

# **Food Additives, Food Colours, Colors, Flavours, Flavors, Gums and Stabilizers, Food Industry Ingredients**

**[Food Flavours Technology Handbook](#)**

**Author:** NIIR Board

**Format:** Paperback

**Book Code:** NI113

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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.

# Importers Directory of Food, Beverages & Tobacco Products (World Wide /International Buyers Database) 3rd Edition

**Format:** CD-Rom

**Book Code:** NID63

**Price:** Rs. 4,307.00    **US\$** 150.00

**ABOUT:** Today much of the world's economy is based on the ability of countries to import and export goods to each other. This global economy is vital to allowing the exchange of technology and goods and relies upon a network of importers and exporters to ensure that goods can flow freely and be available to meet the ever growing demand of the public. In order to keep track of the most reputable importers, we have created Database of Importers. Perhaps no other question is asked more frequently by exporters than "Where and how can I find importers?? Database of Importers is a perfect starting point for international exporters, manufacturers, traders and merchants looking to establish direct contacts with overseas customers. This Directory contains the latest and complete information about your potential business partners in several countries. The importers information listed in Buyers Directory has been collected from very reliable sources like electronic media, embassies and different association of concerned countries .Having in view the export promotional programme, our dedicated team has compiled Buyers Directory with hard work, efforts and devotion. The Directory contains the most comprehensive database of importer information. We at NPCS collect data from around the world, and then classify the raw data into the kind of intelligent categories that companies around the world use to:

- Find new importers, new markets and new business opportunities
- Enhance international trade
- Support sales & marketing.

Importers Directory of Food, Beverages & Tobacco Products (World Wide /International Buyers Database) 3rd Edition (Food Products, Dairy Products, Beverages, Milk, Chocolates, Cereal, Wheat, Bakery Products, Biscuit, Noodles, Pasta, Starch, Vegetables, Canned Food, Frozen Food, Seafood, Pulses, Spices, Pickles, Sauces, Fruits, Sugar, Juices, Honey, Eggs, Meat, Beer, Vinegar, Guar Gum, Wine, Soft Drink, Cigarettes, Liquor, Alcohol) Contains: Over 6,300 Importers / Foreign Buyers. Details include Company's Name, Contact Person (4,400), Address (6,200), Phone (6,300 Landline/ Mobile), E-Mail (3,400), Fax (4,500), Website (1,000) and Product Description. Note: All Records does not contain all fields of information. However, maximum information has been incorporated. Format: MS Excel, .xls

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**[The Complete Technology Book on Flavours, Fragrances and](#)**

## Perfumes

**Author:** NPCS Board of Consultants & Engineers

**Format:** Paperback

**Book Code:** NI196

**Pages:** 864

**ISBN:** 9788190439886

**Price:** Rs. 1,675.00    **US\$** 150.00

Many studies have been carried out on fragrances, flavors and perfumes worldwide. These products have important commercial value not only in India but in all over the world. Perhaps the most interesting results of the last few years in the fragrance and flavour fields are the many compounds described in this book. They may be used to engender or augment flavours in foodstuffs, chewing gums and medicinal products like mouthwash and toothpaste. The same compounds or closely related ones serve also to produce desirable aromas for perfumes, perfumed compositions such as soaps, detergents and cosmetics etc. Perfume is a mixture of fragrant essential oils and/or aroma compounds, fixatives, and solvents used to give the human body, animals, objects, and living spaces a pleasant scent. The odoriferous compounds that make up a perfume can be manufactured synthetically or extracted from plant or animal sources. Perfumes have been known to exist in some of the earliest human civilizations either through ancient texts or from archaeological digs. Modern perfumery began in the late 19th century with the commercial synthesis of aroma compounds, which allowed for the composition of perfumes with smells previously unattainable solely from natural aromatics alone. Flavors and Fragrances (F&F) are the essential ingredients that lend taste and smell, respectively, to food and personal or home care products. Without these, all the products that we use such as toffees, chips, toothpastes, soaps and shampoos, would be tasteless or odorless, boring, functional products. Fragrances are different types; floral, fruity, woody, flower, natural, etc. and has applications in different field; soap and toiletries, cosmetics, household applications etc. Flavoring in common language denote the combined chemical sensations of taste and smell, the same terms are usually used in the fragrance and flavors industry to refer to edible chemicals and extracts that alter the flavor of food and food products through the sense of smell. Applications of flavouring are in numerous field; meat, chocolate, dairy, beverage, confectionary, bakery, teas etc. Due to the high cost or unavailability of natural flavor extracts, most commercial flavorants are nature identical, which means that they are the chemical equivalent of natural flavors but chemically synthesized rather than being extracted from the source materials. Traditionally, while flavors and fragrances were viewed as the most customized of all raw

