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AFI Headquarters Gains New Employees

Brendan Naulty, president of Ajinomoto Food Ingredients (AFI) announced the appointment of three new employees who will work out of the Chicago office. “Our new employees will greatly enhance our capabilities in both the sweetener area and our core savory ingredients business, as well as assist in providing our customers with cutting-edge products and excellent service,” says Naulty. Please join us in welcoming Susan Milovanovic, Keiji Kaneko and Ihab Bishay to the Ajinomoto team.



**Susan Milovanovic, Food
Ingredient Sales, Midwest Region**

Ms. Milovanovic received her B.S. in food science from the University of Illinois, and initially worked as a food technologist and food scientist for OSI Industries and Monsanto before moving in the sales area at Corn Products International. Prior to joining Ajinomoto, she served as a consultant to various companies, lending her expertise in the sweetener and beverage industries to a variety of clients. Susan is married with one high school-aged child. She spends her free time with her family, visiting friends and volunteering in her community.



**Keiji Kaneko, Director of
Sweetener Sales and Operations**

Kaneko received his M.B.A. from the University of Wisconsin, Eau Claire and has worked for Ajinomoto in various capacities ever since. His past positions include Executive Director of retail business with Ajinomoto Sales Indonesia and Global Supply-Demand coordinator for Ajinomoto’s sweeteners business department in Tokyo. In his current position, Mr. Kaneko handles the customer end of Ajinomoto’s sweetener business, as well as helping with new sweetener products, such as Advantame. Mr. Kaneko is married with two children and enjoys playing golf in his free time.



**Ihab Bishay, Director of
Innovation and Application**

Bishay received his B.S. in chemistry from California State University and his Ph.D. from the University of California, Irvine. Among other positions, Bishay has held a number of positions at NutraSweet Company, including Director of sweetener product development and most recently, Senior Vice President of research and development. Ihab is married, has three children and spends his free time traveling with his wife and playing raquetball.

Visit Ajinomoto At IFT and Help Us Celebrate 100 Years! **Booth #2500**

Plan to stop by and visit us at booth #2500 at the IFT Annual Meeting and Expo in Anaheim, CA June 7-9. Aside from learning about and sampling our many food ingredients in a variety of exciting applications, we’ll be celebrating our 100th anniversary (and the 100th anniversary of monosodium

glutamate, too). *During the last hour of the IFT Expo on June 7 and June 8 only, we’ll be raising a glass to toast the ongoing, mutual success of our customers and Ajinomoto—join our celebration!!*

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Regulatory Round Up

❖ Dihydrocapsiate

The U.S. Food and Drug Administration granted GRAS status to Ajinomoto's dihydrocapsiate product this past April. The product, a capsinoid, is an analogue of capsaicin, the pungent component of hot chili peppers. The CH-19 Sweet pepper has been bred to have very high levels of capsinoids, but very low levels of capsaicin. Ajinomoto's dihydrocapsiate product therefore has virtually none of the "hotness" of peppers. Capsinoids have been shown in certain animal and human studies to increase metabolism and fat burning, and additional testing has been published and is ongoing.

Advantame gives food and drink manufacturers a new sweetening alternative that has both nutritional and environmental benefits.

❖ Advantame

Ajinomoto Co. recently submitted a food additive petition to the U.S. Food and Drug Administration for approval of Advantame, the generic name for an innovative, high-intensity sweetener developed by Ajinomoto for use in tabletop sweetener and dry use beverage applications.

Made from a combination of aspartame and vanillin, Advantame has a sweet, clean, sugar-like taste that blends well with sugar and high fructose corn syrup and can be used in cooking and baking. Suitable for low- and non-calorie product formulations, Advantame gives food and drink manufacturers a new sweetening alternative that has both nutritional and environmental benefits.

Enhancing Kokumi—What Are The Options?

The concept of kokumi is quite well known in Asia, though it's relatively unknown in the United States. Kokumi is characterized by a blend of initial flavor impact, continuity and roundness. Ajinomoto has been researching kokumi because of its importance in food enjoyment, and its relationship to umami. Umami is a component of kokumi, but it's not limited to umami. While umami delivers general flavor enhancement to a product, such as conveyed by monosodium glutamate, kokumi is demonstrated through increased richness, mouth-feel and complexity. Ajinomoto Food Ingredients offers two kokumi enhancers: Super YE and Koji-aji.

- Super YE is based on yeast extract technology, but it goes beyond the basics. It's a proprietary blend of special

yeast extracts that deliver the required peptides as well as umami. Maltodextrin and salt round out the formulation for standardization purposes. Rich, heavier flavors such as beef and pork are most compatible with Super YE, and products featuring cheese or wine flavors can also benefit.

