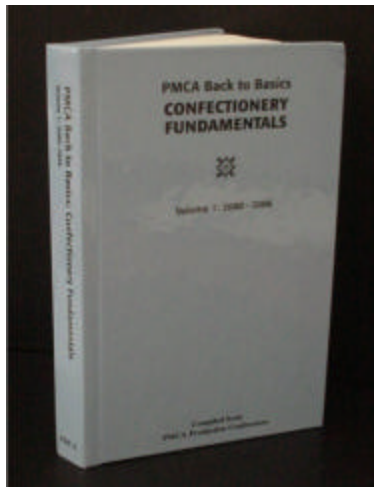




***For Immediate Release***

**FOR MORE INFORMATION CONTACT**  
Melissa Scheib  
Tele: 610-625-4655  
Email: [Melissa.Scheib@pmca.com](mailto:Melissa.Scheib@pmca.com)  
[www.pmca.com](http://www.pmca.com)

**PMCA Has Introduced**  
***Back to Basics, Confectionery Fundamentals***



***January 22, 2008, Bethlehem, PA*** — PMCA introduced two very exceptional books to the industry last year as part of their Centennial Celebration. The first one published was *Back to Basics, Confectionery Fundamentals*, followed by *Sweet Times, 100 Years of Making Confections Better*. *Back to Basics* is a compilation of seven years of high quality technical presentations from PMCA's Premier event, the Annual Production Conference. This publication is an indispensable technical resource on core confectionery types and processes.

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***(Page 2 of 2 – PMCA Back to Basics)***

Each year, PMCA's Annual Production Conference features a "Back to Basics" training seminar on a specific process important to the confectionery industry. The sessions generally include Power Point presentations, video footage, live cooking demonstrations, microscopy and audience sampling, all provided by a highly knowledgeable team of trained professionals in the field.

To date, the series has featured the following topics: Chocolate Tempering, Sugar Crystallization, Fats and Oils, Caramel, Panning, Chocolate Moulding, and Aerated Confections. The book is an indispensable reference guide for a variety of industry and collegiate personnel including students of Food Science and related curriculums, those new to the industry, as well as those looking to refresh their knowledge or skills on a specific topic.

*Back to Basics, Confectionery Fundamentals* is available online at [www.pmca.com](http://www.pmca.com) or call (610) 625-4655. Price: \$70.00.

*PMCA is a non-profit international trade association in the confectionery industry whose goals are to provide open forums for the free exchange of technical information through its Annual Production Conference, to promote and direct basic and applied scientific research in the science of chocolate and confectionery through its Research Program at leading universities and to educate and train technical and manufacturing personnel worldwide through its Short Course Program. The organization was originally founded in 1907 as the Pennsylvania Manufacturing Confectioners' Association.*

-ENDS-