materials, and therefore commanded higher prices, in the last decade, prices have been pushed down consistently by large manufacturers. This book basically deals with the roots and the evolution of perfumery, the part of hedonism, how perfumery is linked to the other fine arts, the art of composition, conclusion, introduction, fragrancing of functional products, line extensions, perfumery for household products, floral series : rose notes, jasmin notes, hyacinth notes, lilac and lily, orange blossom notes, tuberose notes, violet notes, mignonette, woody series: sandal notes, peppery notes, caryophyllaceous notes, introduction, aroma composition of various teas, flavory ceylon black tea, keemun black tea, green tea, pouchong tea and jasmine tea, lotus tea, soap manufacture, raw materials, shaving soap, transparent soaps, super fatted toilet soaps, the milling process, coloured soaps, perfumes, soap compounds, acacia, almond, almond soap, amber soap, buttermilk, brown windsor, carnation, chypre, cologne, cyclamen, fougere, heliotrope, hyacinth, jasmin, lavender, lilac, lily, etc. This book contains formulae and processes of various types of flavours, fragrances and perfumes. New entrepreneurs, technocrats, research scholars can get good knowledge from this book.



## [Directory / Database of Corporate/Leading Companies/Industries in Indian Food, Beverages and Tobacco Products \(with Financial Figures\) 9th Edition \[.xlsx, excel format\]](#)

**Format:** CD-Rom

**Book Code:** NID142

**Price:** Rs. 5,015.00    **US\$** 150.00

Products: Meat, Eggs, Dairy Products, Sugar, Cocoa, Cocoa Beans, Cocoa Powder, Confectionery, Milling, Bakery, Packaged Food, Starch, Fruit/Vegetable, Edible, Sprit & Vinegar, Water, Soft Drink, Beer, Wine, Soya, Coconut, Honey, Yeast, Pickle, Sauce, Noodles, Pasta, RTE, Bread, Biscuit, Flour, Chocolate, Milk, Butter, Ghee, Cheese, Coconut Milk Powder, Rice Bran, Sooji, Cake & Rusk, Malted Milk Food Tuls, Zarda. Contains: 2,855 records with following Information: Name of Company, Address, City, Pin Code, Phone, Fax, Email (2,231), Website (1,009). Name of Directors, Location of Plants, Project Capacity, Production, Name of Products, Turnover, Product industry Code, List of Major Raw Materials with their consumption quantity & Raw material value, credit ratings. Comparison amongst companies ( Cash Flow, Cost as % of sales, Forextransactions, Growth in Assets & Liabilities, Growth in Income & Expenditure, Income & expenditure, Liabilities, Liquidity Ratios, Profitability Ratio, Profits, Return Ratios, Structure of Assets & Liabilities (%), Assets, Working Capital & Turnover Ratios) (\*Wherever available) Note: All Records does not contain all fields of information. However, maximum information has been incorporated. Format: MS Excel, .xlsx

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## [The Complete Book on Gums and Stabilizers for Food Industry](#)

**Author:** H. Panda

**Format:** Paperback

**Book Code:** NI231

**Pages:** 480

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**Price:** Rs. 1,275.00    **US\$** 33.95

Gums are plant flours (like starch or arrowroot) that make foods & other products thick. Gums are used in foods for many reasons besides being used as a thickener. Gums are important ingredient in producing food emulsifier, food additive, food thickener & other gum products. The main reason for adding a gum or hydrocolloid to a food product is to improve its overall quality. India is the largest producer of gums specially guar gum products. Similarly stabilizers are an indispensable substance in food items when added to the food items, they smoothens uniform nature and hold the flavouring compounds in dispersion. Gum technology stabilizers are carefully controlled blends of various food ingredients. Most processed foods need some sort of stabilization at some point during production, transportation, storage and serving. The science and technology of hydrocolloids used in food and related systems has seen many new developments and advances over recent years. The breadth and depth of knowledge of gums and stabilizers has increased tremendously over the last two decades, with researchers in industry and academia collaborating to accelerate the growth. Gums as food constituents or as food additives can influence processing conditions in the following ways; retention of water, reduction of evaporation rates, alteration of freezing rates, modification of ice crystal formation and participation in chemical reactions. Some of the fundamentals of the book are functions of gum, typical food applications, gums in food suspensions, rheology and characters of gums, natural product exudates, flavor fixation, ice cream, ices and sherbets, gelation of low methoxyl pectin, seaweed extracts, microbial gums, transformation of collagen to gelatin, cellulose gums, dairy food applications, bakery product applications, analysis of hydrocolloids, gums in food products, general isolation of gums from foods, identification of gums in specific foods, group analysis and identification schemes, group identification methods, qualitative group analysis etc. This book contains rheology of gums, plant sheet gums, microbial gums, cellulose gums and synthetic hydrocolloids different stabilizers used in food industry. The book will be very resourceful to all its readers, new entrepreneurs, scientist, food technologist, food industries etc.

