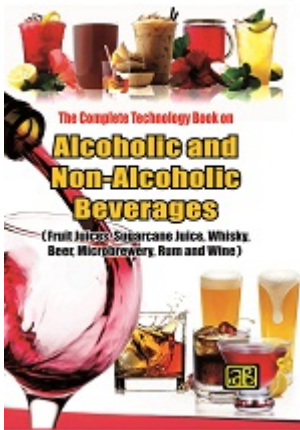


# **The Complete Technology Book on Alcoholic and Non-Alcoholic Beverages (2nd Revised Edition)-(Fruit Juices, Sugarcane Juice, Whisky, Beer, Microbrewery, Rum and Wine)**



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**Format:** Paperback

**ISBN:** 9788178331805

**Code:** NI209

**Pages:** 576

**Price:** Rs. 2,275.00 **US\$** 200.00

**Publisher:** Asia Pacific Business Press Inc.

Usually ships within **5** days

Alcoholic Beverage contains more than a minimal amount of ethyl alcohol or ethanol. They are classified into three general classes called beer, wine, and spirit. Non-Alcoholic Beverages are considered as the non-alcoholic version of alcoholic beverages. Non-alcoholic beverages include drinks that contains less than 0.5% alcohol. Changing tastes and preferences of consumers and inclination toward consumption of convenience food and beverages have led to the rise in demand for non-alcoholic beverages in the last few years.

The global beverage market looks good with opportunities for alcoholic and non-alcoholic beverages. It is expected to reach in \$trillion and is forecast to grow at a CAGR of 3.0%. The major drivers for the growth of this market are growing urbanization, and disposable income. The non-alcoholic segment is expected to show above average growth. Consumer preferences, growing population, and health awareness are the major drivers.

Within global beverage industry, beer is expected to remain the largest segment by value. Acceptance of alcohol consumption by consumers, population base of the young generation, and increasing per capita income are the major driving forces that spur growth for this segment over the forecast period. The rapidly invading global culture is also ensuring a rising numbers of Beer Cafés and Microbreweries across the World. The major contents of the book are Grape Juice Processing, Apple Juice, Tropical Fruit Juices, Chemistry and Technology of Citrus Juices and By Products, Beer, Whisky, Rum, Table Wines, Carbonation and Filling, Flavouring and Emulsions, Microbrewery, Manufacturing Process, Process Flow Diagrams, Addresses of Plant & Machinery Suppliers and Photographs of Machineries.

It will be a standard reference book for Professionals, Entrepreneurs, Agriculturists, Agriculture Universities, Food Technologists, those studying and researching in this important area and others interested in the field of Alcoholic and Non-Alcoholic Beverages Products Manufacturing.

# Contents

## CONTENTS

### 1. INTRODUCTION

### 2. CARBONATION AND FILLING

Introduction

Carbonation

The nature and effects of carbonation

Properties of carbondioxide

Equilibrium pressure

Measurement of carbonation

Carbonation determination

Carbonators

Designs of carbonators

Air exclusion

Proportioners

Fillers and Filling Valves

Basic filling valve operation

Filling valve development and the influence of ambient filling

### 3. FLAVOURINGS AND EMULSIONS

Flavourings

Legislation

Creation

Production

Emulsions

Manufacture

Application of Flavourings and Emulsions

Selection

Methods of use

Evaluations

### 4. GRAPE JUICE PROCESSING

History of Grape Juice Processing in North America

Grape Cultivars

The Chemistry of Grape Juice

Carbohydrates

Acids

Mineral content

Phenolic

Volatiles

Modern Grape Juice Processing

Harvesting/ripening

Stemmer/crusher operation

Hot-break process

De-juicing/pressing operation

Coarse filtration

Bulk storage and tartrate precipitation

Enzyme clarification

Polish (fine) filtration

- Hot fill
- Process Alternatives
- Cold-pressing
- Aseptic process
- Concentration
- Sulfur dioxide preservative

## 5. PROCESSING OF CITRUS JUICES

- Introduction
- Fruit Harvesting and Transport
- Unloading and Storage of Fruit
- Fruit Transfer from Storage Bins to Extractors
- Juice Extraction and Finishing
- Extractors
- Finishing
- Juice Processing for Pasteurized Single Strength
- Juice Processing for Concentrate
- Characteristics of 1950s evaporators
- Modern evaporators for citrus fruit
- Essence Recovery
- Chilled Juice from Concentrate
- Pulp Wash
- Frozen Pulp Processing
- Manufacture of Citrus Cold Pressed Oil
- Manufacture of Livestock Feed from Citrus Peel
- Peel dryer
- Waste heat evaporator

