

How to Start Beverages Manufacturing Industry with Packaging

**(Grape, Citrus, Apple, Pome Fruit Juices,
Whisky, IMFL, Beer, Rum and Wine)**

**Alcoholic and Non-Alcoholic Beverages
Business, Hard and Soft Drinks Processing,
Agro food Sector, Distilled beverage**

Types of Beverages

➤ **Alcoholic Beverages:**

Whisky, IMFL, Beer, Rum and Wine, Distilled beverage, Hard Drinks

➤ **Non-Alcoholic Beverages:**

Grape, Citrus, Apple, Pome Fruit Juices, Soft Drinks

Introduction

Liquor industry has always remained under strict governmental control in terms of capacity creation, distribution, taxation. While overall public perception spells restraint, it is the symbol of high life even in puritan India. The industry poses a dilemma to the state. It cannot resist the temptation of large revenues, while steering clear of the embarrassment of giving encouragement to drinking. A positive feature of allowing the industry to grow and operate is the prevention of illicit production and drinking. Of the over Rs. 280 bn liquor industry (excluding beer) selling around 450 mn cases annually, a large peg of which (67%) is whisky,

followed by brandy and gin at 13%, rum at 17% while the white spirits account for 3% of the market share. Of this, the Indian-made foreign liquor (IMFL) accounts for Rs. 78 bn (86 mn cases) with whisky alone constituting 95%. Besides, there is a large 223 mn case market of low-priced country liquor. Indian spirit market also consumes branded country liquor worth Rs. 125 bn and unbranded country liquor worth Rs. 50 bn.



In volume terms, the total Indian market for fruit juices and related products, such as nectars squashes, concentrates and fruit drinks, is estimated at equivalent of 500 mn cases. Of this, only 10% is accounted for by packaged products and the rest is sold loose. Of the packaged products, 85% is made up of juices and nectars.

The market for branded fruit-based drinks (Maaza, Frooti, Slice and others), nectar drinks (Real and Tropicana) and others is placed at Rs. 8 bn. Of this Rs. 6 bn is the market for fruit-based drinks and nearly Rs. 2 bn is for fruit nectars. Besides, there is a large segment of kiosk vendors, especially in the urban areas, whose size is estimated at between Rs. 8 and Rs. 10 bn. The overall market for fruit juices of all types would thus be around Rs. 18 bn.

Traditionally, the Indian lifestyle has a predilection for fresh fruits and vegetables or those processed at home. There is, however, a sea change now. People, are now increasingly going in for fresh fruit juices vending from kiosk fountains which produce instant juices from fresh fruits in the presence of the consumer as well as bottled juices. It could be due to the non-availability of hygienically produced and well-preserved products or due to change in lifestyle of the consumer segment.



The alcoholic and non alcoholic beverages are being used by human being since centuries back. Accompanying the increase in the variety of consumption there has been a parallel increase in the variety of alcoholic and non alcoholic beverages offered for sale. The alcoholic drinks market is broadly classified into five classes, starting from beers, wines, hard liquors, liqueurs and others. Similarly non alcoholic drinks market is broadly classified into carbonated drinks, non carbonated drinks and hot beverages. These include juices, energy drinks, carbonated drinks, tea, coffee and bottled water.

The commercial success of a soft drink formulation depends upon a number of factors. A strong, well placed advertising campaign will bring the consumer to purchase the new product but, thereafter, the level of repeat sales will reflect the degree of enthusiasm with which the new drink has been received. The dramatic growth of fruit juice and non carbonated fruit beverage markets worldwide has been made possible by the development of new packs and packing systems and improvements in traditional packaging. Tropical fruits are the newest arrivals on the juice and fruit beverage market. Whisky is the portable spirit obtained by distillation of aqueous extract of an infusion of malted barley and other cereals that has been fermented.

