

University of Wisconsin-Madison

Department of Food Science presents

with support from Women in Science & Engineering Grant Program

Flavor Chemistry and the Aroma of Success by Marie Wright

Vice President & Chief Global Flavorist, Wild Flavors, Inc.

"Synthesizing flavors requires the precision of a chemist and the palette of a chef"

-Marie Wright



Monday, November 17th, 2-3pm
Babcock Hall, Room 205

Being accredited to creating over 1000 flavors, Ms. Wright will discuss the science and art of flavoring and her journey up the corporate ladder.

Flavor chemists work with and manipulate essential oils, plant extracts and volatile chemicals to produce artificial and natural flavors and smells. They study and work with molecules responsible for flavor.

They aim to create entirely new flavors that resonate with consumers and tap into the emotional connections people have with food.

Flavorists have to be trend spotters, keeping tabs on global developments in food culture.

A great opportunity for students to broaden their career perspective

**Relevant to students studying*
Food Science, Chemistry, Biology and Nutrition