

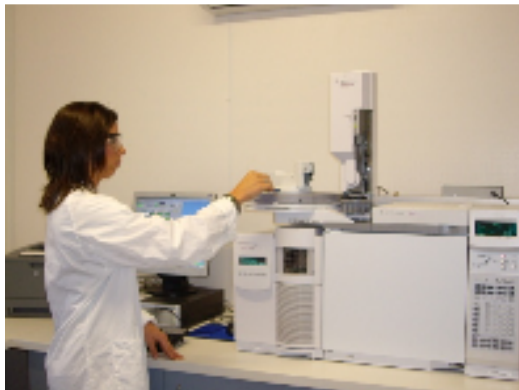


Bronson and Jacobs – Commitment to New Product Development

Affirming their commitment to the Australasian food industry, Bronson and Jacobs recently completed new state of the art Flavour and Application laboratories at the Villawood site in Sydney. The facility will ensure fast turnaround of project briefs and the ability to work more closely with customers, working on finished products as well as flavour profiling.

“This new facility along with the recently opened re-packing facility at Villawood, further cements us as the largest and most technically responsive ingredient supplier in Australasia,” says David Box, B&Js Business Manager.

“ We see it as our role to not just supply superior products, but to deliver a total package that supports our customers business from concept through to development and supply”.



Fitted with the latest in testing and food technology equipment, the laboratory has one GCMS instrumentation room; samples and packaging room; Fume cupboard area; Flavour laboratory; Savoury laboratory and an Applications area.

While the lab will cater to all food applications, the main set up focuses around B&Js Keith Harris flavour range and the primary market areas serviced. These include Confectionery; Savoury Snacks (potato chips; corn chips), Dips, Ice cream, Beverages, and Dairy (specifically Flavoured milk).

On site equipment for applications work includes: GCMS; Ice cream Machine; Bread Maker; Oven; Flashpoint meter; Specific Gravity meter; Silverson Mixer; Fume Cupboard; Popcorn Machine; Heat Sealer; Mixer blender; Refractometer; Humidifier and Steam bath.

B&Js Flavour Development Manager, Yessica Jeong is excited about her new role “I really enjoy taking a concept from a simple idea and eventually helping a customer bring it to commercial fruition”. A graduate of NSW University, Yessica completed a Bachelor of Food Technology and Master of Applied Science (Food Engineering) before commencing work with Keith Harris Flavours, where she worked in a series of development roles. Running the new laboratories under the B&J banner means Yessica can work with a full range of ingredients, not just flavours. “ it’s really interesting working with our range, we can practically make a commercial product on site when we do applications work, so not waiting for ingredients saves a lot of time and it helps showcase everything we can do”.

