

FALL 2005 SEMINAR SERIES

F21C BIOPROCESSING & BIOSENSING CENTER

• DIVISION OF FOOD SYSTEMS & BIOENGINEERING •

PRESENTER

Larry Gardner
Sr. Product Development Engineer
Masterfoods USA, MARS Inc.

TITLE

Product Development on MARS

ABSTRACT

MARS Inc is a world wide manufacturing company with sales exceeding \$ 15 Billion per year. Masterfoods USA, a division of MARS, is the maker of some of the top candy brands in the USA and around the world. We have familiar brand names such as SNICKERS® Bar, MILKY WAY® Bar, "M&M's"® Brand, MARS® Almond Bar, KUDOS® Brand, SKITTLES® Bite Size Candies, STARBURST® Brand, DOVE® Chocolate, and TWIX® Brand. Masterfoods USA is also involved in with the manufacture of world known Petfood brands such as PEDIGREE® Brand Food For Dogs, SHEBA® and WHISKAS® Brands Food For Cats, and WINERGY® Horse Treats.

The role of a Food Scientist and a Food Engineer in the development and maintenance of these brands will be discussed. Examples of how a product like Sour SKITTLES® Bite Size Candies and SKITTLES® Bubble Gum were taken from an idea into a product at the local market will be used to demonstrate how a graduate might fit into a large consumer products company.

DATE • TIME • LOCATION

Tuesday, September 6, 4:00pm
Ag Eng Bldg 105 • Refreshments