Whether social, cultural, or individual, the act of imagination always derives from a pre-existing context. For example, we can conjure an alien's scream from previously heard wildlife recordings or mentally rehearse a piece of music while waiting for a train. This process is no less true for the role of imagination in sonic events and artifacts. Many existing works on sonic imagination tend to discuss musical imagination through terms like compositional creativity or performance technique.

In this two-volume Handbook, contributors shift the focus of imagination away from the visual by addressing the topic of sonic imagination and expanding the field beyond musical compositional creativity and performance technique into other aural arenas where the imagination holds similar power. Topics covered include auditory imagery and the neurology of sonic imagination; aural hallucination and illusion; use of metaphor in the recording studio; the projection of acoustic imagination in architectural design; and the design of sound artifacts for cinema and computer games.

Sensory Analysis for the Development of Meat Products: Methodological Aspects and Practical Applications highlights the application of sensory analysis in the development of meat products. It presents the background and historical aspects of sensory evaluation on the characterization and development of meat products. Divided into two sections, the book discusses fundamental concepts, methodological approaches, statistical analysis, innovative methods, and presents case studies using these approaches. Chapter include definitions, applications, literature reviews, recent developments, methods and end of chapter glossaries. Researchers in sensory analysis and meat processing, as well as new product developers, will benefit from this comprehensive resource on the topics discussed. Discusses the use of sensory analysis as a tool for the development of meat products Explores characterization, quality, processing, new ingredients, shelf life, consumer studies, and the health aspects of meat products, with a special focus on sensory attributes Contains case studies that highlight sensory approaches and methods in the context of meat products

Instrumental measurements of the sensory quality of food and drink are of growing importance in both complementing data provided by sensory panels and in providing valuable data in situations in which the use of human subjects is not feasible. Instrumental assessment of food sensory quality reviews the range and use of instrumental methods for measuring sensory quality. After an introductory chapter, part one goes on to explore the principles and practice of the assessment and analysis of food appearance, flavour, texture and viscosity. Part two reviews advances in methods for instrumental assessment of food sensory quality and includes chapters on food colour measurement using computer vision, gas chromatography-olfactometry (GC-O), electronic noses and tongues for in vivo food flavour measurement, and non-destructive methods for food texture assessment. Further chapters highlight on-mouse measurement of food quality and emerging flavour analysis methods for food science and technology.
Authoritative and comprehensive, Series In Food Science Technology And Nutrition New Product Development And Consumer Research Woodhead Publishing provides a comprehensive review of rapid methods for sensory analysis that can be used as alternatives or complementary to conventional descriptive methods. Part one looks at the evolution of sensory perception capture methods. Part two focuses on rapid methods used to capture sensory perception, and part three covers their applications in new product development and consumer research. Finally, part four explores the applications of rapid methods in instrumental assessment of food sensory quality.

Non-Equilibrium States and Glass Transitions in Foods

This Special Issue on "Beverage Sensory Modification" presents a series of articles that feature the broad sense of sensory modification with regards to beverages, either by improving their flavor, taste, and mouthfeel properties, or through prevention of spoilage. The scope goes further than the usual technological measures that modulate sensory properties and includes psychological and cross-modal influences, where the sensory modification occurs in the subject’s brain rather than as a result of modified physical-chemical properties of objects.

The Oxford Handbook of Sound and Imagination

Consumer Science and Strategic Marketing: Case Studies in the Traditional Food Sector aims to close the gap between academic researchers and industry professionals through real world scenarios and field-based research. The book explores how consumer and sensory science has been implemented in the food industry for achieving the following strategic aims: rejuvenating product image, shaping new marketplaces, achieving market differentiation, achieving customer loyalty, promoting traditional features of the product and defining product positioning in competitive environment. There is an emerging demand from food industry professionals and undergraduate and postgraduate students who attend business and agricultural studies courses who want to gain practical skills through real cases and field-based research. This book aims to answer the following questions, amongst others: How research in the field of consumer science became relevant for marketing professionals?, Which tangible economic and financial outcomes have been obtained by the joint work of sensory scientists, researchers in marketing field and food business professionals?, and which communication methods and practices have been relevant to make the most of R&D in the food industry? Through case studies, successful examples and practices are provided, with newer inputs for further theoretical investigation given. Both current and future professionals in the food industry will gain insights that can be used in their business environment. Bridges the gap between scholars and practitioners in understanding consumers in the traditional food sector Allows students and professionals to make the most of R&D outcomes Advances consumer science research to address business problems in the food industry.

