



Search for Better Tortilla Tech

TIA Tech Seminar – October 5th & 6th 2013

What's This About? Each Year TIA receives requests from individuals and companies interested to share their products, talents or knowledge with our Industry either at the TIA Conventions or TIA Tech seminars. On occasion, good people with good information are overlooked by the TIA committee. This program sets out to achieve broader inclusion and bring forward innovation.

What's new? This year, TIA's tech committee will award four SPEAKING slots at the next TIA Tech Seminar (October 5th & 6th 2013 co-located with IBIE in the Las Vegas Convention center) with prizes to selected individuals or companies based upon their (no more than) 2 page summary submitted to TIA.

Who's Eligible: Tortilla Producers, Ingredient companies, Consultants, Academics. Both TIA members and non-members are eligible for this award.

The Subject: Quality or Yield improvements from ingredient or ingredient processing strategies. We are specifically looking for *new and creative* approaches.

The Prize: Yes, TIA will be awarding **\$1,000 prizes** plus a position on a panel to be moderated by Dr. Charlie Kraut of Mesa Foods. There will be 4 winners.

What's the Deadline and Where do I send my Answer ?: Your Answer is due **AUGUST 15th, 2013**. Answers should be submitted directly via email to Jim Kabbani at jkabbani@tortilla-info.com - Winners Notified **SEPTEMBER 5th** (via E-Mail)

Fine Print: Two selections will be awarded for Flour Tortillas and two for Corn. TIA reserves the right to substitute topics if an insufficient number of acceptable entries are received. Entries should address each of the assumptions at end of section.

Questions Regarding Either CORN or WHEAT FLOUR Tortillas:

1. What is your approach; be specific. Is it a unique ingredient or how ingredients are combined ?
2. What are the incremental costs/benefits for using the approach you have suggested?
3. Can you prove your approach achieves the stated benefit?
4. Do you have data to support your suggestions in improving yields / quality?

Please specify which you are choosing, Corn or Wheat flour. The following assumptions apply depending on your choice:

Flour Tortilla ASSUMPTIONS:

- * Product; 8" pressed flour product at 40-50 gr/ shell
- * Shelf Life: flour tortillas 14 days@ room temperature
- * Yield: Defined as total packaged lbs/Lb of raw materials assuming QA spec of diameter +/- 5% of diameter
- * Moisture: NO limit
- * Stick test: Can't stick to each other after sitting under six packages for 3 days in refrigeration.

Corn Tortilla ASSUMPTIONS:

- * Table Corn Tortilla from Corn Flour
- * 6" @11oz /dzn.
- * Shelf Life : 7 days @ room temperature
- * Moisture: NO limit

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