



For Immediate Release

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PMCA Announces Program and Events for the 64th Annual Production Conference

January 13 2010, Bethlehem, PA — PMCA's 64th Annual Production Conference will be held April 26-28, 2010 at the Hershey Lodge and Convention Center, Hershey, PA. The association's Production Conference Program committee, led by Co-Chair Judy Cooley, *The Hershey Company*, is committed to providing attendees with another outstanding line-up of speakers and topics for this year's event.

The eleventh installment of the **Back to Basics** training series entitled *Chocolate Liquor to Finished Chocolate* will be the second in a three part series started in 2009 with the topic *From Cocoa Bean to Chocolate Liquor* and will conclude in 2011 with *Processing Finished Chocolate into Finished Product*. The program will be led by a team of industry experts who will discuss the impact of ingredients used, followed by presentations, demonstrations and audience sampling related to the grinding process, conching and tempering. This is a *not to be missed* session for anyone with an interest in the manufacture of chocolate.

Monday, April 26, 2010

"BACK TO BASICS, CHOCOLATE LIQUOR TO FINISHED CHOCOLATE"

Welcome and Introduction

Session Moderator: Shawn Bennett, Product Development Staff Scientist, Team Leader, *The Hershey Company*

Formulation of Chocolate and Impact of Ingredients – A Review

Mark Adriaenssens, Director, Research & Development Americas, *Barry Callebaut*

Determining the "best chocolate" in the world would be difficult because taste preferences are

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subjective. The aim of this presentation is to provide more detail on the impact different ingredients have on chocolate flavor and cost, as well as sensory attributes. Tasting samples will be available to illustrate the clear flavor impact of various ingredients.

From Coarse to Smooth – A review on Grinding Technologies

Peter Braun, Dr.- Head of Research & Development, *Buhler AG*

Achieving a smooth texture is key when it comes to chocolate. To reach this objective one can choose from many different grinding technologies which have evolved over time – but what are the differences? The purpose of this presentation will be to provide a technical description of the various technologies available, characterize their specific attributes and outline their potential opportunities as well as their limitations.

Conching Back to Basics

Kurt Muentener , B.Sc. , former Managing Director, *FRISSE GmbH , Germany , a Company of the Buhler Group , now KEYMOUNT GmbH , Machine Development and Consulting*

A brief history of the conching process will be given from the original longitudinal conche up to the state-of-the-art equipment. Reactions taking place during the process will be shown. This follows a brief introduction into Dr. Ziegleder's latest research and discoveries on conching made in the early 2000's with an outlook on what impact these discoveries could have to future developments. The presentation will be accompanied by the sampling of chocolate. The samples will be developed and conched on a Buhler lab conche over a prolonged time. Samples taken at different times of the conching cycle will demonstrate the flavor changes over time. The development and conching of the samples are supported by Lindt and Buhler.

Tempering and Temper Testing

Mr. Henning Haslund, Senior Project Engineer R&D Chocolate, *Aasted-Mikroverk ApS*

The basic process of tempering chocolate is characterized by the creation of stable Beta 5 crystals in the cocoa butter mass of the recipe. The difficult part of the tempering process is to avoid, or at least minimize, the presence of instable crystals which give rise to, among other characteristics, fat-bloom, bad taste and short shelf-life of the moulded chocolate product. This lecture provides you with an introduction to tempering of chocolate as well as the key issues thereof, for achieving an acceptable result.

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Tuesday Morning, April 27th

Session led by moderator Patrick Hurley, Director of Technical Services/Director—International Sales, *Spangler Candy Company*

The Effects of the PCA Peanut Recall on a Small Confectionery Manufacturer

Shelley Carr, QA Manager, *The Warrell Corporation*

This presentation will highlight the effect the 2009 nut recalls had on small to mid-sized confectionery manufacturers. Areas covered will include how the recalls changed the industry, how manufacturers were required to react to stay in business, and the new regulations from the government.

Sweetener Synergy

Sanjiv Avashia, Senior Food Scientist, *Tate & Lyle*

Nutritive and high intensity sweeteners are used in a wide variety of food applications to deliver sweetness, enhance flavor and achieve desired texture. Many of these sweeteners, when combined, give even greater sweetness than the additive effect, or exhibit sweetness synergy. Taking advantage of this synergy may allow the developer to achieve nutritional claims such as reduced sugar and reduced calories in confectionery applications without loss of sweetness or flavor. This presentation will provide an overview of synergies between nutritive and high intensity sweeteners. The benefits of sweetener synergy will be illustrated in specific confectionery applications with sensory validation and cost analysis.