Early Nutrition and Long-Term Health

Sensory analysis is an important tool in new product development. There has recently been significant development in the methods used to capture sensory perception of a product. Rapid Sensory Profiling Techniques provides a comprehensive review of rapid methods for sensory analysis that can be used as alternatives or complementary to conventional descriptive methods. Part one looks at the evolution of sensory perception capture methods. Part two focuses on rapid methods used to capture sensory perception, and part three covers their applications in new product development and consumer research. Finally, part four explores the applications of rapid methods in testing specific populations.

Novel Techniques in Sensory Characterization and Consumer Profiling

Research methodology is as old as academia itself. Research methodology shifts in strategy as it crosses different disciplines and theories. This, too, is true with the shifting landscape of research opportunities and technologies available to global researchers. To achieve the most accurate and substantial research, it is important to be knowledgeable of emerging research methodologies. The Research Anthology on Innovative Research Methodologies and Utilization Across Multiple Disciplines discusses the most recent global research innovations made across multiple fields. This anthology further discusses how these research methodologies can be applied to a variety of specific fields. Covering topics such as creative thinking, qualitative research, and the research method landscape, this book is essential for students and faculty of higher education, scientists, researchers, sociologists, computer scientists, and academicians.

Mapping, Managing, and Crafting Sustainable Business Strategies for the Circular Economy

A Handbook for Sensory and Consumer Driven New Product Development explores traditional and well established sensory methods (difference, descriptive and affective) as well as taking a novel approach to product development and the use of new methods and recent innovations. This book investigates the use of these established and new sensory methods, particularly hedonic methods coupled with descriptive methods (traditional and rapid), through multivariate data analytical interfaces in the process of optimizing food and beverage products effectively in a strategically defined manner. The first part of the book covers the sensory methods which are used by sensory
Sensory Analysis for the Development of Meat Products

Methods for Consumer Research, Volume One: New Approaches to Classic Methods brings together world leading experts in global consumer research who provide a fully comprehensive state-of-the-art coverage of advances in the classical methods of consumer science. The book touches on the latest developments in qualitative techniques, including coverage of both focus groups and social media, while also focusing on liking, a fundamental principle of consumer science, consumer segmentation, and the influence of extrinsic product characteristics, such as packaging and presentation on consumer liking. In conjunction with the second volume, which covers alternative approaches and special applications, this book is an invaluable reference for academics working in the fields of in-sensory and consumer science, psychology, marketing and nutrition. And, with examples of the methodology being applied throughout, it serves as a practical guide to research and development managers in both food and non-food companies. Presents a fully comprehensive coverage of the latest developments in the classical methodologies of consumer research. Provides examples of successful application of the methodologies presented, includes focus groups and social media discussions. Encumbrates consumer segmentation, with a focus on psychographics and genetics.

Methods in Consumer Research, Volume 1

As the planet’s natural resources continue to be depleted, society’s environmental awareness has grown. Businesses especially are being coerced into incorporating more sustainable approaches to carrying out their activities. Organizations that develop sustainable business strategies that deliver enhanced value by radically reducing material inputs and engaging consumers on circular economy will be well-positioned for success. Mapping, Managing, and Crafting Sustainable Business Strategies for the Circular Economy is an essential reference source that discusses implementing sustainable business strategies as well as economic policies for the modern business era. Featuring research on topics such as global business, urban innovation, and cost management, this book is ideally designed for managers, operators, manufacturers, academics, practitioners, policymakers, researchers, business professionals, and students seeking coverage on utilizing natural resources in the most sustainable way.

Sensory and Instrumental Evaluation of Alcoholic Beverages

Food Science and Technology, Second Edition is a comprehensive text and reference book designed to cover all the essential elements of food science and technology, including all core aspects of major food science and technology degree programs being taught worldwide. The book is supported by the International Union of Food Science and Technology and comprises 21 chapters, carefully written in a user-friendly style by 30 eminent industry experts, teachers, and researchers from across the world. All authors are recognized experts in their respective fields, and together represent some of the world’s leading universities and international food science and technology organizations. All chapters in this second edition have been fully revised and updated to include all-new examples and pedagogical features (including discussion questions, seminar tasks, web links, and glossary terms). The book is designed with more color to help enhance the content on each page and includes more photos and illustrations to bring the topics to life. Coverage of all the core modules of food science and technology all the core modules internationally. Crucial information for professionals in the food industry worldwide. Chapters written by subject experts, all of whom are internationally respected in their fields. A must-have textbook for libraries in universities, food science and technology research institutes, and food companies globally. Additional interactive resources on the book’s companion website, including multiple choice questions, web links, further reading, and exercises.

