

News You Can Use

BakingTECH 2025: What's New & What to Expect

BakingTECH 2025 is just around the corner, and the Programming Committee has crafted some fantastic new activations. As the premier annual conference for the baking industry, BakingTECH offers unparalleled opportunities for networking, education, and innovation.

This year, the conference will take place February 15-18, 2025, in a brand-new location—Orlando, Florida. The ASB community will come together in this vibrant city to explore the latest advancements and trends in the baking world.

Key Highlights at BakingTECH 2025:

- **Formulation Floor:** This redesigned space, formerly known as the MarketPlace, provides a unique environment for bakers and suppliers to connect and explore new products and innovations. The Formulation Floor focuses on fostering direct interactions between attendees and exhibitors, allowing for meaningful discussions about the latest trends and technologies in the baking industry.
 - **Innovation Stations:** These are dedicated areas, in the Formulation Floor, designed to showcase new technologies and innovations in the baking industry. Participants will have the opportunity to engage directly with the latest advancements that are shaping the future of baking.
 - **Bakers' Row:** This new feature will serve as an educational showcase, illustrating the full bakery production process, for select bakery products, from start to finish. Baker's Row will help attendees navigate the Formulation Floor more effectively,

identifying exhibitors based on their specific needs. It's designed to enhance understanding and engagement, particularly for those new to the industry, by demonstrating how various suppliers contribute to different stages of production. This approach aims to make the event more accessible and informative, fostering meaningful connections between participants and exhibitors.

- **Interactive Presentations & Panel Discussions**: The conference will feature over 20 presentations, aimed at providing deep insights and solutions for the baking industry. This year, we are also excited to announce that there will be more panel discussions in the programming, offering a platform for experts to share their knowledge and insights on key industry issues. These sessions are designed to be highly engaging, with a focus on audience participation and interaction.
- **New Venue**: Moving to Orlando provides a fresh environment for our members to explore new opportunities and experiences. This change reflects ASB's commitment to evolving and enhancing the conference experience.

Join us in Orlando!



Regional Meet-Up: RBS Science & Innovation Center

Join us Thursday, September 19th for our Regional Meet-Up hosted by Reading Bakery Systems and AMF Bakery Systems. Go behind the scenes at the Reading Bakery Systems Science & Innovation Center, near Philadelphia, to meet and greet industry colleagues and friends while enjoying refreshments and snacks!

Save your spot

Upcoming Events

September 11

Webinar on Flour Quality

We're kicking off our Baking Education Webinar Series this month! Join us at 1 PM ET to learn why understanding your flour quality is key to your manufacturing process with BAKERpedia's Dr. Lin Carson.

[Register today](#)

October 1-3

NEXUS 2024

We're speaking! Join ASB Executive Director Kristen Spriggs and Member Leader Amy Estrada at Nexus to learn more about the benefits of mentoring and ASB's new program launching in September.

[Join us there](#)

October 9

Webinar on Damaged Starch

Dive into the important topic of damaged starch in this live webinar, Oct. 9 at 11 AM ET. Dr. M. Hikmet Boyacioglu from KPM Analytics will cover what damaged starch is, how it's measured, and its importance from the baker's point of view.

[Learn more](#)

October 24

ASB Regional Meet-Up in Urbana, OH

Celebrate with us at the Bundy Baking Museum in Urbana, Ohio, as we announce the 2025 Baking Hall of Fame inductees. Tour the museum and meet with fellow members.

[Learn More](#)

Have Your Questions Ready for the Virtual Member Townhall on Sept. 6

Each year, we hold a member townhall to connect as a membership. Hear ASB leaders share timely updates about what's happening and what's coming up. Join us for brief reports from ASB Chair Xochitl Cruz and Executive Director Kristen Spriggs. Then, the floor will be open for members to ask questions and engage on important issues.

[Register today!](#)

Member Spotlight



Ashley Robertson

**Director of Global Marketing & Communications
Corbion**

This month, we are excited to shine a spotlight on Ashley Robertson, the Director of Global Marketing & Communications at Corbion. Her deep commitment to the bakery industry stems from her belief in food's power to bring people together. She appreciates how ASB fosters connections among diverse individuals, all united by a shared mission: to craft outstanding baked goods that consumers cherish and love to share with their families.

In her role as the BakingTECH 2025 program chair, Ashley and her planning team are introducing innovative changes to the program, emphasizing fresh content, and engaging formats that address the evolving needs of the industry. Under her guidance, the event is poised to reach new heights, enhancing the attendee experience, and fostering deeper connections within the baking community.

Ashley is actively engaged in the ASB community, contributing to the strategic task force, and serving as a member of the Membership & Marketing Committee, and the Formulation Floor Committee. She is the Annual Events Chair for the Society of Bakery Women too.

Here's to you Ashley, and all you do!

#ASBOnTheRise

Show our support on social media by using **#ASBOnTheRise**. Even though we have a century of baking under our belt, we're just getting started.

American Society of Baking | 1415 Shelby Street, Suite A, Indianapolis, IN 46203



American Society of Baking | 1415 Shelby Street, Suite A | Indianapolis, IN 46203 US

[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)