

Advances in Flavor and Aroma Technologies



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To help flavorists and product developers learn about new technologies that will help them combat flavor-related product challenges, Food Technology Intelligence Inc. has revised and updated the report *Advances in Flavor and Aroma Technologies*. The report analyzes about five dozen flavor and aroma developments that have taken place at company, academic and government research labs around the world. This comprehensive report will let you see first-hand technologies that you can harness to optimize your flavor-related product development efforts.

Some of the processes, techniques and products examined in the report are under development and have commercial potential. Others have completed development, and their developers are looking to license the technology or collaborate in other ways to commercialize it. Yet others already are commercially available.

The successful development and marketing of more nutritious and healthy foods, and the optimal processing of products to make them microbiologically as safe as possible, are without argument two major challenges currently facing the food industry. However, while these are major concerns, a product's flavor also plays a significant role in its acceptance by consumers. Every day, flavorists, product developers and others are challenged to incorporate the most attractive flavors and aromas into products. Their goal: to attract the attention of consumers so that they purchase their products again and again.

Flavor is dynamic and elusive. The appealing aroma and flavor of freshly baked products can be lost in a day. It is important to harness flavors and aromas and incorporate them into products to make them appear fresh, wholesome and attractive to consumers for as long as possible. Just like some other compounds, flavors will react and escape from products. Once a product is on the store shelf, oxidation, hydrolysis and other processes may cause it to lose its desired attributes and develop off-flavors. Off-flavors are flavors too, and are another challenge facing product developers.

In *Advances in Flavor and Aroma Technologies* you'll learn about several technologies, including:

- Fruit-flavored yogurts that are enriched with health-beneficial fish collagen.
- Enzymes that function in microaqueous media that could lead to the development of new flavors.
- An artificial nose that uses a neural network to analyze aromas. Industrial support is being sought to further its development.

Advances in Flavor and Aroma Technologies reviews important technological developments in the field, discussing their potential applications and status of development. You'll be able to take advantage of these new technologies through licensing or other arrangements. Contact information is provided for key researchers, enabling you to contact the experts with whom you can collaborate on innovative research.

Order *Advances in Flavor and Aroma Technologies* today and tap into the innovations that will help you meet your product development objectives.

Table of Content

EXECUTIVE SUMMARY

1. INTRODUCTION

The Promise of New Technologies
The Sweetness Response

2. ANALYSIS OF NEW TECHNOLOGIES

Enzyme Systems

Enzymes in Microaqueous Media
Proteins Not Ideal for Encapsulating
Flavors

Sweeteners

Sweetener Sourced from Corn

Honey

Honey Facilitates Pasta Processing
Honey for Extruded Products
Honey for Breads
Honey Peanut Butter

Beverages

Processing Flavored Milks
Enhancing Skim Milk Aroma and Flavor
Roasting Temperature and Coffee Flavor
High-pressure Processing of Raw Milk
Herbaceous Flavor in Concord Grape Juice

Fruit

The Chokeberry Alternative
Precursor Atmosphere Technology
Fruit-flavored Sports Drinks
Fruit Yogurts with Fish Collagen

Aroma Analysis

Design and Build an Electronic Nose
Artificial Mouth Eliminates Guesswork
Neural Networks Optimize Artificial Noses
Electronic Nose, Quantitative Measures
Aroma Profile of Thornless Blackberry
Food Aromas Could Generate Satiation
Sulfur Volatiles in Grapefruit Juice
Aroma Components of Bartlett Pears

Lipids

Fatty Foods Trigger Taste Buds
Lipids Impact Flavors
Enhance Cooked Turkey Quality
Lipid Oxidation Impact on Cheese Whey
Riboflavin Could Cause Lipid Oxidation in
Salad Dressings

Cheese Flavor

Improve Cheese Flavor Development
High Pressure and Color, Flavor
Advances in Cheese Processing
Expanding the Flavor of Cheese
Brevibacteria and Cheddar Cheese
Facilitate Umami Taste in Cheese
Extended Frozen Storage of Caprine Milk

Monitor Cheddar During Ripening
Fatty Acids
Fatty Acid Composition of Oils
Meat Flavor
Anka Rice, Nitrate and Roast Beef
Trehalose and Frozen Smoked Sausage
Additional Flavor Developments
Use Superheated Water for Flavors
Perceiving Flavor of Dietary Fats
Improving Butter, Milkfat Fractions
Antioxidants Improve Butteroil in Ice Cream
Make Lower-fat Chocolate Tastier
Optimize the Maillard Reaction
Compare Volatiles in Frankfurters
Encapsulate Flavors in Foam
Supercritical Technology and Cheese
Starch Granules Carry Flavor
Profiling Primary Flavors
Database Covers Aroma Compounds
Fat Replacers and Nonfat Ice Cream
Whey Protein Microencapsulating Agents
Potato Chips Fried in Sunflower Oil
Nonenzymatic Deamidation of Soy Protein
Evaluate Steviol Glycosides in Leaves of
Stevia rebaudiana
Presoaking Hurts Rice Flavor
Tagatose in Bakery Products
Complexation by Maize Starch
Search for Flavor Enhancers, Maskers

3. PATENTS

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