It can be considered as the product of distillation of an unhopped beer. Beer is the world most widely consumed alcoholic beverage; it is the third most popular drink overall, after water and tea. Rum is a distilled alcoholic beverage made from sugarcane by products such as molasses, or directly from sugarcane juice, by a process of fermentation and distillation. The Indian alcoholic market has been growing rapidly for the last ten years, due to the positive impact of demographic trends and expected changes like rising income levels, changing age profile, changing lifestyles and reduction in beverages prices. Some of the fundamentals of the book are flavourings and emulsions,

syrup room operation, fruit juices and comminuted bases, acids, colours, preservatives and other additives, high intensity sweeteners, packaging systems for fruit juices and non carbonated beverages, grape juice processing, processing of citrus juices, juice processing for pasteurized single strength, equipment for extraction and processing of soft and pome fruit juices, chemistry and technology of citrus juices and by products, legislation controlling production, labelling and marketing, biochemical events during brewing fermentations, outline of the whisky producing process, types of beer brewed, aroma compounds of rum and their formation, cider and perry etc.

The alcoholic and non alcoholic beverages described in this book are beer, wine, rum, whisky, cider and different types of fruit juices with packaging systems and other relevant parameters related to their manufacturing. The book will be very helpful to technocrats, new entrepreneurs, research scholars and for those who are already in to this field.

Table of Contents

1. CARBONATION AND FILLING

Introduction

Carbonation

The nature and effects of carbonation

Properties of carbondioxide

Equilibrium pressure

Measurement of carbonation

Carbonation determination

Carbonators

Designs of carbonators

Air exclusion

Proportioners

Fillers and Filling Valves

Basic filling valve operation

Filling valve development and the
influence of ambient filling

2. EFFECTIVE APPLICATION OF QUALITY CONTROL

Introduction

Evolution of QC in the Soft Drinks Industry

Concept of quality

Evolution of soft drinks QC

The Small-to-Medium-Sized Business

Contract packing

Setting up a cost-effective system for QC

Product and packaging innovation

National Operations with Multiple Plants

Impact of industry concentration

Organisation of QC at plant level

Centralised organisation for quality

Bottling versus canning QC requirements

Equipment selection for quality

Development of in-line quality-monitoring equipment

Potential quality problem areas

Product recall
Water quality and treatment
Statistical QC
Microbiology
Dispensed soft drinks
International QC and QA of Soft Drink Operations
The franchise system
Technical services
The international quality assurance laboratory
Ingredient quality
Packaging quality
Trouble-shooting the theory in practice
The Future
Influence of packaging
New ingredients formulation and sanitation requirements
Role of the soft drinks associations
The final word

3. FLAVOURINGS AND EMULSIONS

Flavourings

Legislation

Creation

Production

Emulsions

ManufactureApplication of Flavourings and Emulsions

Selection

Methods of use

Evaluations

4 SYRUP ROOM OPERATION

Introduction

Syrup Room Design

Wall finishes

Floors and drainage

Ceilings and lighting

Heating, ventilating and air conditioning

Syrup Room Equipment

Storage, mixing tanks and systems
Pipework, fittings and connections
Ingredient flow
Pumps
Measurement of liquid
Filtration of ingredients
Ultraviolet sterilisation
Pasteurisation
Homogenisation
Syrup Room Materials Storage and Handling
Sugar
High-fructose glucose (Corn) syrup
Acids
Sweeteners
Preservatives
Flavourings
Colours
Fruit juices and comminuted bases

Syrup Room CIP Systems and Detergents

Design of a CIP unit

Rate of flow in pipelines for CIP

Calculation of reynolds number

Choice of detergents

Automaton and computerisation in syrup rooms

Typical system description

Typical operating sequence for syrup manufacture

Multiple Component Mixing Plant

Construction

Control and operation

Future Developments

5 ACIDS, COLOURS, PRESERVATIVES AND OTHER ADDITIVES

Introduction

Acids

Carbonic acid

Citric acid
Tartaric acid
Phosphoric acid
Lactic acid
Acetic acid
Malic acid
Fumaric acid
Ascorbic acid
Colours
Preservatives
Micro-organisms and soft drinks
Sulphur dioxide
Benzoic acid and benzoates
Esters of para-hydroxy-benzoic acid
Sorbic acid and sorbates,
Other Additives

