

Concept Research in Food Product Design and Development

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Concept Research In Food Product Design And Development

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Herzog, M. Michele Foley**



Concept Research In Food Product Design And Development:

Concept Research in Food Product Design and Development Howard R. Moskowitz, Sebastiano Porretta, Matthias Silcher, 2008-02-28 Concepts are critical for the development and marketing of products and services They constitute the blueprint for these products and services albeit at the level of consumers rather than at the technical level A good product concept can help make the product a success by guiding developers and advertising in the right direction Yet there is a dearth of both practical and scientific information about how to create and evaluate concepts There has been little or no focus on establishing knowledge bases for concepts Concept development is too often relegated to the so called fuzzy front end Concept Research in Food Product Design and Development remedies this inattention to product concepts by providing a unique treatment of concepts for the business professional as well as for research scientists The book begins with simple principles of concepts moves forward to methods for testing concepts and then on to more substantive areas such as establishing validity testing internationally and with children creating databases and selling in new methods for concept testing The book combines a how to business book with a detailed treatment of the different facets of concept research As such the book represents a unique contribution to business applications in food and consumer research methods The book is positioned specifically for foods to maintain a focus on a coherent set of topics Concept Research in Food Product Design and Development appeals to a wide variety of audiences R D marketing sensory analysts and universities alike Corporate R D professionals will learn how to create strong concepts Marketers will recognize how concepts are at the heart of their business Sensory analysts will find the book a natural extension of their interest in product features University students will understand how concept research is a critical part of the consumer connection Concept Research in Food Product Design and Development is the definitive innovative text in describing how to create analyze and capitalize upon new product concepts

Sensory and Consumer Research in Food Product Design and Development Howard R. Moskowitz, Jacqueline H. Beckley, Anna V. A. Resurreccion, 2009-03-03 The food and beverage industries today face an intensely competitive business environment To the degree that the product developer and marketer as well as general business manager can more fully understand the consumer and target development and marketing efforts their business will be more successful Sensory and Consumer Research in Food Product Design and Development is the first book to present from the business viewpoint the critical issues faced by sensory analysts product developers and market researchers in the food and beverage arena The book's unique perspective stems from the author team of Moskowitz Beckley and Resurreccion three leading practitioners in the field who each combines an academic and business acumen The beginning reader will be introduced to systematic experimentation at the very early stages to newly emerging methods for data acquisition knowledge development and to points of view employed by successful food and beverage companies The advanced reader will find new ideas backed up by illustrative case histories to provide yet another perspective on commonly encountered problems and their practical solutions

Aimed toward all aspects of the food and beverage industry Sensory and Consumer Research in Food Product Design and Development is especially important for those professionals involved in the early stages of product development where business opportunity is often the greatest Accelerating New Food Product Design and Development Jacqueline H. Beckley, Leslie J. Herzog, M. Michele Foley, 2017-07-26 Written primarily for directors and managers of food design and development food scientists technologists and product developers this book explains all the necessary information in order to help meet the increasing demands for innovation in an industry that is providing fewer resources This updated edition by a group of seasoned food industry business professionals and academics provides a real world perspective of what is occurring in the food industry right now offers strategic frameworks for problem solving and R D strategies and presents methods needed to accelerate and optimize new product development Accelerating New Food Product Design and Development Second Edition features five brand new chapters covering all the changes that have occurred within the last decade A Flavor Supplier Perspective An Ingredient Supplier Perspective Applying Processes that Accelerate New Product Development Looking at How the University Prepares Someone for a Career in Food and Innovative Packaging and Its Impact on Accelerated Product Development Offers new perspectives on what really goes on during the development process Includes updated chapters fully describing the changes that have occurred in the food industry both from a developer s point of view as well as the consumer requirements Features a completely rewritten chapter covering the importance of packaging which is enhanced through 3D printing All of this against the impact on speed to market Filled with unique viewpoints of the business from those who really know and a plethora of new information Accelerating New Food Product Design and Development Second Edition will be of great interest to all professionals engaged in new food product design and development

Food Product Development: From Concept to the Marketplace I. Sam Saguy, Ernst Graf, 1990-10-31 Food Product Development presents in depth how to guidance to successful food product development Drawing on the practical experience of 19 industry experts the book presents a broad overview of practical aspects of industrial food R D today In addition it details how to control the many facets of food product development and successfully integrate the work of professionals from many diverse areas

Food Carotenoids Delia B. Rodriguez-Amaya, 2015-09-01 Carotenoids were first studied as natural pigments then as precursors of vitamin A and then as bioactive compounds against chronic diseases These compounds have been and continue to be the subject of intense research worldwide now with an expanded scope Food Carotenoids Chemistry Biology and Technology gathers all the important information about these major compounds which impact both food quality and human health It integrates in one volume various aspects of food carotenoids such as Structures and physicochemical properties Biosynthetic pathways and metabolism Analysis and composition of foods Stability and reactions during processing Commercial production as food colorants and precursors of aroma compounds Bioavailability and health benefits Having worked with carotenoids in various aspects for 44 years Delia Rodriguez Amaya is uniquely

placed to pass on her wealth of knowledge in this field This book will serve as solid background information for professionals in Food Science Food Technology Nutrition Agriculture Biology Chemistry and Medical Sciences whether in the academe industry governmental and non governmental agencies **The Food Industry Innovation School** Helmut

