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### **Food Flavours Technology Handbook**

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# **Description**

No doubt flavour is one of the most important attributes of the food products we eat in our daily life. Man does not eat simply to live but even more so lives to eat. Flavourings are focused on altering or enhancing the flavours of natural food product or creating flavour for food products that do not have the desired flavours for example bakery goods and other snacks. Flavour is generally defined in terms of three components; odour, taste and texture. Its characterization is concern with the similarities in human flavour perception using methods that designed to average out the differences. The flavour of foods may be classified as natural flavour (pre existing in diet particularly in fruits, vegetables and spices), process flavour (arising in end products as a result of conventional processes), compounded flavour (intentionally added flavouring), taste modifiers and abnormal taste and taints. Some of the flavouring materials produced by processing are chocolate, cheese, blue cheese, yogurt, wine, aroma chemicals etc. The flavour industry has become a vital element in the growth and success of food and beverage industries worldwide. The flavours industry remains very country specific and complex, with product formulations and flavours varying from country to country, as well as from region to region within countries. Processed foods, their flavours and textures, are adapted to local consumer preferences. Local or traditional foods have unique flavours evolving from the indigenous climate, land, etc. Generally speaking, trends in flavours closely mirror those in the packaged food and drink market. This includes the trends toward premium quality, savoury, natural and authentic, and health and wellness. 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.

This book majorly deals with flavour in fruits and vegetables, additional pathways for vegetable flavour, change in food flavour after processing, flavours formed via fermentation, odd flavours in foods, odd flavours due to chemical changes in the food, relationships between the food and flavour manufacturers, flavour characters of herbs preparation of herbs for marketing, flavour constituents of grapes and wine, dried inactive yeast powder, synthetic flavouring materials, flavour potentiators, baked goods and bakery products, sugar and chocolate confectionery, techniques of sensory testing, fruit based products, gas chromatography, microbiological analysis

The present book contains formulae, processes of various flavours applied in food and beverage industries. This book is intended to be a practical companion to the flavourist, technologists, entrepreneurs, libraries or for those who are already in the field of manufacturing.

## **Content**

1. Flavour Characterization

**Psychophysics** 

Flavour Chemistry

2. Flavour in Fruits and Vegetables

Fruit Aroma

Flavours from Fatty Acid Metabolism

Flavours from Amino Acid Metabolism

Flavours Formed from Carbohydrate Metabolism

Flavour Formation from Cysteine Suifoxide

**Derivatives** 

Flavour Formation from Glucosinolates

Additional Pathways for Vegetable Flavour

Formation

Location of Flavour in Plant

Plant Foods

Genetics

Environmental Effects on Flavour Development

Influence of Maturity on Flavour Development

Effects of Postharvest Storage Conditions on

Flavour Development

**Animal Products** 

3. Change in Food Flavour after processing

Non-enzymatic Browning

General Overview of Non-enzymatic Browing

Factors Influencing Browning Rate Formation of Flavour Compounds Carbonyls **Pyrazines Pyrroles Pyrroles Pyridines** Miscellaneous Nitrogen Heterocyclics Furanones and Pyranones Sulfur Heterocyclics Oxazotes and Oxazolines Flavours from Lipids Deep Fat Fried Flavour Lactones Secondary Reactions Flavours Formed via Fermentation **Esters** Acids Carbonyls **Alcohols Terpees** Lactones **Pyrazines** Conclusion 4. Odd Flavours in Foods **Environmental Contamination** Airborne Sources Waterborne Sources Disinfectants, Pesticides, and Detergents Packaging Sources Odd-Flavours Due to Genetics or Diet Genetics Diet Odd Flavours Due to Chemical Changes in the Food Lipid Oxidation Nonenzymatic Browning Photo-Induced Odd-Flavours Microbial Odd-Flavours 5. Flavours and Flavouring Materials Food Acceptance

Taste

Odour

Flavour materials

Natural Flavourings

**Artificial Flavourings** 

Progressive Use of Synthetics

**Typical Synthetics** 

Compounding

Flavour Precursors

Flavourings in Foods

Added Flavourings

Compounded Flavourings

Flavouring Materials

Solid Flavouring Materials

Liquid Flavouring Materials

Semi-fluid or Paste Flavouring Products

The Flavour Industry

Relationships between the Food

and Flavour Manufacturers

6. Isolation of Food Flavours

Headspace Method

**Direct Injection** 

Adsorbent trapping

Isolation of Flavours by Distillation Methods

Equipment and Procedures

Solvent Selection

Solvent impurities

Solvent Extraction of Fatty Foods

Isolation of individual Classes of Volatile Flavours

Sulfur Compounds

Acids

**Alcohols** 

Carbonyls

**Amines** 

Concentration of Dilute Organic and Aqueous

Flavour Isolates

Evaporation

Freeze Concentration

Adsorption

Flavour Analysis by Direct injection

Gas Chromatography

Fractionation of Flavour Isolates

Gas Chromatography of Flavour Concentrates

Capillary Column GC

GC Detectors

7. High Resolution Infrared Specctra of Some

Naturally Isolated Food Flavours

8. Flavouring Materials of Natural Origin

Natural Flavours and Flavourings:

