

# 72<sup>nd</sup>

## Annual Production Conference Program Booklet

Monday, April 16 - Wednesday April, 18, 2018

Lancaster Marriott at Penn Square & Lancaster County Convention Center



# PMCA

Professional Manufacturing Confectioners Association

**LEARN. CONNECT. GROW.**

# Join us again next year!

PMCA 73<sup>rd</sup> Annual Production Conference

April 8 - April 10, 2019

Lancaster Marriott at Penn Square &  
Lancaster County Convention Center

*For more in-depth information on topics presented at past PMCA production conferences, visit our database at [pmca.com](http://pmca.com) to download the accompanying technical papers. Papers for the current year's conference will be available in late fall.*



***Allergen Statement: Samples displayed or distributed at the PMCA Annual Production Conference may contain, or may have been processed in, facilities that also process peanuts, tree nuts, soy, wheat, dairy or other allergens.***

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April 16 - April 18, 2018

Lancaster Marriott at Penn Square &  
Lancaster County Convention Center  
Lancaster, Pennsylvania

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**CONNECT WITH US**

*Please be advised that the PMCA employees and contractors will take photographs as well as audio and video recordings in the conference sessions, exhibit hall and other public areas for promotional or commercial purposes.*

*Note: Audio or video recording and photography of the technical sessions is prohibited. Please turn cell phones to silent or vibrate during the technical sessions.*

# Schedule of Events

## Sunday, April 15

### *PMCA Committee Meetings*

- 2:00-3:00pm | Chestnut Board Room.....Education & Learning Committee Meeting  
3:00-4:00pm | Chestnut Board Room.....Research Committee Meeting  
4:00-5:00pm | Hickory Room.....Membership & Marketing Committee Meeting  
*LEARN | CONNECT | GROW Networking Event – Montgomery House, Freedom Hall Lobby*  
5:00-7:00pm .....Cash bar, appetizers, raffle entry, golf tournament prizes

## Monday, April 16

- 7:30-8:00am ..... SOP Breakfast - Students & Mentors – *Hickory Room*  
*Opening Day Technical Session – Heritage Ballroom*  
8:00am .....Opening Remarks  
8:15am .....Student Outreach Program  
8:30am-12:20pm..... Basics & Beyond  
*Supplier Exhibit – Freedom Hall*  
12:30-5:00pm .....Exhibits Open  
Lunch will be hosted by PMCA inside Freedom Hall 12:30-2:00pm  
*Student Plant Tour*  
Departure - 12:30pm | Return - approx. 4:00pm  
*Reception - Freedom Hall Lobby*  
5:15-6:15pm ..... Hors d'oeuvres/cash bar  
Attendees to make their own dinner arrangements

## Tuesday, April 17

### *Morning Technical Session – Heritage Ballroom*

- 8:00am-12:00pm .....Speaker Presentations  
12:00-1:30pm .....Buffet Lunch – *Commonwealth Ballroom*  
12:00-1:00pm ..... Student Lunch – *Commonwealth Ballroom*  
1:00-1:40pm..... PMCA Annual Member Meeting – *Hickory Room*  
1:00-1:40pm..... Student Breakout Session – *Independence Room*  
*Afternoon Technical Session – Heritage Ballroom*  
1:45-5:45pm.....Speaker Presentations  
*Student Outreach Program Alumni Mixer – Commonwealth Ballroom Lobby*  
5:45-6:15pm .....Cash bar  
*Reception – Commonwealth Ballroom Lobby*  
6:15-7:15pm ..... Hors d'oeuvres/cash bar  
*Annual Production Conference Dinner – Commonwealth Ballroom*  
7:30pm ..... Awards Banquet & Dinner Speaker

## Wednesday, April 18 – Developing Flavor in Chocolate

### *Closing Day Session – Heritage Ballroom*

- 8:30am-12:00pm .....Speaker Presentations  
12:30-3:00pm .....PMCA Program Committee Meeting – *Chestnut Board Room*  
12:30-1:30pm .....SOP Farewell Lunch - Students & Mentors – *Hickory Room*