Postharvest Handling

Innovative Food Processing Technologies: Extraction, Separation, Component Modification and Process Intensification focuses on advances in new and novel non-thermal technologies and product developers, including instrumental and new and innovative methods. The second section investigates the product development process and how the application of sensory analysis, instrumental methods and multivariate data analysis can improve new product development, including packaging optimization and shelf life. The final section defines the important sensory criteria and modalities of different food and beverage products including Dairy, Meat, Confectionary, Bakery, and Beverage (alcoholic and non-alcoholic), and presents case studies indicating how the methods described in the first two sections have been successfully and innovatively applied to these different foods and beverages. The book is intended to be of value to new product development researchers working in large corporations, SMEs (micro, small or medium-sized enterprises) as well as being accessible to the novice starting up their own business. The innovative technologies and methods described are less expensive than some more traditional practices and aim to be quick and effective in assisting products to market. Sensory testing is critical for new product development/optimization, ingredient substitution and devising appropriate packaging and shelf life as well as comparing foods or beverages to competitor’s products. Presents novel and effective sensory-based methods for new product development—two related fields that are often covered separately. Provides accessible, useful guidance to the new product developer working in a large multi-national food company as well as novices starting up a new business. Offers case studies that provide examples of how these methods have been applied to real product development by practitioners in a wide range of organizations. Investigates how the application of sensory analysis can improve new product development including packaging optimization.
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Rapid Sensory Profiling Techniques and Related Methods

Plant Breeding Reviews presents state-of-the-art reviews on plant genetics and the breeding of all types of crops by both traditional means and molecular methods. Many of the crops widely grown today stem from a very narrow genetic base; understanding and preserving crop genetic resources is vital to the security of food systems worldwide. The emphasis of the series is on methodology, a fundamental understanding of crop genetics, and applications to major crops.

Beverage Sensory Modification

Sensory characterization is one of the most powerful, sophisticated, and extensively applied tools in sensory science. Descriptive analysis with trained assessors has been traditionally used for sensory characterization. Due to the cost of time and money required for its application, several novel methodologies, which do not require training, have been recently developed and are gaining popularity as quick and reliable options for gathering sensory information. These methodologies enable the study of consumer correlations and the sensory characteristics of products. However, information on the use of technologies which allow food producers to modify and process food with minimal damage to the foodstuffs Presents a strong focus on the application of technologies in a variety of situations. Created by editors who have a background in both the industry and academia.

Research Anthology on Innovative Research Methodologies and Utilization Across Multiple Disciplines

The sensory properties of foods are the most important reason people eat the foods they eat. What those properties are and how we best measure those properties are critical to understanding food and eating behavior. Appearance, flavor, texture, and even the sounds of food can impart a desire to eat or cause us to dismiss the food as unappetizing, stale, or even inappropriate from a cultural standpoint. This Special Issue focuses on how sensory properties are measured, the specific sensory properties of various foods, and consumer behavior related to which properties might be most important in certain situations and how consumers use sensory attributes to make decisions about what they will eat. This Special Issue contains both research papers and review articles.

The Oxford Handbook of Sound and Imagination

A comprehensive review of the techniques and applications of descriptive analysis Sensory evaluation is a scientific discipline used to evoke, measure, analyse and interpret responses to products perceived through the senses of sight, smell, touch, taste, and hearing. It is used to reveal insights into the ways in which sensory properties drive consumer acceptance and behaviour, and to design products that best deliver what the consumer wants. Descriptive analysis is one of the most sophisticated, flexible and widely used tools in the field of sensory analysis. It enables objective description of the nature and magnitude of sensory characteristics for use in consumer-driven product design, manufacture and communication. Descriptive Analysis in Sensory Evaluation provides a comprehensive overview of a wide range of traditional and recently-developed descriptive techniques, including history, theory, practical considerations, statistical analysis, applications, case studies and future directions. This important reference, written by academic and industrial sensory scientist, traces the evolution of descriptive analysis, and addresses general considerations, including panel set-up, training, monitoring and performance, and the psychological factors relevant to assessment and statistical analysis. Descriptive Analysis in Sensory Evaluation is a valuable resource for sensory professionals working in academia and industry, including sensory scientists, practitioners, trainers and students, and industry-based researchers in quality assurance, research and development, and marketing.
Context: The Effects of Environment on Product Design and Evaluation addresses the environment, or context, in which we consume products and the impact of context on consumer satisfaction. The book explores what context is, how it influences design by specialists, and acceptance by consumers. Chapters discuss the basics of context, food and drink in context, testing a range of other products, and other contextual variables. Historically, research on context has been done in the laboratory and various natural locations, but rapid growth in other methods to study context, including evoked contexts, immersive contexts, virtual reality contexts, and more has widened research possibilities. Appealing to the professional, academic and commercial markets, this book will be of interest to those who conduct research in product development and product testing, to those who study what controls product usage, including eating from the health perspective, and to those who make decisions about product and space development. Explores information on how context works and how to assess its influence on product decisions. Discusses the basics of context, food and drink in context, and testing other products in context, including personal care products and home and workspace design. Identifies variables that contribute to the contextual experience.

