

Kalamazoo Section American Chemical Society Tour Speaker
 KVCC Student Commons Theater
 7:00-9:00 pm, Wednesday, September 28, 2011

The Chemistry and Biochemistry of Chocolate
 Professor Joe Vinson (University of Scranton)
 Dale Anderson (founder, Confections with Convictions)

Over 60 chocoholics (including about 20 members and 15 students) came out to enjoy an entertaining talk from Dr. Vinson on the chemistry and health benefits of chocolate. During the presentation, the audience participated in a sensory evaluation of Hershey® milk and dark chocolate Kisses (see scores below). At the end of Dr. Vinson’s talk, everyone was treated an explanation and sampling of three truffles from Dale Anderson.

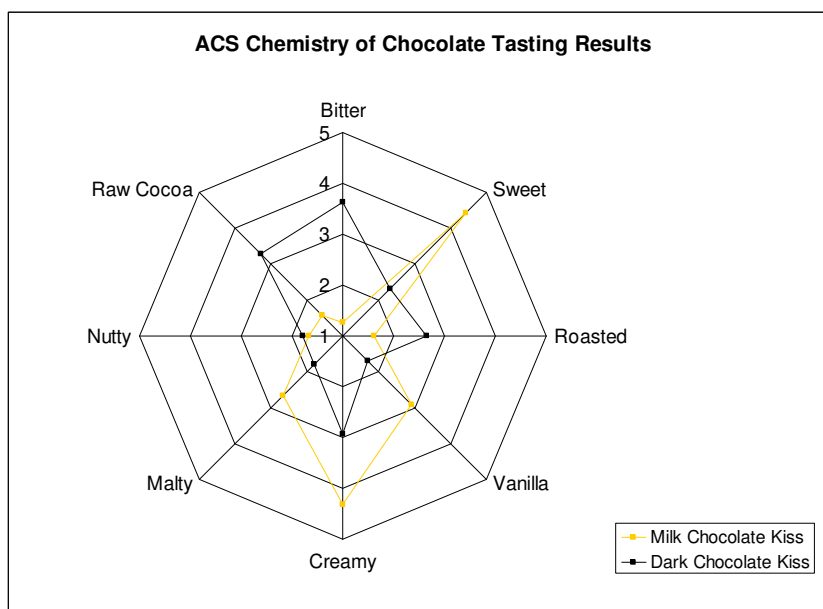
As in April, the KVCC venue was excellent and very comfortable for this presentation. Audience seating was around small café-style tables that allowed for easy taste testing, informal discussion and questions.

Results of the Hershey’s chocolate Kisses taste testing (from 51 ballots returned). All participants were asked to rank the listed chocolate flavor attributes from 1 (absent) to 5 (strong) in intensity.

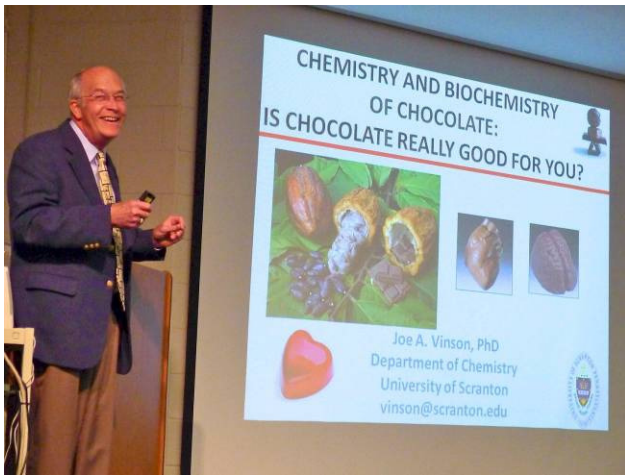
Table. Hershey’s Chocolate Kisses flavor scores (compiled from 51 ballots)

Milk Chocolate	Bitter	Sweet	Roasted	Vanilla	Creamy	Malty	Nutty	Raw Cocoa
Mean	1.3	4.4	1.6	2.9	4.3	2.7	1.7	1.6
Std Dev	0.5	0.7	0.7	1.0	0.7	1.2	0.8	0.6
Dark Chocolate	Bitter	Sweet	Roasted	Vanilla	Creamy	Malty	Nutty	Raw Cocoa
Mean	3.6	2.3	2.7	1.7	2.9	1.8	1.8	3.3
Std Dev	1.0	1.0	1.1	0.7	1.0	0.8	0.9	1.1

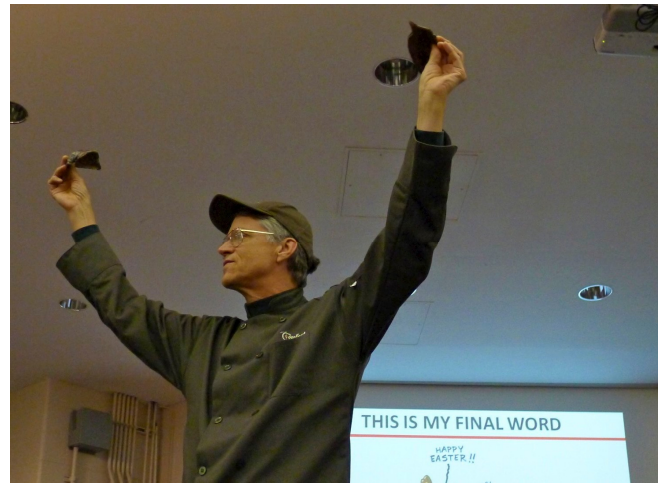
Milk chocolate was characterized by a sweeter, creamier and less bitter flavor than the dark chocolate. The following “spider” diagram is a nice way to visualize the flavor profiles. A show of hands during the presentation proved that milk chocolate is generally preferred by younger tasters and dark chocolate by older tasters.



Some photos (and more proof of happy, chocolate-satiated audience members).



Professor Vinson



Dale Anderson showing chocolate bean shells



Professor Mo with the 70% cocoa truffles.



Expert tasters.



Future chocolatiers.