**BASICS & BEYOND SEMINAR**  
**MAKING CHOCOLATE WORK FOR YOU!**

*Monday, April 16, 2018 – Heritage Ballroom*

**PROGRAM COORDINATORS & CONTRIBUTORS**

**Basics & Beyond Sub-Committee Lead:**

*Serena Bitzer, The Hershey Company*

**Program & Demonstration Team:**

*Cynthia Angelo, Givaudan Flavors*

*Judy Cooley, Global Confection Connections LLC*

*Shawn Houser-Fedor, The Hershey Company*

*Amy Hartman, Hummelstown, PA*

*Rich Salotto, Capol LLC*

*Jim Bourne, Hilliard's Chocolate Systems*

*Frank McCafferty, Sweet Jubilee*

*Joe Sofia, Cargill Cocoa & Chocolate*

**Equipment, ingredient and tasting sample donations  
provided by the following companies:**

- *Barry Callebaut*
- *Cargill Cocoa & Chocolate*
- *Guittard Chocolate Company*
- *The Hershey Company*
- *Hilliard's Chocolate System*
- *R&D Candy Consultants*
- *Sweet Jubilee*

The Basics & Beyond seminar has been a tradition of the production conference program for years. This half-day seminar will provide basic information along with some advanced techniques and new technologies. Presentations from experienced industry professionals will be accompanied by video, live demonstrations and tasting samples.

# MONDAY, APRIL 16

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7:00am    **Registration**    **Heritage Ballroom Lobby**

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8:00am    **Welcome & Opening Remarks**    **Heritage Ballroom**  
Bob Huzinec, *The Hershey Company*, PMCA  
Chair of the Board

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8:15am    **PMCA Student Outreach Committee Update**  
1    Carly Meck, R&D Scientist, *Blommer Chocolate Company*  
PMCA's Student Outreach Committee Chair will provide an overview of committee activities, including a review of the growth and success of the program and future outlook.

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### **Basics & Beyond Seminar—Making Chocolate Work for You!**

A discussion period will follow each speaker. Submit questions in writing to Session Officials: Judy Cooley, *Global Confection Connections LLC*, Ed Minson, *Tate & Lyle* and Rose Potts, *Blommer Chocolate Company*.

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8:30am    **Welcome & Introduction (Moderator)**  
2    Steven Genzoli, VP, Quality Assurance/Research and Development, *Ghirardelli Chocolate Company*  
The opening remarks will provide a basic overview of the topic and highlights of the program to follow.

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8:40am    **Selecting the Right Coating**  
3    Randy Hofberger, Consultant, *R&D Candy Consultants LLC*



There are many attributes to consider before selecting your chocolate or compound coating. These can range from product functional needs to equipment restrictions to the demands of your customers.

We will review the many attributes and other considerations, so you can make the right coating choice.

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9:20am    **Break**

9:35am  
4

**Enrobing – Because Everything’s Better Covered in Chocolate**

Laurent Besin, Director of Technical Services, *Barry Callebaut*

When enrobing, the physical attributes of any chocolate or coating are critical to achieving your goal. This presentation will address rheology, fineness, fat content, temperature and center makeup as it applies to actual enrobing. We will consider how these parameters affect the function of the product in an enrober, influence the center and the final result. We will also speak to the impact of each adjustment and how small changes will influence the coating of your product. Final wrap-up will include some troubleshooting tips for creating the perfect product for your customer.

*\* Presentation and paper co-authored by Emma Afshin and Eric Schmoyer, Barry Callebaut*

***Audience Tasting Samples***



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10:25am

**Discover Chocolate Moulding**

5

Ann Brinkerhoff, Master Chocolatier, *The Hershey Company*

Through the history of chocolate consumption, the first moulded chocolate bar dates to the Industrial Revolution in 1847 produced by Joseph Fry. Since that time, technology has advanced, allowing for the creation of many types of moulded chocolates from solid bars to cold stamping. One chocolate does not fit all technologies. Physical properties contribute to the quality of the fit and finish. These properties vary based on the type of moulding equipment. The discussion will entail how the properties differ between bar moulding, traditional shell moulding, cold stamping and one-shot depositing.

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11:15am **Break**

# MONDAY, APRIL 16

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**11:30am** **Chocolate Goes Snacking**  
**6**

Thalia Hohenthal, Sr. Scientist, Research and Development, *Guittard Chocolate Company*



The best part of the snack or the meal is the chocolate, right? It can be. And we think it should be. But to actually hit that sweet spot of taste, texture, appearance, shelf life, price and all the rest

might be a challenge. There is a lot to discover along the way as we bring these moving parts together to commercialize a winning product. How do confectioners and snack makers work their magic? And how do the chocolate makers know what to make? We will taste our way through some combinations and make some discoveries of our own as we discuss the key attributes of chocolate selection for some exciting applications.