Emulsifiers

Stabilisers

Saponins

Anti-oxidants

The Safety of Food Additives

6. HIGH-INTENSITY SWEETENERS

Introduction

Use of Intense Sweeteners

Current Sweeteners

Acesulfame K

Aspartame

Cyclamate

Saccharin

Stevioside/Stevia

Thaumatococcus

Dihydrochalcones

Potential New Sweeteners

Alitame

Sweetener Approval and Regulation

Future Use of Intense Sweeteners

7. CARBOHYDRATE SUGARS

Introduction

History

Carbohydrate Sugars

Granulated sugar

Liquid sugar

Glucose syrup: high-fructose syrup

Quality

Trade requirement

Quality assurance management

Sugar analysis

Transportation and Delivery

Bulk delivery of granulated sugar

Bulk delivery of Liquid carbohydrate Sugars

Security of delivery

Storage

Granulated sugar in bags

Granulated sugar in bulk

Liquid carbohydrate sugars

On-site Dissolving of Granulated Sugar

Batch dissolving

Continuous dissolving

High-capacity dissolving

8. PACKAGING SYSTEMS FOR FRUIT JUICES AND NON-CARBONATED BEVERAGES

Introduction

The Fresh Cold Fill System

The Hot Fill System

Filling Equipment for Gable Top Cartons

Packing Materials for Gable Top Cartons

Product Protection and Product/Pack Interaction

General considerations

Cold filled juices

Hot filled juices

Flavour

Packaging of Frozen Concentrated Juices (FCJ)

Filling in Glass Containers

Plastic Containers and Pouches

9. GRAPE JUICE PROCESSING

History of Grape Juice Processing in North America

Grape Cultivars

The Chemistry of Grape Juice

Carbohydrates

Acids

Mineral content

**Phenolic
Volatiles
Modern Grape Juice Processing
Harvesting/ripening
Stemmer/crusher operation
Hot-break process
De-juicing/pressing operation
Coarse filtration
Bulk storage and tartrate precipitation
Enzyme clarification
Polish (fine) filtration
Hot fill
Process Alternatives
Cold-pressing
Aseptic process
Concentration
Sulfur dioxide preservative**

10. PROCESSING OF CITRUS JUICES

Introduction

Fruit Harvesting and Transport

Unloading and Storage of Fruit

Fruit Transfer from Storage Bins to Extractors

Juice Extraction and Finishing

Extractors

Finishing

Juice Processing for Pasteurized Single Strength

Juice Processing for Concentrate

Characteristics of 1950s evaporators

Modern evaporators for citrus fruit

Essence Recovery

Chilled Juice from Concentrate

Pulp Wash

Frozen Pulp Processing

Manufacture of Citrus Cold Pressed Oil

Manufacture of Livestock Feed from Citrus Peel

Peel dryer

Waste heat evaporator

11. APPLE JUICE

General Background

Juice extraction

Pomace disposal

Blending and packaging

Natural Style Juices

Clarified Juice and Concentrate

Enzyming

Pulp enzyming

Fining

Concentrates

Hazes and deposits

Authentication and Adulteration

Composition of Apple Juice

Sugars and sorbitol

Starch & pectin

Organic acids

Protein and amino acids

Polyphenols and colour

Minerals

Volatile components

Other flavour aspects

Microbiology

Food Tests

Test for the presence of pectin in clarified Juice

Test for the presence of starch

Test fining with gelatin

Test fining with gelatin/kieselsohl

Test for overfining

12. EQUIPMENT FOR EXTRACTION AND PROCESSING OF SOFT AND POME FRUIT JUICES

Introduction

Modern juice processing methods

Juice Extraction Systems

Fruit storage and handling

Milling

Pressing

Comparison of pressing systems

European grape pressing

Pre-treatment with Pectolytic Enzymes

Post-press Clarification

Decantation

Centrifugation

Earth filtration

Rotary vacuum filters

Sheet filtration

Cartridge filters

Membrane filtration
Concentration/Aroma Recovery
Rising film evaporators
Falling film evaporators
Centrifugal evaporators
Heat recovery from evaporated water
Aroma recovery
Pasteurisation
Flash pasteurisation
Batch pasteurisation
In-pack pasteurisation/hot filling
Fruit Juice Plant Layout
Materials of construction
Fruit reception
Handling and washing fruit
Seasonal problems
Effluent treatment
Juice storage
Summary

