

ISBT April 1, 2023 Connection Issue



"Did You Know!" is a series of interesting events and changes to the ISBT and the beverage industry. If you have an ISBT insight or a "Fun Fact", send it in to tom@isbt.com

Witch's Original Ingredients: Boil up a witch's brew with eye of newt (mustard seed), toe of frog (Buttercup) and wool of bat (moss).



White Tea: In China, if you order white tea what do you get? Boiled Water

Click on the link below to learn more interesting facts about [Beverages](#) and [Ingredients](#).

Did You Know about the ISBT?

BevTech 2023: The meeting will be the 70th annual meeting of the ISBT and the 7th to be held in Orlando.

Did You Know About the Industry?

Orange Trees: Brazil has over 195 million orange trees and produces 30% of the world's oranges. The U.S. has over 61 million trees and 90% of the oranges are used for juice. Other major orange producers are China, India, Mexico, Spain, Egypt, Turkey, Italy, and South Africa.

Coffee: Coffee wasn't always called "coffee" it used to be known as "Arabian wine."



Sprite Boy: A sprite is a spirit, a mythical, fairy-like creature who lives by the water. Sprites are supernatural and sometimes mischievous. Beginning in the 1940s, Coca-Cola used the "Sprite Boy" logo (he was a sprite fairy wearing a bottle cap as a hat) to help communicate the name Coca-Cola vs. Coke. Coca-Cola phased out the Sprite Boy in 1958, but in 1961, used the name "Sprite" for their lemon-lime soft drink. Some bottlers actually used the logo into the late 1970s.



Higher Education: One of Harvard College's first buildings was a brewery. The college built it so that students would have a good supply of beer to drink in the dining hall.

Big: Russia has a larger surface area than Pluto.

Pluto: it's hard to overstate just how tiny Pluto is. Its radius is only about 715 miles, compared to a mean radius for the moon of about 1,080 miles.

Sense of Smell: The African elephant has the best sense of smell.



Mountain Dew vs. Mouse: Mice and other "objects" found in soft drink bottles and cans have long been part of urban folklore. In 2012, PepsiCo won a court case against a man who claimed he got a Mountain Dew with a mouse in it. PepsiCo won the case using testimony from a licensed veterinary pathologist who stated the mouse would have dissolved in about 30 days, leaving only a jelly-like substance. Also mentioned was the fact that the estimated age of the mouse was shorter than the filling date. Snopes validated these findings.

Did You Know About Beverage Ingredients

Sodium: In 1984, FDA issued a sodium labeling regulation (HHS/FDA, 1984), which went into effect in 1986, requiring that sodium content be included on any food that bears a nutritional label.

- This led RC in 1983 to introduce the first sodium-free diet cola, Diet Rite.
- Industry-wide movement began, from flocculation treatment systems to ion exchange and finally to RO, to remove sodium from beverage water to meet guidelines.



Sassafras Tree

Sassafras: Sassafras is a tree and sarsaparilla is a vine. Both were used with licorice root, mint, nutmeg, and more to create a beverage similar to what is now known as root beer. Sassafras root was used by indigenous peoples for medicinal and culinary purposes. Sassafras and sarsaparilla contain safrole, which the FDA banned as a carcinogen.



Sarsaparilla Root

Chai Tea: Pronounced correctly, chai is a single-syllable word that rhymes with pie, high, and sky. Strongly brewed tea provides the basis for this robust drink, which also contains cream or milk and spices (aka masala). The chosen tea is typically Assam or Darjeeling, and the sweetener of choice is usually white or brown sugar or honey. The exact spices vary from culture to culture, but they're typically a warming mix of cinnamon, ginger, cardamom, cloves, and pepper.

Grapes: Most grapes end up as wine; grapes are popular all around the world and they're ripe for transformation. In fact, the vast majority grown are destined to become wine. While only 12 percent of grapes are intended to be eaten fresh, annual U.S. per capita consumption is about eight pounds per person. All grapes offer a great variety of vitamins and minerals, but red and Concord grapes are higher in polyphenols called flavonoids, which act as antioxidants. Resveratrol, a polyphenol especially lauded for its antioxidant efforts, is especially concentrated in red grapes.



Nutmeg: Large amounts of nutmeg can cause a hallucinogenic high. Overdosing on nutmeg can send you on a very unpleasant trip, and consuming whole nutmegs can be dangerous or even fatal because they contain a hallucinogenic compound known as myristicin. It's advisable to only use nutmeg in small amounts.

- In the 17th century, nutmeg was one of the rarest spices. It was a major contributing factor of the second Anglo-Dutch war that gave the Dutch control of the Banda Islands (nutmeg growers); the British got Manhattan!

Vanilla Beans: True vanilla comes from the seeds of a specific orchid belonging to the Vanilla genus. Although there are more than a hundred kinds of vanilla orchids, only two yield the seed pods that are used in vanilla extract: *Vanilla planifolia* and *Vanilla tahitensis*. The seed of this orchid (aka the pod) is known commercially as the vanilla bean. But it's not actually a bean since the plant doesn't belong to the legume family. Vanilla orchids are native to Mexico, where they were originally enjoyed by the Maya and later grown by the Totonac people of present-day Veracruz. As far back as pre-Columbian times, vanilla was used alongside cacao beans to flavor chocolate.



Although European conquerors tried to grow this orchid, they didn't succeed. That's because it grows in a narrow geographic belt—between the 10th and 20th parallels north and south of the equator, except in Australia, and is pollinated by bees native to Mexico.

Where does vanilla flavoring come from today? Most commercially available vanilla is sourced from Mexico, Madagascar, and Tahiti. When New Coke was released, demand for Madagascar beans dropped dramatically.

Caffeine: The U.S. Department of Agriculture’s Dietary Guidelines for Americans of up to 400 mg of caffeine per day can be part of a healthy diet for adults, but states that 600 mg per day is too much.

Caffeine per Ounce									
Beverage	Coke	Pepsi	Black Tea	Mtn Dew	Coffee	Monster	Shots	Highest Energy	Chocolate Bar
Mg per Oz	2.83	3.12	5.88	4.55	11.38	10.50	107.50	39.00	24.00
Oz per Serving	12.0	12.0	8.0	20.0	8.0	20.0	2.0	8.0	1.0
Total Caffeine	34.0	37.4	47.0	91.0	91.0	210.0	215.0	312.0	24.0
Servings per day by USDA 400 mg Guideline	11.8	10.7	8.5	4.4	4.4	1.9	1.9	1.3	16.7

About Beverage and Ingredient Technology?

- Take the Beverage Institute course on Beverage Ingredients at <https://www.isbt.com/isbt-beverage-institute.asp>.
- Join the Beverage and Ingredient R&D Technical Committee to participate in discussions and developments in this technology. For more information, contact Emina Goodman, Committee Chair, at emina.goodman@adm.com.