A Handbook for Sensory and Consumer-Driven New Product Development

Advances in Food Traceability Techniques and Technologies: Improving Quality Throughout the Food Chain covers in detail a topic of great importance to both the food industry which is obliged to provide clear and accurate labeling of their products and the government and other organizations which are tasked with verification of claims of food quality and safety. The traceability of food products is becoming ever more important as globalization continues to increase the complexity of food chains. Coverage in the book includes the wide range of technologies and techniques which have been utilized in the tracing of food products. In addition, the ways in which an increase of food traceability will affect the quality of food is also covered throughout. The first part of the book introduces the concept of traceability in the food industry, highlighting advantages of a robust traceability and the difficulties involved in implementing them. The second part looks at the technologies used to trace products, and the third section reviews the legal requirements for food traceability in the EU, the US, and the rest of the world. The final section contains a number of case studies which evaluate how food traceability has been successfully implemented in various foods focusing on the quality of the food. Provides a wide ranging overview of all recent advances in food traceability techniques and technologies. Presents case studies covering when food traceability techniques have been applied to a range of food stuffs. Covers the legal aspects of food traceability in the EU, the USA, and around the world.

Descriptive Analysis in Sensory Evaluation

Integrating the Packaging and Product Experience in Food and Beverages: A Road-Map to Consumer Satisfaction focuses on the interrelationship between packaging and the product experience. In both industry and academia there has been a growing interest in investigating approaches that capture consumer responses to products that go beyond traditional sensory and liking measures. These approaches include assessing consumers' emotional responses, obtaining temporal measures of liking, as well as numerous published articles considering the effect of situation and context in the evaluation of food and beverage products. For fast-moving consumer goods (FMCG) products in particular, packaging can be considered as a contributor to consumer satisfaction. Recent cross-modal research illustrated consumers' dissatisfaction or delight with a product can be evoked when there is dissonance between the packaging and the product experience. The book includes an extensive overview of an adapted satisfaction scale that has been tailored for the food and beverage sector and which identifies varying satisfaction response modes such as contentment, pleasure, and delight with a product. This is an important development as it provides insights about products that can be used to market specific categories and brands of foods and beverages. The book demonstrates the value of this approach by bringing together case studies that consider the interrelationships between packaging design, shape, on-pack sensory messages, expectations, and consumer satisfaction with the product. Focuses on the inter-relationship between packaging and the product experience, specifically in the context of the food and beverage sector. Presents the expectancy disconfirmation model of satisfaction, which is well developed within the social sciences, to the food and beverage sector. Contains case studies demonstrating how these practices can be used in industry to better enhance customer's responses to products. Includes an extensive overview of an adapted satisfaction scale that has been tailored for the food and beverage sector and which identifies varying satisfaction response modes such as contentment, pleasure, and delight with a product.

Consumer and Sensory Evaluation Techniques

Sensory Evaluation of Sound provides a detailed review of the latest sensory evaluation techniques, specifically applied to the evaluation of sound and audio. This three-part book commences with an introduction to the fundamental role of sound and hearing, which is followed by an overview of sensory evaluation methods and associated univariate and multivariate statistical analysis techniques. The final part of the book provides several chapters with concrete real-world applications of sensory evaluation ranging from telecommunications, hearing aids, design and architectural sound, via the latest research in concert hall acoustics through to audio-visual interaction. Aimed at the engineer, researcher, university student or manager the book gives insight into the advanced methods for the sensory evaluation with many application examples. Introduces the fundamental of hearing and the value of sound. Provides a firm theoretical basis for advanced techniques in sensory evaluation of sound that are then illustrated with concrete examples from university research through to industrial product development. Includes chapters on sensory evaluation of sound.
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Novel Techniques in Sensory Characterization and Consumer Profiling

Coffee is one of the most popular drinks in the world but how does the production influence chemistry and quality? This book covers coffee production, quality and chemistry from the plant to the cup. Written by an international collection of contributors in the field who concentrate on coffee research, it is edited expertly to ensure quality of content, consistency and organization across the chapters. Aimed at advanced undergraduates, postgraduates and researchers and accompanied by a sister volume covering how health is influenced by the consumption of coffee, these titles provide an impactful and accessible guide to the current research in the field.

