

Newsletter

www.campdenbri.co.uk



Integrating consumer and sensory methods to inform product development

marleen.chambault@campdenbri.co.uk +44(0)1386 842256

Different approaches to consumer and sensory studies can be integrated to provide clearer information for product development, potentially leading to more successful product launches.

When developing new products, it is traditional to use trained sensory panels to evaluate product characteristics. The information they provide is thorough and is considered to be objective, but the approach is expensive, time-consuming and does not express the consumer's opinion. Therefore, consumers are also used to screen concepts and assess products for liking and preference, with the sensory and consumer datasets being combined in subsequent and detailed analysis. Rather than using the sensory and consumer approaches independently, an integrated approach would combine the merits of sensory and consumer methods to provide a comprehensive, but quick and cost-effective, procedure for use in the product development process. This member-funded project is evaluating and validating the many new consumer and sensory methods available and giving information on which ones can be used or adapted and integrated for product development work. Following this, it will also investigate different statistical methods for evaluating the data produced by the methods.

Your partner for
skills and knowledge

September 2015

Knowledge management

The management of knowledge is at the heart of what we do here at Campden BRI. We provide knowledge and information services to the food and drink industry worldwide across a wide range of areas.

From bespoke horizon scanning software and updates on developments in food law to specialist new technology bulletins and our international beer labelling database, we have a range of services available to ensure that you have the information you need at your fingertips.

Many of our clients use these services as an additional support to their in-house teams. To find out how you can also benefit from our full range of specialist food and drink knowledge services, take a look at some of the examples on pages 4 and 5 - and get in touch to discuss how we can help you.

Meanwhile the student placement interview with James Huscroft on page 3 illustrates one aspect of our commitment to the future skills base, through our extensive programme of student and work experience placements.

Steven Walker, Director General

Contents

- 2 Knowledge management
- 2 On the website
- 3 News
- 3 Feature: First steps in the food industry
- 4 Technical and regulatory information at your fingertips
- 5 Brewing sector support
- 5 Regulatory helpline
- 6 Training and events
- 7 Member zone

On the web

www.campdenbri.co.uk/skills-knowledge.php

Research programme 2015

List of our on-going research and development projects: e-mail auto@campdenbri.co.uk with the subject line: **send RP2015**



Threat Assessment Critical Control Point (TACCP)

Webinar by Richard Leathers
www.campdenbri.co.uk/webinars.php

Supply chain assurance

Blog by Chris Knight
www.campdenbri.co.uk/blog/campdenbri-blogs.php

The rise of TACCP

Blog by Richard Leathers
www.campdenbri.co.uk/blog/campdenbri-blogs.php

Authenticity testing

Podcast by Julian South and Steve Garrett
www.campdenbri.co.uk/podcasts.php

Sensory marketing

Blog by Peter Burgess
www.campdenbri.co.uk/blog/campdenbri-blogs.php

A centre of excellence - it's official!

bertrand.emond@campdenbri.co.uk +44(0)1386 842062

We have been named a Centre of Excellence for Food Science and an Industry Specialist in Bakery - as one of the first food and drink manufacturing training centres to gain formal industry approval as a Centre of Excellence by the National Skills Academy (NSA).

The NSA carried out a rigorous vetting of our quality criteria, including the industry expertise and experience of individual trainers, available training resources, facilities and equipment. We also had to produce strong evidence of trainee and business client satisfaction - including references and testimonials from employers.

We have had a long standing relationship with the NSA since it was first established. They recognise that we are the UK's leading technical authority on wheat and all the foods derived from it.

Hygiene on the podium

Lawrence Staniforth, Manager of the Heat Resistance and Decontamination group at Campden BRI, will give a presentation on air quality for food processing, at the [Hygiene for Food symposium](#) on 29 September in Antwerp, Belgium. He will discuss how air quality can be achieved and used by the food industry, how air as a vector of microbial contamination can be controlled, how we measure air quality and what the results mean. For more information, visit www.hygieneforfood.com.



