AN ISO 9001 : 2015 CERTIFIED COMPANY

Food Colours, Flavours and Additives Technology Handbook

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About the Book

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.

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