



European
Snacks
Association

Savoury Snacks Production Course

19 - 21 November 2012
Barcelona, Spain

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Reduced
fees,
updated and
enhanced
content

Chips & Snacks:
Formed Products to End-of-Line



What you will learn

This three day intensive course organised by the European Snacks Association will provide an understanding of:

- Controlling product feed from the cooker to the flavouring and packaging stages
- How optical sorting can effectively remove product defects and enhance product safety
- Flavour development and custom designing the perfect taste
- Flavour flow, adhesion and application techniques
- How to prevent 'foreign body' contamination
- Multi-head weighing – speed, accuracy, performance and value
- Online / offline quality monitoring – controlling product quality from cooker to packet
- Bag forming and how to cost-effectively achieve product protection and pack presentation
- Choosing the right packaging material – product protection, aesthetics, feel and accessibility
- The many printing techniques that can make your product shout out from the shelf
- Cartons and trays – selecting the right board and design to achieve transit stable outers
- Latest options for fast, efficient, and reliable packet and carton coding
- Packaging automation – state of the art solutions and what the future holds

You will have the opportunity to interact with experts with years of practical experience of working within the savoury snack food industry. They will empower you to trouble-shoot and evaluate your own processes and equipment, to find hidden areas of opportunity that could result in novel process solutions and new product ideas. They will introduce you to best practice solutions to improve product quality and consistency and open your eyes to the potential of significant cost savings.

The course combines classroom lectures from leading experts in the savoury snacks industry with practical demonstrations where appropriate.

NEW for 2012!

Snack Flavour Development Workshop

Under the experienced supervision of our acknowledged industry experts, you will learn with fellow attendees how snack flavours are 'built', helping you to understand the process and the complex variables involved. Delegates will be

given the opportunity to select a target consumer audience and a topical flavour that would appeal to them. Then using the knowledge gleaned from our experts, be challenged to develop a custom flavour which you think would meet their expectations taking into account the combination of aroma, taste and mouthfeel required. You will be able to select from a range of ingredients and components provided to make your flavour of choice and then have your flavour applied onto product. The flavoured products will then be judged by our 'Dragons Den' panel. A great fun practical workshop with a real end benefit that you can take back to your business.



Who should attend?

The agenda is presented as an intensive course for new plant personnel and as a refresher for more experienced operators. It offers an excellent opportunity for those people involved in savoury snack manufacture to meet experts in the field, to discuss their current problems, and to find creative solutions which will enhance their plant operations.

The course is designed for:

Snack manufacturing personnel, including:

- Operations
- Engineers
- Technical
- Quality Control Technicians
- Research & development

Personnel wishing to better understand their production processes

- Line production personnel and supervisors
- Quality assurance personnel
- Production management

Suppliers researching the needs and production methods of their customers

- In addition, the course content is appropriate for business development managers, sales and marketing specialists, equipment manufacturers, product designers who are interested in understanding the wide range of possibilities for turning creative ideas into real products.

The course material will serve as a useful reference for processors, product formulators and technicians as well as business managers.

Course Conduct

All course sessions will be informal and questions and interaction are encouraged during lectures, breaks and social periods. All course lecture materials will be given to each attendee at registration and will be in English. Dress code is business casual.



Monday 19 November

Introduction & Welcome – Course Overview

Material Handling

- How to get your product to the inspection, flavouring and packing stages.
- How to control and regulate feeds whilst minimising product breakage and maintaining product quality.

Inspection and Optical Sorting

- Key elements required for effective inspection and sorting.
- Options for defects identification and removal.
- Setting machine parameters to eliminate unwanted defects whilst maximising product throughputs and minimising good product giveaway.

Coffee Break

Flavour Flow and Adhesion

- Just how do they create the aroma/taste profiles that you desire whilst meeting the practical application and legislative requirements necessary?
- Can we really predict how flavours will perform on a given application system?
- What are the criteria for success and how can we measure these?

Flavour Application

- How to flavour your products using dust on, electrostatics, slurry coating, or spraying technology and their relative costs, benefits and drawbacks.



- What challenges are presented by 'line' flavouring versus 'head flavouring' technology?

Lunch

Flavour Development

- Flavour creation and innovation – creating flavours – how do flavourists custom design the perfect flavour for your product?
- What are the factors that they need to take into consideration?

Coffee Break

Snack Flavour Development Workshop

- A practical session where you will learn how snack flavours are 'built', helping you to understand the process and the complex variables involved.
- Select a target consumer audience and a topical flavour that would appeal to them.
- Develop a custom flavour which you think would meet their expectations taking into account the combination of aroma, taste and mouthfeel required.
- Have your flavour applied onto product.
- An expert panel will judge your efforts.

Evening Group Activity



Tuesday 20 November

Multi-Head Weighing

- The advent of the multi-head weigher (MHW) has revolutionised the industry, but there are still many different forms of the MWH offering compromises on accuracy, speed, performance and, of course, costs.
- What are the factors you need to consider when finding the right solution for your production line?

