

## Consumer Acceptability Of Chocolate Chip Cookies Using

Alternative and Replacement Foods, Volume 17, a volume in the Handbook of Food Bioengineering series, presents the most up-to-date research on synthetic and replacement food components for scientists and researchers. The book helps them understand the significant impact of these foods on the length and quality of life of consumers. It presents a solid resource that brings together multidisciplinary research and its relationship to various disciplines. Readers will find a broad range of potential outcomes discussed, such as food safety, human and animal health benefits, and the development of new and novel foods through the bio-fortification of nutrients in foods. Discusses how specialty food products improve diet and health Summarizes advances in dietary supplements, probiotics and nutraceuticals Includes research advances on snacks, vegan diets, gluten-free foods and more Provides identification and research studies on anti-obesity foods Presents information on alternative protein sources

Consumer markets for foods and beverages in developed countries are well supplied and highly fragmented. Yet, the question being asked is how close retailers actually come to fulfilling their customers' requirements. The concept of consumer value is one of the main pillars underpinning the theory of market differentiation. This book takes an interdisciplinary approach to the analysis of satisfaction in relation to the consumption of food, with both food science and consumer science playing central parts. It approaches food quality from both the technical and the consumer satisfaction perspectives, and assesses the roles of management and regulatory tools in delivering food quality for all. Each area is discussed in detail, using the appropriate technical terminology, but keeping the text accessible to readers from both academic traditions, as well as to non-specialist readers.

Written as an introductory food science textbook that excites students and fosters learning, the first edition of *Introducing Food Science* broke new ground. With an easy-to-read format and innovative sections such as *Looking Back*, *Remember This!*, and *Looking Ahead*, it quickly became popular with students and professors alike. This newly revised second edition keeps the features that made the first edition so well liked, while adding updated information as well as new tables, figures, exercises, and problems. See *What's New in the Second Edition: New chapter Sustainability and Distribution* Approximately 60 new tables and figures New section at the end of each chapter with problems / exercises to test comprehension Now includes a glossary The book consists of four sections with each one building on the previous section to provide a logical structure and cohesiveness. It contains a series of problems at the end of each chapter to help students test their ability to comprehend the material and to provide instructors a reservoir for assignments, class discussions, and test questions. At least one problem at the end of each chapter involves a calculation so that students can strengthen their quantitative skills. The text introduces the basics of food science and then building on this foundation, explores its sub-disciplines. The well-rounded presentation conveys both commercial and scientific perspectives, providing a true flavor of food science and preparing students for future studies in this field.

This volume includes the full proceedings from the 1996 Academy of Marketing Science (AMS) Annual Conference held in Phoenix, Arizona. The research and presentations offered in this volume cover many aspects of marketing science including marketing strategy, consumer behaviour, marketing management, international marketing, marketing education, among others. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are published in this *Proceedings* series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complimenting the Academy's flagship journals, the *Journal of the Academy of Marketing Science (JAMS)* and *AMS Review*. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.

*Microeconomics, 2nd European Edition* offers comprehensive and accessible coverage of microeconomic theory, explaining how this is used to analyse and evaluate contemporary market systems. The book draws on relevant real world examples to highlight how theory can help to solve or understand a range of problems and is a central basis for thinking like an economist.

The objectives of this research were to compare different types of cocoa and chocolates in the formulation of processed chocolate cheese and aged Cheddar cheese, and to evaluate sensory, physical, chemical and quality parameters of each. Four different varieties of chocolates were utilized along with other ingredients to prepare processed chocolate cheeses and were tested for consumer acceptability for their basic and critical attributes. Chocolate chips of four different types and proportions were incorporated into Cheddar cheese curd, ripened for 105 days, and a trained panel evaluated the sensory parameters. Results indicated that processed chocolate cheese made with Bordeaux chocolate was preferred the most by consumers, followed by those prepared with Ghirardelli, German and Dutch chocolates, respectively. This research provides a platform to pioneer the study of the sensory profiles of the processed chocolate cheeses. Development of a lexiconal study for the Cheddar cheeses with chocolate chips is also necessitated.

