

# Update

READING SCIENTIFIC SERVICES LIMITED

## Why RSSL has the chemical X-factor

One of the great joys of working in RSSL is finding out about those times (and there are lots of them) when we really make a difference to you. It's good to know that you trust us for the quality of our science, thoroughness of method development, and accuracy of results, but as scientists that is the least we would hope for. What really counts is that you notice we go the extra mile. Every scientist in the RSSL family knows what role they play in maximising value to you and delivering excellence. We've gone to enormous lengths to work out the 'how' and 'why' of product contamination incidents. We understand that 'chemical x' represents the key active that must be there in your product, or the serious contaminant that must not. So when we have to give you a result you don't want to hear, we'll work closely with you to find out what happened and provide you with a comprehensive solution. This expertise often spares the massive expense of an unnecessary recall or an acrimonious court case. That's why it is very gratifying to hear your feedback "You can trust RSSL", and that "If we had used RSSL in the first place, we'd not have had to do a product recall".



**Jacinta George**  
Commercial Director

*Jacinta George*

## Keeping the functional market functioning

Every week, it seems, there is a new functional food that appears on our supermarket shelves. It is a phenomenon that we are keeping a close eye on, not least because we have helped in the NPD process for some of them.

However, one consequence of the growing demand is the strain that it puts on the supply of functional ingredients.

That is why some innovative companies are looking at new ways to produce natural sources of some of these key functional ingredients, and why we are partnering alongside to ensure that standards are maintained.

The simpler organisms, like bacteria and algae, are potentially rich sources for several functional ingredients. Indeed, as noted in an article in a recent Food e-News, microalgae have been proposed as an almost unlimited source of natural functional ingredients. Microalgal biomass has already been shown to be the source of a number of biologically active compounds such as carotenoids, phycobilins, fatty acids, polysaccharides, vitamins and sterols.

Moreover, microalgae have the advantage that growth, production and 'harvesting' can be carefully controlled. It is also possible to adjust growth conditions to enhance yield, and we can help to quantify success by providing the analytical expertise needed to assess whether these functional ingredients are meeting their specification for purity, quality, stability and safety.



## Spend it wisely

A number of our customers have such confidence in the training offered by RSSL Food Training that they have passed over the entire responsibility to our team. We have taken on their budget and used it to establish in-house training courses that will give our clients best value for money and the best return on their training investment.

For many clients in-house courses represent value for money, not least because staff don't need to spend time away from site. The travel and accommodation savings alone are well worth having, but giving RSSL full control over the budget means we can engineer even more savings and benefits for our clients.

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science with service

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## Sweet taste of success

Now that France has given its approval to Rebaudioside A (Reb A) sweeteners derived from Stevia, there is huge anticipation that the rest of the EU will soon follow suit. It can only be a matter of time before Reb A is as common in Europe as it is in other parts of the world.

Reb A is something like 200 times sweeter than sugar, and since it is a low calorie, natural alternative it is easy to see why everyone is talking about it, even if they are not yet able to use it.

Drinks companies in Europe are starting to look at their own formulations ahead of anticipated demand, and our Product and Ingredient Innovation Team has been helping address some of the challenges that Reb A presents.

Sweeter it may be, but that is not its only taste component. Replacing sugar with Reb A is likely to change the flavour profile of any product in which it is used, so our experience with sweetener blending is proving invaluable right now for several of our customers.

It is no simple process, so those customers who have already reacted to the challenge and opportunities presented by Reb A, are sure to have a head start on the competition when Reb A does finally get the green light in Europe.



## Meet the teams

Emails and networking websites may be the way that people keep in touch these days, but there really is no substitute for meeting face to face, especially when it comes to discussing technical questions. So we are organising several opportunities to meet our scientists.

On 27 October you can meet our Functional Ingredients and Product and Ingredient Innovation teams.

It will be a perfect opportunity to see how we can help you incorporate functional ingredients into your products, and to substantiate any claims that you want to make. The event is free of charge to attend, and lunch will be provided.

On the other hand, if you are unable to make this event, and actually prefer the idea of on-line communications, you could always tune in to our NPD webinar on 21 October.

**More details on all these events are available from Lorraine Povey on 01189 868541.**



## New technical specialists

Two new technical specialists have recently joined us. Dr Bogdan Dobraszczuk joined as Technical Specialist in our Physical Sciences Department. Bogdan brings huge experience of researching and controlling the physical characteristics of foods, and in developing new process techniques and technologies. Meanwhile, Dr Philip Nash has joined the Microscopy Department where he will further RSSL's expertise in the use of NMR and FT-IR techniques in investigative analysis, product research and new product development.



Dr Bogdan Dobraszczuk



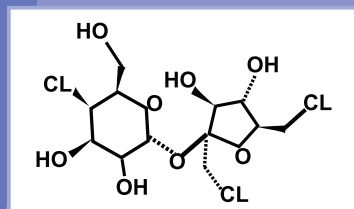
Dr Philip Nash

## Competition

1. Put these sweeteners in order of their intensity (highest to lowest)

A. Acesulfame-K      B. Sucralose  
C. Stevia              D. Neotame

2. Which of the above has the following chemical structure?



Email both answers to [foodcompetition@rssl.com](mailto:foodcompetition@rssl.com) by 30 November 2009.

All correct entries will be placed in a prize draw for a bottle of champagne. The winner will be notified and the correct answer will be sent to all entrants by email.

## RSSL's Services

Allergen Testing

Claim Substantiation

Consultancy

Contamination Investigation

Emergency Response Service

Foreign Body Identification

Functional Ingredients

In-house Training

Physical Properties

Product & Ingredient

Innovation

Taint & Flavour

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