

Concept Research in Food Product Design and Development

Howard R. Moskowitz
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Matthias Silcher



Blackwell
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Concept Research In Food Product Design And Development

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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

Packaging Research in Food Product Design and Development Howard R. Moskowitz, Michele Reisner, John Benedict Lawlor, Rosires Deliza, 2009-08-07 Packaging Research in Food Product Design and Development is the first book to comprehensively address the issues of graphics design and visual concepts from a systematic scientific viewpoint yet with business applications in mind Positioned specifically for foods and beverages Packaging Research in Food Product Design and Development uniquely combines consumer liking segmentation and how to business methodology with a detailed treatment of the different facets of concept research

Sensory and Consumer Research in Food Product Design and Development Howard R. Moskowitz, Jacqueline H. Beckley, Anna V. A. Resurreccion, 2012-01-24 During the past thirty years companies have recognized the consumer as the key driver for business and product success This recognition has in turn generated its own drivers sensory analysis and marketing research leading first to a culture promoting the expert and then evolving into the systematic acquisition of consumer relevant information to build businesses 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 business leaders from both the research development and business development perspective This popular volume now in an updated and expanded second edition presents a unique perspective afforded by the author team of Moskowitz Beckley and Resurreccion three leading practitioners in the field who each possess both academic and business acumen Newcomers to the field 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 another perspective on commonly encountered problems and their practical solutions This book is aimed at professionals in all sectors of the food and beverage industry Sensory and Consumer Research in Food Product Design and Development is especially important for those business and research professionals involved in the early stages of product development where business opportunity is often the greatest

Sensory and Consumer Research in Food Product Design and Development Howard R. Moskowitz, Jacqueline H. Beckley, Anna V. A. Resurreccion, 2012-04-03 During the past thirty years companies have recognized the consumer as the key driver for business and product success This recognition has in turn generated its own drivers sensory analysis and marketing research leading first to a culture promoting the expert and then evolving into the systematic acquisition of consumer relevant information to build businesses 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 business leaders from both the research development and business development perspective This popular volume now in an updated and expanded second edition presents a unique perspective afforded by the author team of Moskowitz Beckley and Resurreccion three leading practitioners in the field who each possess both academic and business acumen Newcomers to the field 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 another perspective on commonly encountered problems and their practical solutions This book is aimed at professionals in all sectors of the food and beverage industry Sensory and Consumer Research in Food Product Design and Development is especially important for those business and research professionals involved in the early stages of product development where business opportunity is often the greatest

Functional Food Product Development Jim Smith, Edward Charter, 2010-06-28 According to an August 2009 report from PricewaterhouseCoopers the United States market for functional foods in 2007 was US 27 billion Forecasts of growth range from between 8 5% and 20% per year or about four times that of the food industry in general Global demand by 2013 is expected to be about 100 billion With this demand for new products comes a demand for product development and supporting literature for that purpose There is a wealth of research and development in this area and great scope for commercialization and this book provides a much needed review of important opportunities for new products written by

authors with in depth knowledge of as yet unfulfilled health related needs This book addresses functional food product development from a number of perspectives the process itself health research that may provide opportunities idea creation regulation and processes and ingredients It also features case studies that illustrate real product development and commercialization histories Written for food scientists and technologists this book presents practical information for use in functional food product development It is an essential resource for practitioners in functional food companies and food technology centres and is also of interest to researchers and students of food science Key features A comprehensive review of the latest opportunities in this commercially important sector of the food industry Includes chapters highlighting functional food opportunities for specific health issues such as obesity immunity brain health heart disease and the development of children New technologies of relevance to functional foods are also addressed such as emulsion delivery systems and nanoencapsulation Includes chapters on product design and the use of functional ingredients such as antioxidants probiotics and prebiotics as well as functional ingredients from plant and dairy sources Specific examples of taking products to market are provided in the form of case studies e g microalgae functional ingredients Part of the Functional Food Science and Technology book series Series Editor Fereidoon Shahidi

