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NAFFS Winter Meeting

**February 18, 2016
Nanina's In The Park
Belleville, NJ**

PROGRAM

8:30 a.m. Registration — Library

Meet & Greet Continental Breakfast

Sponsored by Flavor & Fragrance Specialties & Global Essence, Inc.

10 a.m. Welcome – Pia Henzi, President, NAFFS

Speaker Intro – Cynthia Astrack, Chair, Winter Meeting Program

10:10 a.m. – 12:10 p.m. – Program — Main Ballroom

Taste your way through innovation Bacardi style. See how innovation takes place at Bacardi on three different levels: explore how the North American R&D group blazes the innovation trail, to a case study on the development of a new brand, and ending with insight behind Bacardi's new high energy marketing campaign 'House Party'. This is an interactive presentation. Along the way you will be able to see, feel and taste how these ideas have come to life.

12:15 – 2:30 p.m. – Networking Luncheon with Wine Pairings — Upper Level Ballroom

Wine Pairings Sponsored by Astral Extracts, Bell Flavors & Fragrances & MCI Miritz

ABOUT THE SPEAKERS

ANDY DEL ROSAL

Andy del Rosal is the Vice President & Managing Director of Bacardi-Martini Product Development in Jacksonville, Fla. Andy has had a passion for understanding the source of innovation and creativity and how it can be captured and structured with the aim of sharing it institutionally. He has a BS degree in chemistry from the University of California at San Diego and an MBA from University of Phoenix. Andy has worked in the food and beverage industry since 1994. His first four years in the industry were spent living in Torino, Italy where he learned to appreciate good food and good wine. Andy has worked for Bacardi on and off over the past 21 years. In 2008 he left Bacardi for Cargill in Minneapolis where he spent 4 years as the head of the beverage applications group. Andy followed this up with 15 months at Pernod-Ricard as

the director of new product development in Ft. Smith, Arkansas, where he started up Pernod USA's NPD group. Over the years Andy has worked in various roles from quality control, to production to bottling to new product development. Andy is also a member of the American Chemical Society, FEMA, DISCUS, IFT and ISBT.

SHELLEY MENZE

Shelley Menze is a Senior Beverage Scientist at Bacardi-Martini Product Development in Jacksonville, Fla. Shelley enjoys blending art and science and has craftily created new products for the food and beverage industry since 2000. She received two BS degrees from Texas A&M University in human nutrition and food science & technology along with an MS from Kansas State University in food science and technology. In her 16 years of research and development, she has worked for Teagasc (The agriculture and food development authority in Dublin, Ireland), SoPakCo Foods in South Carolina, ConAgra Foods in Omaha, and now for Bacardi in Jacksonville. New products and innovation are Shelley's passion. She has crossed categories to create new products in many food genres such as MREs, frozen meals, shelf stable confectionary toppings, and canned soups. Coming to Bacardi in 2009, Shelley has had the opportunity to work with all core Bacardi brands in low and high proof along with many new innovations. Shelley is a member of IFT.

Join us at these events!

March 10 – West Coast Flavor Industry Roundtable, Wyndham Anaheim Garden Grove, Garden Grove (Anaheim), Cal.

June 9 – NAFFS Technical Meeting, Brotherhood Winery, Washingtonville, NY

Oct. 27-30 – NAFFS Annual Convention, The Resort at Longboat Key Club, Longboat Key, FL