



INTERNATIONAL MICROWAVE POWER INSTITUTE

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IMPI Short Course:

A Roadmap to Microwavable Food Success

October 17, 2017—One of the top ten trends identified in 2016 is the consumer interest in “tastes for new experiences” in food products. More extreme texture, layers of flavor and more sophisticated products in terms of the *experiences* delivered. These are a few of the characteristics that today’s consumers find appealing and they want product developers to create them. The upcoming course ["A Roadmap to Microwavable Food Success,"](#) **October 25-27, 2016, in Philadelphia, PA, USA**, will help product developers successfully respond to this task. The course is hosted by the **International Microwave Power Institute (IMPI)** and **sponsored by the Campbell Soup Company**.

The keynote is “**A Fresh Look at Microwaveable Foods,**” presented by **Darren Seifer, Executive Director and industry analyst for the NPD Group**, a leading market research firm. Seifer, using The NPD Group’s more than 30 years of experience tracking food consumption, will examine the conditions leading to today’s behaviors as well as provide recommended actions for staying relevant with changing consumer demands.

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The short course will also cover key considerations in setting up a microwave product development lab—**“Product Considerations: A Roadmap from Inception to the Shelf.”** Microwave industry expert **Robert Schiffmann of R.F. Schiffmann Associates, Inc.** will present **“The Roadmap to Product Development, Setting up the Microwave Product Development Lab.”** This program will also include product considerations, focusing on applications for frozen products, ingredients and packaging. The course will conclude with presentations by:

- **Dr. Ricardo R. Gonzalez, Research Fellow, Sr. Director of Analytical & Applied Sciences, ConAgra Foods, Inc.,** sharing the results of a study “Comparing Nutritional Levels in a Commercially-Available Meal using Microwave vs Conventional Oven Heating.”
- **Mark Watts, Sr. Packaging Manager, The Campbell Soup Company** presenting **“The Good, Bad and the Ugly of Microwave Packaging Design,”** as he provides an inside glimpse of lessons learned through the lens of decades of microwave packaging.

Registration is now open for the IMPI ["A Roadmap to Microwavable Food Success."](#) The registration fee includes: All course materials, a welcome reception on Tuesday evening, continental breakfasts, coffee breaks and networking luncheons on both Wednesday and Thursday. There is also an optional Group Dinner at a local restaurant (includes the meal, non-alcoholic beverages, tax and gratuity). **Registration Pricing:** \$695 for IMPI Members/ \$795 for non-Members/\$400 Employees of sponsor company, Campbell's Soup Company. Optional Add-Ons: Microwave 101 Pre-Short Course is \$150. Group Dinner is \$50 inclusive per person.

The International Microwave Power Institute founded in 1966 is the preeminent organization and resource for microwave power information. For more detailed information visit the IMPI website, www.impi.org.