Nanotechnology Research Methods for Food and Bioproducts Graciela Wild Padua, PhD, Qin Wang, PhD, 2012-06-13 Food nanotechnology is an expanding field This expansion is based on the advent of new technologies for nanostructure characterization visualization and construction Nanotechnology Research Methods for Food and Bioproducts introduces the reader to a selection of the most widely used techniques in food and bioproducts nanotechnology This book focuses on state of the art equipment and contains a description of the essential tool kit of a nanotechnologist Targeted at researchers and product development teams this book serves as a quick reference and a guide in the selection of nanotechnology experimental research tools *Open Innovation in the Food and Beverage Industry* Marian Garcia Martinez, 2013-01-22 Food and beverage companies are increasingly choosing to enhance internal idea development by pursuing an open innovation approach allowing the additional exploitation of external ideas and paths to market Drawing on a range of important case studies Open innovation in the food and beverage industry investigates the challenges and opportunities afforded by the incorporation of open innovation into the food industry Part one provides a comprehensive overview of the changing nature of innovation in the food and drink industry acknowledging trends and considering the implications and impact of open innovation Part two then reviews the role of partners and networks in open innovation with collaboration co creation of value with consumers the effectiveness of cluster organizations and the importance of network knowledge all discussed before part three goes on to explore the establishment and varied management aspects of open innovation partnerships and networks Finally open innovation tools processes and managerial frameworks are the focus of part four with discussion of the development application and psychology of a range of initiatives With its distinguished editor and international team of expert contributors Open

innovation in the food and beverage industry is a unique guide to the implementation and management of open innovation for all food industry professionals involved in management research and product development as well as academics with an interest in open innovation across all industries Investigates the challenges and opportunities afforded by the incorporation of open innovation into the food industry Provides a comprehensive overview of the changing nature of innovation in the food and drink industry and reviews the role of partners and networks in open innovation Explores the establishment and varied management aspects of open innovation partnerships and networks and discusses the development application and psychology of a range of initiatives

Postharvest Handling Wojciech J. Florkowski, Nigel H. Banks, Robert L. Shewfelt, Stanley E. Prussia, 2014-04-09 Postharvest Handling Third Edition takes a global perspective in offering a system of measuring monitoring and managing produce processing to improve food quality minimize food waste reduce risks and uncertainties and maximize time and resources This unique resource provides an overview of the postharvest system and its role in the food value chain and offers essential tools to monitor and control the handling process It shows how to predict and combat unexpected events e g spoilage and manage the food quality and safety within a facility Proven research methods and applications from various viewpoints are available to help you maintain high quality produce and achieve the highest yields possible The book also explores current challenges including oversupply waste food safety lack of resources sustainability and best practices for production to thrive in spite of these challenges Presents current research methods and applications in temperature control and heat treatments to help minimize moisture content to prevent spoilage and mold and more Addresses challenges of traceability and sustainability Presents testing and measurement techniques and applications Provides technological tools to create crop value and improve both food safety and food quality

Organic Production and Food Quality Robert Blair, 2012-01-03 The internet is rife with biased and unsubstantiated claims from the organic industry and the treatment of issues such as food safety and quality by the media if it bleeds it leads tends to have a negative impact on consumer perceptions about conventional food Until recently more and more consumers in many countries were opting to buy organic food over conventional food resulting in a radical shift in food retailing This was due to concerns over chemical residues food poisoning resulting in recalls food scares such as mad cow disease issues like gene modified GM foods antibiotics hormones cloning and concerns over the way plants and animals are being grown commercially as food sources As a result there has been an expansion of the organic industry and the supply of organic foods at farmers markets supermarkets and specialty stores Organic Production and Food Quality A Down to Earth Analysis is the first comprehensive book on how organic production methods influence the safety and quality of foods based on an unbiased assessment of the latest scientific findings The title is a must have for everyone working within the food industry Comprehensive explanation of organic production methods and effects on the safety and quality of foods Authoritative unbiased and up to date examination of relevant global scientific research Answers the questions of whether organic food is more nutritious and or more healthy

Postharvest Handling Nigel H. Banks, Wojciech J. Florkowski, Stanley E. Prussia, Robert L. Shewfelt, Bernhard

