

## ++ SENSORY & CONSUMER SCIENCE CENTER IN SINGAPORE

Fragrance and flavorings manufacturer Symrise is dramatically expanding its international market research activ-



Photo courtesy of Symrise

ities by reopening its regional center in Singapore. In late June 2007, CEO Dr. Gerold Linzbach and the global president of the Flavor & Nutrition division, Dr. Heinz-Jürgen Bertram celebrated the opening of the new Sensory & Consumer Science Center.

The new research center is part of the worldwide Symrise Sensory & Consumer Science network and complements the existing regional centers in Europe / Asia / Middle East (EAME), North America and South America. The facility is equipped with high-performance statistics' programs, rooms for focus groups, panel-training rooms and individual sensory-test booths; this allows the center to support all of the Asia Pacific teams by offering expertise and the newest tools.

Sensory and consumer research is one of Symrise's core competences, and this area is of vital importance, especially on the Asian growth market with its steadily increasing per-capita income levels. To understand consumers more thoroughly, innovative new test methods are used in addition to tried-and-tested quantitative and qualitative approaches such as central-location and home-use tests, online surveys and focus groups.

Symrise researchers have demonstrated their ability to think outside the box by pursuing new paths in sensory marketing and consumer segmenting by means of tools such as freak groups,

mimic testing and indicative consumer panels. In addition to its regional centers, Symrise works with a global network of universities, market research institutes and agencies. In keeping with its strategy, "Always inspiring more," its ongoing goal is to be a source of inspiration to its clients and to provide consumers with innovative product concepts that consistently offer added value.

[www.symrise.com](http://www.symrise.com) +++

## ++ VARIABLE PROOFING WITH PROVEN SERPENTINE

Leading baking technology group, Auto-Bake, presents a continuous proofing system founded on its globally proven Serpentine transport technology. The Serpentine proofer provides an optimum humidity proofing environment, plus can be tailored to deliver flexible proofing times and variable proof-to-bake ratios. Its ultra-compact design and continuously smooth transport path make the Serpentine proofer an ideal choice for bakers seeking to update manual proofing processes.



The hallmark of Auto-Bake's Serpentine technology is the S-shaped transport path, where trays are conveyed over multiple levels without tipping. The Serpentine proofing system utilizes Auto-Bake's increasingly popular 'free tray' system, where the trays are independent of the oven, allowing makeup and forming to take place on existing equipment. According to Graeme Bonner, Auto-Bake technical sales engineer, the automated Serpentine proofing process conveys a number of advantages.

To achieve flexible proofing times and proof-to-bake ratios, the Serpentine proofer can be designed with up to three individual Serpentine-config-

ured transport zones, with optional bypass, within the one module. Depending on the required proofing schedule for any given product, the unit can operate using one, two or three of these zones, running at different speeds if necessary, to adjust the overall proofing dwell time.

Like all Auto-Bake systems, the Serpentine proofer is fully continuous and automatic, and operated via a touchscreen. Temperature and humidity are maintained using injections of steam and mist, which are circulated throughout the system to ensure a consistent proofing environment. Featuring robust stainless steel construction, the system is available as a standalone module, where it can be synchronized with existing plant; alternatively it can form part of a Serpentine system, operating in conjunction with a Serpentine oven and/or cooling modules.

[www.auto-bake.com](http://www.auto-bake.com) +++

## ++ AARHUSKARLSHAMN ACQUIRES CRODA FOOD SERVICES

AAK UK, the UK division of global specialty oils company AAK AB, has acquired Croda Food Services from Croda International Plc. The business based in Oldham, UK, supplies a range of products and services to the bakery industry including release agents and divider oils together with bespoke delivery systems. With sales of over £17m, the business has a strong position in the UK bakery sector and healthy export sales.

The new business will be incorporated into the AAK UK structure and trade as AAK Bakery Services. As well as operating one of the UK's biggest vegetable oil refineries, located in Hull, AAK UK also includes AAK Foods based in Runcorn, Cheshire which offers sauces, dressings and marinades to the retail and foodservice sectors. AAK Bakery Services, which comprises an investment of £5.5m plus net working capital, will continue to operate from its Oldham base and the company has plans to expand its focus on export markets where the specialist nature of its products is in demand.

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