## *Audience Tasting Samples*

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**12:20pm** **Adjourn**

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### **SUPPLIER EXHIBITION**

**Freedom Hall • 12:30-5:00pm**

### **PMCA HOSTED LUNCH**

**Freedom Hall • 12:30-2:00pm**

### **RECEPTION**

**Freedom Hall Lobby • 5:15-6:15pm**

**Abso-FRUIT-ly Delicious – Using Fruit in Confections**  
**Booth #HD1-HD4**

*A unique exhibition hosted by the PMCA Program Committee*



How are fruits used in different confectionery applications? Purees, juices, dried fruit, chocolate-covered fruit – the possibilities are endless, and so are the considerations. This interactive exhibit will feature tasting samples of fruit in different forms and applications, educational videos, handouts and posters. Visitors will be also be treated to live demonstrations using fruit.

**Exhibition Contributor Thanks**

- *Innova*
- *Kauffman’s Fruit Farm & Market*
- *Kerr Concentrates/Ingredient*
- *Landis Valley Museum*
- *The Packer*
- *Paradise Fruits*
- *Produce for Better Health Foundation*
- *The Tennessean*
- *Tree Top Inc./Loar & Young*
- *TRUE FOOD TV*
- *Vita-Pakt Citrus Products Co.*

**Hosted Display Sub-Committee**

**Sub-Committee Co-Leads:**

*Pam Gesford, The Hershey Company*  
*Marlene Stauffer, Blommer Chocolate Company*

**Members:**

*Philip Cartier, retired, The Hershey Company*  
*Diane Douglas, Concord Foods, Inc.*  
*Reg Ohlson, retired, Mars, Inc.*

**2018 Supplier Exhibits – As of Publication Date  
Monday, 12:30-5:00pm, Freedom Hall**

**AAK**

Aasted North America LLC

ADM/Matsutani LLC

Almond Board of California

American Association of Candy Technologists (AACT)

**American Chocolate Mould Co.**

The Austin Company

Austrade Inc.

Avatar Corporation

B&B Littleford

**Baker Perkins**

**Barry Callebaut**

**Bell Flavors & Fragrances Inc.**

BENEO Inc.

Berndorf Belt Technology USA

**Blommer Chocolate Company**

Bosch Packaging Technology, Inc.

**Bühler Inc.**

Butter Buds Food Ingredients

Callisons

Candy Worx

Capol LLC

**Cargill Cocoa & Chocolate**

**Centerchem, Inc.**

Clasen Quality Chocolate, Inc.

W.A. Cleary Products

CM-OPM USA

**Colorcon**

Concord Foods, Inc.

Corbion

Crosio & Associates, Inc.

Dairy Farmers of America

Divis Nutraceuticals

**Domino Specialty Ingredients**

Driam USA, Inc.

**DuPont Nutrition & Health**

Egan Food Technologies

ElectroSteam Generator Corp.

ERIEZ

Eurofins Microbiology Laboratories

Fine Chocolate Industry Association (FCIA)

Flavorchem Corporation

FONA International Inc.

**Fuji Oil Inc.**

Galloway Company

GNT USA, Inc.

Gold Coast Ingredients

Golden Peanut & Tree Nuts

**Grain Processing Corporation (GPC)**

Graybill Machines, Inc.

Franz Haas Machinery of America, Inc.

Hamburg Dresdner Maschinenfabriken USA

Herding Filtration LLC

**Hilliard's Chocolate System**

**25+ Year Exhibitor**

**IFC Solutions**

Inclusion Technologies

Industrial Food Ingredients

**Ingredion Incorporated**

ISC Gums

JF Hydrocolloid Inc.

Kalsec Inc.

**Kargher****Kocotek**

Landers Group LLC

**IOI Loders Croklaan**

Malt Products Corporation

Malvern Panalytical

MANE, Inc.

Mantrose-Haeuser Co. Inc.

**Manufacturing Confectioner/MC**

Miltenberg & Samton, Inc. (MILTSAM)

**Molded Fiber Glass Tray Co.****Multifilm Packaging**

NETZSCH Premier Technologies LLC

Nitta Gelatin NA Inc.

Nutec Group

Nutrigaard LLC

Nutrin Distribution Company

Palsgaard Incorporated

Precision Roll Grinders, Inc.

**PROVA Inc.**

ProXES, Inc.

PTL (Production Techniques Ltd.)

Readco Kurimoto LLC

**Roquette America**

Sandvik SGL Technology

**Savage Bros. Co.**

Scala-Wisell International, Inc.

Schenck Process

Sensus America, Inc.

Shank's Extracts

Silesia Flavors, Inc.