Context

Whether social, cultural, or individual, the act of imagination always derives from a pre-existing context. For example, we can conjure an alien's scream from previously heard wildlife recordings or mentally rehearse a piece of music while waiting for a train. This process is no less true for the role of imagination in sonic events and artifacts. Many existing works on sonic imagination tend to discuss musical imagination through terms like compositional creativity or performance technique. In this two-volume Handbook, contributors shift the focus of imagination away from the visual by addressing the topic of sonic imagination and expanding the field beyond musical compositional creativity and performance technique into other aural arenas where the imagination holds similar power. Topics covered include auditory imagery and the neurology of sonic imagination; aural hallucination and illusion; metaphor in the recording studio; the projection of acoustic imagination in architectural design; and the design of sound artifacts for cinema and computer games.

Analysis of Sensory Properties in Foods

Sensory characterization is one of the most powerful, sophisticated, and extensively applied tools in sensory science. Descriptive analysis with trained assessors has been traditionally used for sensory characterization. Due to the cost of time and money required for its application, several novel methodologies, which do not require training, have been recently developed and are gaining popularity as quick and reliable options for gathering sensory information. These methodologies enable the study of consumers' perceptions of the sensory characteristics of products. However, information on these techniques is scattered in scientific journal articles, which hinders their application and creates a need for a book to assemble the details of the latest advances. Novel Techniques in Sensory Characterization and Consumer Profiling provides a comprehensive overview of classical and novel methods for sensory characterization of food and nonfood products. The book presents the history behind descriptive analysis, describes the most common novel methodologies and detailed information for their implementation, and discusses examples of applications and case studies. It also includes an introduction to exploratory multivariate analysis, addressing the theory and application of some of the most useful multivariate statistical tools applied in the analysis of consumer profiling data sets. Most of the data analysis is implemented in the statistical free software R, making the book accessible to readers unfamiliar with complex statistical software. Chapters examine a range of techniques including the ideal profile method, just-about-right scales in consumer research, free choice profiling, flash profiling, and repertory grid methods. They cover emerging profiling methods, such as sorting, and projective mapping or Mapping®. Other techniques less frequently used for sensory profiling are also considered: the application of open-ended questions for sensory characterization, polarized sensory positioning, and the consumer-friendly check-all-that-apply questions. In addition, dynamic sensory characterization methods, useful for studying temporal aspects of in-mouth sensory perception, are described. The final chapter provides a critical comparison of the methodologies discussed, their advantages and disadvantages, and general recommendations for their application.

Time-Dependent Measures of Perception in Sensory Evaluation

Sensory characterization is one of the most powerful, sophisticated, and extensively applied tools in sensory science. Descriptive analysis with trained assessors has been traditionally used for sensory characterization. Due to the cost of time and money required for its application, several novel methodologies, which do not require training, have been recently developed and are gaining popularity as quick and reliable options for gathering sensory information. These methodologies enable the study of consumers' perceptions of the sensory characteristics of products. However, information on these techniques is scattered in scientific journal articles, which hinders their application and creates a need for a book to assemble the details of the latest advances. Novel Techniques in Sensory Characterization and Consumer Profiling provides a comprehensive overview of classical and novel methods for sensory characterization of food and nonfood products. The book presents the history behind descriptive analysis, describes the most common novel methodologies and detailed information for their implementation, and discusses examples of applications and case studies. It also includes an introduction to exploratory multivariate analysis, addressing the theory and application of some of the most useful multivariate statistical tools applied in the analysis of consumer profiling data sets. Most of the data analysis is implemented in the statistical free software R, making the book accessible to readers unfamiliar with complex statistical software. Chapters examine a range of techniques including the ideal profile method, just-about-right scales
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Sensory Evaluation Practices

Sensory Evaluation Practices examines the principles and practices of sensory evaluation. It describes methods and procedures for the analysis of results from sensory tests; explains the reasons for selecting a particular procedure or test method; and discusses the organization and operation of a testing program, the design of a test facility, and the interpretation of results. Comprised of three parts encompassing nine chapters, this volume begins with an overview of sensory evaluation: what it does; how, where, and for whom and its origin in physiology and psychology. It then discusses measurement, psychological errors in testing, statistics, test strategy, and experimental design. The reader is also introduced to the discrimination, descriptive, and affective methods of testing, along with the criteria used to select a specific method, procedures for data analysis, and the communication of actionable results. The book concludes by looking at problems where sensory evaluation is applicable, including correlation of instrumental and sensory data, measurement of perceived efficacy, storage testing, and product optimization. This book is a valuable resource for sensory professionals, product development and production specialists, research directors, technical managers, and professionals involved in marketing, marketing research, and advertising.