Sources of Natural Flavouring Materials

Standards of Purity

Sensory Assessment

Flavour Profiles

Spice Importation

Herbs and Spices

Herbs

**Spices** 

Historical Associations

Commercial Considerations

Relationships of Components and Profiles

Classification of Herbs and Spices

Flavour Characters of Herbs

Preparation of Herbs for Marketing

**Production and Economic Aspects** 

**Recent Developments** 

Specifications Analysis and Quality

Purchasing and Processing

Use of Spices

**Individual Spices** 

Anise Seed

**Basil Sweet Basil** 

Bay Laurel Leaves.

Benne Also Benni or Bene

Capsicum.

Caraway Seed

Cardamom Seed

Cayenne

Celery Seed

Chilli Powder

Chilies

Cinnamon Cloves Coriander Seed **Cumin Seed Curry Powder** Dill Seed Fennel Seed Fenugreek Seed Foenugreek Garlic Powder Garlic Salt Ginger Mace Marjoram (Sweet Marjoram) Mint Mustard Nutmeg Onion Powder Onion Salt Oregano Parsley (Parsley Flakes) Parsley Seed Pepper, Black Pepper, White Poppy Seed **Red Pepper** Rosemary Saffron Sage Savory Summer Savory Sesame Seed Benne, Benni, or Bene Seed Tarragon Estragon Thyme Turmeric Curcuma Vanilla Spice Processing-Milling Microbiology of Spices Gas Sterllization of Spices Spice Essential Oils Distillation ot Volatile Oils Gamma Irradiation

Spice Essential Oils

Application of Spice Essential Oils

**Essential Oil Content of Spices** 

**Extraction and Oleoresins** 

Solvents

The Extraction Process

Quality of Oleoresins

Application of Oleoresins

Seasonings

Flavour Index and Formulation

Plants as Sources of Essential Oils

Citrus Fruits

**Processed Citrus Oils** 

Other Citrus Peel Oils

Citrus Leaf and Flower Oils

**Peppermint** 

Spearmint

**Blended Peppermint Oils** 

Composition of Mint Oils

Other Commercially Important Sources

Fruit, Fruit Juices and Concentrates

Classification of Fruits

Fruit Juice and Flavour

Fruit Juice Extraction

Preservation of Fruit Juices

Concentrated Fruit Juices

Recovery of Aromatics

Brix Value

Blending of Fruit Juices-WONF

Depectinized Juices

Dehydrated Fruit Juices

Fruit Pastes and Comminutes

Historical Introduction

The Vanilla Plan

The Curing Process

Classification and Grading of Vanilla Beans

The Flavour of Vanilla

The Chemistry of Vanilla Flavour

Precursors and the Development of Flavour

during Curling

Vanilla Absolute Vanilla Sugar Authenticity of Vanilla Extracts Vanillin and Ethyl Vanillin Beverage Flavours Cacao (Cocoa) The Flavour of Cocoa Chocolate Coffee The Flavour of Coffee Caffeine Tea Onion The Flavour of Onion **Dehydrated Onion** The Flavour of Garlic 9. Chemical Modification of Turmeric Oil to more value added products Results and Discussion Conclusion Experimental Reduction of turmerones to turmerols: Acetates of turmerols: Propionates of turmerols: Butyrates of turmerols Catalytic hydrogenation of turmerones Reduction of dihydro-turmerones to dihydrotermerols Acetates of dihydro-turmerols Propionates of dihydro-turmerols Butyrates of dihydro-turmerol Acknowledgement 10. Flavouring Materials made by Processing Natural Products Made by Roasting: Cocoa/Chocolate Production of Cocoa Powder The Dutch Process Chocolate **Reaction Flavours:** 