Brueckner, 2009-02-21 Consideration of the interactions between decisions made at one point in the supply chain and its effects on the subsequent stages is the core concept of a systems approach Postharvest Handling is unique in its application of this systems approach to the handling of fruits and vegetables exploring multiple aspects of this important process through chapters written by experts from a variety of backgrounds Newly updated and revised this second edition includes coverage of the logistics of fresh produce from multiple perspectives postharvest handling under varying weather conditions quality control changes in consumer eating habits and other factors key to successful postharvest handling The ideal book for understanding the economic as well as physical impacts of postharvest handling decisions Key Features Features contributions from leading experts providing a variety of perspectives Updated with 12 new chapters Focuses on application based information for practical implementation System approach is unique in the handling of fruits and vegetables *Ozone*

in Food Processing Colm O'Donnell, Brijesh K. Tiwari, P. J. Cullen, Rip G. Rice, 2012-04-23 This book is the first to bring together essential information on the application of ozone in food processing providing an insight into the current state of the art and reviewing established and emerging applications in food processing preservation and waste management The chemical and physical properties of ozone are described along with its microbial inactivation mechanisms The various methods of ozone production are compared including their economic and technical aspects Several chapters are dedicated to the major food processing applications fruit and vegetables grains meat seafood and food hydrocolloids and the effects on nutritional and quality parameters will be reviewed throughout Further chapters examine the role of ozone in water treatment in food waste treatment and in deactivating pesticide residues The international regulatory and legislative picture is addressed as are the health and safety implications of ozone processing and possible future trends *Statistical Methods*

for Food Science John A. Bower, 2013-06-21 The recording and analysis of food data are becoming increasingly sophisticated Consequently the food scientist in industry or at study faces the task of using and understanding statistical methods Statistics is often viewed as a difficult subject and is often avoided because of its complexity and a lack of specific application to the requirements of food science This situation is changing there is now much material on multivariate applications for the more advanced reader but a case exists for a univariate approach aimed at the non statistician This second edition of Statistical Methods for Food Science provides a source text on accessible statistical procedures for the food scientist and is aimed at professionals and students in food laboratories where analytical instrumental and sensory data are gathered and require some form of summary and analysis before interpretation It is suitable for the food analyst the sensory scientist and the product developer and others who work in food related disciplines involving consumer survey investigations will also find many sections of use There is an emphasis on a hands on approach and worked examples using computer software packages and the minimum of mathematical formulae are included The book is based on the experience and practice of a scientist

engaged for many years in research and teaching of analytical and sensory food science at undergraduate and post graduate level This revised and updated second edition is accompanied by a new companion website giving the reader access to the datasets and Excel spreadsheets featured in the book Check it out now by visiting www.wiley.com/go/bowerstatistical or by scanning the QR code below

Handbook of Sustainability for the Food Sciences Rubén O. Morawicki, 2012-03-20

Many books on sustainability have been written in the last decade most of them dealing with agricultural systems communities and general business practices In contrast *Handbook of Sustainability for the Food Sciences* presents the concept of sustainability as it applies to the food supply chain from farm to fork but with a special emphasis on processing Structured in four sections *Handbook of Sustainability for the Food Sciences* first covers the basic concepts of environmental sustainability and provides a detailed account of all the impacts of the food supply chain Part two introduces the management principles of sustainability and the tools required to evaluate the environmental impacts of products and services as well as environmental claims and declarations Part three looks at ways to alleviate food chain environmental impacts and includes chapters on air emissions water and wastewater solid waste energy packaging and transportation The final part summarizes the concepts presented in the book and looks at the measures that will be required in the near future to guarantee long term sustainability of the food supply chain *Handbook of Sustainability for the Food Sciences* is aimed at food science professionals including food engineers food scientists product developers managers educators and decision makers It will also be of interest to students of food science

Handbook of Plant Food Phytochemicals Brijesh K. Tiwari, Nigel P.