# India Natural Food Colour Market - Industry Size, Share, Trends, Analysis and Forecasts upto 2027

**Author:** Ajay Kumar Gupta & NPCS Team

**Format:** Paperback

**Book Code:** NI322

**Pages:** 116

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**Price: Rs.** 53,100.00 **US\$** 1,200.00

India Natural Food Colour Market - Industry Size, Share, Trends, Analysis and Forecasts upto 2027 India Natural Food Market, By Form (Liquid and Powder), By Color (Green, Red, Orange, Blue Yellow, and Others), By Application (Bakery & confectionary, Beverages, Dairy, Process Food & Vegetables, and Others) and By Region (North India, South India, West India, and East India)-Growth Rate, Covid-19 Impact, Economic Impact, Size, Share, Trend, Drivers, Competitive Landscape, Opportunity, Limitations, Technological Landscape, Regulatory Framework, PESTEL Analysis, PORTER's Analysis. India Natural Food Market Overview: Natural food colors come from various materials, including herbs, seeds, plants, minerals, and other natural sources that are edible. When introduced to food or water, they impart color. Items derived from food and other edible raw source materials obtained by physical and chemical extraction resulting in the selective extraction of pigments with the nutritional or aromatic elements are natural food colors. They are available in various ways, including oils, powders, gels, and pastes. Food coloring is used both in the processing of commercial foods and in domestic cooking. India Natural Food Market Insights India's natural food color market is projected to have a USD 74.09 million market size in 2019. It is expected to reach USD 92.96 million by 2027, growing at a CAGR of 3.90% 2020-2027 across the region. It is attributed to the rising population coupled with the mounting awareness among the consumers towards health, which is predicted to boost the market. Individuals are becoming conscious of synthetic food colors' adverse health effects, which led to driving the demand for natural food colors. Artificial food colors make food appear more enticing. The interest of consumers, especially children, is attracted by brightly colored foods. The risk of attention-deficit/ hyperactivity disorder is with children fed processed food-flavored eatables. In children who eat larger concentrations of artificial food colors, these behavioral alterations are more familiar. However, the cost of natural food colors is high compared to synthetic food colors is predicted to hinder the market's growth over the forecasted period by 2027. Growth Driver Mounting Concerns Regarding the Adverse Impact of Synthetic Colors The rising concerns towards the adverse impact of synthetic colors are projected to boost the Indian natural food colors market over the

forecasted period of 2020-2027 at a significant rate. As companies continue to lure customers with enticing food coloring, food coloring continues to be in demand in the industry. As consumers continue to focus their judgment on food coloring, food coloring plays a critical role in the F&B industry. While synthetic colors continue to be in use, the correlation of multiple health issues with the intake of synthetic food coloring has arisen, leading to the quality of the additives challenged by consumers, which is expected to drive the Indian market. Furthermore, synthetic colors (Blue 1, Blue 2, Green 3, Red 40, Yellow 5, and Yellow 6) have been reported by the Food and Drug Administration (FDA) to show signs of cancer in lab animals. It was discovered that artificial shades, including yellow 5, yellow 6, and red 40, produce carcinogens. In soft drinks, caffeine is commonly used as a colorant and can cause heart palpitations and heart defects. Thus, the rising concerns towards the adverse impact of synthetic colors are estimated to boost the Indian market at a considerable rate. Increasing consumer awareness for clean-label products The increasing consumer awareness of the clean label products is estimated to drive the market during the forecasted period of 2020-2027 at a considerable rate. Demand for food with a natural and clean label is growing across India due to increasing hygiene consciousness, increasing customer purchasing capacity, and rising food adulteration instances. In addition, the concerns regarding food safety caused by toxic food pollution and the harmful effects of industrial pesticides have led to a growing number of customers seeking clean label products, which is projected to boost the Indian natural food colors market. Furthermore, the country's population tends to focus on improving their health and well-being, driving the trend's growing success. A thorough increase in the number of government programs supporting health and well-being is projected to boost the demand for natural food colors. A rise in the global population's real disposable income is anticipated to improve organic products' appetite for using natural ingredients. COVID-19 Impacts Insights In the new COVID-19, consumer shopping patterns and preferences change; some producers see consumers increase demand for certain products, while other producers are due to overcapacity and had to sell the product. The pandemic has greatly stimulated the organic food market. The uncertainty of the epidemic will also affect everyone in the entire supply chain from the planting end to the retail end. During the global pandemic of the COVID-19, organic food sales have seen a substantial increase, with individual growth figures even exceeding 40%. In India, the online organic food retailer sales

in March increased by 30%. The market landscape of clean label ingredients sees a surge in investments on the launch of clean label products. The use of natural colors such as the extraction of brown colors from rice is surging the demand for clean label ingredients in the processed food industry. Similarly, manufacturers are extracting and using organic orange color from carrot and pumpkin extracts. Although the increasing demand is good news for organic food retailers, the pandemic has brought problems to the global supply chain. Natural Colored food is becoming more and more popular because it symbolizes naturalness and health, and consumers have higher and higher requirements for its variety and quality.