First steps in the food industry

An interview with James Huscroft

- placement student* at Campden BRI 2014/15

What attracted you to a Food Science Degree?

I've always been fascinated with food! Science was my strong point at school and I quickly realised that I wanted to work in the food industry.

Why did you choose to spend your placement year at Campden BRI?

A student at the University of Nottingham told me great things about her placement here, so I researched the company and felt that it was a fantastic opportunity to learn from experts.

What were your initial thoughts about Campden BRI?

When I first started here I was extremely nervous; however, I was met with smiles and friendly faces which put me at ease. Having spent a year working with a wide range of people, I can honestly say that it's a pleasure to work here. Everyone is willing to help whenever you need it.

What did a typical day at Campden BRI involve?

No day was ever the same. I could be calibrating equipment, carrying out contract work on-site in Chipping Campden or off-site at factories, analysing data, writing reports, presenting to Member Interest Groups, representing Campden BRI at events or answering enquiries.

What has been the greatest challenge you have faced?

Dealing with the pressure associated with process development or validation trials at clients' factories was sometimes very difficult. While I would do my best to go above and beyond to accomplish the deliverables, it was vitally important to keep to the schedule as accurately as possible to minimise the impact on the client's production.

What have been your greatest achievements?

My greatest achievement was seeing my name published on a Research & Development report for a project on which I had been involved in the practical work, data analysis and report writing.

In what way has your placement year surprised you the most?

The biggest surprise was the level of responsibility that I was given by my manager and my team early on. This has allowed me to grow and experience hands-on learning.

* Each year Campden BRI employs up to 10 university students on 1 year industrial placements, and provides around 25 one-week work experience places for students from local schools

Putting new knowledge to use is essential for remaining competitive. We turn information into knowledge and practical skills through training, industry events, our member interest groups, websites, databases, publications, helpline support and consultancy



Technical and regulatory information at your fingertips

To ensure that you have access to the best regulatory and technical information, we have significantly developed and enhanced our knowledge services over the last two years. Here are some examples of what you can tap into.

Horizon scanning dashboard

This will help you see what is coming before it arrives. It draws on a wide range of resources including social media, newsfeeds, government sites and technical literature. The standard dashboard deals with food safety and regulations; it can also be customised to your specific needs.

Technical briefings

If you need to know the current status on a particular topic, our information and technical specialists can search the most appropriate sources to put together briefing papers, fact sheets or summaries focusing on the technical innovations and developments most relevant to you, your business and your products. We will work closely with you so that we understand exactly what you need and deliver it - we'll find the knowledge so that you can focus on using it.

Food Law Alert

Prompt and succinct news of developments in UK and EU food law, available free to members every fortnight. Links are given to helpful supporting documents as appropriate.

Food Law Notes

- your ultimate food law reference guide

Our fully updated web-based Food Law Notes provides industry and enforcement authorities with a comprehensive, fully-searchable, clear source of information on the key aspects of UK and EU food and drink legislation. www.campdenbri.co.uk/food-law/eflan.php

Label reviews

From a simple independent verification that a piece of label information is correct to a comprehensive review of the entire label for compliance with legislation.

International and translation

If you need to check the legislation in a specific country or have access to specialist translation services for labelling and product information, talk to our team of regulatory specialists to discuss how we can help.

We work closely with the food, drink and allied industries to ensure the industrial relevance of everything we do

www.campdenbri.co.uk



Brewing sector support

Regulatory updates

Covering alcoholic beverages, we have a database of monthly updates on beer and malt. We also have a bimonthly update specifically for the wine sector. Issues relating to novel beverages are also covered. In addition, specific Food Safety Databases give details of legal levels and briefings on important topics.

Beer labelling database

Our team can help you ensure that your beer labels are compliant with the legislation in all the countries you sell in. As well as an international database of labelling requirements covering 43 countries, we also have a unique and regularly updated Online International Beer Labelling Guide providing you with 24/7 access to labelling information for 43 countries.