Sugarless Coating – Working with Various Polyols

Bob Huzinec, Principal Scientist, *The Hershey Company*

As the market share of sugarless confections grows, the need for sugarless coated candies increases. This presentation will cover the common polyols currently being used for sugarless coating. It will also provide an overview of the polyols physical and chemical characteristics, a brief review of coating terminology and the optimum conditions necessary to produce a consumer acceptable product.

International Ingredient Sourcing Pitfalls

Erika Vidal-Faulkenberry, Customs and Trade Compliance Specialist, *The Hershey Company*.

When determining international sourcing locations, traditionally the manufacturing community -

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has focused on key elements such as quality standards, supplier specifications, food regulations, etc. The purpose of this presentation is to share with the audience how additional factors such as trade barriers, country of origin and Harmonized Tariff System Classification may significantly affect the feasibility and cost of importing an ingredient into the US or exporting it to other countries.

Modulating Sensory Perception using Encapsulation

Dr. Imad A. Farhat, Associate Director, *Firmenich*

After a brief introduction of current encapsulation technologies and the fundamentals underlining barrier properties, this paper will focus on the ability of encapsulation to contribute to a multi-modal sensory perception, delivering many of the required stimuli, from aroma to taste, trigeminal sensations, but also visual and texture. The various release mechanisms will be reviewed and their impact on sensory perception discussed based on existing sensory and analytical data.

Tuesday Afternoon, April 27th

Session led by moderator Reginald Ohlson, Retired, *Mars, Inc.*

Regulatory Update for the Confectionery Industry 2010

Alison Reich Bodor, Vice President, Regulatory and Scientific Affairs, *National Confectioners Association*

Ms. Bodor will present an update on food safety and regulatory issues of importance to confectionery manufacturers with particular focus on new food safety legislative and regulatory developments. Other issues to be addressed will be the ongoing deliberation of the 2010 Dietary Guidelines Advisory Committee and related nutrition and health policy initiatives that could impact confectionery business operations.

Regulatory Challenges of Flavor in International Confections

Jennifer Hoffmann, Manager Regulatory Affairs, *FONA International Inc.*

The intricacy of the regulations surrounding flavors and their use in food, if not managed properly and proactively, can lead to nerve-racking commercialization delays at the time of a product launch. An understanding of the complexity of flavors themselves can aid food companies in identifying key areas of focus for compliance in desired international markets.

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This presentation will outline 'hot topics' in important fields subject to regulatory compliance including consumer applications, base of manufacture and country-specific food law.

Focus on Quality - The Right Actions for the Right Ingredient Suppliers

Lisa Hammond, Quality Ingredient Manager, *The Kellogg Company*

The past few years have proven to be very tumultuous for the food industry. Ingredients and finished foods have been plagued by purposeful and harmful adulterations and product recalls seem to be at an unprecedented high. There are impending changes being proposed within the government and by many different retailers, suppliers, and manufacturers. Whether you are an ingredient supplier or a manufacturer of retail food items, ensuring the quality of your raw ingredients is essential to ensuring the quality of the product you ship out your dock doors. The focus of this paper will be on ensuring the safety and quality of raw materials through robust supplier qualification programs.

A Visit to a Cocoa-Growing Community in Nigeria

Dr. Joseph Anikwe, Senior Research Officer, *Cocoa Research Institute of Nigeria*

Iloro-Idanre is a small cocoa-growing community in Ondo State, Nigeria. It represents one of the communities in West and Central Africa. These communities are accountable for the production of 70% of the world's cocoa. Types of crops cultivated within the community, the primary occupation of community dwellers, their delicacies, lifestyle, as well as festivals celebrated will be described. The processes involved in cocoa cultivation from pre-field activities to post-harvest handling before cocoa beans are exported will be presented. This presentation also highlights some of the inherent and perennial challenges to increased productivity of cocoa farmers in all cocoa-growing communities in West Africa.

Wednesday Morning, April 28th

Session led by moderator Steve Genzoli, Vice President, QA & R&D, *Ghirardelli Chocolate Company*

Sensory Evaluation of Chocolate Products for the Small to Mid size Confectioner - Protect Your Flavor to Protect Your Brand

Rose Potts, Corporate Manager of Sensory and Product Guidance, *The Blommer Chocolate Company*

Each confectioner has a unique story to tell. The particular flavor of your product helps define

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the story that differentiates your product in the marketplace. This talk will cover the basics of how to define your flavors to protect your brand by discussing who should taste and how to get started. Audience tasting samples will be used to demonstrate the points outlined.

