

"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

Did You Know about the ISBT?

Larry Hobbs: Best known today as the Executive Director of the ISBT for 13 years (2008 – 2018), second only to Harry Korab in length of service. Along with a successful career with Cargill, he is also a long-time ISBT member with 44 years of service that included time as a Technical Committee Chair, ISBT President, and member of the Board of Directors. In 2019, Larry became the 12th Circle of Honor awardee.

New Product Innovation (NPI) Seminar

Is your company an emerging brand or having challenges launching a new product? Then you should attend the **New Product Innovation (NPI) Seminar!**

- 3-session online seminar running Oct. 4, 11, & 19, 2022
- Learn the total process and explore the roles of different departmental functions.
- Understand where *your* function fits into the process and what is needed ensure a successful new product launch.
- **Presenters include:** Emina Goodman, Sr. Director PD&A ADM Nutrition, and Richard Stewart, Technical Services at Ingredion.
- **\$230 for ISBT members, \$275 for non-members**
- Registration closes September 30, so sign up now!
- **Special Offer – Sign up 6 or more from your team and receive the member's rate for all!**

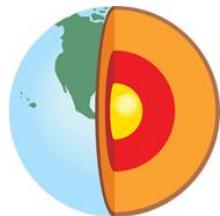
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Did You Know About the Industry?

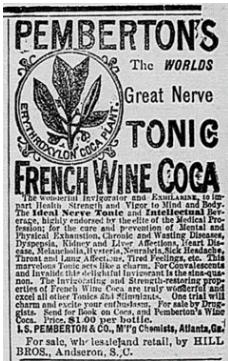
OJ better than Milk?: Coca-Cola Foods created the first-ever calcium-fortified 100% orange juice with the introduction of "Minute Maid Orange Juice with Calcium".

Saccharin was invented by Constantin Fahlberg and Ira Remsen in 1879. After spending the day studying coal tar derivatives, Fahlberg left his Johns Hopkins laboratory and went to dinner. Something he ate tasted particularly sweet, and he traced it to a chemical compound he'd spilled on his hand. Bonus - it turned out to be calorie-free! He proceeded to cut Remsen and the university out of millions of dollars when he secretly patented the breakthrough discovery, saccharin.

Global Warming: According to a 2011 study, heat generated from Earth's interior is estimated to be about 40 terawatts, half of which comes from radioactive decay in its core. Scientists measured particles called antineutrinos that streamed up from Earth's core and found that half of Earth's heat is generated through the radioactive decay of certain elements.



There are too many scientific studies, says a scientific study: Technically incorrect, the researchers suggest that there are so many studies being published, that technologists, scientists, and medical experts can't keep up. The problem, the paper says, is remarkably modern and so very "Facebook": "Attention, measured by the number and lifetime of citations, is the main currency of the scientific community, and along with other forms of recognition forms the basis for promotions and the reputation of scientists."



French Wine Coca: Beginning its reign in 1885, the refreshing Coke we know and love today began as a tonic more resembling a vermouth than a soda pop. Branded a "French Wine Coca Nerve Tonic", the recipe and products were patented to a wounded Civil War vet by the name of Colonel John Pemberton. Initially created as a means to compete with another French wine coca tonic called Vin Mariani, Pemberton went one step further by adding bitter, caffeinated Kola nuts from West Africa. Despite Vin Mariani's endorsement by three popes, two presidents, Thomas Edison (the light bulb guy), and even Queen Victoria, it would be Pemberton's tonic and not Mariani's that would evolve into a super brand. A brand so successful today, 1.8 billion servings are sold every day and in every country throughout the world except Cuba and North Korea (those two due to trade embargoes with the US)!

Alcohol Content: The total alcohol content of a standard serving of beer, wine, or spirits is the same. Specifically, it's 0.6 of an ounce. A standard drink is a:

- 12-ounce bottle or can of beer.
- 5-ounce glass of dinner wine.
- A shot (1.5 ounce) of spirits such as whiskey, rum, gin, etc.

Did You Know about BevTech Canada?



Is being held on October 18, 2022 at the Barrett Centre for Technology Innovation in Toronto, Ontario.

Theme: *Flexible Operations — Meeting Market Demands in a Changing World*

For more information, [click here](https://www.isbt.com/bevtech-canada.asp) or go to <https://www.isbt.com/bevtech-canada.asp>

Toronto, Ontario has much to offer - the CN Tower, Toronto Blue Jays, Toronto Maple Leafs, Hockey Hall of Fame, Ripley's Aquarium, Canada Wonderland (some of the world's fastest coasters), world class shopping (Yorkville, Yorkdale, and Sherway Gardens), world class dining (Indian, Asian, Italian, Chinese, Korean) – and is a short 30-minute drive to the Niagara-on-the-Lake wine region.

Crush: The Canadian province of Newfoundland Labrador (NL) has a very high consumption of Crush products with seven available flavors, including Crush Sugar Free Cream Soda, and Crush Birch Beer, which is consumed as both a refreshing beverage and as a mixer with rum.

Crinkly Brown Bottle: Originally Orange Crush was sold in crinkly brown refillable bottles to both protect the delicate flavor and to make less obvious the sediment of orange juice at the bottom of the bottle.



Canadian Soft Drink Consumption: Per capita consumption has dropped from 104 liters per year in 2005 to 65 liters in 2019.

Sugar: France abandoned Canada to the British in exchange for sugarcane production in Guadeloupe.

Longneck or Stubby Bottles: Focus groups showed that women preferred the longneck to the stubby. The slightly smaller stubby is actually sturdier than the longneck; it's easier to handle, takes less storage space, has a lower center of gravity, and can be washed and reused an average of 20 times, compared to the longneck's 16.



Canadian ISBT President: PepsiCo's Colleen Newell became the first Canadian President in 1988 at the Tampa conference. In total, the ISBT has had 8 women presidents:

- 2) Martha Jones-Robertson (Royal Crown Cola), 1977 in Hollywood, FL
- 3) Karen Asher (US Filter Water), 1998 in Savannah
- 4) Stefanie Ringo (Cargill), 2007 in San Antonio
- 5) Paige Echols (Coca-Cola), 2011 in Ft Lauderdale

- 6) Sally Potter (Coca-Cola), 2014 in San Antonia
- 7) Cloeann Durham (Coca-Cola Consolidated), 2017 in Tampa
- 8) Maria Piedad Lopez (PepsiCo), 2022 in Frisco/Dallas