

# Flavouring expert Steve and the taste of success

By David Vincent  
david.vincent@archant.co.uk

Biochemist Steve Pearce, of Omega Ingredients in Great Blakenham, has featured on a special ITV Tonight programme which focused on flavour and taste.

The programme, *What's in Our Food?*, hosted by Jonathan Maitland this week, highlighted the value and importance of the British flavour industry.

Steve was seen creating ingredients including a raspberry flavour using only natural ingredients and a raspberry puree, made from fresh blended raspberries.

Two ice cream syrups, one made with 10% raspberries and another with 0.10% natural flavour, were taken to Hardwick Middle School Sports Academy, for taste tests on ice cream.

"For a flavouring to be described as natural, it must be 100% derived from natural sources," he said.

"If we were to use real raspberries to flavour every available raspberry-flavour product in the UK, then we would need to grow raspberries on every available inch of ground across the UK, which clearly is not practical.

"Natural flavourings also support the health food industry. Diet food and beverages need to taste good, otherwise it doesn't matter what the nutritional value is, if it doesn't taste good, no-one will eat it."

As an expert in recreating "extinct and impossible" aromas, Steve recreated the odour of Cleopatra's Hair, the last meal of a condemned man and moon dust for an art exhibition.

Most recently Omega Ingredients was commissioned by Friends Reunited to create the "Scents of a Decade".

His work is featured in the BBC2 food science series *E numbers - An Edible Adventure* with Stefan Gates, CBBC's *Little Howard's Big Question*, Channel Four's *Food Unwrapped* and Channel Four's *SuperScrimpers* in March where he compared designer and own label perfumes available on the high street.



■ Biochemist Steve Pearce of Omega Ingredients.

Photo: CONTRIBUTED

Steve recently became one of the first people to be awarded the Certified Food Scientist (CFS) credential through the Institute of Food Technologists (IFT) at this year's Annual Meeting & Food Expo in Chicago, in July.

He is a chartered scientist and fellow of the Royal Society of Chemistry, a member of the British Society of Perfumers, past president of The British Society of Cosmetic Scientists and past president of The British Society of Flavourists, which in 1989 awarded Steve the William Littlejohn Memorial Silver Medal.

Omega Ingredients was founded in 2001 by Steve and Elizabeth Pearce.

## Alica completes three peaks trek

A woman from Ipswich has climbed the highest mountains in Scotland, England and Wales - in less than 24-hours.

Alicia Wiles, 29, took part in the National Three Peaks Challenge at the weekend [DEL August 3 and 4] to raise money for the Woolverstone Wish.

The legal secretary from Kerseys Solicitors was joined by colleagues Sharon Wragg and Iain Thom, who did not complete the challenge after several delays to their climb.

But the trio have already smashed their target of £500 and raised over £1,500 to date.

The Woolverstone Wish appeal is raising money to refurbish the chemotherapy



■ Alicia Wiles on Mount Snowdon Photo: CONTRIBUTED

outpatient clinics and day unit in the Woolverstone Wing of Ipswich Hospital. Alicia, who finished in 23 hours and 30 minutes, said: "It was the hardest thing in the world I've ever done. I don't think you can really

prepare yourself for the challenge of the three biggest mountains in 24 hours. It was ridiculously difficult and we were all sleep deprived.

"But I feel a massive sense of achievement and it took a lot of will power. I was spurred on because the Woolverstone Wish is a great charity, which is now very personal to the firm, and we want to raise as much money as we can for them." A team of nine travelled together in a minibus to each of the peaks and four did not complete the challenge.

The group had to wait for every member before they could set off for each climb and any hold-ups affected the whole team.

If your car's reached the end of the road...

Find a new one at  
[www.ipswichstar.co.uk/drive24](http://www.ipswichstar.co.uk/drive24)



**MANNING'S AMUSEMENTS**

**GIANT UNDERCOVER SUNDAY MARKET & SHOPS EVERY WEEKEND DISCOVER FELIXSTOWE'S BEST BARGAINS**

**TOP PRIZES TABLET PC'S, iPhone accessories & iTunes cards**

Whatever the weather, ENJOY **GOLF FX 18 HOLES OF FRIGID FUN** JUST £1.50 WITH THIS VOUCHER NOT VALID SUNDAYS/BANK HOLIDAYS

Burgers, pizzas, donuts, sweet snacks all available from our new kiosk

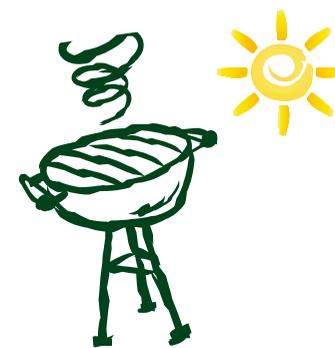
**THE Kezbar** felixstowe GREAT DAYS BY THE SEA

**THE ORIGINAL AND STILL THE BEST**

T: 01394 282370 E: [INFO@MANNINGSAMUSEMENTS.CO.UK](mailto:INFO@MANNINGSAMUSEMENTS.CO.UK)  
[WWW.MANNINGSAMUSEMENTS.CO.UK](http://WWW.MANNINGSAMUSEMENTS.CO.UK)

**IPSWICH BUSES**  
taking you places

Summer Smiles  
2 for £2



**1 Adult & 1 Child\* travel for £2 this summer!**

FREEPHONE 0800 919390  
[www.ipswichbuses.co.uk](http://www.ipswichbuses.co.uk)



Valid on Ipswich Town services from 22nd July to 1st September 2013

\*Offer is valid for child up to 19 with an Ipswich Buses ID card.