Innovative Food Processing Technologies

The nutrition of an individual during gestation and the first two years of life—the first 1,000 days—sets the stage for lifelong health. Nutrition quality and quantity in this period can influence the risk of developing diseases that constitute today’s epidemics. Early-life nutrition can program the body’s tissues, organ structure and function, and metabolic and immunologic responses. These factors impact growth, development and cognition, and the risk of cardiovascular diseases, allergies and obesity. The first part of Early Nutrition and Long-Term Health examines the mechanisms by which early nutrition affects the risk of developing these conditions. The second part of this book reviews specific non-communicable diseases (NCDs) associated with early nutrition. The third part discusses the effects of nutritional programming from fetal life to toddlerhood. Prevention of over- or undernutrition in early life, rather than dietary, behavioral or therapeutic interventions in later life, is likely to have a greater return on society’s investment in coping with the modern epidemic of NCDs. Examines the relation between early life nutrition and long-term health Covers the mechanistic aspects of nutritional programming and its impact on risk of chronic non-communicable diseases Reviews associations between infant and child diet and its effect on growth, development, cognition and later occurrence of cardiovascular diseases, allergies, metabolic conditions and obesity

Handbook of Dairy Foods Analysis

16.3 Relative Merits of Time-Dependent Measures of Perception -- 16.4 Complementary use of Time-Dependent and Single-point Measures of Perception -- 16.5 Current Developments in Time-Dependent Measures of Perception -- 16.6 The Future -- 16.7 Conclusion -- References -- Index -- End User License Agreement

Emotion Measurement

The pillars of good consumer and sensory studies -- Sensory profile of a product : mapping internal sensory properties -- The foundations of consumer evaluation -- Study plans and strategy : sustainable short, mid and long-term vision -- Real-life anticipation with market factors : concept, price, brand, market channel -- Internal studies versus sub-contracting

Instrumental Assessment of Food Sensory Quality

Sensory and Instrumental Evaluation of Alcoholic Beverages introduces the value of sensory analysis to the alcoholic beverage industry through the detailed lens of sensory analysis techniques. From traditional methods, to the most modern rapid methods, this book presents comprehensive insights and applications. Analytical methods for identifying and assessing the flavor compounds present in the beverages are included that address both volatile and non-volatile techniques, along with rapid methods of assessment. Case studies highlight the testing of different types of alcoholic beverages running the entire gamut of methods and the appropriate subset of methods. Also included is information of data analyses with the appropriate R-codes to allow practitioners to use the book as a handbook to analyze their own data. Uniquely focused on alcoholic beverages and their assessment Includes real-world information for practical application Presents a full range of methodologies, providing key comparative insights
Emotion Measurement, Second Edition highlights key elements of emotions that should be considered in the measurement of emotions in both academic and commercial environments. The second edition begins with an updated review of basic studies of emotion, including the theory, physiology, and psychology of emotions, as these are the foundational studies which food scientists as well as product developers and marketing professionals need to be aware of. The second section highlights methods for studying emotions, and reviews the different approaches to emotion measurement: questionnaire self-report, behavioral, and physiological. This section explores the merits of intrinsic versus extrinsic measures of emotion. Some new measurement approaches have emerged since the first edition of this book. The book then presents practical applications, with chapters on emotion research in food and beverage, as well as in a range of products and clinical settings. The experience in testing product emotions has increased since the first edition when product emotion research was newer. Finally, Emotion Measurement, Second Edition provides coverage of cross-cultural research on emotions. This is critical because much of the newer commercial research is aimed at markets around the world, requiring methods that work in many cultures. And the universality of emotions has been a topic of research for decades. Taking both an academic and applied approach, Emotion Measurement, Second Edition will be an invaluable reference for those conducting basic academic research on emotions and for sensory and consumer scientists, and the product developers and marketing professionals they work alongside. Reviews both the academic and the applied strands of emotion measurement research. Focuses on cross-cultural studies of emotions, which is currently lacking from most of the literature in the field. Highlights methods for studying emotions in both basic and applied studies.

Coffee

The second edition of The Stability and Shelf-life of Food is a fully revised and thoroughly updated edition of this highly-successful book. This new edition covers methods for shelf-life and stability evaluation, including the evaluation of sensory and microbial spoilage, as well as the application of instrumental methods for testing food spoilage. The first part of the book focuses on deteriorative processes and factors influencing shelf-life, covering aspects such as chemical deterioration, physical instability and microbiological spoilage. The effects of process and packaging on the stability and shelf-life of products are also covered in this part. Part Two reviews the methods for shelf-life and stability evaluation. These include sensory evaluation methods and instrumental methods to determine food quality deterioration. The final section of the book covers stability of important ingredient categories, from oils and fats, to beverages such as beer, wine, coffee and fruit juices, in addition to bakery products and meats. With updated chapters reflecting advances made in the field and with the addition of new chapters covering the stability and shelf-life of a variety of products, this new edition will provide the latest research for both academics working in the field of food quality as well as providing essential information for food scientists working in industry. Thoroughly revised and updated edition of a very popular and well regarded book, includes dedicated chapters covering the shelf-life and stability of specific products making this book ideal for those working in industry. Presents a wide coverage of the processes and factors influencing shelf-life, the evaluation of stability and shelf-life and the stability and shelf-life of particular products makes this book valuable for both academics and those working in industry.