Beer Knowledge Subscription Service

This is the world's largest database on brewing, malting and cider, with monthly alerts on topics such as brewing microbiology, sensory science, malting, process innovation and new product development.

Bulletins

We produce a range of specialist brewing bulletins covering all your beer and malting needs including sensory, microbiology, innovation, NPD, analysis and hops. Also, a Global News database, which covers key company changes, new technologies and political aspects.

Regulatory helpline

regulatoryadvice@campdenbri.co.uk

As part of your member benefits you have access to a team of experts on global legislation to help you with those tricky issues. Our growing Regulatory Affairs team has again been busy helping members with a wide range of questions, as David Leeks explains:

"We deal with about 4000 enquiries each year, most of which come to us by phone or email, although we also meet members face to face, during MIGs and other events, or when we're out at exhibitions or other events. More than half the enquiries we get are on labelling (or 'food information') matters. We also get enquiries on the legislation on additives, pesticide residues, contact materials, contaminants, hygiene, supplements, baby foods, novel foods etc.

With labelling in mind, we get a lot of questions of the type: "Is there a definition of" You could fill in the dots with, for example, 'superfood', 'ham', 'roasting', 'natural', 'artificial', 'dairy-free', 'traditional', and 'high fibre'.

Different members have such different needs and interests that the variety of questions we deal with is vast."



Training events

A full list of 2015 scheduled courses is available on our website www.campdenbri.co.uk/training.php or by requesting a booklet from training@campdenbri.co.uk +44(0)1386 842104

October 2015

- 1 Novel crops and their role in the food chain
- 5-9 FSSC 22000 Auditor/Lead Auditor course
- 6-7 Allergen control
- 6-7 Plastic packaging and shelf life workshop
- 6 Sodium reduction in foods
- 7 Sugar reduction in foods
- 8 Environmental technology innovation seminar
- 8-9 Hot topics in food microbiology conference
- 8 Cooking process validation
- 8 HACCP - refresher
- 9 Raw material risk assessment
- 13-15 Brewing - an introduction
- 13-14 Food and drink labelling
- 13-14 Food technology for non food technologists
- 15 NPD challenges for weight management seminar
- 15 Sensory evaluation - discrimination testing
- 20-21 An introduction to food law
- 20-21 HACCP - Intermediate (level 3)
- 20 Meat technology
- 21-23 Practical microbiology - advanced
- 22 Consumer evaluation of packaging: techniques and applications seminar
- 27-29 Bread technology
- 27 New product development
- 28 Nutrition and health claims
- 29-30 Threat Assessment Critical Control Point (TACCP) - intermediate level

www.campdenbri.co.uk/training.php

Product development and weight management conference

www.campdenbri.co.uk/weight-management-conference.php

This conference, on 15 October, will focus on the formulation of products that assist with weight management, and will cover: The Public Health Responsibility Deal and the calorie reduction pledge; legislation aspects; challenges faced in product development; specific ingredients (protein, fibre) and manipulation of food structure in improving satiety; creating reduced calorie products and low calorie diets and diet replacers.

Active and intelligent packaging

www.campdenbri.co.uk/active-packaging-seminar.php

The food industry is constantly developing and refining new packaging techniques that actively control, monitor and respond to packaged products. This seminar, on 21 October, focuses on aspects of these important developments and how they are applied to food packaging.

Consumers and packaging

www.campdenbri.co.uk/consumer-evaluation-seminar.php

Packaging design can have a noticeable effect on consumers' shopping behaviour, both in-store and on-line. Packaging is designed to attract attention, convey the brand message and product experience, and provide the structural functionality of protecting, storing and/or dispensing the product. This seminar, on 22 October, will focus on design trends, consumer expectation, experience and perceptions, structural packaging and approaches to measure subconscious engagement with products and packaging.