**Sollich North America, LLC**

Solvay

**Stern Ingredients, Inc.**

Sugaright (Division of CSC Sugar)

Synergy Flavors

**Tastepoint by IFF****Tate & Lyle**

Temuss Products Limited

Tomric Systems Inc.

Totus Trade LLC/Chocomac

**TRICOR Systems Inc.****Turbo Systems****Union Confectionery Machinery Company**

United Cocoa Processor

**Varick Enterprises, Inc.**

VernDale Products, Inc.

The Warrell Corporation

Weaver Nut Company

**Woody Associates, Inc.**

WRH Industries, Ltd.

**25+ Year Exhibitor**

# TUESDAY, APRIL 17

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7:30am    **Registration**    **Heritage Ballroom Lobby**

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8:00am    **Welcome & Opening Remarks**    **Heritage Ballroom**

Ed Wilson, retired, *AAK USA*, *PMCA* President

**Moderator**

Ed Minson, Principal Scientist, Global Accounts  
Technical Service, *Tate & Lyle*

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8:15am    **PMCA Membership & Marketing Committee Update**

7

Mark Freeman, Vice President of Sales, *Shank's Extracts*

*PMCA's* Membership and Marketing Committee chair will provide an overview of committee activities, including special projects aimed at promoting awareness and enhancing membership value.

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A discussion period will follow each speaker. Submit questions in writing to Session Officials: Diane Douglas, *Concord Foods*, Pat Hurley, *Spangler Candy Company* and Bob Huzinec, *The Hershey Company*.

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8:30am    **NCA Policy & Regulatory Update 2018**

8

Laura Shumow, Vice President, Scientific and Regulatory Affairs, *National Confectioners Association*



USDA is required to issue a final rule-making on the disclosure of bioengineered ingredients (aka GMO labeling) by July of this year. Meanwhile, FDA has extended the compliance deadline for NFP labeling to January 2020. In conjunction with the updates to nutrition labeling, FDA is

working on a consumer education campaign to empower Americans to make better decisions about their health. Additionally, FDA plans to improve the timeliness and communication of food recalls and to exercise enforcement discretion on certain components of food safety regulations. This talk will address the latest updates on these topics and more.

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**9:30am**    **Snack Bar Technology**

9

Stan Andrews Ph.D., Research Applications Scientist, *Archer Daniels Midland Company (ADM)*



The global snack bar food category has grown over the past 10 years, especially in North America, which accounted for 57% of the 2017 global sales of \$13.6 billion. The US market alone accounted for almost 51% of the total 2017 snack bar global

sales. This presentation will review global regions that are forecast to accelerate in growth over the next five years and snack bar types most requested by consumers. The presentation will also discuss basic formulation technology, including a review of ingredients and manufacturing requirements.

*Audience Tasting Samples*

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**10:15am**    **Break**

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**10:30am**    **Bridging the Nutrition Gap in Confectionery with Protein**

10

Akshay Arora, Business Scientist – Global Protein Development, *Ingredion, Inc.*

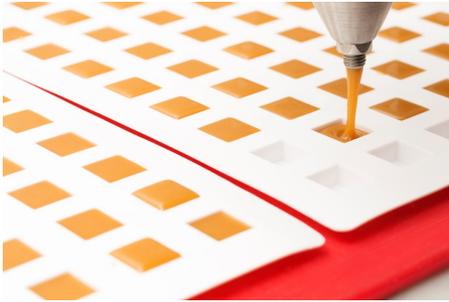
Consumers are increasingly considering health while making food purchases. There is growing evidence that protein intake promotes optimal health. Not surprisingly, the protein fortification trend has grown and continues to transcend product categories. For confectionery, which is primarily prized for indulgence, the addition of protein can potentially benefit the category by creating more consumer choices. However, incorporating protein into confections for a nutritional boost is often not a straightforward exercise. Besides cost, manufacturers need to make two-fold considerations. The foremost decision pertains to “what sort” and “how much” protein to add. Nutritional metrics that help distinguish dietary proteins from varied sources and enable claims will be discussed. Secondly, the addition of protein to an application can alter its taste and textural attributes. This often necessitates making suitable formulation and processing adjustments. A toolbox approach for developing protein-based confectionery will be presented with specific examples.

# TUESDAY, APRIL 17

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11:15am **Caramel Troubleshooting**  
11

Mark Heim, Consultant, *R Mark Heim Confectionery Consulting*



There is so much time and effort put into developing a new product, but when scaling up from benchtop to production, we too often run into problems with the product changing in unwanted

ways. This presentation will discuss a typical caramel startup, and where some of these problems come from. Development techniques to minimize or prevent many of them in the future will be discussed.