Bag Forming

- Vertical Form Fill and Seal (VFFS) has evolved dramatically over recent years. We will provide a review of bag forming options and their relative merits including factors impacting on investment choices.
- We will take time to look at bag format options e.g. block-bottom, gusset, VSU, strip-pack, banners, chain bags, and look towards the future and what it promises to deliver.
- The options for cutting will also be explored including knife design and materials.
- Achieving consistent seal integrity is critical and the jaw design, materials, and heat input methods will be covered.
- Emerging techniques such as the use of ultrasonics will be considered.

Coffee Break

Check weighing and Seal Integrity Testing

- Ensuring packs are adequately filled and the seal integrity is good has moved from manual to automatic systems over recent years.
- How far have these technologies evolved and are they really essential for today's high speed lines?
- Is a fully integrated approach to pack production the only way ahead?

Contaminant Detection and Removal

- Ensuring packs are free from undesirable inclusions, such as metal, wood, paper, flavour 'goo' etc., is a difficult challenge especially in a market dominated by metallised packs.
- How can foreign body detection be carried out and realistically what degree of assurance can be achieved?
- Does X-ray technology provide the long term answer – if so at what cost?

- We will also cover multipack and carton detection methods and their relative merits and drawbacks.

Lunch

Online and Offline Quality Monitoring

- We will take a look at how you can monitor and control product quality from cooker to packet.
- What technology is available for both online and offline use and how can it be used to help meet product specifications, improve product consistency, and reduce waste and downtime?

Gas Flushing

- Now seen as an essential part of maintaining product freshness what are the essentials of replacing air in pack with inert gases?
- Nitrogen or Argon, or... what choice is available and how to decide which is best for you?
- Generating your own 'nitrogen' on-site or buying in bottles – the pros and cons and how commercially the decision should be made.

Coffee Break

Packaging Materials

- We will take a look at films and other forms of packaging in use today for a range of savoury snack applications.
- How do they compare in terms of pack appearance, machine performance, barrier properties and costs?
- We will also cover some of the environmental and sustainability issues surrounding packaging and look at the options available and their likely impact on cost and performance.

Printing Effects & Techniques

- We will look at the many options that snack makers have in terms of pack design and performance, and how print can be used to help make your products stand out on-shelf.
- We will take a look at a range of new and novel print applications that are being used for snack products.

Evening Group Activity

Wednesday 21 November

Pack and Carton Coding

- A legal requirement in terms of consumer information and product traceability, there are many ways of meeting your needs.
- We look at the various systems available and the features they promise to deliver.
- Flexibility is increasingly important in this respect and we will cover that aspect along with relative costs of the systems and consumables.
- Barcoding and its use to identify and channel products to different palletisation and storage locations will also be touched upon.

Cartons and Trays

- Carton specifications and materials.
- How to decide on what is best for your product.

Coffee Break

Automatic Packing

- Why would manufacturers want to automate – what are the key drivers?
- What are the preliminary considerations a manufacturer should make in deciding if automation is right for them?
- What are the key aspects that influence performance and the pros and cons of automatic packing versus manual or semi-automatic systems?

- What options are available on the market and which are particularly appropriate for savoury snacks?
- What are the practical aspects? – does automation mean larger / more expensive outers? – what range of pack sizes and formats can automatic case/tray packers handle?
- Factors influencing the investment decision – cost of ownership, sustainability and green-related issues

Course Conclusion And Feedback

Lunch And Departure

Note: agenda is subject to change to expedite the course



Contributors

Amcor
BEST
Blueprint Automation
Givaudan
Heat & Control
Ishida Europe
Linde
Markem Imaje
Mettler Toledo Safeline
NDC Infrared Engineering
TNA Solutions
Weidenhammer



METTLER TOLEDO



Location and accommodation

The course will be held on 19, 20 and 21 November 2012. All lectures will take place in the H10 Marina Hotel in Barcelona, Spain.

Located in the Villa Olímpica and close to the beaches, the H10 Marina Barcelona is situated in an exceptional area of Barcelona within easy access of some of the best known tourist spots in town.

100m from Bogatell metro station (L4)
300m from Marina metro station (L1)
15 km from the international airport

H10 Marina Hotel, Barcelona



Registration

Reduced Fees!

We have reduced our fees for this particular course to encourage wider participation but places are strictly limited to keep the course as interactive as possible – **plus our great 30% off early bird rates are available only until 1 September**, so we urge you to enrol immediately to be sure of your place.

Advance enrolment is required – use form overleaf.

Course Registration Fee

On or before 1 September 2012

ESA members	EUR 1,400
ESA non-members	EUR 1,750

After 1 September 2012

ESA members	EUR 2,000
ESA non-members	EUR 2,500

Fee includes: All course activities over the 3 day course including: course workbook, group meals, evening activities, certificate of attendance and hotel accommodation.

