



Two new research projects, amongst those that you recently voted for, will focus on aspects of product quality:

The “Cereals methods” project will evaluate and make available a range of core analytical methods for cereals-based materials. The quality and safety of these is crucial to the cereal, baking and brewing sectors as well as many others. Analytical methods are a major component of assuring quality and safety, and their development, trialling, standardisation and validation is a vital part of this. Cereals may be processed into the main ingredient (e.g. malt, flour) in products such as beer, breads, and biscuits, or as an ingredient in products such as soups, drinks, batter, and crumb coated foods.

“Shelf-life plus” will look at ways to enhance shelf-life evaluation using microbial population profiling. Microbiological shelf-life targets are limited to a few select species or groups of microorganisms that are listed in microbiological criteria and for which there are established agar-based methods. However, other, less easy to detect but potentially important microbial groups, which may have a large impact on the consumer acceptability characteristics of a food, will never be observed. Modern molecular methods (e.g. gene sequencing) could provide a more holistic approach to profiling microbial populations, and so more meaningful shelf-life determinations.

## Food and drink quality - research projects

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# What is quality?

The word 'quality' means different things to different people. It could suggest a product contains premium ingredients, has a good shelf-life or is authentic. But consumers are the ultimate judge of quality. Whether the consumer chooses to buy a product again depends on whether they like its appearance, texture and taste and whether their experience of the product meets the expectation set by the brand.

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Competition in the food and drink industry is intense. Understanding what influences consumer choice is essential for companies that want to develop and launch products that will succeed - to build that elusive 'emotional bond' between their products and consumers.

We have a dedicated consumer test centre in Leamington Spa to support our clients in understanding their consumer and applying this throughout the various stages of product development - from concept development, prototype evaluation, through product positioning to post-launch evaluation. You can read more about the centre on pages 4-5.

Steven Walker, Director General

## New on the web

[www.campdenbri.co.uk/blogs/campdenbri-blogs.php](http://www.campdenbri.co.uk/blogs/campdenbri-blogs.php)

- Five common process validation mistakes, blog by Mark Naylor
- A fresh look at microbial contamination, blog by Phil Voysey

[www.campdenbri.co.uk/news/out-about.php](http://www.campdenbri.co.uk/news/out-about.php) Our staff regularly give presentations at external conferences and events. Martin Whitworth is presenting *Mechanisms of bubble structure formation in bread and cakes* at the IOP Topical Research Meeting on Physics in Food Manufacturing - Sheffield Hallam University, 9-10 January 2017

## Switch channel



**LinkedIn** - company news  
[www.linkedin.com/company/campden-bri](http://www.linkedin.com/company/campden-bri)



**YouTube** - videos on the science and technology of food and drink production  
[www.youtube.com/campdenbri](http://www.youtube.com/campdenbri)



**Twitter** - keep up to date with our latest news and activities  
<https://twitter.com/campdenbri>



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[www.facebook.com/campdenbripage](http://www.facebook.com/campdenbripage)



## Expanding international regulatory affairs

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Our international regulatory affairs support has grown recently - and now has a new Head. Klaudyna Terlicka has joined us to oversee this exciting development. With over fifteen years' experience in the food and drink industry, Klaudyna has become an expert in food law and advises both food industry personnel and authorities.

Further language expertise comes from Vldas Cinga, Noelia Rodrigo and Carles Vilaro, who are fluent in six different languages. They will help us meet growing demand from the food and drink industry to keep abreast of and comply with ongoing legislation changes overseas. Vldas speaks Lithuanian, Russian and French and has worked in industrial research and development and academia around the world. Noelia is a native Spanish speaker and specialises in food legislation in Spain, Portugal and some Latin American countries. Carles is fluent in Spanish, Catalan and Portuguese.

## Cereals - small scale testing services

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Conventional assessment of wheat or flour quality for bread-making often requires a significant amount of sample to carry out a number of chemical and rheological tests and a test bake. However, such large samples are not always available. An alternative approach that we have developed requires significantly less material: 100g of wheat is sufficient to produce flour and carry out a set of small-scale testing methods followed by small-scale baking. Combining the results from the testing and baking has the potential to allow prediction of bread-making quality. As a result, those varieties or ingredients unlikely to perform as expected can be removed from a project, and resources focused on promising candidates.

The procedure can be used as a screening tool in the early stages of a project and is a valuable complement to our full-scale services that can be used in the latter stages.



## Alcoholic drinks bottler

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Having recently taken delivery of a new drinks bottler at our Nutfield site, we asked Chris Smart what it was all about:

### What new capabilities do we have now?

We can now fill around 1000 bottles per day. It means we can not only fill more of our own brews for clients, but can also fill NPD products delivered to us as finished product. In addition, dissolved oxygen levels in pack have dropped, which means products are more stable and will have a longer shelf-life.

