The Society of Flavor Chemists, Inc.®

3301 Route 66, Suite 205 Bldg C
Neptune, NJ 07753
(732) 922-3393 p
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www.flavorchemists.com

MEETING NOTICE

476th Meeting of the Society of Flavor Chemists, Inc.

Thursday, October 16th, 2025
Newark, NJ
11:30am-6:00pm EST
DoubleTree by Hilton Newark Airport
128 Frontage Rd., Newark, NJ 07114

SCHEDULE OF EVENTS

8:00 – 10:00 am	SFC Board of Directors Meeting
10:00 – 11:45 am	SFC Board and Committee Chairs Meeting
11:30 – 1:00 pm	Meeting Registration
12:00 – 1:00 pm	Buffet Lunch
1:00 – 1:30 pm	**CSA: Siobhan Twohig, Director of Sales-Ingredients, Robertet**

"Kick or Treat"

A Swicy presentation from Robertet will have the audience tasting different qualities of two separate botanicals- simply on water- to demonstrate the profile differences that occur with different extraction processes. There will be a seasonally flavored Truffle treat at the end you don't want to miss!

BOARD OF DIRECTORS

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1:30 – 2:15 pm **Sarah Waxman Tulley, Ph.D., Food Applications Innovation Lead & Curtis Luckett, Ph.D., Director of Sensory, Ingredion**

"Chew On This: The Science of Candy Texture and Impact on Flavor Perception"

Join us as we unwrap the science behind how texture shapes flavor perception, especially in candy. While flavor is traditionally defined by taste and smell, we will explore texture as a critical, often underestimated, contributor. We'll explore how the physical properties of confections influence flavor release and perception, and how cognitive associations further modulate the experience. With a molecular lens, we'll dive into the structural design of confections, from gummies to chocolate, and discuss how manipulating texture can be a powerful tool in product design. Trick or treat? With candy, it's both.

2:15 – 3:00 pm **Tim Vazquez, Ph.D., Research Scientist, Kerry**

"Behind the Smoke and Mirrors: Using a combination of GC-MS-O and NMR to understand smoke flavor"

Part 1 – Identification of key aroma compounds in condensed hardwood smoke using Aroma Extract Dilution Analysis (AEDA) and aroma validation using a sensory descriptive analysis panel. Part 2 – Correlation of hardwood lignocellulosic structures with the key smoke flavor chemicals generated through pyrolysis.

3:00 – 3:15 pm Break

3:15 – 3:45 pm **Harry Fink, Applications Scientist, Treatt**

"Sugar Reduction - Trick the Mind, Treatt the Senses"

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Trick the Mind, Treatt the Senses explores the evolving sugar reduction landscape and the challenges and opportunities formulators face in creating great-tasting low and no-sugar beverages. The presentation will highlight market trends driving sugar reduction, effective formulation strategies, and how to balance taste, functionality, and consumer expectations. Learn how Treatt's technology and portfolio of natural solutions can support formulators in building a complete sugar reduction strategy tailored to your brand's needs.

3:45 – 4:30 pm **Kathryn Diebler, Ph.D., Consultant, Flavor Essentials**

"Tricks and Treats of Flavor Science"

Get ready for a playful—and thought-provoking—exploration of some "tricks" hidden in everyday flavor perception. Just in time for Halloween, this session goes far beyond the classic jellybean demo to showcase surprising experiments guaranteed to spark delight and curiosity. We'll experience how genetics shape our personal "flavor worlds," uncover unexpected twists from flavor compound pairings, and reveal how something as simple as packaging can transform the flavor experience. Demonstrations will be unveiled that are sure to receive a "wow" as we peel back the curtain on the science and magic of flavor.

4:30 – 5:00 pm **SFC Business Meeting (members only) –**In person and via Zoom

5:00 – 6:00 pm Cocktail hour

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ATTENDEE INFORMATION

Meeting Registration: Online registration open now. Please go to the Eventbrite Link or SFC Website to register.

$150.00 Member / Non-member

$75.00 Retired/Emeritus/Student w/ID

Deadline for online registration is Friday, October 10th, 2025.

To attend this meeting virtually click the link below to register.

October 16 Zoom Business meeting link

Meeting/Hotel: The DoubleTree by Hilton Newark Airport
128 Frontage Rd., Newark, NJ 07114
973-690-5500
Deadline for SFC rate is September 24th. Please call the hotel and mention SFC Meeting for booking.

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