

## **MANOJ SHAH**



Emeritus Member

Manoj Shah retired after 30 years as a principal researcher in R&D at Kraft Foods. He initiated and was responsible for the By-Product utilization initiative at Kraft Foods. This initiative was turned into sustainability for Kraft. He was known as “Mr. Rice” for Kraft and a bread crumb expert for Stove Top®.

He has always promoted technology mentoring for junior partners in order to prevent the reinvention of wheel!

Manoj holds a BS degree in Dairy Technology from Gujarat Agriculture University, Anand, India. He also has a BS and MS degrees in Food Science from Alabama A & M University, Huntsville, Alabama. He joined General Foods in 1978 and worked on Shake'n Bake® and Open Pit® BBQ product developments until 1982. From there he worked on Minute Rice and Stove Top until 2001. Since joining General Foods, he has been awarded five patents and is currently an Emeritus member of IFT and AACC.

He says his success in life is due to his wife Smita. He takes great pride in his two children, Shivani who is an MD at Northwestern and Pranava who is a R&D Chemist for Dean Foods.

### Key Accomplishments:

Following his favorite Mantra, “DO NOT ASK FOR PERMISSION, ASK FOR FORGIVENESS” is his best achievement.

Developed and introduced Hot & Spice Open Pit BBQ sauce in 4 months (the fastest time in General Foods history) in defense against Kraft Foods

During a February 1980 plant test of BBQ sauce, at a Cool Aid plant, and while training a junior colleague, successfully reported to the plant manager in the morning, that we made 58 pallets (60 cases/pallet) of product that would be buried. \*Had first ECG.

Had manager's confidence to self rent a \$45,000 Rice Mill for product development without prior approval. Then, guided development of Extra Light Parboiled Rice and introduced Premium and Instant Brown Rice

Help defend General Foods against Uncle Ben's (UB) 30 million dollars law suit, when Uncle Bens sued a General Foods ad campaign referring to UB's instant rice as "soupy rice. The term 'SHAH FLUFF' became a legal term.

Developed a common rice for Minute Rice which was instrumental in over \$600 M productivity for Minute Rice and eliminated Shanzer (over 15 years). Developed and introduced 5 boxes and 2 Flex Stove Top line extensions in one year and developed the "Flex Crumb" granulation process for optimum yield

Harvested "Whole Productivity Tree" for Stove Top brand and had to work on planting New Tree". In over 20 years, made several productivity gains in updating current formulations until nothing was left but to reformulate the Stove Top product. Many successful changes accomplished in formulation and had Flex Crumb By-Product- Off Flow addition to base brand crumb and many more...

Identified several new technologies like "Tornado in a Can" and filed for 15 application patents.