Note: Course registration is on a "first-come, first-serve" basis. Places are strictly limited to encourage participant interaction. Full payment of the course enrolment fee is required in order to confirm each participant's place in the course. Payment may be made by credit card – Visa or MasterCard only – or by bank transfer.

Cancellation: If you cannot attend, please notify us by 1 September 2012 and we will refund your fee, less an administration charge of EUR 250. Cancellations after this date and no shows will be subject to full charge of the course fee; however, a substitute may be enrolled at any time.

ESA reserves the right to cancel this course with full refund or to substitute speakers and change schedules and / or venue as necessary to expedite the course.

Upcoming Events

SNACKEX 2013

12-13 June 2013
Gothenburg, Sweden
www.snackex.com

Savoury Snacks Production Course Part 3

Snack Nuts – Origins to Fryer and Flavouring
Autumn 2013, TBC

For additional information, please write, call, fax or email:

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Please visit the ESA website at www.esa.org.uk for information and updates on all future activities.



**European
Snacks
Association**

6 Catherine Street, London WC2B 5JJ
United Kingdom

Enrolment

Savoury Snacks Production Course

Part 2 19-20-21 November 2012, Barcelona

1 How to book

- A. **FAX completed form to:** +44 (0) 207 420 7221, or
B. **EMAIL to:** claire@esa.org.uk
C. **MAIL to:** European Snacks Association at the above address.

Note: Places are limited. Applications will be accepted on a first-come, first-serve basis.
Enrolment forms must be accompanied by payment.

ESA Membership Status

- ☐ Member ☐ Non-Member

30% off
when you enrol
and pay by
1 September

2 Your details (please photocopy this form for additional participants)

- ☐ Miss ☐ Ms ☐ Mrs ☐ Mr ☐ Dr Last name..... First name.....
Company Job title.....
Address..... City.....
State / Country / Province Post / ZIP Code Country
Telephone..... Fax.....
Email* Mobile (Cell) Phone

***Note: bookings will be confirmed by email; please ensure that your email address is clearly legible.**

3 Enrolment fee (please choose appropriate option)

Price includes three nights' hotel accommodation – 18, 19, 20 November, welcome drinks on Sunday 18 November, breakfasts, lunches, dinners, evening activities, course materials and certificate of attendance.

Choose rate type	Payment by 1 September 2012	Payment after 1 September 2012	Your cost
<input type="radio"/> ESA Member*	EUR 1,400	EUR 2,000	EUR.....
<input type="radio"/> Non-Member	EUR 1,750	EUR 2,500	EUR.....

***Note: ESA membership must be fully paid at both the date of booking and the date of the event.
Otherwise, prices will automatically revert to non-member rates.**

Hotel accommodation: Three nights in a single room at the course hotel is included. Additional room nights or room upgrades will be the responsibility of the participant. Room reservations will be made by ESA upon receipt of enrolment form and payment. Breakfasts, lunches and dinners are included; however, hotel extras (e.g. mini bar) must be paid by each participant upon departure.

New lower fees!

4 Payment options (please choose appropriate option. Payment MUST accompany enrolment.)

☐ **Bank transfer:** I have transferred **AMOUNT EUR**..... free of all bank transfer charges on **DATE**..... to:
European Snacks Association – Barclays Bank Plc, Account No. 53568766. Bank Code: 20-65-82. IBAN: GB60 BARC2065 8253 568766. SWIFT: BARC GB 22.

☐ **Credit card:** Please debit my credit card for (total + 3% processing fee) **AMOUNT EUR**.....

☐ Visa ☐ MasterCard / Eurocard (please select appropriate card; we do not accept AMEX or Diners Club cards)

- Name on card (Holder) Card number
Expiration date Security code..... Cardholder address (if different from registrant)
City.....
State / Country / Province Post / ZIP Code Country

I hereby certify that I have read and agree to the TERMS & CANCELLATION CONDITIONS as stated below. I accept that for the purpose of congress organisation only, my personal data will be registered by using electronic data processors. Bookings are not valid without signature.

Date

Signature

TERMS & CANCELLATION CONDITIONS. Confirmation letters and receipted invoices will be sent on receipt of payment – which must be made at the time of enrolment. If payment is not received before the course, delegates will be asked to guarantee payment on the day at the registration desk with a personal credit card. If you cancel your place before 1 September 2012, there will be a EUR 250 administration charge. No refunds will be made for no-shows or if you cancel after 1 September 2012, whatever the reason. Cancellations MUST be made in writing to ESA and will be acknowledged. If you are unable to attend, a substitute delegate may be made at any time. It may be necessary for reasons beyond the control of the organisers to alter the content, timings or venue. The organisers will not accept liability for any transport disruption or individual transport delays and in such circumstances normal cancellation terms apply. In the event of a terrorist alert or other incident that prevents the running of the course, the organisers reserve the right to retain up to 50% of the fee as a contribution to registration, location, marketing and central administration costs.