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12:00pm **Adjourn**

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## **BUFFET LUNCH**

Commonwealth Ballroom

12:00-1:30pm

## **STUDENT LUNCH**

Commonwealth Ballroom

12:00-1:00 pm

## **PMCA ANNUAL MEMBER MEETING**

Hickory Room • 1:00-1:40pm

## **STUDENT BREAKOUT SESSION**

Independence Room • 1:00-1:40pm

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1:45pm **Afternoon Session Opening Remarks & Moderator** **Heritage Ballroom**  
 Rose Potts, Corporate Manager, Sensory and Product Guidance, *Blommer Chocolate Company*, PMCA Vice President

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A discussion period will follow each speaker. Submit questions in writing to Session Officials: Leslie Kleiner, *Roquette* and Kervin Martin, retired, *Cargill Cocoa & Chocolate*.

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2:00pm **Why an Attorney Should be Part of Your Innovation Team**  
 12 Lois B. Duquette, Esq., *McNees, Wallace & Nurick LLC*  
 Perhaps you have come up with a great idea for a new product that your marketing team will love. Or, maybe your marketing team or a client has asked you to develop a product with certain characteristics. Before you run to the development bench, add a legal advisor to your team. This presentation will explain how working with a legal advisor early in your process can help you in a variety of ways – from reducing the risk that you will spend time developing a product that can't be marketed as hoped, or even sold at all, to helping you prevent a competitor from trading off your great idea.

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2:45pm **Innovation Management**  
 13 Adrian Timms, Consultant, *ATimms Consulting LLC & TechInfusers LLC*



One of the topics in mastering the fundamentals of innovation management is innovation process design. Some variant of a stages-and-gates process is typically used in the confectionery industry, particularly for developing and launching new products. Here, we consider how confectionery might borrow from practices in other industries (Agile development) to renew and update a tired stages-and-gates development process. Through a simulated case study (drawing from multiple past experiences), we examine the principles, benefits, shortcomings and possible marriage of alternate processes in a real life confectionery NPD scenario.

## TUESDAY, APRIL 17

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### 3:30pm **Research Committee Update**

14

Eric Schmoyer, R&D Project Manager, *Barry Callebaut*

PMCA's Research Committee chair will provide a review of recently completed grant-in-aid projects and will report on the committee's plans to enhance the value of this program for the future.

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### 3:45pm **Break – Featured Research: Effects of Alkalization & Roasting on Free & Bound Phenolic Compounds in Cocoa Nibs & Shells**

Qiaoqiao Dai, *Callisons*, The Pennsylvania State Allen Allured Fellowship recipient

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### 4:15pm **5 Risks to Your Food Fraud Program**

15

Gary Smith, Director, *Eurofins Food Safety Systems*

The term food fraud has been a topic of tall interest recently. This has been largely brought into focus by the Global Food Safety Initiative (GFSI) which has released its new benchmarking requirements document emphasizing the importance of having a finely-honed food fraud mitigation plan. With this new focus, all GFSI benchmarked Certified Program Owners have added food fraud vulnerability assessments and mitigation plans into their certification standards. Diving deeper into the meaning of food fraud, experts define it as deliberate and intentional substitution, addition, misrepresentation of food or misleading statements made about a product for economic gain that could impact consumer health. This presentation will explore the top risks to consider when developing a food fraud plan.

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### 5:00pm **FCIA Dives Into Consumer Perception of Fine Chocolate**

16

Karen Bryant, Consultant, Executive Director, *Fine Chocolate Industry Association (FCIA)*

Fine chocolate makers and chocolatiers, a small segment of the industry compared to mass market chocolate, struggle to help consumers understand why their products cost more and provide a unique experience. The lack of awareness of what fine chocolate is and why it warrants a higher price point cheats many consumers of a delicious experience and holds back the fine chocolate professions from building their customer base. This presentation will highlight results of the groundbreaking, year-long National Research into Consumer Perception of Fine Chocolate conducted by the FCIA to address these concerns, develop a more in-depth understanding of the target consumer and how to promote the value of these delicious products to the world.