**Form Segmental Analysis Based on Form**, the India region is segmented into Liquid and Powder. The liquid segment is dominating the market during the forecasted period of 2020-2027 due to its growing demand for enhanced viscosity, mouthfeel, product consistency, texture, shelf life, good taste, and visual appearance during food and beverage processing, which is projected to accelerate the market at a significant rate. Additionally, liquid coloring produces the softest level of color as compared to the powder segment. The propelling acceptance with high microbial stability property is estimated to drive the market.

**Color Segmental Analysis Based on Color**, India natural food color market is segmented into Green, Red, Orange, Blue, Yellow, and Others. The Red color segment dominates the market during the forecasted period of 2020-2027 due to its use in numerous recipes compared to other colors. Fruits, vegetables, and spices have heavy coloring that makes them ideal for homemade food coloring. It is not as concentrated as most colors, so it uses more. It works best for dying icing and frosting. However, the green color segment is estimated to have the fastest growth rate during the forecasted period by 2027. This is attributed to the rising demand for green color appearance drinks and beverages such as Khus Sharbat / Green Spring Mocktail, Mung Bean Cake, etc.

**Application Segmental Analysis Based on the Application**, the India region is segmented into Bakery & confectionary, Beverages, Dairy, Process Food & Vegetables, and Others. The Beverages segment is projected to hold the largest share during the forecasted period of 2020-2027 across the country. This is attributed to the rising demand for juices, soft drinks, and alcoholic drinks, which are estimated to propel the natural food color market at a considerable rate. In addition, 1.25 billion people in the country consume 5.9 billion liters of soft drinks a year. It makes India's per capita consumption of soft drinks high, but only 1/20th of that of the US, 1/10th of Kuwait, one-eighth of Thailand and the Philippines, and one-third of

Malaysia, which is estimated to boost the market. Region Segmental Analysis Based on Geography, the India Natural Food Market segmented into North India, South India, West India, and East India. North India's natural food color market is projected to have the fastest growth rate over the forecasted period of 2020-2027 across the country. This is attributed to the rising food color usage in processed food, bakery & Confectionaries, and beverages industry, which is estimated to drive the market. Natural food colors are used to improve the color and taste of processed or cooked food. It contains zero toxic-level natural extracts that are environmentally friendly. Natural food colors enhance the quality of food. Competitor Analysis Companies such as Chr. Hansen Holding A / S, D.D. Williamson, Döhler, Kalsec Inc, Kancor, ADM, DowDuPont, Sensient Technologies, DDW, and other prominent players are the key players in the India Natural Food Market. Key Stakeholders if¼ Market research and consulting firms if¼ Industry associations if¼ India Natural Food manufacturing firm if¼ Research organizations and consulting companies if¼ Organizations, associations, and alliances related to Natural Food if¼ Regulatory bodies if¼ Suppliers if¼ Retailers About Us: NIIR PROJECT CONSULTANCY SERVICES (NPCS), an ISO 9001:2015 company is one of the leading reliable names in industrial world for providing one of the most comprehensive suites of technical consulting services. We at NPCS are dedicated with passion and enthusiasm for helping young entrepreneurs is a real encouragement to proceed with a business start-up right from providing basic information to technology evaluation, sourcing and assimilation of detailed project reports, market survey studies and research through our advanced Industrial, Business and Commercial Databases. NPCS is a well-known technical consultancy providing focused services and we have been following stringent system and procedure to ensure only top quality strictly in conformity with delivering the needs of our clients in this rapidly growing & changing market. We have a full fledge of highly qualified Technical Consultants, Engineers, Economist and Technologists specialized in various disciplines and we take great pride in working as a team, and share the common goal of exceeding excellence. Our team is behind the success of many clients in their investment. Over the years, NPCS has become a well-known name in the industrial world for delivering a wealth of technical services and solutions to clients, both large and small. We provide the services through comprehensive knowledge of equipment and practices through our excellent team at a very economical price.

# About NIIR

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NPCS also publishes various process technology, technical, reference, self employment and startup books, directory, business and industry database, bankable detailed project report, market research report on various industries, small scale industry and profit making business. Besides being used by manufacturers, industrialists and entrepreneurs, our publications are also used by professionals including project engineers, information services bureau, consultants and project consultancy firms as one of the input in their research.

Our Detailed Project report aims at providing all the critical data required by any entrepreneur vying to venture into Project. While expanding a current business or while venturing into new business, entrepreneurs are often faced with the dilemma of zeroing in on a suitable product/line.

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