

Cape Crystal Brands Founder Edmund McCormick Featured in National Media for Expert Food Science Insights



Summit, New Jersey Oct 17, 2025 ([IssueWire.com](https://www.issuewire.com)) - — Cape Crystal Brands, a leading supplier of natural hydrocolloids and modernist ingredients, proudly announces that its founder, **Edmund “Ed” McCormick**, has been consulted and quoted by numerous national publications exploring the *science of taste, texture, aroma, and ingredients* in modern food formulation.

Over recent months, McCormick’s evidence-based insights have appeared in **Newsweek, FOX News Digital, The New York Post, Food Republic, Woman & Home, Homes & Gardens (UK), and The Takeout**, among others — each recognizing his ability to translate the chemistry of food into practical understanding for both home cooks and professionals.

“People eat with all five senses,” McCormick explained. “Texture, flavor, and aroma are not random — they’re engineered experiences. As a food scientist, my role is to help people understand why ingredients work, not just how to use them.”

These appearances highlight the media’s growing fascination with the *food science behind culinary trends* — from salt in coffee to emulsifiers in sauces — and demonstrate McCormick’s rare ability to bridge **scientific precision** with **culinary creativity**.

The Rise of Clean Label and Food Safety Awareness

The public’s interest in food science is rapidly expanding, fueled by rising concern for **clean-label transparency and food safety**. According to the 2024 *Clean Label Insights Study*, **81 percent of shoppers** say they now prioritize purchasing foods marketed as “clean label.” Meanwhile, data from Innova Market Insights shows that **nearly one-third of global food and beverage launches** in the past year carried a clean-label claim.

This shift reflects a deeper cultural movement: consumers are not only rejecting artificial additives but also demanding to understand the *functional purpose* behind every ingredient. As summarized by researchers in *Clean Labeling and the Real Food Movement* (University of Georgia, 2024), “ingredient transparency has become a benchmark for brand trust.” The convergence of food safety, data-driven ingredient monitoring, and consumer education is transforming how the public views food chemistry — no longer as industrial jargon, but as an essential part of everyday health and creativity.

Food Scientists vs. Dietitians: Explaining the Difference

While dietitians focus on *how food affects the body* — guiding nutrition, wellness, and diet balance — **food scientists** like McCormick study *how ingredients behave*, ensuring that foods are safe, stable, appealing, and functionally effective.

“Dietitians tell us what to eat; food scientists explain why it works,” McCormick added. “Our role is to optimize structure, texture, and flavor — whether that means a creamier sauce, a better plant-based cheese, or longer shelf stability without chemicals.”

About Cape Crystal Brands

Founded in Summit, New Jersey, **Cape Crystal Brands** supplies **natural hydrocolloids, emulsifiers, stabilizers, and gelling agents** to chefs, food formulators, and home innovators. The company’s product line includes **xanthan gum, sodium alginate, agar agar, pectin, guar gum, carrageenan, lecithin**, and other ingredients that help shape the textures, flavors, and structures of modern cuisine.

Through education and transparency, Cape Crystal Brands empowers consumers to explore the intersection of **food science and creativity**, helping them elevate recipes with ingredients once reserved for professional kitchens.

About Edmund McCormick

Edmund “Ed” McCormick is the founder of Cape Crystal Brands and author of *“The Beginner’s Guide to Hydrocolloids: Understanding Food Thickening, Emulsification, Stabilizing, and Jellification”*, a comprehensive 600-page reference guide to modern ingredient science.

With over 850 published articles and multiple national media appearances, McCormick continues to promote evidence-based food education, transparency, and innovation — helping professionals and home cooks alike understand how science shapes taste, texture, and nutrition.

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