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### 5:45pm **Adjourn**

TUESDAY, APRIL 17

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# PMCA 72nd Annual Production Conference Dinner

Commonwealth Ballroom, 2<sup>nd</sup> floor

6:15-7:15pm – Cash Bar • 7:30-9:30pm – Dinner

**Toastmaster**

Ed Wilson, PMCA President  
Retired, AAK USA

## Awards Program

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### MARIE KELSO MEMORIAL AWARD

Presented to

**Jeffrey Bogusz**  
*Ferrara USA*

For the 2017 Production Conference Presentation  
*Panning Equipment – Classic, Belt, Automated and Future State of the Art*

Award Presentation by

**Steven Genzoli, PMCA Marie Kelso Award Chair**  
*Ghirardelli Chocolate Company*

## Dinner Speaker

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### Chocolate Geodes: Dazzling & Delicious

Peter Greweling, *The Culinary Institute of America*



Since 1991, Peter has been with The Culinary Institute of America as professor of baking and pastry arts in Hyde Park, NY. His previous experience includes the positions of pastry chef, pastry chef/baker and pastry sous chef in various New York and Connecticut locations. Peter's awards include the Gold Medal, Chocolates and Confections Display, Société Culinaire Philanthropique Salon of Culinary Art, 2013 and the Prize of Honor, First Prize, Salon of Culinary Art, NYC, 2010. He is the author of multiple books and articles, including *Chocolate and Confections at Home* and *Chocolates & Confections: Formula, Theory, and Technique for the Artisan Confectioner*. Peter graduated with an AOS degree from the New England Culinary Institute in Montpelier, VT.

2010. He is the author of multiple books and articles, including *Chocolate and Confections at Home* and *Chocolates & Confections: Formula, Theory, and Technique for the Artisan Confectioner*. Peter graduated with an AOS degree from the New England Culinary Institute in Montpelier, VT.

*Distribution of the PMCA Candy Bag will immediately follow the program. Please bring your **blue badge ticket** with you to dinner.*

8:00am Registration Heritage Ballroom Lobby

8:30am Closing Day Session Remarks Heritage Ballroom

Ed Wilson, retired, AAK USA, PMCA President

**Moderator**

Ed Seguine, Consultant, *Seguine Cacao/Guittard Chocolate Company*

A discussion period will follow each speaker. Submit questions in writing to Session Officials: Serena Bitzer, *The Hershey Company*, Didem Icoz, *Ingredion* and Reg Ohlson, retired, *Mars, Inc.*

8:45am PMCA Education & Learning Committee Update

17

Peter Jamieson, Lead Food Scientist, *Atlas Point Technical Services*  
 PMCA’s Education & Learning Committee Chair will provide a report on the association’s short course program including highlights of recent courses and a look at future offerings.

9:00am Session Introduction & Comments

18

Edward Seguine, Consultant, *Seguine Cacao/Guittard Chocolate Company*

9:15am Post-Harvest Processing – The Fermentation & Drying of Cocoa

19

Ray Major, Consultant, *RAMajor, LLC*



This presentation will review the history and science of post-harvest processing, from its probable origin in northern South and Central America as a means to remove the cocoa pulp to its later application in the development of aromatic compounds and the precursors of chocolate flavor. The

microbial sequences that occur in the pulp and the biochemical reactions they induce in the bean cotyledon are discussed, as well as the various post-harvest techniques used around the world. Factors influencing the quality of fermentation will be reviewed as well as techniques to optimize the process and to assess the final quality of fermented and dried cocoa.

10:00am Break

**10:15am A Step Further in the Roasting Process Evolution**

20

Tobias Lohmüller, Head, Research & Marketing, *Bühler Group*

The roasting process has been one of oldest and most important food processing steps for centuries. During this process, chemical changes are initiated that impact flavor, texture, product stability, changes in nutrition value and in some cases, it triggers detoxication such as roasting “*Macrozamia Reidlei*”. The diversity of alterations during roasting show the potential and requirement for precise guidance of the roasting process. To improve roasting reactions, a new relevant parameter needs to be determined and established. When deliberating the different reactions happening during roasting, one of the most important parameters is the moisture content of the product when roasting. However, this parameter is not yet controlled or monitored. In most current existing roasters, the moisture content is only inherently guided during the roasting process. The new roaster generation will take a big step into the future by monitoring and guiding moisture content during roasting. This change will differentiate dryers from “real roasters,” as the initial target of roasters is not drying, but focusing on the desired product property changes such as flavor, color, texture or even color changes or color extraction after roasting. Furthermore, the new roaster enables the creation of a homogeneous situation within the whole product, not only in the roasting chamber.

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**11:00am Mysteries of Conching Revealed**

21

Carly Meck, R&D Scientist, *Blommer Chocolate Company*

This topic will discuss the mysteries behind a key step in the chocolate making process – conching. A seemingly simple machine, the conche has a rich history and plays an imperative role in the flavor development of chocolate. This overview will discuss a brief history of conches, an assessment of the various types of conches available to the industry, the basic steps in the conching process, as well as a technical review of the physical changes occurring within the machine. The focus of the technical review will unveil the science behind rounding of particles, volatile removal, moisture reduction, flavor development and fat release.

