

# The baking world meets in Orlando

THE INTERNATIONAL BAKING INDUSTRY EXPOSITION (IBIE) WILL BE HELD IN ORLANDO, FLORIDA OCTOBER 7-10, 2007



**+** IBIE is sponsored by the American Bakers Association and BEMA, The Baking Industry Suppliers Association. The show takes place every three years. Nearly 800 exhibiting companies will showcase 500,000 net square feet of exhibits to 20,000 attendees from all segments of the industry.

## Opening hours

Sunday, October 7 through Wednesday, October 10, 2007, 10:00 am to 5:00 pm daily.

## Costs of registration

Pre-registration, ends Friday, Oct. 5, 2007	\$75
On-site registration, ends Wednesday, Oct. 10, 2007	\$85

## On-site registration hours:

Saturday, October 6	9:00 am – 5:00 pm
Sunday, October 7	8:30 am – 5:00 pm
Monday, October 8	9:00 am – 5:00 pm
Tuesday, October 9	9:00 am – 5:00 pm
Wednesday, October 10	9:00 am – 5:00 pm

## Educational sessions

IBIE, the industry's top trade event will offer its most comprehensive educational conference to date. The augmented seminar program, now larger and broader in scope than that of past years, is expected to attract a wide variety of participants from across the grain-based food industry. The three-track conference combines the expertise of two highly regarded educational organizations who will provide a uniquely tailored learning opportunity for the baking pro-

fessional. The American Institute of Baking (AIB), known throughout the industry as the organization that "puts science to work for the baker," will conduct expert-led seminars in the areas of Baking Technology and Food Safety & Security.

Teaming up with AIB is the world-famous Disney Institute, a recognized leader in experiential training and leadership development for business professionals across the globe. For IBIE 2007, the Disney Institute has collaborated with ABA to create a series of custom sessions based on Disney's core philosophies on Management, Leadership and Loyalty. The sessions, which make up the Conference's Business Management Track, will explore case study successes, and will provide simple strategies to help baking industry professionals adapt those successes to their businesses.

Track sessions will be presented concurrently from 8:30 a.m. to noon. Participants may sign up for a different track each day, or they can save on registration fees by choosing to attend all sessions within one track.



Registration fee for educational sessions	Day Pass	WeekPass (Best Value!)
+ Food Safety & Security (Sun, Mon, Tues)	\$175.00	\$450.00
+ Baking Technology (Sun, Mon, Tues, Wed)	\$175.00	\$600.00 (four days)
+ Baking Management (Sun, Mon, Tues)	\$225.00	\$650.00

### Baking Technology Educational Program

Sunday October 7, 2007

#### Wholesale baking challenges

*Learn the technology behind the hottest trends in the market: healthier foods with longer shelf lives.*

- + Fats and oils for bakery products- how to cope with customers demands
- + Formulating for extended shelf life
- + Formulation and processing for healthy breads

Monday, October 8, 2007

#### Challenges for Retail Bakers

*Learn valuable lessons in the formulation and production of two of the fastest-growing products: sourdough bread and whole grain foods, including tips for product development without an R&D staff.*

- + Creating quality sourdough breads
- + Creating quality whole grain products
- + Product development for retail bakers

Tuesday, October 9, 2007

#### Tortilla and Snack Food production

Learn valuable lessons in the areas of flour and corn tortillas, tortilla chips and baked snack foods.

- + Flour tortilla formulation and process controls
- + Corn tortilla and chip process controls
- + Baked snack foods

### Baking Management Educational Program

Sunday, October 7, 2007

- + The Disney Approach to Leadership
- + Trends in the Baking Industry
- + The "Smart" Bakery

Monday, October 8, 2007

- + The Disney Approach to People Management
- + The "No Down-Time" Bakery
- + Regulatory Update

Tuesday, October 9, 2007

- + The Disney Approach to Loyalty and Quality Service
- + Developing Leaders for the Baking Industry

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# AZO.®

Right to the point.

