



# University of Wisconsin-Madison

## FOOD SCIENCE CLUB NEWSLETTER

April, 2006

### A word from your president.....

By Michelle Tittl

Wow, what a year so far! The Food Science Club has sure experienced a lot this past semester, proving to be extremely successful all around! We have had an increasing interest in our Food Science program throughout the campus, community, and across the nation. The club attendance has nearly doubled since the beginning of the year and still shows signs of increase as we continue to finish the rest of the spring semester. The club has improved its recruitment strategies this year, by targeting other college students on campus such as Chadbourne dorms and other campus organizations. Additionally, the club has also been recognized by Madison Area Elementary Schools for facilitating a program called Science Outreach which educates students and family members about the exciting world of Food Science!

It is not only the Food Science club that has attracted a lot of attention, but the Food Science program

itself drew a large number of companies in to the campus. Students were presented with opportunities for summer internships and permanent jobs. Companies included Kraft, General Mills, Wrigley, Nestle, Pepsico, Tate and Lyle, Kellogg, Schreiber Foods, ADM Cocoa and Masterfoods...just to name a few.

Of course, our Food Science Club members always enjoy being social from time to time. Some of our monthly social events have included an ice cream social, a pizza and beer tasting, our annual chocolate dipping social, and a thanksgiving dinner. But if you've missed these you won't want to miss our annual Wine and Cheese Social in the upcoming months! In May, we're looking forward to a very delectable beer and chocolate tasting! *Mmmmm!!*

This year, so far, has been incredible and I hope that it will continue to be just as enjoyable as it was from the start!!

the meeting, the college bowl competition took place. This year we had a double elimination challenge in which every team had to lose twice before being ousted from the competition. The members of the UW-Madison team were Kristen Blaschek, Peter Weber, Aaron Fuchs and Laura Shumow captained by Sofia Erazo-Castrejon. The competition was tough and finally it came down to UW-Madison and Purdue University. Our team stuck together and each team member put out a strong fight against the Purdue team that won the Midwest championship.

The evening of March 25<sup>th</sup>, was a fun time that started off with a Pizza dinner and went on to become an exploration of the night life in Chicago.

### Micro-chefing

By Peter Weber & Chinthu Udayarajan

Last month, the Food Science pilot plant witnessed the Micro-Chef challenge of 2006. The event has been inspired by the famous Iron-Chef challenge aired on the Food Network channel. There is an important variation to this event from the popular television show. Iron chefs have wide array of cooking techniques like braising, baking, frying etc. available to them, but the micro chefs have only microwaves to help them to create the delicious edibles.

In this year's challenge, there were two participating teams which were lead by Peter Weber and Michelle Tittl respectively. Both the team leaders were well experienced as Peter was the Micro-Chef champion of 2005 and Michelle had organized the event last year. The judges' panel included Beth Button, Dr. Damodaran and Dr. Bill Wendorff.

This year the secret ingredient was cream cheese and the participating teams had to make an entire meal consisting of appetizer, entrée and dessert. All the three courses had to have cream cheese as the main ingredient in preparation. Both teams which had very talented members were successful in concocting mouthwatering fares. Michelle's team made an avocado cream cheese veggie wrap as an appetizer, stuffed chicken breast and tomato for entrée and finished with banana marshmallow and cream cheese pie. Peter's team started off with fruit in sweet cream cheese sauce and the entrée consisted of a chicken breast finished with sautéed onion, mushrooms in a savory cream cheese sauce with a side of macaroni and cheese. Their dessert was a cream pie topped with apricot sauce, chocolate and fresh bananas

The competition to please the judge's palate was intense and Michelle's team won and was crowned the Food Science club Micro-Chef champions of 2006.

### The new addition

By Rachel Proski

In the year 2006 we have had a new and exciting activity added to our charts...the culinary event. The culinary chair organizes different cuisine themes to be prepared for each month's event. So far, the culinary events included preparing party appetizers and "heart healthy" cooking. This is a wonderful opportunity for club members to get their hands on food and learn techniques on how to prepare and present food preparations. If you are excited about food and cooking, I would encourage you to join in on the fun.

**Contributors:** Michelle Tittl, Brad Bolling, Chinthu Udayarajan, Rachel Proski and Peter Weber

### Product Development Teams: A Taste of the Future!

By Brad Bolling

Chocolate cheese? Edible paper? A donut that actually flies?

Well, these are not actually what the product development teams are working on. I am sworn to secrecy to protect the teams from sabotage or theft by competitors. However, I can tell you a little bit about some of the things that happen day to day on our product development teams.

**Innovate-** We all know you have great ideas, but will they really work? Maybe you like messing around in the kitchen or always wanted to put ice cream on top of a hamburger. Hey, I'm not saying that isn't a good idea. Maybe you even observed someone eating it in the dorms! If you can convince the members on the team that it is a good idea, you may be the next inventor of "Hamcreamburgers."

**Practice your culinary skills-** Once you have a great idea, it needs a finishing touch. It is time to bring your concept to life. Getting a recipe that is consistent and will work on a manufacturing line are essential. Chef Boyardee may not be the frugal gourmet like yourself, but more people have eaten his cooking than yours!

**Adjust your weight-** Are you upset that half the toddlers in the US are obese? Do you want a healthy product that will prevent heart disease? Maybe you have a sweet tooth, or always put chocolate on everything.

**Share your knowledge-** Put that food chemistry to work! Are anthocyanins your new friends? Perhaps flavor encapsulation is the coolest thing you have ever done. Maybe you have had an industry internship and know the challenge of setting up a new product line. Practice your communication skills at team meetings. Convince, persuade, debate, and pass on ideas.

**Make new friends-** Trust me, there are potential love/hate relationships that form here. You desperately want something to work, and may trample on other ideas. When a team works together though, it is a beautiful thing. Somehow, you get to know each other better when you are washing the dishes or baking hamcreamburger.

**Lose old friends-** Finally, there is nothing like a little competition. Maybe you have a friend at Minnesota or Rutgers. Show them that UW-Madison is a school of champions. Food Science champions!

For the past many years UW-Madison product development teams have won accolades with many products like Healthy Starts, Concoctions, Fruityos and Almond Cravers and to name a few.

This year, we have had three product development teams. Rachel was working with a group to invent new uses for heirloom berries. Brad lead the IFT product development and Sivaraj, the Almond Innovations.

Join the tradition of winning product development teams next year in the food science club. You will have a blast!

### IFTSA Midwest Meeting

By Chinthu Udayarajan

This year's IFTSA Midwest Area meeting was held at the Glenview research facilities of Kraft foods on the weekend of March 24-26th. A nine-student group from UW-Madison which also included the college bowl team members participated in the area meeting.

The meeting opened with an appetizer social on the Friday evening, hosted by the Chef Charlie Baggs at his Innovation Center in downtown Chicago. The social was built around the theme "Tastes of the World". The occasion was a great opportunity to enjoy some of Chef Baggs' very palatable creations and also meet students from other universities like Michigan State, Purdue University, Ohio State, UW-Riverfalls and University of Illinois-Urbana Champaign. One of the students whom we happened to meet was our last year's Food Science club president, Marie Antoniewski who is currently pursuing a Master's degree at Ohio State.

The business segment meeting held at the Kraft on the 25<sup>th</sup> started off with an early breakfast and the problem solving competition. Each of the participating teams was presented with an industry related problem on protein sedimentation in beer. The teams had to present the best possible solution to prevent sedimentation and produce a visually appealing beer. Following this, the star event of