This volume argues for the importance of essential nutrients in our diet. Over the last two decades there has been an explosion of research on the relationship of Omega-3 fatty acids and the importance of antioxidants to human health. Expert authors discuss the importance of a diet rich in Omega-3 Fatty acids for successful human growth and development and for the prevention of disease. Chapters highlight their contribution to the prevention and amelioration of a wide range of conditions such as heart disease, diabetes, arthritis, cancer, obesity, mental health and bone health. An indispensable text designed for nutritionists, dietitians, clinicians and health related professionals, *Omega-3 Fatty Acids: Keys to Nutritional Health* presents a comprehensive assessment of the current knowledge about the nutritional effects of Omega-3 fatty acids and their delivery in foods.

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.

The acceptance and preference of the sensory properties of foods are among the most important criteria determining food choice. Sensory perception and our response to food products, and finally food choice itself, are affected by a myriad of intrinsic and extrinsic factors. The

pressing question is, how do these factors specifically affect our acceptance and preference for foods, both in and of themselves, and in combination in various contexts, both fundamental and applied? In addition, which factors overall play the largest role in how we perceive and behave towards food in daily life? Finally, how can these factors be utilized to affect our preferences and final acceptance of real food and food products from industrial production and beyond for healthier eating? A closer look at trends in research showcasing the influence that these factors and our senses have on our perception and affective response to food products and our food choices is timely. Thus, in this Special Issue collection "Consumer Preferences and Acceptance of Food Products", we bring together articles which encompass the wide scope of multidisciplinary research in the space related to the determination of key factors involved linked to fundamental interactions, cross-modal effects in different contexts and eating scenarios, as well as studies that utilize unique study design approaches and methodologies. It is critical for the food industry to maintain a current understanding of the factors affecting food choice, acceptance and consumption since these influence all aspects of its activities. This subject has matured in recent years and, for the first time, this book brings together a coherent body of knowledge which draws on the experiences in industrial and academic settings of an international team of authors. Written for food technologists and marketers, the book is also an essential reference for all those concerned with the economic, social, and psychological aspects of the subject.

Product Formulation and Consumer Acceptability of Processed Cheese Made with Different Types of Cocoas and Chocolates & Product Formulation and Quantitative Descriptive Analysis of Aged Cheddar Cheese with Different Types of Chocolate Inclusions

Insects are becoming more and more popular as a food choice or an ingredient, but the first sensory perception is still triggered by visual cues which influence the overall acceptability of any product. Different studies have suggested to start incorporating insects in familiar food products first and in a powder form to avoid the disgust factor and lower the food neophobia behavior. The first part of this study aims to understand the willingness to eat an insect based products from a global perspective and determine the impact of adding insect powder to specific product of a worldwide brand portfolio. A survey was launched in more than ten countries targeting different regions, backgrounds and cultures. The questionnaire was divided in diverse topics, the reasons for not eating insects segment was the focus of the second part of this research, which explained the main concepts or ideas why consumers would not taste an insect product. Following the outcomes from the unwillingness and reasons to avoid insects, this investigation explored the consumer preferences of a chocolate chip cookie made partially with cricket powder. The results showed that most of the countries were unwilling to try insect products, demonstrating a negative correlation towards the purchase intention of other products within a brand. The top three barriers that stop consumers to consider eating foods containing insect powder as an ingredient, are led by the appearance factor where no insect fragments should be in the food, then just the concept of consuming insects is disgusting, followed by the statement "Insects are dirty/filthy" were the other two reasons. The sensory properties like taste and texture were not significant limitations to evade insect products. After the consumer acceptability test conducted in USA, Mexico and Spain, the 15% cricket powder chocolate chip cookie was well acceptable and showing higher liking scores than the control cookie in some of the countries. The results showed that adding insects partially in a baked product formula, does not modified the sensory characteristics and the intensity attributes maintained the same pattern as the control sample. The cookie with higher cricket powder percentages was only preferred in Mexico, the USA and Spain participants showed irrelevance (neither like nor dislike) the sample. Monthly. References from world literature of books, about 1000 journals, and patents from 18 selected countries. Classified arrangement according to 18 sections such as milk and dairy products, eggs and egg products, and food microbiology. Author, subject indexes.