13. CHEMISTRY AND TECHNOLOGY OF CITRUS JUICES AND BY-PRODUCTS

Principal Citrus Cultivars

Origin of citrus

Commercial citrus regions

Citrus growing areas

Effect of frost

Effect of soil

Composition and Structure of Citrus Fruits and Juices of Various Cultivars

General relationship

Organic acids

Carbohydrates

Color pigments

Vitamins and inorganic constituents

Flavonoids

Lipids

Operational Procedures and Effects on Quality and Shelf Life of Citrus Juices

Outline of good manufacturing and processing procedures
Concentrate handling for reprocessing and/or reconstruction
Sanitation or stabilization
Water for reconstitution use
Processing of chilled high and low pulp reconstituted orange juice
Finished product handling and storage
Citrus Juice Flavor Enhancement with Natural Citrus Volatiles
Components of citrus juice flavor
Citrus flavor enhancement technology
Citrus oils and aroma and their recovery
Pectic Substances and Relationship of Citrus Enzymes to Juice Quality
Effect of Time, Temperature and other Factors on Citrus Products

14. LEGISLATION CONTROLLING PRODUCTION, LABELLING AND MARKETING

Fruit Juices, Concentrated Fruit Juices and Fruit Nectars, Introduction

Fruit juice regulations in EEC countries

Fruit juice regulations in the United States and Canada

Fruit juice regulations in other major countries

Fruit juice standards produced by codex alimentarius

Non-Carbonated Fruit Beverages

Introduction

Fruit drink regulations in EEC countries

Fruit drink regulations in other European countries

Fruit drink regulations in the United states and Canada

Fruit drink regulations in other major countries

15. TROPICAL FRUIT JUICES

Introduction

Guava

Mango

Passion fruit

Pineapple

Other Tropical Fruits

Acerola

Banana

Kiwifruit

Lulo

Papaya

Soursop

Umbu

Tropical Fruit Juices in Europe Today

The Future

16. WHISKY

Introduction

History of Whisky Production

Outline of the Whisky-producing Process

Individual Operations

Raw materials

Mashing and cooking -

Fermentation

Distillation

Maturation and ageing

Blending and colouring

Effluent disposal and spent grains recovery

Organoleptically Important Components of Whisky

Concentrations of organoleptically important compounds

Chemical nature of organoleptically important compounds

Contribution of compounds to organoleptic properties

Origin of organoleptically important compounds

17. BEER

Introduction

Historical Aspects of Brewing

Prehistoric and early historic

Brewing in Europe

Outline of the Brewing Process

Malting

**Suitability of barley for brewing
the malting process**

Kilning

Mashing

Brewing liquor

Mash-tun ingredients other than malt

Mashing systems

Enzymolysis in the mash tun

Sparging

Direct Conversion of Barley to wort

Wort Boiling and Cooling

General

Hops and hopping

Wort clarification and cooling

Fermentation

Brewing yeasts

Biochemical events during brewing fermentations

Physical behaviour of yeast

Fermentation systems

Beer Treatments

Maturation and conditioning

Haze prevention

Yeast removal

Pasteurization

Post-fermentation bittering

Beer Properties

Colour and clarity

Foam

Flavour and aroma

General composition and dietary value of beer

Beer Defects

Gushing

Microbiological spoilage

Oxidation flavour, stale flavour and other off-flavours

The State of the Industry

Types of beer brewed

18. RUM

Introduction

Production of Rum

Types of rum and the raw materials used

Pretreatment of the raw materials

Fermentation

Distillation

Maturing

Aroma Compounds of Rum and their Formation

Higher alcohols

Fatty acids

Esters

Phenolic compounds

Nitrogenous compounds

Sulphur-containing compounds

Lactones

Carbonyl compounds