- Koji-aji is Ajinomoto's other kokumi-delivery product. A blend of fermented wheat protein and yeast extract, with maltodextrin added for standardization, Koji-aji works best with chicken, seafood, vegetable or cheese-based applications. Samples of Super YE and Koji-aji are available by calling AFI at 800/456-4666.

Ajinomoto Celebrates Two Centennials

In 2008, the Ajinomoto Group celebrated the 100th anniversary of Dr. Kikunae Ikeda's historic discovery of umami. When Ikeda isolated glutamic acid from seaweed, he unlocked the secret of its flavor-enhancing properties. The Japanese were the first to name the savory taste of glutamate "umami," but the concept is a staple in cuisines around the world. In fact, umami is scientifically recognized as the "fifth taste"—in addition to sweet, sour, salty and bitter.

This year, we celebrate another milestone—the 100th

anniversary of our company and the launch of our monosodium glutamate seasoning. Ajinomoto was founded on MSG, but quickly expanded to become a world leader in amino acid technology, which led to further expansion into a variety of amino acid-based chemical and beauty products, and further development of the company's food and beverage business. We're proud of all we've accomplished in our first 100 years, and excited about what the future will bring for our company.

Activa® TG Update

Ajinomoto continues to develop innovative ways in which our customers can benefit from application of our transglutaminase products. Whether it's creating exciting new bonded food products, cutting raw product costs or reducing sodium—there's an Activa® product that can help make it happen. Here's the latest news:

Activa® STG-MS

Breaking from the meat and fish products that Activa is typically used with, this Activa product is made for use in pasta and noodle applications. The addition of Activa STG-MS improves texture and increases structural integrity which is needed for pasta to be processed under severe conditions or held for an extended amount of time. Another benefit of Activa STG-MS is cost savings; it can reduce the amount of egg white used in pasta formulations. Easy to use (just add to a dry pasta flour formulation), this product is specially formulated to withstand the presence of oxygen,

so that Activa STG-MS can even be blended with wheat flour and stored for an extended time before use.

Activa® BF

Designed for ham applications—specifically in hams where brine is injected into the product—Activa BF's activity is designed to be delayed until the brine is injected into the product. The enzyme can either be added to the dry seasoning blend used for the brine, and after reconstitution the brine can be used per usual processor protocols. Or, the Activa BF can be added during reconstitution in cases where it's desired to apply brine through tumbling. The enzyme will not cause the brine to gel, and the marinade may be reconstituted and used according to typical protocols. The variety of application methods and larger handling window means Activa BF provides flexibility to processors. Aside from ham, Activa BF can be used with other meat products that are marinated.

ACNA Opening Soon...

In July, Ajinomoto Food Ingredients will open its ACNA (Application Center North America) at the AFI headquarters office in Chicago. The center, which features a kitchen area, a lab and state-of-the-art analysis equipment, will allow for specific, confidential product formulation work in the areas of beverage applications, sugar substitution, sodium reduction,

and umami flavor enhancement. “This center will enable us to assist customers who are interested in accessing our technology and ingredient experience. It's another way to help our customers achieve formulation success, and we're excited about the possibilities the ACNA will bring,” said Brendan Naulty, president of Ajinomoto Food Ingredients.



New and Updated Websites Inform Customers, Consumers

❖ Ajinomoto's Global website is the place to go for information on our signature product, monosodium glutamate. Choose your language and start browsing! To get there, go to www.ajinomoto.com and click on the box to the right labeled "Global Website." Once there you'll find extensive information on MSG history, production flow, how to use MSG, MSG and sodium reduction, umami ingredients, and monosodium glutamate's safety record. Check out Ajinomoto's global website today.

❖ The International Glutamate Information Service has updated their website, www.glutamate.org, giving it a fresh look and more user-friendly navigation. Basic glutamate science is covered, including nutrition and a section called "Glutamate in our Bodies." Glutamate history is also covered, and helpful resources and FAQs are provided. Breaking news in the area of taste research, as well as information pertaining to international glutamate events, will keep readers up-to-date on all things umami.

❖ If you're looking for links to MSG-related scientific studies, a broad background in glutamate or a list of places to go for additional information, www.msgfacts.com, The Glutamate Association's recently updated website is worth a visit. Clean, easy to navigate and referenced, visitors will easily be able to access a wealth of info about glutamate in the food supply, MSG and umami.

The Best of Food Thinking 2009



Visit Ajinomoto at the Expo

June 6-9, 2009 ■ Booth #2500 ■ Anaheim, CA

Plan to stop by and visit us. Sample the wide array of food ingredients from Ajinomoto in exciting new applications. *Hope to see you there!*

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