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*Audience Tasting Samples*

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**11:45am Closing Remarks & Adjourn**

Ed Wilson, retired, *AAK USA*



## PMCA Student Outreach Program

The Student Outreach Program was created in 2007 in an effort to reach out to prospective and new entrants to the industry in order to attract, develop and retain tomorrow's confectionery leaders. Students will be wearing a special black and gold badge ribbon denoting them as a *Student Honoree*.

### Student Outreach Program Committee Chair

Carly Meck, *Blommer Chocolate Company*

### Members:

Serena Bitzer, *The Hershey Company*

Judy Cooley, *Global Confection Connections LLC*

Kristina Cross, *Barry Callebaut*

Mark Freeman, *Shank's Extracts*

Barry Glazier, *Mars Chocolate NA*

Bob Huzinec, *The Hershey Company*

Steve Marcanello, *MILTSAM*

Joe Mize, *Beneo*

Patrick Reed, *Clasen Quality Coatings*

Eric Schmoyer, *Barry Callebaut*

Jenna Schowalter, *FONA*

Ashley Searing, *The Hershey Company*

Nico Tomaselli, *Lindt & Sprüngli USA*

Ed Wilson, retired, *AAK USA*

Student Tour  
Graciously Hosted by

SINCE  1921

**WOLFGANG**  
CONFECTIONERS



## PMCA Short Course Program

The goal of PMCA's Education & Learning Committee is to develop and deliver high-value learning experiences to the confectionery and related industries. These learning experiences cover the science related to the specific topic and industry and provide practical, hands-on opportunities to experience science in action.

The committee would like to sincerely thank the following companies and universities which, over the past several years, have generously provided facilities for hosting practical work, plant tours and demonstrations.

<i>Asher's Chocolates</i>	<i>Readco Kurimoto</i>
<i>Blommer Chocolate Company</i>	<i>Richardson Brands</i>
<i>Bridgetown Bakery</i>	<i>Savage Bros. Co.</i>
<i>Georgia Nut Company</i>	<i>University of Wisconsin-Madison</i>
<i>Gertrude Hawk Chocolates</i>	<i>The Warrell Corporation</i>
<i>The Pennsylvania State University</i>	<i>Wolfgang Candy Company</i>

### **Education & Learning Committee Chair:**

*Peter Jamieson, Atlas Point Technical Services*

### **Members:**

*Zachary Freed, AAK USA*  
*Terry Gross, The Warrell Corporation*  
*Mark Heim, R. Mark Heim Confectionery Consulting*  
*Randy Hofberger, R&D Candy Consultants*  
*Brad McGlaughlin, Wolfgang Candy Company*  
*Rich Milker, Bethlehem, PA*  
*Joe Sofia, Cargill Cocoa & Chocolate*  
*Marlene Stauffer, Blommer Chocolate Company*  
*Nico Tomaselli, Lindt & Sprüngli USA*  
*Rosemary Trout, Drexel University*  
*Kristina Ultsch, Zachary Confections*  
*Walt Vink, Vink Associates, Inc.*  
*Kim Yoder, Barry Callebaut*

## GENERAL CONFERENCE INFORMATION

### ELIGIBILITY

Production conference registration is open to anyone in the confectionery industry, or in its related industries. The technical program is designed to benefit confectionery industry personnel responsible for production, management, R&D, engineering and quality control.

### REGISTRATION

The registration form should be completed and sent with payment to PMCA, 2980 Linden Street, Suite E3, Bethlehem, PA 18017. Tel. 610-625-4655 (checks to be in U.S. funds drawn on a U.S. bank or on a Canadian bank). MasterCard, Visa and American Express credit cards accepted. Registrations received by March 19, 2018 will receive a registration acknowledgement. Registrations received after March 19, 2018 may not be acknowledged. Registration forms, in both a printable and online version, can be found at [www.pmca.com](http://www.pmca.com). On-site registration is available.

### FEES

Full Registration includes admission to all technical and exhibition events and food and beverage as follows: Sunday networking event, continental breakfast Monday, Tuesday and Wednesday, lunch Monday and Tuesday, reception Monday and Tuesday evening, dinner Tuesday evening and access to the 2018 proceedings of the conference.

Monday-only registration includes admission to Monday's technical and exhibition events, Sunday networking event, Monday's continental breakfast, lunch and reception.