### Food Safety and Security Educational Program

Sunday, October 7, 2007

- + GMP Update
- + Traceability and Recall
- + Management of Sanitation

Monday, October 8, 2007

- + Allergen Update
- + HACCP Update
- + In-plant Food Safety Programs

Tuesday, October 9, 2007

- + Bioterrorism Act
- + Developing a Food Security Team
- + Vulnerability Assessments



### Nation's top bakers to appear at IBIE

The Bread Bakers Guild of America announced that Bread Bakers Guild Team USA 2008 will hold a public exhibition during the International Baking Industry Exposition, October 7-10, at the Orange County Convention Center in Orlando, Fla. Bread Bakers Guild Team USA 2008 will demonstrate the quality artisan baking techniques used in competition and have its products available for both viewing and tasting each day. The exhibition bakeshop is part of the Lesaffre Yeast Corporation booth, #3766. Team USA 2008 will demonstrate each day from 10AM to 5PM.

The exhibition is the first step for the three-person team, which will spend the next nine months preparing for the prestigious Coupe du Monde de la Boulangerie (World Cup of Baking) to be held in Paris, France on March 30 – April 1, 2008. Bread Bakers Guild Team USA 2008 will defend the World Cup title won by the 2005 team. Members of Bread Bakers Guild Team USA 2008 and the categories they represent are:

- + Dara Reimers (Artistic Design), an accountant and aspiring bakery owner from Auburn, Maine.
- + Peter Yuen (Viennoiserie), owner of La Patisserie P in Chicago, Ill.
- + Solveig Tofte (Baguette & Specialty Breads), head baker at Turtle Bread Company in Minneapolis, Minn.

A highly competitive three-stage selection process is conducted by The Guild every three years to choose a team to represent the United States at the Coupe du Monde de la Boulangerie in Paris. Guild sponsored teams have always performed well at the international event.

In 2005 and 1999, Team USA returned home as World Champion Bakers and in 2002 took second place. Considered the Olympics of Baking, the intense competition features teams from 12 countries trying to outdo each other in the three categories. Held every three years in Paris, the Coupe du Monde is the world's only competition where bakers who practice the craft of artisan baking can compete against the many old-world traditions of the various countries involved.

### Grain Foods Foundation to present "Functional Benefits of Grain-Based Foods"

Numerous innovations are rapidly changing the nutrient profile of bread and other grain foods. Prebiotics, Omega 3 fatty acid, vitamin D-fortified yeast, other grain flours, soy, fruits, additional fiber and resistant starch are just some of the items currently being added. At the same time, an increasing number of manufacturers are removing or reducing trans fats, sodium and sugars from grain based foods.

According to Judi Adams, president of the Grain Foods Foundation, "Many Americans are not aware of the advancements in the category and do not recognize the important nutrients that bread contains. A March 2007 Harris Interactive poll found that only 36 percent of Americans think bread provides any health benefits. Nine percent of American women between 35 and 44 think bread is fattening. And while these statistics have greatly improved since 2005, we still need to educate the public about the health benefits of bread and other grain foods."