The Importance of Flavor and Fragrance as a Communication Tool in Brand Selection

Michael Walsh, Ph.D., VP Marketing, *Mane Inc.*

Flavors and fragrances have long been key discriminators for consumers when choosing products. In the past, for food or confectionary products, often the major role of flavor was simply to give a pleasant taste to a product, or in certain cases, to cover an off-taste of the base. However we now see that product sensory cues, such as taste, are being increasingly used to communicate the delivery of product performance and boost acceptance. This talk will examine the role played by sensory cues, including flavor, in influencing consumer selection.

Energy Efficiency in the World of Confectionery Manufacturing

John I. Cooke, Chief Financial Officer, *Tennessee Valley Public Power Association*

The necessity of energy efficiency has become evident in the last few years and will be a major issue in planning for the future. There are many ways to achieve success in this area including plant specific generation, the use of waste as fuel, energy reducing projects, the proper use of lighting, and employee practices, to name a few. This discussion will touch on all of these methods and will include new technology available to manufacturers, case studies in energy reduction and many other topics designed to help the confectioner save energy and add to the bottom line.

Chocolate Chips Baked in Cookies Do Not Bloom

Amelia Frazier, Graduate Student, *University of Wisconsin, Madison*

Richard Hartel, Professor, *University of Wisconsin, Madison*

A familiar concern for the chocolate industry is chocolate bloom. There are numerous reasons why bloom may form on chocolate. One cause is insufficient tempering. Untempered chocolate will bloom shortly after solidification, forming an undesirable whitish haze on the surface of the chocolate. An exception to this rule appears to occur when chocolate chips are baked in cookies. Because baking results in complete melting, chocolate chips baked in cookies should behave as untempered chocolate, and yet bloom on chips in cookies is rarely a problem. We hypothesize that fat migration from the cookie dough to the chocolate chip

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during baking prevents cocoa butter crystals from changing from the β' to β polymorph, a necessary occurrence in order for chocolate bloom to take place in untempered chocolate. Our results on cookie systems clearly show that a critical amount of fat migration is necessary for bloom inhibition. This migrated fat, whether palm oil shortening, olive oil or butter, disrupts the normal crystallization and polymorphic behavior of cocoa butter.

Beat Migration Bloom on Chocolate Products by Optimizing your Process

Bjarne Juul, Senior Technology Specialist, *AarhusKarlshamn Denmark A/S*

Intensive research has shown a huge correlation between process parameters and the speed of migration bloom development. It seems that the temperature, which is used for most temper tests in the world, is too low and actually guides chocolate manufacturers to produce slightly under-tempered chocolate. The cooling of chocolate and particularly chocolate shells is often too severe, causing too high cooling gradients, which probably affect the ratio of Form IV and Form V polymorphs in the final chocolate product. The subsequent transformation from Form IV to Form V accelerated by the migrating oils from fillings, speeds up the bloom development process. It is found that if this transformation takes place at a temperature above room temperature, a type of heat treatment or “after tempering”, for the development of migration bloom can be delayed significantly. This heat treatment is application and recipe dependent and the total treatment is a multiple of time and temperature.

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Keynote Address Tuesday Evening, April 27th

Chocolate: An Insatiable Source of Artistic Inspiration ***“A Bird in Hand is Delicious”***

Elaine González, Master Chocolatier Emerita, *Chocolate Artistry*

Expect the unexpected in this session devoted to creating dazzling chocolate extravaganzas using a variety of unconventional techniques. Attendees will learn how to turn simple desserts into spectacular ones with exotic chocolate accents and dramatic chocolate receptacles. They will experience the joy of playing with chocolate by embellishing the night's scrumptious dessert with their own hand-modeled chocolate decoration. At the end of this session participants will be able to find stimulus for artistic experimentation from unconventional moulds and crossover ideas from other crafts and fanciful figments of their imagination. They will create a hand-modeled bird from a lump of chocolate clay for the bird-bath dessert filled with cool chocolate fondue.

Student Outreach Program

PMCA's Student Outreach Committee, led by Chair Barry Glazier, *Mars Snackfood NA*, will once again host students from educational institutions with Food Science and related programs, to attend the conference. Students will have the opportunity to interact with industry personnel, be recognized during the Monday evening dinner program and participate in a plant tour sponsored by *Mars Sncakfood NA*.

