

## ISBT June 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](mailto:tom@isbt.com)

**No Coke for You:** North Korea and Cuba are the only places you can't buy Coca-Cola.

**Were you born with a sweet tooth?** Yes, humans are hardwired to prefer sweet from birth. Sugars are a type of carbohydrate. When we eat carbs, they stimulate the release of the feel-good brain chemical serotonin. Most brain cells are influenced in some way by serotonin. This includes brain cells related to mood, sexual function, sleep, memory and learning, and appetite. No wonder sweet things make us feel so good.

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

### Did You Know about the ISBT?

**ISBT Store:** In November 2008 the ISBT partnered with Land's End to create a "store" where you could order any Land's End Clothing and have the ISBT logo added. The store is still open at <https://business.landsend.com/store/isbt>

### Did You Know about the Industry?

**World-wide Africa:** Africa is the only continent that is in 4 hemispheres

**Floating Orange Juice Processing:** After a freeze in 1953 killed a major portion of the Florida crop, Rossi of Tropicana bought a barge and built a juice processing plant on it. The barge was towed to Mexican ports and processed local fruit until the locals realized the Rossi was dumping the peels back into their bays

**Vernor's Ginger Ale:** Generally accepted as the oldest American soda pop brand still in existence. It got its start just after the Civil War when Detroit's James Vernor—a pharmacist, of course—discovered that a ginger-ale syrup he'd left to age in an oak cask ended up with a distinct flavor thanks to the wood. The company legend is that the syrup had aged from 1862, when Vernor left Detroit to fight in the Civil War, until 1865, when he returned. Vernor originally sold the soda pop in his drugstore, but by 1896, the drink was so popular that he was able to close the drugstore and focus purely on selling the soda.

**Purple Carrots:** In the 17th century, when carrots were first introduced to Europe, they were purple. Some people think they were changed to orange to honor the Dutch royal family, the House of Orange. How did they do it? By carefully cross-breeding different shades of carrot until orange ones were produced.



**Beer Breweries** in the US as of 2020 – **8,884**. If each brewer made 6 different types of beer, then drinking 1 beer a day would take 146 years.





**Bankrupt Pepsi:** The company went bankrupt in 1931 and on June 8 of that year, the trademark and syrup recipe were purchased by Charles Guth who owned a syrup manufacturing business in Baltimore, Maryland. Guth established a new Pepsi-Cola Company, had a chemist formulate a better drink, set up new bottling operations, and began merchandising a hugely successful 12-ounce bottle for five cents.

**Coke as an owner?** On three separate occasions between 1922 and 1933, The Coca-Cola Company was offered the opportunity to purchase the Pepsi-Cola company, and it declined on each occasion.

### Did You Know about Sweeteners?

**Low Calorie Sweeteners:** In the 1960s Diet soft drinks in North America were sweetened with Saccharin and Cyclamates.

**Perfect Diet Food:** Any distilled spirit, including tequila, rum, brandy, and gin, is free of carbohydrates, cholesterol, and fat.

**Marshmallows:** There are just four marshmallow ingredients: sugar, air, corn syrup, and gelatin. They're called malvavisco in Spanish, and guimauve in French. The recipe for marshmallows hasn't changed much in the last 80 years, since the son of the founder of Doumak (which makes Campfire and Rocky Mountain Marshmallows), Alex Doumakes, invented the extrusion process that allowed marshmallows to be mass-produced at a low cost.



**Rum:** Known for being from the sugar producing Caribbean islands, rum got its start in Asia. Rum is a liquor made by fermenting and then distilling sugarcane molasses or sugarcane juice. The distillate, a clear liquid, is usually aged in oak barrels. Rum is produced in nearly every sugar-producing region of the world, such as the Philippines. Light rums are commonly used in cocktails, whereas "golden" and "dark" rums were typically consumed straight or neat.

**Sugar as a Spice:** When it was first introduced in England in the Middle Ages via the legendary Silk Road trade routes through the Middle-East, it was known as a spice. That's because it was thrown in with ginger, cinnamon, saffron and other exotic spices, only available to the wealthy elites.

**Sugar Cane vs. Sugar Beet:** There are a number of reasons why sugarcane exceeds sugar beet in production volume, most notably climate and production costs. These factors are to a great extent intertwined. Thailand, China, Brazil and India are major producers of sugarcane due to their favorable tropical climate. This climate provides a significant longer production period when compared to sugar beet. Sugar beet is produced mainly in Europe and the U.S.

**Consumption:** On a per capita basis, American's consume the most sugar, as the average American consumes about 126.4 grams of it daily. Next in line are Germans (102.9) and the Dutch (102.5), as both countries share a love of sweets.



**Lemons vs. Strawberries:** You'd guess otherwise, but lemon contains far more sugar than strawberry, at about 70 to 40 percent. The acidity in lemons, which gives it its tangy taste, masks the sweetness.

### About Sweetener Technology?

- Take the Beverage Institute course on Sweeteners at <https://www.isbt.com/isbt-beverage-institute.asp>
- Join the Sweetener Technical Committee to participate in discussions and developments in this technology. For more information, contact Bill Kennedy, Committee Chair, at [BKENNEDY@carrytransit.com](mailto:BKENNEDY@carrytransit.com).