<u>Full Registration (per person)</u>	<u>By March 19</u>	<u>After March 19</u>
Personnel—PMCA Member Companies	\$450.00	\$500.00
Personnel—Non-Member Companies	\$675.00	\$750.00
Active Faculty Members and Press	\$350.00	\$375.00
Students	\$145.00	\$165.00
<u>Monday Only Registration</u>	<u>By March 19</u>	<u>After March 19</u>
All Industry Personnel	\$275.00	\$295.00

Cancellations received by Monday, March 19, 2018 will be refunded, less a \$20.00 cancellation fee. After March 19, 2018 no refunds will be made. Non-refunded full registrants will receive access to the proceedings of the 2018 conference. A substitute may be named at any time.

### HOTEL RESERVATIONS

A block of rooms has been set aside at *Lancaster Marriott at Penn Square* at a rate of \$168.00 per night plus tax. Rooms are available on a first come, first serve basis. Attendees should reference PMCA when making reservations. Please visit [pmca.com](http://pmca.com) for an online reservation link. Reservations can also be made directly with the hotel via telephone at 888-850-6146.

### REGISTRATION DESK

Upon arrival all conference attendees should check in at the conference registration desk located in the Heritage Ballroom Lobby to pick up their registration badge and conference information. The PMCA registration desk will be open as follows:

Sunday 3:00pm-6:00pm	Tuesday 7:30am-5:00pm
Monday 7:00am-5:00pm	Wednesday 8:00am-11:00am

### PMCA PRODUCTION CONFERENCE MEETING POLICIES

1. While respecting the right of organizations and individuals to gather as they wish, PMCA discourages any organized meetings or activities which conflict with the technical presentations or any part of the program of the Production Conference.
2. Attendees MUST turn off all cell phones while in the session and meeting rooms.
3. Photography is NOT permitted during any PMCA technical session.
4. Audio or video recording of any PMCA technical session or meeting is strictly prohibited.

## PARKING INFORMATION

Attendees commuting daily to the conference may choose to park in the Penn Square, Prince Street or East King Street parking garages. The rate for attendees of the 72<sup>nd</sup> Annual Production Conference will be \$9.00 (regularly \$18.00). Parking passes can be picked up at the PMCA registration desk. Attendees will be charged each time they go in and out of the parking garages. Attendees staying overnight at the Lancaster Marriott will have their parking passes validated upon hotel check-in and will have unlimited in and out access.

For detailed directions and maps, please visit:

[pmca.com/production-conference/directions-and-parking](http://pmca.com/production-conference/directions-and-parking)

For floor plans of the Lancaster County Convention Center, please visit:

[pmca.com/production-conference/conference-exhibit-floor-plans](http://pmca.com/production-conference/conference-exhibit-floor-plans)

### DRIVING DIRECTIONS

#### *Harrisburg & South*

From Highway 283, take the PA 72/Manheim Pike exit. Keep right at the fork and follow signs to Downtown Lancaster. Turn right at Fruitville Pike. Fruitville Pike will become North Prince Street. Proceed south on North Prince Street to King Street and take a left on King Street. Penn Square will be one (1) block on your right at the next traffic signal. Bear right for parking entrance.

#### *Baltimore & South*

From Highway 83, turn right onto Highway 30 East. From 30 East take the PA 72/Manheim Pike exit. Keep right at the fork and follow signs to Downtown Lancaster. Turn right at Fruitville Pike. Follow directions above from Fruitville Pike.

#### *Philadelphia & East*

From the PA Turnpike, take Highway 222 to Highway 30 West. Take the Fruitville Pike exit and turn left onto Fruitville Pike. Follow directions above from Fruitville Pike.

#### *Gettysburg & West*

From Highway 30, take the Fruitville Pike exit and follow signs to Downtown Lancaster. Follow directions above from Fruitville Pike.

### GPS ADDRESSES

*City, state and zip for each address below is Lancaster, PA 17602*

Lancaster County Convention Center Penn Square Parking Garage  
24 South Duke Street

East King Street Parking Garage  
146-52 E. King Street

Prince Street Parking Garage  
111 N. Prince Street

Marriott & Lancaster County Convention Center Valet Parking  
25 South Queen Street

Lancaster County Convention Center Loading Dock (Exhibitors Only)  
3 East Vine Street

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# PMCA

Professional Manufacturing Confectioners Association

**LEARN. CONNECT. GROW.**

2980 Linden Street Suite E3 | Bethlehem, PA 18017  
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