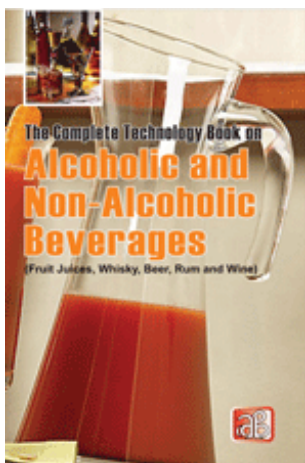


The Complete Technology Book on Alcoholic and Non-Alcoholic Beverages(Fruit Juices, Whisky, Beer, Rum and Wine)



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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.

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