

ISBT July 1, 2024 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

On average, 100 people choke to death on ballpoint pens every year (This never happened back when we used feather quills on parchment). BIC pens have added a hole to the cap to prevent small children from choking.



July 3 is World UFO Day.

Spiral staircases in medieval castles run clockwise. This is because all knights were required to be right-handed. When the intruding army would climb the stairs, they would not be able to use their right hand, which was holding the sword.



About the ISBT?



Be Successful: At the 1998 BevTech, President Karen Asher arranged to have college football coach and TV Sports announcer **Lou Holtz** give a motivation speech. One of Coach Holtz's tips was his 7 steps to success. The 7 steps included step 9 and step 14.

Did you know about the Industry?

Ancient Lemonade: The Jewish community of medieval Egypt drank a proto-lemonade of lemon juice and sugar called "qatarmizat."



Apples: Are grown in 32 of the 50 US states and 95 countries world-wide with a harvest over 1,000 tonnes a year.



Kidney Stones: Consuming too much alcohol puts someone at a high risk of stone formation, however drinking a moderate amount can be beneficial. Strangely, white wine, red wine, and some kinds of beer can actually reduce a person's risk of kidney stones.

Juice: In the 18th century, James Lind used mandarin orange to prevent from lacking vitamin C. A century later, it led to the implementation of the Merchant Shipping Act of 1867, requiring all Ocean-bound British ships to hold citrus-based juice on board.

Snapple: *Unadulterated Food Products* doesn't have quite the same ring to it that Snapple has, but when the company started out in 1970s New York, it originally sold juice to health food stores. Presumably, the name was a nod to their purity and wholesomeness. The company's current moniker came about in 1980, inspired by a carbonated apple juice that had a "snappy apple taste."



Milk White: Milk looks white because it's reflecting all the wavelengths of visible light, and the combination of reflected colors creates white. The particles in milk — including the protein casein, calcium complexes, and fat globules — scatter light, much as light scattering on snow makes it appear white. Sometimes milk can have a slight yellow hue caused by a cow's diet — the pigment carotene, found in carrots and other vegetables, can cause color variations — and the vitamin riboflavin can also cause a yellowish-green hue. Skim milk, which is low in fat content, can sometimes be a bluish color because casein scatters blue slightly more than red.

Did You know about Beverage Ingredients?

Snapple: Though they've since updated the ingredients to list both apple and pear concentrate, there was a time when Snapple's apple juice drink didn't contain a single drop of real apple juice. Instead, the company used pear juice flavored to taste like apple, perhaps because the flavor of altered pear concentrates more closely resembled what the public expected out of an apple drink than did apple juice itself.



Smell: One little-known aspect of smell is how it fluctuates throughout the day. According to research conducted by Brown University and published in the journal *Chemical Senses* in 2017, our sense of smell is somewhat regulated by our circadian rhythm, the internal biological process that regulates a human's wake-sleep cycle. It is low between 3am to 9am, and highest around 9 pm.

When we're born, humans can only sense certain smells, such as a mother's body. However, our sense of smell really takes off at the age of 8, and is usually stable until around age 50. After that, our nose powers decline, and drop off precipitously after the age of 70.

Nutmeg: Is extremely poisonous if injected intravenously.

Baking Powder: Today, baking a cake can be as quick as whipping together a store-bought mix with eggs and oil, but until the mid-19th century it was an arduous task for home cooks. That's because baking powder — the leavening agent that gives baked goods their light and fluffy texture — wasn't invented until 1856. Chemist and Harvard professor Eben Norton Horsford patented the first baking powder containing monocalcium phosphate, an acidic compound extracted from boiled animal bones.



Ketchup: Texts as old as 300 BCE show that southern Chinese cooks were mixing together salty, fermented pastes made from fish entrails, meat byproducts, and soybeans. These easily shipped and stored concoctions — known in different dialects as "ge-thcup," "koe-cheup," "kêtsiap," or "kicap" — were shared along Southeast Asian trade routes. The English lacked soybeans, but substituted other ingredients. One crop that the English avoided in their ketchup experiments was tomatoes, which for centuries were thought to be poisonous.

Oldest Beverage after water - Mead: Researchers reveal that the beverage consisted of wild grapes, honey and rice, so-called wine-mead-sake, which is the oldest record of an alcohol-containing drink.



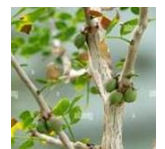
Taurine: An energy drink ingredient, was found to extend the lives of mice and **worms**.



Taste Buds: Humans have between 2,000 and 10,000 taste buds (we lose some as we age), and a majority of them are located on the tongue. However, other parts of the mouth, including the soft palate, inner cheek, esophagus, and epiglottis, also contain taste buds.

Tea: All teas come from the *Camellia sinensis*, an evergreen shrub native to East Asia, whose leaves produce all types of tea. The differences among green, black, oolong, and white teas come from the ways they're processed. Drinks like rooibos or herbal infusions are technically not tea, but tisanes.

Myrrh: But what is myrrh, and why was it part of the elaborate beauty ritual? The name comes from *Commiphora myrrha*, a spiny, squat tree with fragrant sap that was used in religious rituals, to perfume cosmetic oils, and even as medicine to treat achy muscles and wounds. It wasn't just placebo: The prized resin is stuffed full of substances that have anti-inflammatory and antimicrobial properties, which may also have improved the look of the skin.



Jell-O: Early gelatin dishes were based on livestock bone collagen; boiling the bones to extract the substance took days of labor-intensive work. Hours of boiling, straining, and mixing with other ingredients required a large kitchen staff, making gelatin dishes a status symbol for upper-class diners.

Interested in the Beverage Ingredients?

- Take the Beverage Institutes course on Beverage Ingredients. Go to ISBT.com or [Click here](#) for details or [click here](#) to sign up.
- Join the Beverage and Ingredient R&D Technical Committee. Contact Emina Goodman at emina.goodman@adm.com



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