Brunton, Charles Brennan, 2013-01-02 Phytochemicals are plant derived chemicals which may bestow health benefits when consumed whether medicinally or as part of a balanced diet Given that plant foods are a major component of most diets worldwide it is unsurprising that these foods represent the greatest source of phytochemicals for most people Yet it is only relatively recently that due recognition has been given to the importance of phytochemicals in maintaining our health New evidence for the role of specific plant food phytochemicals in protecting against the onset of diseases such as cancers and heart disease is continually being put forward The increasing awareness of consumers of the link between diet and health has exponentially increased the number of scientific studies into the biological effects of these substances The *Handbook of Plant Food Phytochemicals* provides a comprehensive overview of the occurrence significance and factors effecting phytochemicals in plant foods A key objective of the book is to critically evaluate these aspects Evaluation of the evidence for and against the quantifiable health benefits being imparted as expressed in terms of the reduction in the risk of disease conferred through the consumption of foods that are rich in phytochemicals With world leading editors and contributors the *Handbook of Plant Food Phytochemicals* is an invaluable cutting edge resource for food scientists nutritionists and plant biochemists It covers the processing techniques aimed at the production of phytochemical rich foods which can have a role in disease prevention making it ideal for both the food industry and those who are researching the health benefits of particular

foods Lecturers and advanced students will find it a helpful and readable guide to a constantly expanding subject area

Food Texture Design and Optimization Yadunandan Lal Dar, Joseph M. Light, 2014-04-07 Food texture has evolved to be at the forefront of food formulation and development Food Texture Design and Optimization presents the latest insights in food texture derived from advances in formulation science as well as sensory and instrumental measurement This unique volume provides practical insights for professionals who are starting in the field as well as experts looking to enhance their knowledge or expand into new areas The first part of this book presents case studies on formulating products in a broad variety of application segments such as cheese ice cream baked goods gluten free products low fat non fat dairy products and more Challenges related to maintaining texture while optimizing nutritional content cost flavor and other attributes of the food product are investigated The book also highlights the importance of texture design and optimization in several types of food products and demonstrates how experts have applied this knowledge in the industry Part two provides an overview of the latest advances in tools and techniques for food texture design and optimization focusing on the use of instrumental techniques the application of sensory techniques and the use of marketing and consumer insight tools in the design and optimization of food products The ability to use advanced characterization techniques in this field is critical for both new and established practitioners in tackling the problems they face Food Texture Design and Optimization serves as an important reference for technical practitioners on how to adopt advanced techniques in food texture research This information is invaluable in reviewing establish the state of the art in this field and providing a minimum recommended standard for food formulators

Bio-Nanotechnology Manashi Bagchi, Hiroyoshi Moriyama, Fereidoon Shahidi, 2012-11-26 Bio nanotechnology is the key functional technology of the 21st century It is a fusion of biology and nanotechnology based on the principles and chemical pathways of living organisms and refers to the functional applications of biomolecules in nanotechnology It encompasses the study creation and illumination of the connections between structural molecular biology nutrition and nanotechnology since the development of techniques of nanotechnology might be guided by studying the structure and function of the natural nano molecules found in living cells Biology offers a window into the most sophisticated collection of functional nanostructures that exists This book is a comprehensive review of the state of the art in bio nanotechnology with an emphasis on the diverse applications in food and nutrition sciences biomedicine agriculture and other fields It describes in detail the currently available methods and contains numerous references to the primary literature making this the perfect field guide for scientists who want to explore the fascinating world of bio nanotechnology Safety issues regarding these new technologies are examined in detail The book is divided into nine sections an introductory section plus Nanotechnology in nutrition and medicine Nanotechnology health and food technology applications Nanotechnology and other versatile applications Nanomaterial manufacturing Applications of microscopy and magnetic resonance in nanotechnology Applications in enhancing bioavailability and controlling pathogens Safety toxicology and regulatory aspects

Future directions of bio nanotechnology The book will be of interest to a diverse range of readers in industry research and academia including biologists biochemists food scientists nutritionists and health professionals **Bioactives in Fruit**