**Imitation Meat Flavours** 

**Imitation Meat Flavours** 

Hydrolyzed Vegetable Protein-H VP

Autolyzed Yeast Extract

Enzymatically Derived Flavourings: Butter, Cheese

**Butter** 

The Flavour of Butter

**Enzymatic Production of Butter Flavours** 

Butter Oil

Cheese

Cheese Flavour

Cheddar Cheese Flavour

Blue Cheese Flavour

Enzyme-Modified Cheese (EMC)

Lactic Acid Fermentation-Yogurt

Yogurt Flavour

Flavourings for Yogurt

Flavours Made by Fermentation

Yeasts

Vinegar/Actetic Acid

Wines

**Quality Factors** 

Wine Making

Flavour Constituents of Grapes and Wine

**Dried Inactive Yeast Powder** 

Biotechnology: Production of Aroma Chemicals

Micro-organisms in Flavour Formation

Flavours Made by Pyrolysis: Smoke Flavours

The Smoking of Foods

Natural Liquid Smoke Flavourings

Pyroligneous Acid

**Smoke Condensates** 

Chemistry of Smoke Flavours

Flavour Chemicals

Colour Compounds

Polycyclic Aromatics

Methods of Application

11. Synthetic Flavouring Materials

**Imitation Flavourings:** 

Matching Nature

Synthetic Organics

**Quality Control** 

Consumer Attitudes toward Synthetic Chemicals

Classification of Flavourants by Molecular Structure

Sensory Characters of Organics

Hydrocarbons

Carboxylic Acids

Acetals

**Alcohols** 

Carbonyls

Ketones

**Esters** 

Heterocyclic Compounds

Ketals

Lactones

Nitrogen-Containing Compounds

**Amines** 

**Imines** 

**Amino Acids** 

Isothiocyanates

Phenols

**Sulfur-Containing Compounds** 

Sulfides

Solvents

**Extraction Solvents** 

Nomenclature of Organic Chemicals

12. Flavour Potentiators

**Chemical Properties** 

Structure

Stability

**Sensory Properties** 

Influence on Taste

Influence on Aroma

**Synergism** 

Mode of Action

Flavour Potentiators in Foods

**Naturally Occurring** 

Added to Foods

Source of Commercial Potentiators

Toxicity

Monosodium Glutamate

Other Potentiators

13. Appliation of Flavouring

Flavours in Foods

Achieving Flavour Balance

Consumer Acceptance

Flavour Defects

Flavour Intensification

Flavour Suppression

Criteria for Application of Flavourings

Acceptability to the Consumer

Legal Acceptability

Nature of Product as Sold and as Consumed

**Processing Conditions** 

Available Flavourings

**Processing Parameters** 

Temperature and Time

Open or Closed System

The Mixing Sequence

Pressure

Contact with Air

Specific Flavouring Applications

**Meat Products** 

Baked Goods and Bakery Products

Snack Foods

Baked Goods and Bakery Products

Sugar and Chocolate Confectionery

Soft Drinks

14. Flavour Production

Liquid Flavourings

**Emulsions** 

Dry Flavourings

Extended or Plated Flavours

Phase Separation/Coacervation Processes

Addition and Mixing

**Emulsification** 

Solidification and Hardening

Separation

Washing

Drying

**Dehydration Processes** 

**Emulsification** 

Dehydration

Extrusion

15. Sensory Testing Method

Test Purpose and Objectives

**Applications** 

Panel Selection and Indoctrination

Types of Judges

Eligibility

Indoctrination

Panel Morale

Conditions of Testing

**Techniques of Sensory Testing** 

Sample Handling

Sample Carriers

Sample Presentation.

Sample Coding

**Testing Methods** 

Analysis and Reporting of Test Results.

**Directional Triangle Tests** 

Paired Difference Testing

Paired Intensity Testing

16. Quality Control

**Natural Plant Materials** 

General tests

Tests of limited application

Additional specific tests

**Essential Oils** 

General tests

Tests of limited application

Instrumental tests

Specifi tests for constituents

Tests specific for citrus oils

Oleoresins

General tests

Specific tests

Plated or Dispersed Spices

General tests

Tests of limited application

Synthetic Chemicals

General tests-liquids

General tests-solids

Specific tests for chemical identity and

purity-Instrumental methods

Flavourings

General tests-liquid flavourings

General tests-emulsions

General tests-encapsulated dry flavourings

Vanilla Extract

Fruit-Based Products

General tests

Special tests

Specific Gravity

Refractive Index

**Optical Rotation** 

Alcohol Content

Residual Solvent

Particle Size of Emulsions

Volatile Oil

Surface Oil

Moisture Content

Gas Chromatography

Microbiological Analysis

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