Supplier Exhibition

The 2010 Production Conference will once again feature the highly popular supplier exhibition on Monday afternoon from 12:30-5:30pm in the Great American Hall of the Hershey Convention Center.

Supplier Exhibition Registrations as of late December, 2009

AAK USA, Inc.

Aasted-Mikroverk, Ltd.

ADM Cocoa

Almond Board of California

American Chocolate Mould Co.

Bainbridge Associates

Baker Perkins

Balchem Encapsulates

Barry Callebaut

BASF

Bell Flavors & Fragrances, Inc.

Beneo-Palatinit, Inc.

Berndorf Belt Technology USA

Bosch Packaging Technology Inc.

Bruker Optics

Buhler, Inc.

Butter Buds Food Ingredients

C.P. Flexible Packaging

California Natural Products

Candy Industry

Cargill Cocoa & Chocolate
Cargill Confectionery Ingredients
Carle & Montanari, USA, Inc.
Centerchem, Inc.
Ciranda
W.A. Cleary Products
Colorcon
Corn Products U.S.
Creative Food Ingredients
Crosio & Associates, Inc.
Delfi Cocoa USA, Inc.
Domino Specialty Ingredients
Driam USA, Inc.
ECOM Cocoa
EMD Chemicals, Inc.
J.A. Emilius' Sons, Inc.
Emkay Confectionery Machinery
Firmenich, Inc.
Flavorchem
FMC Corporation
Fuji Vegetable Oil, Inc.
Galloway Company
Good Inside Foundation, Inc.
Grain Processing Corporation
Graybill Machines, Inc.
Haas-Mondomix
Hans Brunner GmbH
Hilliards Chocolate System
Industrial Food Ingredients, Co., Inc.
Inno Concepts, Inc. (DBA Cocotown.com)
International Foodcraft Corporation
E. Klein Associates
Knechtel, Inc.
KOCO, Inc.
LADCO: Macintyre Chocolate Systems &
Petzholdt-Heidenauer GmbH
Landers Group, LLC
Lee Industries, Inc.
Loar & Young, Inc.
Lock Inspection Systems
Loders Croklaan
P. Magee Enterprises
MANE, Inc.

Mantrose-Haeuser Co., Inc.
Matsutani America, Inc.
MC/ Manufacturing Confectioner
Micelli Chocolate Mold Co.
Molded Fiber Glass Tray Co.
Mother Murphy's Flavors
Multifilm Packaging Corp.
Murnane Specialties, Incorporated
Nutec Group
O'Laughlin Industries, Inc.
Ottens Flavors
Palsgaard Incorporated
Precision Roll Grinders, Inc.
Printpack, Inc.
Probat Burns, Inc.
Production Techniques Ltd. (PTL)
PROVA, Inc.
QC Laboratories
Readco Kurimoto, LLC
Roquette America, Inc.
Sandvik Process System LLC
Savage Bros. Co.
Silesia Flavors, Inc.
Sollich North America, LLC
Stepan Company Food & Health Specialties
Stern Ingredients, Inc.
Tate & Lyle
TIC Gums
Tray-Pak Corporation
TRICOR Systems, Inc.
Turbo Systems, Inc.
Union Confectionery Machinery
Universal Blanchers – Seabrook Ingrid.
Virginia Dare
The Warrell Classic Company
WEBBER/SMITH Associates, Inc.
Woody Associates, Inc.
WRH Industries, Ltd.

25 YEAR EXHIBITOR RECOGNITION

The following companies have exhibited for twenty five years or more at the PMCA Production Conference:

ADM Cocoa
American Chocolate Mould Co.
Baker Perkins
Cargill Cocoa & Chocolate
Centerchem, Inc.
Colorcon
Emkay Confectionery Machinery
Fuji Vegetable Oil, Inc.
Loder's Croklaan
Molded Fiber Glass Tray
Sensient Food Colors
Union Confectionery Machinery Company
WRH Industries, Ltd.

About the Production Conference

The Annual Production Conference consistently draws a large, International audience and is geared toward those individuals responsible for production, operations management, Research & Development and Quality Control. Registration is open to anyone in the industry. The printed conference booklet, attendee registration forms and lodging information are available from the PMCA office or at www.pmca.com. For further information please contact the PMCA office at Tel (610) 625-4655, Fax (610) 625-4657 or email conference@pmca.com

About PMCA

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.

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