Exporting food and drink to the USA: FSMA seminar

www.campdenbri.co.uk/exporting-usa-regulatory-seminar.php

US legislation is currently undergoing an enormous overhaul as a result of the Food Safety Modernization Act (FSMA) and will affect UK businesses who export there. This seminar, on 28 October, will inform food industry professionals of:

- Key current US regulatory areas an exporter must know about
- Labelling now and what the future looks like
- The FSMA and its likely impact on UK businesses exporting to the USA

Contact for all these events:

daphne.davies@campdenbri.co.uk +44 (0)1386 842040

Visit Member Zone

www.campdenbri.co.uk/memberzone.php



to access privileged member information and services



Our dedicated membership team are committed to making your experience at Campden BRI a rewarding one

Research reports available for download

All of this year's R&D Reports are available for download from www.campdenbri.co.uk/research/report2015.php. These reports give full details of the important findings from both member-funded and externally funded research.

And if you want to delve deeper why not give the relevant author a call here at Campden BRI.

Member Interest Group - dates for 2016

MIGs are open to all full members of Campden BRI. Take the opportunity to discuss with peers the topics that are of importance to you and help to guide our member funded research. If you haven't been to a MIG meeting before, or have not attended one recently, why not sign up and give it a go (see our website for details of locations).

Member Interest Group	Winter '16	Spring '16	Autumn '16
Agri-Food	09 February	19 May	13 September
Brewing and Fermented Alcoholic Beverages	11 February ¹	27 April*	29 September ¹
Cereals, Milling and Baking	03 February	04 May	12 October
Chilled and Frozen Foods	20 January	26 April	21 September
Food and Drink Science	07 January	27 April*	08 September
Food Service	26 January	10 May	06 October
Heat Preserved Foods	28 January	26 May	20 September
Manufacturing Technologies	19 January	25 May	04 October
Meat and Poultry	21 January	18 May	27 September
Microbiology	12 January	05 May	14 September
Packaging	02 February	17 May	11 October
Quality and Food Safety Management	13 January	28 April	15 September
Sensory and Consumer	04 February	24 May	05 October

¹ Held at Campden BRI Nutfield site

* Joint meeting at Chipping Campden site



Welcome to new members

Campden BRI is delighted to welcome the following new members who joined recently:

3V Natural Foods Ltd - manufacturer of sweeteners, oils and soya sauce

Autraj Innovations Ltd T/A Morynga - manufacturer of artisan superfood products

Bio-Check (UK) Ltd - manufacturer of testing kits for allergens, meat species identification and mycotoxins

Callan Bacon Co Ltd - boning, wet and dry curing of pork products

Georgetown University - Washington DC, USA

Institute of Food Safety Integrity & Protection - food protection organisation

Kendal Nutricare Ltd - manufacturer of infant feeding products, dry formula milk and dry weaning foods

Llanllyr Water Company Ltd - bottler and carbonater of organic spring water

Melrose and Morgan - production kitchen servicing retail sites

Microgen Bioproducts Ltd - developer and manufacturer of diagnostic products

Nutrisure Ltd-T/A Supernutrients - importer and marketer of superfoods

Plus Pack AS - designer and manufacturer of innovative packaging solutions

Sealord (Caistor) Ltd - processor of own label fresh and frozen fish

Clare Brett +44(0)1386 842125 membership@campdenbri.co.uk

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

Social media



Facebook - find out more about our history and our lighter side www.facebook.com/campdenbripage

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

YouTube - a range of videos providing an insight into the science and technology underpinning food and drink production www.youtube.com/campdenbri

LinkedIn - company updates providing our latest news www.linkedin.com/company/campden-bri

iTunes - subscribe to our podcasts

Campden BRI

Station Road, Chipping Campden,
Gloucestershire, GL55 6LD, UK.
+44(0)1386 842000 Fax: +44(0)1386 842100
information@campdenbri.co.uk

Nutfield site, Campden BRI,
Centenary Hall, Coopers Hill Road,
Nutfield, Surrey, RH1 4HY, UK
+44(0)1737 822272 Fax: +44(0)1737 822747
information@campdenbri.co.uk