Flavor Conference.

Thanks to Chris Wilmouth, the R&D Chef from Lee Kum Kee, we were able to raise almost $600 dollars for the RCA student scholarship foundation. Chris worked the floor and managed to get everyone to buy raffle tickets for this worthwhile cause. The raffle prizes were amazing and included spice racks from McCormick, a grill set from Fuch, a copy of Robert Danhi’s James Beard nominated book on Asian Flavors, which he personally signed, a gift basket from Christopher Ranch, some iPod Shuffles from T. Hasagawa, Chili Pepper Sauce set from Dave’s Gourmet, Wine and Flavors from Marshalls Flavor House, assorted cheeses from Sartori and a malt ball cookbook from SPI.

When everyone left they got a goody bag, compliments of our goody bag sponsors, and were able to take home Blommer chocolate bars, Pacific Spice seasonings, walnut snack packs, Sethness logo pens, and some beautiful vanilla extract from Virginia Dare.

The party went on for four hours as everyone showed up and got to network and mingle with old industry friends and meet up with new up-and-coming industry professionals like the students from the nearby Napa Valley culinary school. We had delicious food that included many walnut-inspired dishes thanks to the Walnut Board of California donating nuts and sponsoring our event.

The RCA would not be able to throw such amazing parties without the help from their generous sponsors. This year we had generous contributions from Kerry, Kagome Inc, Lee Kum Kee, Golden Country Foods, Culinary Farms, HB Specialty Foods, Giraffe Food and Beverages (they are Canadian and still contributed to our USA event! Thank you Giraffe!), and Boyd Brokerage. Don Boyd has been a regular attendee at all RCA events and it was great to see Don and Laurel Place again!

Stay tuned next year for our next RCA event that will take place the day before World of Flavors 2013. Check out pix of the event here: http://tinyurl.com/RCA2012

Rachel Zemser, a.k.a. The Intrepid Culinologist, is a technical food consultant living in San Francisco. She has a B.S. and M.S. in Food Science, a Culinary Arts degree, and over 15 years of food-industry experience. Rachel is a member of IFT and is the RCA Northern California regional contact. Contact her at rachel@theintrepidculinologist.com
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