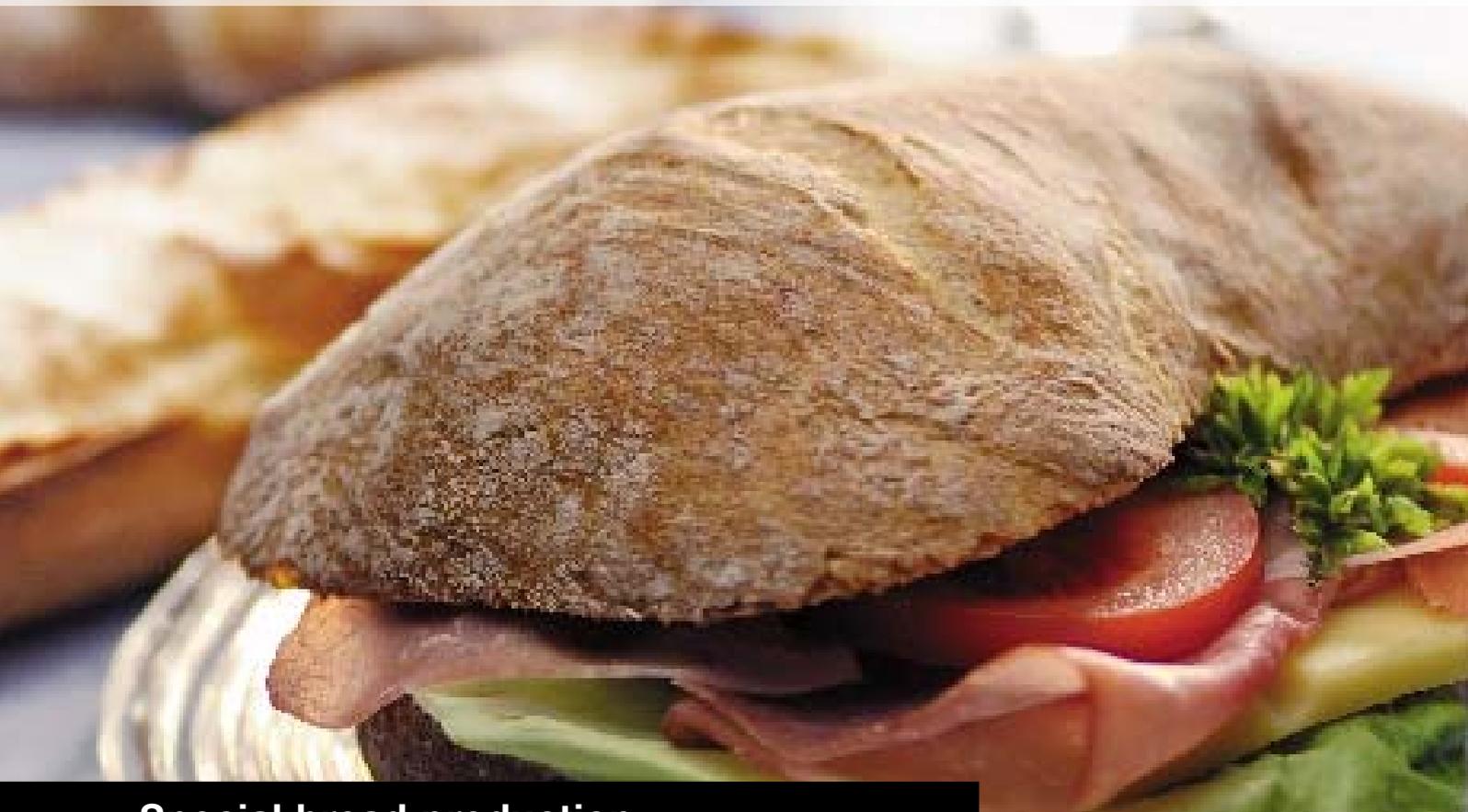
And those health benefits are significant:

- Enriched grain products are the number one provider of folic acid in the American diet. Since this addition was declared mandatory to enriched grains in 1998, neural tube birth defects have decreased by one-third in the U.S. While whole wheat only contains half as much folic acid, it is still a major contributor in the American diet.
- Both whole wheat and enriched grains contain more antioxidants than vegetables and most fruits although berries are an exception.
- Both whole wheat and white bread provide fiber, with whole wheat providing four times as much. Americans are only consuming about half the amount of fiber they should so grain products can help solve this shortage.

To further educate the industry about the functional benefits of grain-based foods and review its consumer education program, the Grain Foods Foundation is presenting an educational session at 9 a.m. on Tuesday October 9 in room S320 at the Orange County Convention Center in conjunction with IBIE.

[www.grainpower.org](http://www.grainpower.org) +++

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