Chocolate in Health and Nutrition represents the first comprehensive compilation of the newest data on the actions of the flavonoids and microorganisms associated with the beneficial effects of chocolate. This unique text provides practical, data-driven resources based upon the totality of the evidence to help the reader understand the basics, treatments and preventive strategies that are involved in the understanding of the role chocolate may play in healthy individuals as well as those with cardiovascular disease, diabetes or neurocognitive declines. Of equal importance, critical issues that involve patient concerns, such as dental caries and food preferences in children, potential effects on weight gain, addiction and withdrawal are included in well-referenced, informative chapters. The latest research on the role of chocolate in normal health areas including mood, pain and weight management, cardiovascular disease and related conditions are presented. Chocolate in Health and Nutrition provides health professionals in many areas of research and practice with the most up-to-date, well referenced and comprehensive volume on the current state of the science and medical uses of chocolate.

Texture is one of the most important attributes used by consumers to assess food quality. With its distinguished editor and international team of contributors, this authoritative book summarises the wealth of recent research on what influences texture in solid foods and how it can be controlled to maximise product quality. The first part of the book reviews research on understanding how consumers experience texture when they eat, and how they perceive and describe key textural qualities such as crispness. Part two considers the instrumental techniques used for analysing texture. It includes chapters on force/deformation and sound input techniques, near infrared spectroscopy (NIR), nuclear magnetic resonance (NMR) and magnetic resonance imaging (MRI). The final part examines how the texture of particular foods may be better understood and improved. A number of chapters review ways of controlling the texture of fruits and vegetables, including the role of plant structure and compounds, the handling of raw materials and technologies such as freezing and vacuum infusion. A final group of chapters discuss the texture of cereal foods, including bread, rice, pasta and fried food. Texture in food Volume 2: Solid foods is a standard reference for the food industry. It is accompanied by a companion volume on the texture of semi-solid foods. Reviews developments in measuring the texture of solid foods Examines the influences on texture and ways of maintaining textural properties Written by an expert team of authors Food Engineering is a component of Encyclopedia of Food and Agricultural Sciences, Engineering and Technology Resources in the global Encyclopedia of Life Support Systems (EOLSS), which is an integrated compendium of twenty one Encyclopedias. Food Engineering became an academic discipline in the 1950s. Today it is a professional and scientific multidisciplinary field related to food manufacturing and the practical applications of food science. These volumes cover five main topics: Engineering Properties of Foods; Thermodynamics in Food Engineering; Food Rheology and Texture; Food Process Engineering; Food Plant Design, which are then expanded into multiple subtopics, each as a chapter. These four volumes are aimed at the following five major target audiences: University and College students Educators, Professional practitioners, Research personnel and Policy analysts, managers, and decision makers and

## NGOs

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. World health authorities recommend people maximize their protein intake through vegetable sources (such as pulses), and reduce protein intake from animal sources. Increasing vegetable protein intake has been shown to be positively associated with the reduction of both cardiovascular-disease-related mortality and all-cause mortality. Pulse consumption has been shown to improve satiety and metabolism of glucose and lipids, due to their high protein and fiber content, which makes their consumption ideal for preventing and managing obesity. In recent years, there has been increasing demand for pulses and pulse-based products in developed countries. Several large-scale collaborative research projects on pulse products have been initiated by government agencies. Similarly, established multinational food companies have developed pulse product units. *Pulses: Processing and Product Development* fulfills the need for a comprehensive book on processing and products of pulses. The book addresses a specific pulse with each chapter to meet a wide range of audiences from undergraduate students to consumers.

Today, flavor chemists can generate copious amounts of data in a short time with relatively little effort using automated solid phase micro-extraction, Gerstel-Twister and other extraction techniques in combination with gas chromatographic (GC) analysis. However, more data does not necessarily mean better understanding. In fact, the ability to extr

Most baking books do not focus on the simultaneous heat and mass transfer that occurs in the baking process, thereby ignoring a fundamental facet of process and product development. Addressing the engineering and science elements often ignored in current baking books, *Food Engineering Aspects of Baking Sweet Goods* explores important topics in understanding the baking process and reviews recent technological advances. With contributions from various international authorities on food science, engineering, and technology, the book covers the rheology of cake batter and cookie dough, cake emulsions, the physical and thermal properties of sweet goods, and heat and mass transfer during baking. It also presents the science of soft wheat products, including the quality of soft wheat, the functions of ingredients in the baking of sweet goods, and the chemical reactions during processing. In addition, the contributors discuss cake and cookie technologies as well as recent advances in baking soft wheat products. The final chapter examines the nutritional issues of consuming fats and sugars and presents general strategies for substituting fats and sugars in baked products. Taking an engineering approach to the field, this volume delineates the complex food process of baking, from ingredients to production to finished product.