### How will clients benefit?

Being able to offer larger filling runs for NPD is especially useful for market research samples, where production in breweries cannot be easily interrupted for one-off runs. It gives our clients an alternative place to bottle that they can't get anywhere else.

### What makes it unique?

Although several breweries contract pack beer and cider, they tend to be large volumes. We have a very flexible approach and can bottle anything from a few hundred up to a few thousand quite easily. We can also perform any analysis required on the product on-site (e.g. ABV, colour, haze), so that speeds things up quite a bit.

See the video at [www.campdenbri.co.uk/videos/beer-cider-bottling.php](http://www.campdenbri.co.uk/videos/beer-cider-bottling.php)

## Assessing consumer opinion

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Successful product innovation relies upon understanding what the consumer wants, how the product fits the brand and, ultimately, whether the product provides consumer satisfaction.

We are a world leader in product sensory characterisation and linking this to consumer preferences to maximise new product success.

We offer a full consumer research package including survey design, field work, analysis and interpretation - including statistical evaluation - so that you can tailor your market strategy accordingly (e.g. for new product development or product benchmarking).

Our new Consumer Centre at Leamington Spa has been in extensive use since we opened it in late 2015.

The centre is specifically designed to support our clients in their consumer studies needs. They

increasingly need consumer input at various stages of product development - concept development, prototype evaluation, product positioning and post-launch evaluation. Reliable insight into what consumers want from products - derived from a rigorous, structured approach - is essential.

Our facilities enable this to happen. As well as several meeting and training rooms, there are specialist facilities for Central Location Tests, a food preparation area and test kitchen, two observation rooms, and an audiovisual recording area. Services at the centre include consumer





recruitment (from an extensive database) provision of moderators, full AV recording along with transcription and translation services, office support, and catering.

We are regularly asked to help define what consumer need the product is trying to address, identifying what target consumer segments the product is most relevant for, understanding what the compelling and credible features of the product are, and critically how much people will pay for the product. We can help ensure that precious resources are focused on products with the most potential - to maximise return on investment.

The centre is an ideal venue for both qualitative and quantitative consumer research, and provides an excellent space for activities such as focus groups, depth interviews, brainstorming sessions, co-creation and ideation sessions, recruitment interviews, team and business meetings, and training.

The central location within Leamington Spa along with good parking close-by and close proximity to rail, road and air links make it an easy venue to get to. Contact us if you would like to make use of it, or if you want any help with your consumer research needs.



## Supporting food service tenders with sensory assessment

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We have enjoyed a long standing and mutually beneficial association with TUCO (The University Caterers Organisation) - providing independent and objective sensory quality assessments as part of the TUCO Quick Frozen Foods and Grocery Provisions and Chilled Foods Tender process for over 20 years.

Recently we conducted sensory evaluation on TUCO's grocery provisions and chilled foods tender samples. These assessments help TUCO decide which contract to award to which suppliers - and so are extremely important. The sensory quality team assessed a total of 179 products from 17 suppliers covering 20 product groups. The team graded the products using the relevant Campden BRI Canned Food specification. Sensory Quality Grading was also applied with objective comments recorded for appearance, odour, flavour and texture.

We also hosted a sampling day to provide TUCO with the opportunity to conduct direct assessments. All 179 tender products were re-submitted and assessed by a team of 6 TUCO representatives. The team independently assessed and scored the products using the internal TUCO scoring system. To minimise assessor bias, products were presented blind. At the end of each product group, the scores were automatically collated, products rated from first to last position and the supplier names finally revealed.



## February events

- 1 Packaging Member Interest Group (MIG)
- 2 Cereals, milling and baking MIG
- 3 Food labelling seminar
- 7-8 Food and drink labelling
- 7 Sensory and consumer MIG
- 13-17 FSSC 22000 Auditor/Lead Auditor Course

A full list of scheduled courses is available on our website [www.campdenbri.co.uk/training.php](http://www.campdenbri.co.uk/training.php) or request a booklet from [training@campdenbri.co.uk](mailto:training@campdenbri.co.uk) +44(0)1386 842104

## Food and drink labelling seminar

Seminar on 3 February 2017

[www.campdenbri.co.uk/food-labelling-seminar.php](http://www.campdenbri.co.uk/food-labelling-seminar.php)  
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This event will cover: country of origin - the current situation; post FIC, what enforcement action is taking place; nutrition and health claims - the future for 'significant amounts' and how ASA adjudications might impact on claims made and flexibility of wording.

[www.campdenbri.co.uk/training.php](http://www.campdenbri.co.uk/training.php)

## Knowledge

### Five things you need to know about specification systems

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What issues should I be aware of if I am switching from a paper system to an electronic specifications system?

The cost to implement an electronic system can be an issue. In some cases, specifications have to be manually entered into the new system. If a company has thousands of SKUs, this can take a lot of staff time.

What are the advantages to making the move to an electronic system?

