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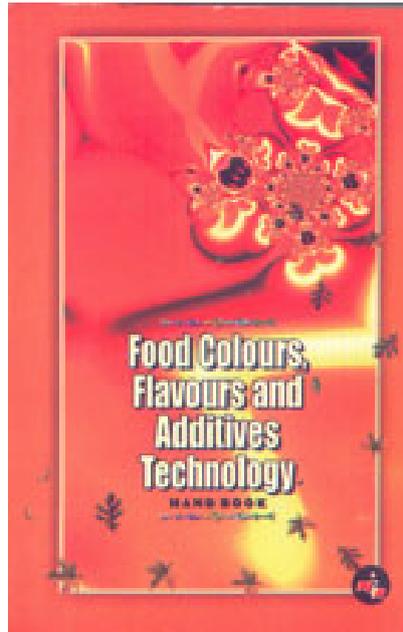
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Food Colours, Flavours and Additives Technology Handbook

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Description

Colour and flavour variation in foods throughout the seasons and the effects of

processing and storage often make colour addition commercially advantageous to maintain the colour expected or preferred by the consumer. People associate certain colours with certain flavours, and the colour of food can influence the perceived flavour in anything from candy to wine. For this reason, food manufacturers add these dyes to their products. Sometimes the aim is to simulate a colour that is perceived by the consumer as natural. Food colouring is a substance, liquid or powder, which is added to food or drink to change its colour. Food colouring is used both in commercial food production and in domestic cooking. Due to its safety and general availability, food colouring is also used in a variety of non food applications. Flavourings are focused on altering or enhancing the flavours of natural food product such as meats and vegetables, or creating flavour for food products that do not have the desired flavours such as candies and other snacks. Most types of flavourings are focused on scent and taste. Few commercial products exist to stimulate the trigeminal senses, since these are sharp, astringent, and typically unpleasant flavours. Flavourant is defined as a substance that gives another substance flavour, altering the characteristics of the solute, causing it to become sweet, sour, tangy, etc. Flavours and flavour enhancers will remain the largest segment; while alternative sweeteners grow the fastest. Food additives are substances added to food to preserve flavour or enhance its taste and appearance. Food additives are used during production, processing, treatment, packaging, transportation or storage of food. The present day food industry has grown and flourished due to the liberal use of food additives. These additives have also led to the extensive production and marketing of easy to prepare convenience foods. The natural food colour industry market is growing at 10% to 15% annually. The global flavour industry can be characterized as highly technical, specialized, and innovative. This industry is highly competitive and concentrated, compared to other product categories within the food and beverage market. The global flavours market is predicted to grow at a Compound Annual Growth Rate (CAGR) of 2% per annum. In this twenty first century, mankind has developed a technology to retain the original value of food by adding additives, flavours and colours, which also increase the taste of food.

This book basically deals with food colorimetry, synthetic colours used food, manufacture of synthetic organic colours for food, analysis of synthetic food colours, synthetic dyes, aluminium lakes, inorganic pigments, the influence of colour on sensory, perception and food choices etc.

This particular publication will guide to our food technologists, agriculturists and management of planning commission to tackle their problem efficiently. This book is very useful for new entrepreneurs, professionals, research institutions, libraries, for those who want to diversify in the field of food colours, flavours and additives technology.

Content

1. FOOD COLORIMETRY

The Determination of Strength

Colorant Identification

The Cie Method of Colour Measurement

Additive Colour Mixing

The Cie 1964 Supplementary Standard Colorimetric Observer

Illuminant D65

The Calculation of Tristimulus Values

Metamerism

The Nature of Perceived Colour

The Quantification of Colour Appearance

The Quantification of Colour Differences

The Quantification of Metamerism

Colour Measuring Instruments

2. SYNTHETIC ORGANIC COLOURS FOR FOOD

Synthetic Colours used Food

Manufacture of Synthetic Organic Colours for Food

Quality Assurance of Food Colours

Blended Food Colours

Physical Form of Food Colours

Lake Colours

Stability Properties of Food Colours

Storage of Food Colours

Solubility of Food Colours

Applications of Food Colours

Polymeric Dyes

3. NOVEL SYNTHETIC COLOURS FOR FOOD

Polydye Concept (Dynapol)

Solubilising Groups

Use of Polymeric Colours in Food

Selection of Polymeric Dyes for Food Coloration

4. ANTHOCYANINS

Types of Anthocyanins

Occurrence and Distribution

Structural Transformations

Stabilisation and Augmentation by Physico-Chemical Effects

Reactions of Anthocyanins in Model and Food Systems

Anthocyanins as Food Colours

Analysis

5. SOME SYNTHETIC CAROTENOIDS AS FOOD COLOURS

Synthesis

Properties

Carotenoids in Fat-based Foods

Carotenoids in Water-based Foods

International Legal Status

Vitamin A Activity

6. MISCELLANEOUS NATURALLY OCCURRING COLOURING MATERIAL FOR FOODSTUFFS

Melanoidin Pigments

Porphyrin Pigments

Betalaine Pigments

Quininoid Pigments

Miscellaneous Organic Pigments

Inorganic Pigments of Natural Origin for Food

7. ANALYSIS OF SYNTHETIC FOOD COLOURS

Synthetic Dyes

Aluminium Lakes

Inorganic Pigments

8. THE INFLUENCE OF COLOUR ON SENSORY PERCEPTION AND FOOD CHOICES

Visual Appearance and Colour in Food Choices

Qualitative Indications of the Importance of Colour

Quantitative Indications of the Importance of Colour

Effect of Colour on Taste Thresholds

Colour-Flavour Investigations Utilising Quantitative

Colour Measurement Techniques

Effect of Colour on Odour

Effect of Colour on 'Pleasantness' of Food

9. NATURAL COLOURS IN FOOD

Novel Sources of Natural Colourants

Stability of Natural Colourants in Foods

Stable Forms of Natural Colourants Found in Vivo

Stabilised Forms of Natural Colourants

10. FOOD FLAVOURS

11. THE CHARACTER OF ADDITIVES

Antioxidants

Emulsifiers

Some DyEstuff Food Colours in Current use

Natural or Nature-Identical Food Colours

Natural or Nature-Identical Colours (Continued)

Toxicant Substances in Herbs/Spices

Flavour Components of Herbs and Spices

Sweeteners

Nutritive Additives

Essential Amino Acids

Flour and Bread Additives

12. SAFETY TESTING

13. THE TOXICANT RISKS OF NATURAL FOOD

DIRECTORY SECTION

Addresses of Food Colour, Additives &Ingredients-Manufacturars/Suppliers

About Niir

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