Plant Breeding Reviews

Salt, Fat and Sugar Reduction: Sensory Approaches for Nutritional Reformulation of Foods and Beverages explores salt, sugar, fat and the current scientific findings that link them to diseases. The book discusses the value of sensory techniques that can be used for developing consumer acceptable reduced-ingredient products and the design of reformulation products. It also discusses, as a result of other aspects of shelf life and physicochemical analysis, consumer awareness of the negative nutritional impact of these ingredients, and taxes and other factors that are drivers for nutritional optimization. This book is ideal for undergraduate and postgraduate students and academics, food scientists, food and nutrition researchers, and those in the food and beverage industries. Provides a clear outline of current legislation on global ingredient taxes. Demonstrates effective protocols, sensory, multivariate and physico-chemical for salt, fat and sugar reduction. Outlines reduction protocols, with and without the use of replacer ingredients for salt, fat and sugar reduction. Illustrates the full process chain, consumer to packaging, and the effects of reformulation by reduction of ingredients.

Advances in Food Traceability Techniques and Technologies

Non-equilibrium States and Glass Transitions in Food: Processing Effects and Product Specific Implications presents the tactics needed to understand and control non-equilibrium states and glass transitions in food, an essential element in maintaining the shelf-life and quality of foods. After brief introductory chapters introduce the science behind non-equilibrium states and glass transitions in foods, the book details how glass transition temperature is affected by composition and the ways it influences processability and physico-chemical changes during the storage of foods, also exploring how these effects can be controlled. The second section looks at individual foods, highlighting the implications of non-equilibrium states and glass transitions within these foods. Maintaining and improving the quality of food is of utmost importance to food companies who have to ensure that the shelf life of their products is as long as possible. A large amount of research has been performed into glass transitions in food over the last few years, however there has not been a comprehensive review. This book fills that gap. Provides the only book on the market that covers non-equilibrium states and glass transitions in food from a practical standpoint. Presents food industry professionals in the area of food quality with essential information on the effects of glass transitions and non-equilibrium states on the shelf life of specific products. Edited by global leaders in glass transition.
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Sensory Evaluation of Sound

Individual Differences in Sensory and Consumer Science: Experimentation, Analysis and Interpretation presents easily readable, state-of-the-art coverage on how to plan and execute experiments that give rise to individual differences, also providing the framework for successful analysis and interpretation of results. The book highlights different methodologies that can be applied and how to select the correct methodology based on the type of study you are performing, be it product research and development, quality control or consumer acceptance studies. Written by an experienced team of statisticians and sensory and consumer scientists, the book provides both academics and industry professionals with the first complete overview of a topic of ever-increasing importance, identifies how to plan and execute experiments in sensory and consumer science. Analyzes and interprets individual variances in sensory and consumer research. Differentiates best practices for examining product development, quality control and consumer acceptance.

Advances in Food Rheology and Its Applications

Dairy foods account for a large portion of the Western diet, but due to the potential diversity of their sources, this food group often poses a challenge for food scientists and their research efforts. Bringing together the foremost minds in dairy research, Handbook of Dairy Foods Analysis, Second Edition, compiles the top daily analysis techniques and methodologies from around the world into one well-organized volume. Exceptionally comprehensive in both its detailing of methods and the range of dairy products covered, this handbook includes tools for analyzing chemical and biochemical compounds and also bioactive peptides, probiotics and probiotics. It describes noninvasive chemical and physical sensors and starter cultures used in quality control. This second edition includes four brand-new chapters covering the analytical techniques and methodologies for determining bioactive peptides, preservatives, activity of endogenous enzymes, and sensory perception of dairy foods, and all other chapters have been adapted to recent research. All other chapters have been thoroughly updated. Key Features: Explains analytical tools available for the analysis of the chemistry and biochemistry of dairy foods. Covers a variety of dairy foods including milk, cheese, butter, yogurt, and ice cream. Analysis of nutritional quality includes prebiotics, probiotics, essential amino acids, bioactive peptides, and healthy vegetable-origin compounds. Includes a series of chapters on analyzing sensory qualities, including color, texture, and flavor. Covering the gamut of dairy analysis techniques, this book discusses current methods for the analysis of chemical and nutritional compounds, and the detection of microorganisms, allergens, contaminants, and/or other adulterants, including those of environmental origin or introduced during processing. Other methodologies used to evaluate color, texture, and flavor are also discussed. Written by an international panel of distinguished contributors under the editorial guidance of renowned authorities, Fidel Toldrá and Leo M.L. Hollet, this handbook is one of the few references that is completely devoted to dairy food analysis – an extremely valuable reference for those in the dairy research, processing, and manufacturing industries.

