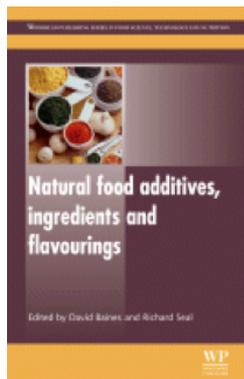


BOOK REVIEW



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The first edition of Natural Food Additives, Ingredients and Flavourings is edited by Dr David Baines and Mr Richard Seal, who have experience in food industry over 35 and 50 years respectively, working as affiliations and expertise in the United Kingdom and worldwide. This book is categorised into two parts which are (I) Natural additives, ingredients and flavourings and (II) Applications in different products. Seventeen chapters within the book are written by different authors; they are professors and researchers in the fields. Contexts within the book provide clarity to the intended messages about food science, technology and nutrition; specific use and the applications of varied case studies are referred. Deeper understanding of its contents has been settled as a research knowledge guidance for evidence-based explanation on food ingredients to find natural alternatives to E number (INS number) compounds in clean label concept. Terminology of the word “natural” is also being determined and applied across all the context of food products (chapter-1), including natural additives, ingredients and flavourings (chapter-2), natural low calorie sweeteners (chapter-3), natural food and beverage flavour enhancers (chapter-4), natural antioxidants (chapter-5) alongside natural antimicrobials as additives and ingredients (chapter-6). Explorations of clean label starches in food and beverages (chapter-7), natural hydrocolloids (chapter-8), proteins as clean label ingredients (chapter-9) are relevant concerns. The utilisation of natural aroma chemicals in foods and beverages (chapter-10) may be of in line with the origins of sustainable chemistry. The production of natural flavours by biotransformation (chapter-11) and green chemistry for foods and beverages (chapter-12) are determined their techniques. Applications of natural ingredients in savoury food products (chapter-13), baked goods (chapter-14), natural plant extracts in soft drinks (chapter-15), natural ingredients in alcohol drinks (chapter-16), dairy products and milk-based food ingredients (chapter-17) are taken into consideration for their future trends, sources of further information and advice. At this moment we find ourselves in an extraordinary situation of COVID-19 but the end of the pandemic is near. The pandemic is affecting all our families and our very way of life. Its pandemic continues to reshape lifestyle, consumer behaviour, and global demand and supply. Although COVID-19 infection rates seem to have fallen, consumers are now care more about life security, together with health and wellness protection. Thereby, they prioritised on food safety with natural ingredients. Details within the book highly challenged all readers and strongly implicated to anyone who seeks for a better health concern. Processed healthy goods with labelled natural claimed on food and beverages has increasingly eager to get involved in our daily lives. Food and beverage products not only tend to dominate natural ingredients in market, but also natural personal cares grow even faster. Lifestyles are primarily conducted more home-centric digital economy than in the past. We are seeing across a boarder range of industries, as the globe has changed towards more natural wellness lifestyle. Noticeably, a raise of consumer demand in natural products during the pandemic appears to be continued which could transform numbers of people connecting with nature for sustainability. Technology and innovation within this book can be seen to provide ensured food safety, increased shelf-life, reduced food cost, promoted agricultural practice, improved manufacturing techniques and qualified organoleptic properties. All ingredients added to food are still current negative publicity against the artificial addition directly into food products. Market opportunity tends to hence removal E number (INS number), which are coded for substances used as food additives including those found naturally in many foods, to set the agenda more natural invented clean label. The book elucidated wide ranges of natural food and beverage ingredients,

where those have potential for different product sectors. The information seems somewhat specific purposes; however, it can be generally applied to other industries such as cosmetics, nutraceuticals, pharmaceuticals and animal nutrition markets. Our attention to sensory perception could have answered a better view of natural products in terms of flavour, taste, texture, mouthfeel, appearance, after effect, and other specific attributes of product individually. Meticulously, inclusion of cultural diversity within the book discussion might have some matters with respect to sensory and consumer insights. Therefore, additional studies in comparable senses between eastern and western consumers may be of a trustworthy information touch to targeted customers. For a brighter future new normal, inspiring approach to innovation has taken shape reflecting the current decade. Accordingly, COVID-19 situation is a catalyst towards home-centric digital economy movement; consumers may get a grasp on natural product, evaluating the risk of possible product formulations as well as its development process for their safety, longevity, efficacy and so forth. This book emphasises to support natural alternatives from home to business, especially careers in nutrition, food science, pharmacy, medicine, public health and continuing similarly.

Reference:

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