Microencapsulation is being used to deliver everything from improved nutrition to unique consumer sensory experiences. It's rapidly becoming one of the most important opportunities for expanding brand potential. *Microencapsulation in the Food Industry: A Practical Implementation Guide* is written for those who see the potential benefit of using microencapsulation but need practical insight into using the technology. With coverage of the process technologies, materials, testing, regulatory and even economic insights, this book presents the key considerations for putting microencapsulation to work. Application examples as well as online access to published and issued patents provide information on freedom to operate, building an intellectual property portfolio, and leveraging ability into potential in licensing patents to create produce pipeline. This book bridges the gap between fundamental research and application by combining the knowledge of new and novel processing techniques, materials and selection, regulatory concerns, testing and evaluation of materials, and application-specific uses of microencapsulation. Practical applications based on the authors' more than 50 years combined industry experience Focuses on application, rather than theory Includes the latest in processes and methodologies Provides multiple "starting point" options to jump-start encapsulation use

*HACCP: A Practical Approach*, 3rd edition has been updated to include the current best practice and new developments in HACCP application since the last edition was published in 1998. This book is intended to be a compendium of up-to-date thinking and best practice approaches to the development, implementation, and maintenance of HACCP programs for food safety management. Introductory chapters set the scene and update the reader on developments on HACCP over the last 15 years. The preliminary stages of HACCP, including preparation and planning and system design, are covered first, followed by a consideration of food safety hazards and their control. Prerequisite program coverage has been significantly expanded in this new edition reflecting its development as a key support system for HACCP. The HACCP plan development and verification and maintenance chapters have also been substantially updated to reflect current practice and a new chapter on application within the food supply chain has been added. Appendices provide a new set of case studies of practical HACCP application plus two new case studies looking at lessons learned through food safety incident investigation. Pathogen profiles have also been updated by experts to provide an up-to-date summary of pathogen growth and survival characteristics that will be useful to HACCP teams. The book is written both for those who are developing HACCP systems for the first time and for those who need to update, refresh and strengthen their existing systems. New materials and new tools to assist the HACCP team have been provided and the current situation on issues that are still undergoing international debate, such as operational prerequisite programs. All tools such as decision trees and record-keeping formats are provided to be of assistance and are not obligatory to successful HACCP. Readers are guided to choose those that are relevant to their situations and which they find are helpful in their HACCP endeavors.

Determining accurate shelf life data for foods is essential for assuring food quality and protecting consumers from the effects of degradation. With a proper balance of theory and practical examples, *Shelf Life Assessment of Food* presents the essential criteria and current methodologies for obtaining accurate and reliable shelf life dating. Defining the process through a series of sequential steps, the book assists and supports researchers and food industry operators in planning a shelf life study that best suits their needs. Offering an integrated view of the present status of shelf life assessment, the book covers: Definitions, basic concepts, and regulatory aspects of food shelf life The shelf life