Electronic systems reduce the amount of time and resource needed to manage specifications in the long term. Electronic systems are usually stored in the cloud, which enables staff to log-in regardless of where they are and is particularly beneficial for companies with multiple sites.

What considerations need to be taken into account when choosing a specifications system?

Before deciding on a specification system, it's vital to understand what your company needs it for. It's possible to just rent the software or you can opt for a fully customised system. One thing to bear in mind is that a minimum of several hundred SKUs is required for a full specifications system so this option is only suitable for larger companies.

How long does it take to implement a new system?

It can take around a year to fully implement a new specifications system, but this can vary depending on how many specifications a company has.

Do specifications systems also include artwork checking?

No, artwork checking is not included in electronic specifications systems. A bespoke artwork checking tool, such as the one Campden BRI offers, can reduce the number of artwork versions and provide right first time approval.

# Member zone

[www.campdenbri.co.uk/memberzone.php](http://www.campdenbri.co.uk/memberzone.php)

to access privileged member information and services



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## Campden BRI Day 2017

Network, catch-up with peers and soak up knowledge. Make a date in your diary now - Campden BRI Day 2017 will be on Wednesday 7 June.

Further information will be published in the coming months on our website - visit that page for highlights of the 2016 event at [www.campdenbri.co.uk/campdenbri-day.php](http://www.campdenbri.co.uk/campdenbri-day.php)

## Welcome to new members

We are delighted to welcome the following new members:

- Beko Plc - white goods manufacturer
- Bio-Rad Laboratories - Food Science - producer of tests for food and water safety
- Calbee UK Ltd - manufacturer of extruded and oven baked snacks
- Domino UK Limited - print and labelling technologies
- First Grade International Ltd - trader in coconut and dried fruit ingredients
- G William Ballard Ltd - apple grower and manufacturer of toffee apples
- Ingram Brothers Ltd - manufacturer of bakery ingredients
- Organic Herb Trading Company - growing and sourcing of organic herbs
- The Marshmallowist - manufacturer of gourmet marshmallows
- Waters Corporation - manufacturer of chromatography and mass spectrometry instruments
- Worldwide Fruit Ltd - supplier of apples, pears and avocados

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*Please notify the Membership Department of any name or address changes to allow us to keep our records up to date.*

## Research Programme 2017

Our latest Research Programme is now available. It contains a summary of currently funded projects. It can be found at [www.campdenbri.co.uk/research/strategic.php](http://www.campdenbri.co.uk/research/strategic.php) or by sending an e-mail to [auto@campdenbri.co.uk](mailto:auto@campdenbri.co.uk) with the subject line: send RP2017

## Improving washing and cleaning with bubbles

Washing and cleaning are common and essential operations in most sectors of the food and drinks industry. Some reports from other sectors have indicated that the incorporation of air bubbles in water can improve these operations. A member-funded research project has shown that bubbles can enhance cleaning and washing operations. [Improving the effectiveness of washing and cleaning using macro-, micro- and nano-scale air bubbles \(RD413\)](#) describes the project findings and can be found on the project web page at [www.campdenbri.co.uk/research/nano-scale-bubbles-cleaning.php](http://www.campdenbri.co.uk/research/nano-scale-bubbles-cleaning.php)



## Food industry webinars

[www.campdenbri.co.uk/webinars.php](http://www.campdenbri.co.uk/webinars.php)

Webinars from Campden BRI - providing insight into the science and technology underpinning food and drink production. In the series so far:

- On-line technologies for food process control\* by Martin Whitworth
- Assuring the quality and safety of cereal-based food products and ingredients\* by Clothilde Baker
- Threat Assessment Critical Control Point (TACCP) by Richard Leathers
- Are you getting the most from your Campden BRI membership? by Angie Deaves

These have been recorded so that you can listen on demand.

\* Members only

## All your food safety needs in a publications bundle

[pubs@campdenbri.co.uk](mailto:pubs@campdenbri.co.uk) +44(0)1386 842048  
[www.campdenbri.co.uk/publications/foodsafety](http://www.campdenbri.co.uk/publications/foodsafety)

Food safety management is multi-faceted. For many years the industry has used a combination of HACCP and/or prerequisite programmes to manage food safety. Systems for external traceability are required by European Union legislation and in general the food industry also operates internal process traceability. More recently concerns about security and authenticity of food products have led to the development and use of techniques such as TACCP.

All these different techniques have vital roles to play in the assurance of food safety. Increasingly it has been recognised that these different techniques need to work in harmony to provide maximum benefit. This recognition has led to the concept of a Food Safety Plan, the objective of which is to coordinate the functional component parts of food safety management for the effective assurance of food safety.

Campden BRI publications covering all of these aspects are now available as a discounted bundle

## MIGs - winter round

[www.campdenbri.co.uk/research/migs.php](http://www.campdenbri.co.uk/research/migs.php)  
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Our Member Interest Groups will be meeting through January and February. If you haven't been to one before, take a look at their web pages or get in touch.

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For other sites, see

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