## 6. APPLE JUICE

- General Background
- Juice extraction
- Pomace disposal
- Blending and packaging
- Natural Style Juices
- Clarified Juice and Concentrate
- Enzyming
- Pulp enzyming
- Fining
- Concentrates
- Hazes and deposits
- Authentication and Adulteration
- Composition of Apple Juice
- Sugars and sorbitol
- Starch & pectin
- Organic acids
- Protein and amino acids
- Polyphenols and colour
- Minerals
- Volatile components
- Other flavour aspects
- Microbiology
- Food Tests
- Test for the presence of pectin in clarified Juice

Test for the presence of starch  
Test fining with gelatin  
Test fining with gelatin/kieselsool  
Test for overfining

## 7. CHEMISTRY AND TECHNOLOGY OF CITRUS JUICES AND BY-PRODUCTS

Principal Citrus Cultivars  
Origin of citrus  
Commercial citrus regions  
Citrus growing areas  
Effect of frost  
Effect of soil  
Composition and Structure of Citrus Fruits and Juices of Various Cultivars  
General relationship  
Organic acids  
Carbohydrates  
Color pigments  
Vitamins and inorganic constituents  
Flavonoids  
Lipids  
Operational Procedures and Effects on Quality and Shelf Life of Citrus Juices  
Outline of good manufacturing and processing procedures  
Concentrate handling for reprocessing and/or Reconstruction  
Sanitation or stabilization  
Water for reconstitution use  
Processing of chilled high and low pulp reconstituted orange juice  
Finished product handling and storage  
Citrus Juice Flavor Enhancement with Natural Citrus Volatiles  
Components of citrus juice flavor  
Citrus flavor enhancement technology  
Citrus oils and aroma and their recovery  
Pectic Substances and Relationship of Citrus Enzymes to Juice Quality  
Effect of Time, Temperature and other Factors on Citrus Products

## 8. TROPICAL FRUIT JUICES

Introduction  
Guava  
Mango  
Passionfruit  
Pineapple  
Other Tropical Fruits  
Acerola  
Banana  
Kiwifruit  
Lulo  
Papaya  
Soursop  
Umbu  
Tropical Fruit Juices in Europe Today  
The Future

## 9. WHISKY

Introduction

History of Whisky Production  
Outline of the Whisky-producing Process  
Individual Operations  
Raw materials  
Mashing and cooking  
Fermentation  
Distillation  
Maturation and ageing  
Blending and colouring  
Effluent disposal and spent grains recovery  
Organoleptically Important Components of Whisky  
Concentrations of organoleptically important compounds  
Chemical nature of organoleptically important compounds  
Contribution of compounds to organoleptic properties  
Origin of organoleptically important compounds

## 10. BEER

Introduction  
Historical Aspects of Brewing  
Prehistoric and early historic  
Brewing in Europe  
Outline of the Brewing Process  
Malting  
Suitability of barley for brewing  
the malting process  
Kilning  
Mashing  
Brewing liquor  
Mash-tun ingredients other than malt  
Mashing systems  
Enzymolysis in the mash tun  
Sparging  
Direct Conversion of Barley to wort  
Wort Boiling and Cooling  
General  
Hops and hopping  
Wort clarification and cooling  
Fermentation  
Brewing yeasts  
Biochemical events during brewing fermentations  
Physical behaviour of yeast  
Fermentation systems  
Beer Treatments  
Maturation and conditioning  
Haze prevention  
Yeast removal  
Pasteurization  
Post-fermentation bittering  
Beer Properties  
Colour and clarity  
Foam  
Flavour and aroma  
General composition and dietary value of beer

Beer Defects  
Gushing  
Microbiological spoilage  
Oxidation flavour, stale flavour and other off-flavours  
The State of the Industry  
Types of beer brewed

## 11. RUM

Introduction  
Production of Rum  
Types of rum and the raw materials used  
Pretreatment of the raw materials  
Fermentation  
Distillation  
Maturing  
Aroma Compounds of Rum and their Formation  
Higher alcohols  
Fatty acids  
Esters  
Phenolic compounds  
Nitrogenous compounds  
Sulphur-containing compounds  
Lactones  
Carbonyl compounds

## 12. TABLE WINES

Introduction  
Some Economic Aspects of the History of Wine Making  
Grapes  
Must Treatment  
Alcoholic Fermentation  
Post Fermentation Operations  
Microbiological Stabilization  
Malo-lactic fermentation  
Microbiological spoilage,  
Sulphur dioxide addition

## 13. MICROBREWERY

The Brewing Process  
Process of Brewing Beer  
Brewery Equipments

## 14. SUGARCANE JUICE PROCESSING, PRESERVATION AND ASEPTIC PACKAGING

Sugar Processing - Juice Extraction,  
Clarification and Concentration  
Nutritional Composition  
Sugarcane Juice Extraction

## 15. SAMPLE PLANT LAYOUT

## 16. PROCESS FLOW DIAGRAMS (PFD)

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Wed, 21 Apr 2021 16:43:47 +0530