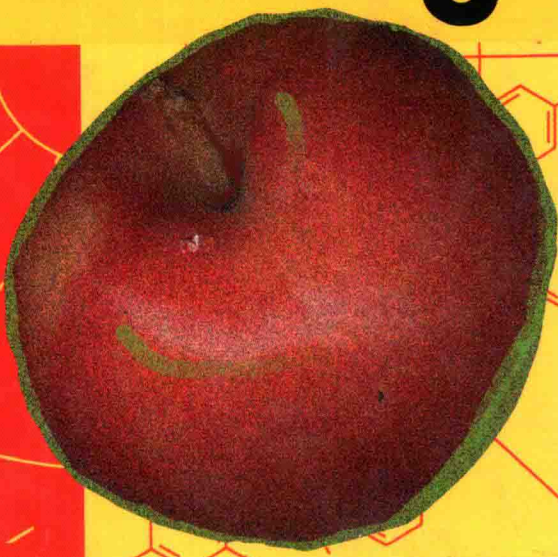




FOOD

Flavorings



Philip R. Ashurst

Third Edition



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Third Edition

Edited by

Philip R. Ashurst

Dr. P.R. Ashurst & Associates
Kingstone, Hereford, United Kingdom



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Preface

It is almost a decade since the first edition of this volume was produced and nearly 5 years from the second. Despite the many organizational changes that have taken place in both the flavor and publishing businesses, it is again gratifying to find that the demand for a third edition remains.

This is in no small part due to the fact that the flavor industry continues to flourish despite the takeovers and amalgamations that increase the size of the major manufacturers. These activities tend inevitably to create a fallout of skilled personnel, a proportion of whom restart in a small way and start the cycle all over again.

The industry generally becomes more oriented to high technology operations, although these generally impact more on the control of manufacture, sales and finance than on the actual creation of flavors themselves. The heart of a good flavor remains the simple blending of high-quality ingredients to produce a creation that is, to its user, more than the sum of its parts.

The industry continues to supply traditional demands for flavors in the food industry—soft drinks, baking and confectionery—and at the same time to meet the new challenges of ready-prepared meals and other new developments in products and processing.

For the first time, however, this third edition acknowledges the important contribution made by flavors to areas other than food. Flavors play a vital part in the formulation, acceptability and, therefore, efficacy of most oral medicines—both over-the-counter (OTC) and ethical preparations. A chapter on the use of flavors in pharmaceutical applications deals with this subject.

Similarly, a chapter reflects the major use of flavors in tobacco products. Whatever the level of social acceptability of smoking, the subject is of great significance with the flavor industry.

Other new chapters deal with the important topics of flavor modifiers and the whole realm of flavor quality control. Of the remaining contributions, some are unchanged and others updated and amended.

Overall, it is hoped that readers will again find this to be a useful work. Its contributors are widely experienced and I am extremely grateful to them for taking time from busy schedules to prepare and edit manuscripts.

Any errors and omissions are those of the editor and I accept responsibility for them. I hope, however, they will not detract too much from the important contribution this book has made and will continue to make to those seeking knowledge of the flavor industry.

I would, finally, like to acknowledge the help of my colleague, Sue Bate, for her invaluable help and support in preparing this volume.

Philip R. Ashurst

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