The alcoholic and non-alcoholic beverages are being used by human beings 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, the 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's 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.
3. FLAVOURINGS AND EMULSIONS
Flavourings
Legislation
Creation
Production
Emulsions
Manufacture
Application of Flavourings and Emulsions
Selection
Methods of use
Evaluations
4 SYRUP ROOM OPERATION
Introduction
Syrup Room Design
Wall finishes
Floors and drainage
Ceilings and lighting
Heating, ventilating and air conditioning
Syrup Room Equipment
Storage, mixing tanks and systems
Pipework, fittings and connections
Ingredient flow
Pumps
Measurement of liquid
Filtration of ingredients
Ultraviolet sterilisation
Pasteurisation
Homogenisation
Syrup Room Materials Storage and Handling
Sugar
High-fructose glucose (Corn) syrup
Acids
Sweeteners
Preservatives
Flavourings
Colours
Fruit juices and comminuted bases
Syrup Room CIP Systems and Detergents
Design of a CIP unit
Rate of flow in pipelines for CIP
Calculation of reynolds number
Choice of detergents
Automaton and computerisation in syrup rooms
Typical system description
Typical operating sequence for syrup manufacture
Multiple Component Mixing Plant
Construction
Control and operation
Future Developments
5 ACIDS, COLOURS, PRESERVATIVES
AND OTHER ADDITIVES
Introduction
Acids
Carbonic acid
Citric acid
Tartaric acid
Phosphoric acid
Lactic acid
Acetic acid
Malic acid
Fumaric acid
Ascorbic acid
Colours
Preservatives
Micro-organisms and soft drinks
Sulphur dioxide
Benzoic acid and benzoates
Esters of para-hydroxy-benzoic acid
Sorbic acid and sorbates,
Other Additives
Emulsifiers
Stabilisers
Saponins
Anti-oxidants
The Safety of Food Additives
6. HIGH-INTENSITY SWEETENERS
Introduction
Use of Intense Sweeteners
Current Sweeteners
Acesulfame K
Aspartame
Cyclamate
Saccharin
Stevioside/Stevia
Thaumatin
Dihydrochalcones
Potential New Sweeteners
Alitame
Sweetener Approval and Regulation
Future Use of Intense Sweeteners
7. CARBOHYDRATE SUGARS
Introduction
History
Carbohydrate Sugars
Granulated sugar
Liquid sugar
Glucose syrup: high-fructose syrup
Quality
Trade requirement
Quality assurance management
Sugar analysis
Transportation and Delivery
Bulk delivery of granulated sugar
Bulk delivery of Liquid carbohydrate Sugars
Security of delivery
Storage
Granulated sugar in bags
Granulated sugar in bulk
Liquid carbohydrate sugars
On-site Dissolving of Granulated Sugar
Batch dissolving
Continuous dissolving
High-capacity dissolving

8. PACKAGING SYSTEMS FOR FRUIT JUICES AND NON-CARBONATED BEVERAGES

Introduction
The Fresh Cold Fill System
The Hot Fill System
Filling Equipment for Gable Top Cartons
Packing Materials for Gable Top Cartons
Product Protection and Product/Pack Interaction
General considerations
Cold filled juices
Hot filled juices

Flavour
Packaging of Frozen Concentrated Juices (FCJ)
Filling in Glass Containers
Plastic Containers and Pouches

9. GRAPE JUICE PROCESSING

History of Grape Juice Processing in North America
Grape Cultivars
The Chemistry of Grape Juice
Carbohydrates
Acids
Mineral content
Phenolic
Volatile
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

10. 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
11. 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/kieselsol
Test for overfining
12. EQUIPMENT FOR EXTRACTION AND PROCESSING
OF SOFT AND POME FRUIT JUICES
Introduction
Modern juice processing methods
Juice Extraction Systems
Fruit storage and handling
Milling
Pressing
Comparison of pressing systems
European grape pressing
Pre-treatment with Pectolytic Enzymes
Post-press Clarification
Decantation
Centrifugation
Earth filtration
Rotary vacuum filters
Sheet filtration
Cartridge filters
Membrane filtration
Concentration/Aroma Recovery
Rising film evaporators
Falling film evaporators
Centrifugal evaporators
Heat recovery from evaporated water
Aroma recovery
Pasteurisation
Flash pasteurisation
Batch pasteurisation
In-pack pasteurisation/hot filling
Fruit Juice Plant Layout
Materials of construction
Fruit reception
Handling and washing fruit
Seasonal problems
Effluent treatment
Juice storage
Summary
13. 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
14. LEGISLATION CONTROLLING PRODUCTION, LABELLING AND MARKETING
Fruit Juices, Concentrated Fruit Juices and Fruit Nectars, Introduction
Fruit juice regulations in EEC countries
Fruit juice regulations in the United States and Canada
Fruit juice regulations in other major countries
Fruit juice standards produced by codex alimentarius
Non-Carbonated Fruit Beverages
Introduction
Fruit drink regulations in EEC countries
Fruit drink regulations in other European countries
Fruit drink regulations in the United States and Canada
Fruit drink regulations in other major countries
15. TROPICAL FRUIT JUICES
Introduction
Guava
Mango
Passion fruit
Pineapple
Other Tropical Fruits
Acerola
Banana
Kiwifruit
Lulo
Papaya
Soursop
Umbu
Tropical Fruit Juices in Europe Today
The Future
16. WHISKY 418
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
17. 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
18. 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

19. 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

20. CIDER AND PERRY
Introduction
Definition of cider and perry
Outline of the process of cidermaking
Historical aspects
Composition
Juice
Fermentation and storage
Disorders
Technology
Fruit supply
Juice production
Juice treatment
Fermentation and storage
The final cider
Ancillary products

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