assessment process, including preliminary steps, testing, modeling, and monitoring Methods for determining acceptability limits Critical indicators in shelf life assessment Real-time and accelerated shelf life testing Microbial indicators for shelf life prediction and determination Survival analysis methodologies and their role in modeling shelf life The effect of packaging materials properties in food shelf life assessment The book concludes with a series of case studies involving fresh-cut apple slices, fruit juices, frozen pasta, cheese breadsticks, coffee, frozen shrimp, and fruit-based noncarbonated soft drinks. Each case study begins with a brief presentation of the product and the problem most relevant to the product's shelf life. The studies first define acceptability limits and identify the indicators of quality loss. Next, the book examines expiration time assessment by instrumental or sensory tools. Providing researchers and food industry operators with up-to-date data and procedures, this volume surveys the most critical factors and methods for obtaining accurate and reliable shelf life dating. The book is designed as a text for undergraduate and graduate courses in sensory evaluation and as a reference for industrial practitioners. It covers all the basic techniques of sensory testing, from simple discrimination tests to home use placements for consumers. It provides a practical guide to how tests are conducted and, for the reader who wishes a deeper understanding, provides the fundamental psychological and statistical theories that form the basis and rationale for sensory test design. Statistics used in sensory evaluation are demonstrated as integrated applications in the context of appropriate sensory methods and are also presented as a stand-alone material in appendixes. Statistical applications are tailored to common and relevance are obvious, and space is not wasted on designs or analyses that are not suitable for data collection from human observers. The text presents divergent philosophies in a balanced manner. Chapters are constructed so that beginning students who want only practical aspects of conducting sensory tests will find clear instructions on how tests should be conducted. Advanced students and practitioners will profit from the detailed section on rationale and sensory evaluation issues. "It covers the entire spectrum of sensory analysis. I have read many books on this intriguing subject, but this is the Rolls-Royce." a?? Aubrey Parsons, governing council member, International Union for Food Science and Technology

Food Science: An Ecological Approach presents the field of food science—the study of the physical, biological, and chemical makeup of food, and the concepts underlying food processing—in a fresh, approachable manner that places it in the context of the world in which we live today.

The ?eld of sensory science has grown exponentially since the publication of the p- vious version of this work. Fifteen years ago the journal Food Quality and Preference was fairly new. Now it holds an eminent position as a venue for research on sensory test methods (among many other topics). Hundreds of articles relevant to sensory testing have appeared in that and in other journals such as the Journal of Sensory Studies. Knowledge of the intricate cellular processes in chemoreception, as well as their genetic basis, has undergone nothing less than a revolution, culminating in the award of the Nobel Prize to Buck and Axel in 2004 for their discovery of the olfactory receptor gene super family. Advances in statistical methodology have accelerated as well. Sensometrics meetings are now vigorous and well-attended annual events. Ideas like Thurstonian modeling were not widely embraced 15 years ago, but now seem to be part of the everyday thought process of many sensory scientists. And yet, some things stay the same. Sensory testing will always involve human participants. Humans are tough measuring instruments to work with. They come with varying degrees of acumen, training, experiences, differing genetic equipment, sensory capabilities, and of course, different preferences. Human foibles and their associated error variance will continue to place a limitation on sensory tests and actionable results. Reducing, controlling, partitioning, and explaining error variance are all at the heart of good test methods and practices. To ensure food quality and safety food, professionals need a knowledge of food composition and characteristics. The analysis of food product is required for quality management throughout the developmental process including the raw materials and ingredients, but food analysis adds processing cost for food industry and consumes time for government agencies. Advances in Noninvasive Food Analysis explores the potential and recent advances in non-invasive food analysis techniques used to ensure food quality and safety. Such cost-reducing and time-saving non-destructive food analysis techniques covered include, Infrared, Raman Spectroscopy, and Nuclear Magnetic Resonance. The book also covers data processing and modelling. Features: Covers the advent of non-invasive, non-destructive methods of food analysis Presents such techniques as near and mid infrared, Raman Spectroscopy, and Nuclear Magnetic Resonance Describes the growing role of nanotechnology in non-invasive food analysis Includes image analysis and data processing and modelling required to sort out the data The prime for this book are food professionals working in industry, control authorities and research organizations that ensure food quality and safety as well as libraries of universities with substantial food science programs, food companies and food producers with research and development departments. Also available in the Contemporary Food Engineering series: Advances in Food Bioproducts, Fermentation Engineering and Bioprocessing Technologies , edited by Monica Lizeth Chavez Gonzalez, Nagamani Balagurusamy, Christobal N. Aguilar (ISBN 9781138544222) Advances in Vinegar Production, edited by Argyro Bekatorou (ISBN 9780815365990) Innovative Technologies in Seafood Processing, edited by Yesim Ozogul (ISBN 9780815366447)

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