

# SPARKING THE SENSES: FROM FLAVOR TO TABLE

Luncheon/Webcast • February 4, 2015 • Penn Club

Free Webcast for ACS National Members – Register at [www.cmeacs.org](http://www.cmeacs.org)

## Abstract

Experts from IFF and Voss will discuss flavoring developments that will transform the food and beverage markets.

The US Food market is over one trillion dollars and driven by demographics and consumer trends. The creation of new sensorial experiences through new chemistries has resulted in unique scents and tastes, and a growing array of well-loved foods and beverages that appeal to demanding customers. The challenge is to bring a constant flow of discoveries that spark the senses while sustaining profitability and exceeding consumers' expectations.

Millennials (15 -35), now account for about a third of the global population. Well informed and socially engaged, they seek sensory exploration and make conscientious decisions, focusing on health and wellness and sustainability.

Over the past few years, markets are seeing the decline of traditional carbonated soft drinks and the rise of certain market segments. February 4 is your opportunity to hear about the 12 billion dollar global flavor industry and gain insight into the fast-growing segment of flavored sparkling water.



**VOSS**  
artesian water from norway



**International Flavors & Fragrances Inc.**

**Speaker: Ken Gilbert**, Chief Marketing Officer (CMO) of Voss of Norway ASA. He was the founder and President of RazorFocus, a marketing and qualitative research firm which he sold to join Voss in October, 2012. Ken has over 35 years experience with companies such as A&W Brands, G. Heileman Brewing, Cadbury Schweppes, Mystic Beverages, and Snapple.

Ken was CMO of the Snapple Beverage Group, President and COO of UniWorld Advertising, and Senior Vice President of Della Femina McNamee Advertising. Ken has managed well known brands in beverage, spirits, hospitality, television and automotive categories.

**Speaker: Kay Murano, PhD**, Flavorist at International Flavors and Fragrances (IFF). After joining the company in 2005, Dr. Murano contributed to a number of IFF patents and leading journal publications. As part of the Global Flavor Research team in R&D, she focused on state-of-the-art flavoring. In 2013, she joined the Creative and Applications team to follow her passion for flavor creation.

Dr. Murano holds a B.S. and M.S. in Chemistry from St. John's University and a Ph.D. in Food Science from Rutgers University. She has served on the Board of Directors of the Women in Flavor and Fragrance Commerce since 2008.



## Event Schedule

### Location:

Penn Club  
30 W 44th Street, NYC

### Event Times: (ET)

11:15 am - 12:00 noon  
Registration and  
Networking  
12 noon - 1 pm Luncheon  
1 pm - 2 pm Talk - Webcast

### Luncheon Fees

\$120 for non-members  
\$90 for members  
Check for Early-bird savings  
**Webcast** : \$30. Free webcast  
recording for ACS members

### Event Host

Adam Closson

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