Sensory Evaluation Practices

This newly revised fourth edition of Postharvest Handling brings new and updated chapters with new knowledge and applications from postharvest research. The revised edition brings back the aspects of preharvest conditions and their effects on postharvest quality and features new chapters on the increasingly important role of transportation and logistics. It emphasizes consumer concerns and systems thinking for postharvest chains for fresh produce. This book also explores current challenges—including oversupply, waste, food safety, lack of resources, sustainability—and best practices for systems to thrive in spite of these challenges. This unique resource provides an overview of postharvest systems and their role in food value chains and offers essential tools to monitor and control the handling process. Written by a team of experts in Postharvest Systems and Handling, this book continues to be the most practical and up-to-date resource for postharvest physiologists and technologists across the disciplines of agricultural economics, agricultural engineering, food science, and horticulture along with businesses handling fresh or minimally processed products. Features new chapters on packaging, transportation and logistics, and postharvest in the context of systems approach. Brings aspects of preharvest conditions and their effects on postharvest quality. Provides an overview of the postharvest system and its role in the food value chain, offering essential tools to monitor and control the handling process.

Novel Techniques in Sensory Characterization and Consumer Profiling

Cereal Grains: Assessing and Managing Quality, Second Edition, provides a timely update to this key reference work. Thoroughly revised from the first edition, this volume examines the latest research and advances in the field. New chapters have been added on alternative grains, including ancient grains and pseudocereals, biosecurity, and industrial processing of grains, amongst others. Quality and food safety are important throughout the value-addition chain, from breeding, production, harvest, storage, transport, processing, and marketing. At all stages, analysis is needed so that quality management can proceed intelligently. These considerations are examined for each of the major cereal species, including wheat (common and durum), rye and triticale, barley and oats, rice, maize (corn), pseudocereal species, sorghum, and the millets. Divided into five sections, the book analyses these for the range of cereal species before a final section summarizes key findings. Documents the latest research in cereal grains, from their nutraceutical and antioxidant traits, to novel detection methods. Provides a complete and thorough update to the first.
Rapid Sensory Profiling Techniques

Sensory Evaluation Practices, Fifth Edition, presents the latest developments and methods of sensory evaluation, including those on the front end of innovation, consumer acceptance/preference, multivariate statistical analysis, discrimination testing, descriptive analysis, sensory claims substantiation for advertising, and information management. Additionally, related social psychological methods, such as laddering, design thinking, emotional profiling, and applications of qualitative and consumer co-creation and immersive techniques are explored. This book will be an ideal reference for sensory professionals, technical managers, product specialists and research directors in the food, beverage, cosmetics, and other consumer products industries of all sizes. Emphasizes the importance of scientific sensory methodology used to measure and understand consumer perception illustrates the importance of planning, managing and communicating product sensory information in a way that is actionable to developers, marketers and legal counsel Presents how sensory science is becoming more influential at the front end of innovation Discusses measurement, the design of experiments, and how to understand key sensory drivers that most influence consumers Explores the global nature of products and how companies can benefit by having fundamental training programs in sensory and consumer science Contains demonstrated methods for test selection, application and measurement, and testing with the right consumer, including more typical usage environments Includes worked examples for interpreting and displaying results Features a new chapter on how to get your research published

Food Science and Technology

Advances in Food Rheology and Its Applications presents the latest advances in the measurement and application of food rheology, one of the most important tools for food companies when characterizing ingredients and final products, and a predictor of product performance and consumer acceptance. Split into two main focuses, the book gives in-depth analysis of the general advances in the field, with coverage of the relationship between food microstructure and rheology, the use of tribology in the study of oral processing, the use of large amplitude oscillatory shear (LAOS) measurement and Fourier-transform rheology in food, and the influence of fibers and particle size distribution on food rheology, as well as many other advances. Written by a leading international team of authors, the book provides an in-depth and state-of-the-art coverage of this essential topic on the consumer acceptance of food. Brings together top researchers in the field of rheology, providing in-depth and state-of-the-art coverage on an area of study essential for managing the quality of foods and gaining consumer acceptance Presents in-depth coverage of advances in rheology, many of which have never been featured before, including tribology, large amplitude oscillatory shear measurement, and the influence of fibers and particle size distribution on food rheology Contains information that is highly relevant to the industrialist who wants to improve the rheological properties of the foods with which they are working

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