19. TABLE WINES

Introduction

Some Economic Aspects of the History of Wine Making

Grapes

Must Treatment

Alcoholic Fermentation

Post Fermentation Operations

Microbiological Stabilization

Malo-lactic fermentation

Microbiological spoilage,

Sulphur dioxide addition

20. CIDER AND PERRY

Introduction

Definition of cider and perry

Outline of the process of cidermaking

Historical aspects

Composition

Juice

Fermentation and storage

Disorders

Technology

Fruit supply

Juice production

Juice treatment

Fermentation and storage

The final cider

Ancillary products

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(Fruit Juices, Whisky, Beer, Rum and Wine)**

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Our Approach

Requirement collection

Thorough analysis of the project

Economic feasibility study of the Project

Market potential survey/research

Report Compilation

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- *Corporates*
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- *Educational Institutions*
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- *Adhesives, Industrial Adhesive, Sealants, Glues, Gum & Resin*
- *Activated Carbon & Activated Charcoal*
- *Aluminium And Aluminium Extrusion Profiles & Sections,*
- *Bio-fertilizers And Biotechnology*
- *Breakfast Snacks And Cereal Food*
- *Bicycle Tyres & Tubes, Bicycle Parts, Bicycle Assembling*

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- *Building Materials And Construction Projects*
- *Biodegradable & Bioplastic Based Projects*
- *Chemicals (Organic And Inorganic)*
- *Confectionery, Bakery/Baking And Other Food*
- *Cereal Processing*
- *Coconut And Coconut Based Products*
- *Cold Storage For Fruits & Vegetables*
- *Coal & Coal Byproduct*

Sectors We Cover *Cont...*

- *Copper & Copper Based Projects*
- *Dairy/Milk Processing*
- *Disinfectants, Pesticides, Insecticides, Mosquito Repellents,*
- *Electrical, Electronic And Computer based Projects*
- *Essential Oils, Oils & Fats And Allied*
- *Engineering Goods*
- *Fibre Glass & Float Glass*
- *Fast Moving Consumer Goods*
- *Food, Bakery, Agro Processing*

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- *Ferro Alloys Based Projects*
- *Fertilizers & Biofertilizers*
- *Ginger & Ginger Based Projects*
- *Herbs And Medicinal Cultivation And Jatropha (Biofuel)*
- *Hotel & Hospitality Projects*
- *Hospital Based Projects*
- *Herbal Based Projects*
- *Inks, Stationery And Export Industries*

Sectors We Cover *Cont...*

- *Infrastructure Projects*
- *Jute & Jute Based Products*
- *Leather And Leather Based Projects*
- *Leisure & Entertainment Based Projects*
- *Livestock Farming Of Birds & Animals*
- *Minerals And Minerals*
- *Maize Processing(Wet Milling) & Maize Based Projects*
- *Medical Plastics, Disposables Plastic Syringe, Blood Bags*
- *Organic Farming, Neem Products Etc.*

Sectors We Cover *Cont...*

- *Paints, Pigments, Varnish & Lacquer*
- *Paper And Paper Board, Paper Recycling Projects*
- *Printing Inks*
- *Packaging Based Projects*
- *Perfumes, Cosmetics And Flavours*
- *Power Generation Based Projects & Renewable Energy Based Projects*
- *Pharmaceuticals And Drugs*
- *Plantations, Farming And Cultivations*
- *Plastic Film, Plastic Waste And Plastic Compounds*
- *Plastic, PVC, PET, HDPE, LDPE Etc.*

Sectors We Cover *Cont...*

- *Potato And Potato Based Projects*
- *Printing And Packaging*
- *Real Estate, Leisure And Hospitality*
- *Rubber And Rubber Products*
- *Soaps And Detergents*
- *Stationary Products*
- *Spices And Snacks Food*
- *Steel & Steel Products*
- *Textile Auxiliary And Chemicals*

Sectors We Cover *Cont...*

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