Traitler,2015-04-13 Innovation and new product development are increasingly perceived as drivers of profits in the food industry Companies are dedicating a large amount of resources to these areas and it is crucial that individuals understand how to be part of this new strategy Food Industry Innovation School focuses on key skills needed to drive new ideas from initial concepts through to successful products on the shelf The author argues that any individual can learn how to lead innovation within complex organizations utilizing companies commercial and financialresources The book focuses on the impact of single individuals on company successes Case studies from the marketplace provide valuable examples of accomplishments and failures Product development involves a plethora of activities such as R D innovation engineering packaging and design manufacturing logistics and supply chain management as well as marketing sales and finance and the book addresses all these crucial functions undertaken by food companies and manufacturers of other packaged consumer goods The learning principles and examples based on theauthor s personal experience are valid in many fast movingconsumer goods organizations and so the principles best practices and solutions offered in the 12 chapters are relevant to a wide audience in the food industry and beyond including those working in household products retail the automotive industry computers and IT furniture and even media and publishing Read more <http://www.innovationschool.co>

Handbook of Paper and Paperboard Packaging Technology Mark J. Kirwan,2012-11-07 The definitive industry reference on the paper and paperboard packaging sector Now in a fully revised and updated second edition this book discusses all the main types of packaging based on paper and paperboard It considers the raw materials the manufacture of paper and paperboard and the basic properties and features on which packaging made from these materials depends for its appearance and performance The manufacture of twelve types of paper and paperboard based packaging is described together with their end use applications and the packaging machinery involved The importance of pack design is stressed as well as how these materials offer packaging designers opportunities for imaginative and innovative design solutions Environmental factors including resource sustainability societal and waste management issues are addressed in a dedicated chapter The book is directed at readers based in companies which manufacture packaging grades of paper and paperboard companies involved in the design printing and production of packaging and companies which manufacture inks coatings adhesives and packaging machinery It will be essential reading for students of packaging technology and technologists working in food manufacturing who are users of paper and paperboard packaging products Praise for the First Edition This book is a valuable addition to the library of any forward looking company by providing in depth coverage of all aspects of packaging which involve the most ecologically acceptable material namely paper and paperboard International Journal of

Dairy Technology a welcome contribution to a field where coverage was previously limited to subject specific books or to single chapters in textbooks on broader aspects of packaging technology Packaging Technology and Science *Handbook of Mineral Elements in Food* Miguel de la Guardia, Salvador Garrigues, 2015-05-06 Mineral elements are found in foods and drink of all different types from drinking water through to mothers milk The search for mineral elements has shown that many trace and ultratrace level elements presented in food are required for a healthy life By identifying and analysing these elements it is possible to evaluate them for their specific health giving properties and conversely to isolate their less desirable properties with a view to reducing or removing them altogether from some foods The analysis of mineral elements requires a number of different techniques some methods may be suitable for one food type yet completely unsuited to another The Handbook of Mineral Elements in Food is the first book to bring together the analytical techniques the regulatory and legislative framework and the widest possible range of food types into one comprehensive handbook for food scientists and technologists Much of the book is based on the authors own data most of which is previously unpublished making the Handbook of Mineral Elements in Food a vital and up to the minute reference for food scientists in industry and academia alike Analytical chemists nutritionists and food policy makers will also find it an invaluable resource Showcasing contributions from international researchers and constituting a major resource for our future understanding of the topic the Handbook of Mineral Elements in Food is an essential reference and should be found wherever food science and technology are researched and taught

Applied Food Protein Chemistry Zeynep Ustunol, 2014-12-31 Food proteins are of great interest not only because of their nutritional importance and their functionality in foods but also for their detrimental effects Although proteins from milk meats including fish and poultry eggs cereals legumes and oilseeds have been the traditional sources of protein in the human diet potentially any proteins from a biological source could serve as a food protein The primary role of protein in the diet is to provide the building materials for the synthesis of muscle and other tissues and they play a critical role in many biological processes They are also responsible for food texture color and flavor Today food proteins are extracted modified and incorporated into processed foods to impart specific functional properties They can also have adverse effects in the diet proteins such as walnuts pecans almonds and cashews soybean wheat milk egg crustacean and fish proteins can be powerful allergens for some people Applied Food Protein Chemistry is an applied reference which reviews the properties of food proteins and provides in depth information on important plant and animal proteins consumed around the world The book is grouped into three sections 1 overview of food proteins 2 plant proteins and 3 animal proteins Each chapter discusses world production distribution utilization physicochemical properties and the functional properties of each protein as well as its food applications The authors for each of the chapters are carefully selected experts in the field This book will be a valuable reference tool for those who work on food proteins It will also be an important text on applied food protein chemistry for upper level students and graduate students of food science programs

Emulsifiers in Food

Technology Viggo Norn, 2015-01-20 EMULSIFIERS IN FOOD TECHNOLOGY Emulsifiers are essential components of many industrial food recipes They have the ability to act at the interface between two phases and so can stabilize the desired mix of oil and water in a mayonnaise ice cream or salad dressing They can also stabilize gas liquid mixtures in foams More than that they are increasingly employed in textural and organoleptic modification in shelf life enhancement and as complexing or stabilizing agents for other components such as starch or protein Applications include modifying the rheology of chocolate the strengthening of dough crumb softening and the retardation of staling in bread Emulsifiers in Food Technology second edition introduces emulsifiers to those previously unfamiliar with their functions and provides a state of the art account of their chemistry manufacture application and legal status for more experienced food technologists Each chapter considers one of the main chemical groups of food emulsifiers Within each group the structures of the emulsifiers are considered together with their modes of action This is followed by a discussion of their production extraction and physical characteristics together with practical examples of their application Appendices cross reference emulsifier types with applications and give E numbers international names synonyms and references to analytical standards and methods Praise for the first edition of Emulsifiers in Food Technology Very informative provides valuable information to people involved in this field International Journal of Food Science Technology A good introduction to the potential of emulsifiers in food technology a useful reference source for scientists technologists and ingredients suppliers Chemistry World A useful guide to the complicated array of emulsifiers presently available and their main functionalities and applications International Dairy Journal

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