Margot Skinner, Denise Hunter, 2013-09-10 For centuries we have known that fruit is important for health but we are only just beginning to fully understand why **Bioactives in Fruit Health Benefits and Functional Foods** aims to summarise some of our current knowledge on the bioactive compounds that are associated with the health benefits of specific fruits with a strong emphasis on the validation of health benefits by human intervention trials Reflecting the current interest in food and health the book includes strategies to retain and enhance the bioactives in fruit through breeding growing conditions fruit storage processing into ingredients and production of functional foods To accomplish this task authors with expertise in biology chemistry pharmacology food science nutrition medicine and horticulture have contributed They come from universities government and industry funded research institutes and biotechnology and food companies in Europe the United States Asia and New Zealand to give the book a broad perspective This book describing fruit bioactives their health benefits when consumed as a food and related topics regarding their development into fresh or processed functional foods will be of use to postgraduate students researchers functional food product developers food regulators and anyone who has curiosity about why fruit is good for you The information contained within will provide plant breeders with new targets for the development of value added horticultural products and will also provide nutritionists and dieticians with a useful resource for developing strategies to assist in preventing or slowing disease onset or severity **Bioactives in Fruit Health Benefits and Functional Foods** is a major resource which will be required reading for anyone working in the fields of health and functional foods **Coffee** Yi-Fang Chu, 2012-03-27 **Coffee Emerging Health Benefits and Disease Prevention** presents a comprehensive overview of the recent scientific advances in the field The book focuses on the following topics coffee constituents pro and antioxidant properties of coffee constituents bioavailability of coffee constituents health benefits and disease prevention effects of coffee and potential negative impacts on health Multiple chapters describe coffee s positive impact on health and various diseases type 2 diabetes neurodegenerative diseases Parkinson s and Alzheimer s cancer prostate bladder pancreatic breast ovarian colon and colorectal cardiovascular health and liver health Coffee s positive effects on mood suicide rate and cognitive performance are addressed as are the negative health impacts of coffee on pregnancy insulin sensitivity dehydration gastric irritation anxiety and withdrawal syndrome issues Written by many of the top researchers in the world **Coffee Emerging Health Benefits and Disease Prevention** is a must have reference for food professionals in academia industry and governmental and regulatory agencies whose work involves coffee *Encyclopaedia of Brewing*, 2013-05-20

Encyclopaedia of Brewing provides a comprehensive description and explanation of all terms which relate to the science and technology of beer allied beverages and the brewing and malting processes The *Encyclopaedia* s unrivalled coverage is extensive enough to provide an appropriately detailed description of each term under consideration supplemented in many

cases with diagrams and photographs Offering an international perspective the book includes descriptions of the terms used in the brewing process from raw materials through to packaging the biochemistry microbiology and genetics which underpin brewing laboratory methods used for the analysis of beer and raw materials quality assurance control systems and standards hygiene and cleaning processes small and large pack packaging engineering of malting brewing packaging and dispense beer flavour chemistry historical context legislation relevant to brewing Encyclopaedia of Brewing is the only book of its kind and is destined to become the essential and authoritative first point of reference for brewing science *Wine Jokie*

Bakker,Ronald J. Clarke,2011-10-13 Wine Flavour Chemistry brings together a vast wealth of information describing components of wine their underlying chemistry and their possible role in the taste smell and overall perception It includes both table wines and fortified wines such as Sherry Port and the newly added Madeira as well as other special wines This fully revised and updated edition includes new information also on retsina wines ros s organic and reduced alcohol wines and has been expanded with coverage of the latest research Both EU and non EU countries are referred to making this book a truly global reference for academics and enologists worldwide Wine Flavour Chemistry is essential reading for all those involved in commercial wine making whether in production trade or research The book is of great use and interest to all enologists and to food and beverage scientists and technologists working in commerce and academia Upper level students and teachers on enology courses will need to read this book wherever food and beverage science technology and chemistry are taught libraries should have multiple copies of this important book

Unveiling the Energy of Verbal Beauty: An Mental Sojourn through **Concept Research In Food Product Design And Development**

In a global inundated with displays and the cacophony of fast interaction, the profound power and psychological resonance of verbal beauty often diminish into obscurity, eclipsed by the regular assault of noise and distractions. However, nestled within the musical pages of **Concept Research In Food Product Design And Development**, a fascinating perform of literary splendor that impulses with fresh emotions, lies an remarkable journey waiting to be embarked upon. Penned by way of a virtuoso wordsmith, that exciting opus guides visitors on a mental odyssey, delicately exposing the latent possible and profound influence stuck within the complicated web of language. Within the heart-wrenching expanse of this evocative examination, we can embark upon an introspective exploration of the book is key styles, dissect their fascinating publishing model, and immerse ourselves in the indelible impression it leaves upon the depths of readers souls.

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Concept Research In Food Product Design And Development Introduction

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