

Packaging Research In Food Product Design And Development

Master's Thesis from the year 2013 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1.0, Durham University (Durham University Business School), course: MBA, language: English, abstract: This dissertation addresses the question of the impact of packaging to demand a price premium leveraging the example of retailer brand premium products in the food segment in Germany. Product tiering is a pricing structure that is commonly used by producers, in which consumers are segmented by willingness to pay for specific (added) product benefits. This is a way of maximizing utility for both consumers and producers, and is commonly already leveraged by producers of branded products, but lately also retailer brands, especially to enable growth outside the value tier. The role of packaging in the current literature is described as being a key influencer in the purchase decision making process, especially in-store. This research uses a survey across grocery purchase decision makers in Germany to identify the relationship of packaging and willingness to pay across a sample of retailer brand Tier 1, Tier 2 and Tier 3 products as well as a branded product in four different grocery categories (ham, cheese, jam and ice cream). Additionally five demographic factors such as e.g. age are collected. The intent is to answer whether i) packaging currently justifies the premium price of retailer brand tier 1 products compared to other product tiers, ii) packaging justifies the tier 1 retailer brand price premium, and iii) demographics influence the willingness to pay a premium price. Overall results indicate that the difference in packaging appeal can explain up to 35% of the willingness to pay for a retailer brand tier 1 product. However, results differ by grocery category and can't be easily generalized to the entire food segment, driven by the difference in perceived risk by the consumer. With regards to packaging as sole justification for the price the consumer is willing to pay for the retailer brand tier 1 product the research has not shown any meaningful correlation. Whilst some demographics such as the shopper profile, especially what is defined a loyal shopper in this research, household size, net income or age show a high association with a higher willingness to pay, this yet again can't be generalized across all categories. Only the loyal shopper profile was common across most categories for a general higher willingness to pay.

The package is used to protect the product from the deteriorative effects of external environmental conditionals like heat, light, presence or absence of moisture, pressure, microorganisms, gaseous emissions, and so on. It also provides the consumer with the greater ease of use and time saving convenience and contain product of various size and shapes. The key safety objective for traditional packaging materials which comes in contact with food is to be inert as possible. These technologies are designed to the increasing demand for safer foods with better shelf life. The efficient design of microwave food products and associated packaging materials for optimum food quality and safety requires knowledge of product dielectric properties and associated heating mechanisms, careful consideration of product geometry, knowledge of modern packaging and ingredient technologies, and application of computer simulation, statistics and experimental design. Food Packaging Materials: Testing & Quality Assurance is designed to shed light on food packaging material testing in view of packaging integrity, shelf life of products, and conformity with current regulations. The book reviews about different smart packaging systems and their applications in food packaging, packaging research with latest innovations. The effects of packaging materials on the quality characteristics of cooked food for changes in physicochemical (moisture content, pH, titratable acidity (% lactic acid) microbiological (total viable bacteria count, lactic acid bacteria count, coliform bacteria count and yeast and mold count) and sensory qualities (appearance, taste, flavor, overall

acceptability) are examined. Various smart packaging technologies are developing in recent years which are being integrated to the packaging systems to meet the requirements of food supply chain. Adoption of suitable packaging technologies by the food industry can be useful to extend the shelf life, improve quality, safety, and provide information about the product. Research on these smart packaging technologies can result in further improvement of the existing system. Covering state of the art information, this book will appeal to food scientists, polymer chemists, and packaging technologists find practical solutions to packaging defects and to develop innovative packaging materials for food products.

Biodeterioration can be defined as the breakdown of food by agents of microbiological origin, either directly or from products of their metabolism. Microbiological sources can be present in foods prior to packaging or on the surfaces of packaging materials. The shelf life and safety of the food will depend on the type and quantity of microorganism, as well as the hurdles to their growth offered by various preservation techniques. This book discusses how the agents of food biodeterioration operate, and examines the commercially-used industrial methods available to control them, allowing the production of safe and wholesome foods. There is an emphasis on the equipment employed to carry out the various methods of preservation. The introductory chapter describes in detail the microorganisms and mechanisms of food breakdown intrinsic to various key food types; dairy, meat and fish, fruit, and vegetables. Direct microorganism action will be covered in addition to enzymatic breakdown. The second chapter addresses HACCP, including food safety legislation. Subsequent chapters outline the principal, commercially-used methods of preserving foods. These chapters follow a common structure: theoretical background; flow sheets of operations; food preparation/processing equipment; special features of hygiene; packaging; shelf life; and product safety. Food Biodeterioration and Preservation is directed at food scientists and technologists in industry and academia. Since it covers all the commonly-used methods of food preservation, it will be relevant across the entire food manufacturing industry.

This Handbook creates an understanding of food processing chemistry, engineering and technology, supported with select relevant case studies. An overview of food preservation and food preservatives is provided in great detail. The applied aspects of food preservation are dealt. Also, an advanced study of food additives, food irradiation and food storage is conducted. Focus lies on high pressure food preservation, curing, food dehydrator, fruit preserves, potted meat food product, jugging, drying, freeze drying, refrigeration and benefits of shaking well. Understanding food packaging and labelling in proper sense is the hallmark of this book. Study of code of hygienic practice for refrigerated packaged foods with extended shelf life in India is an additional input. The European and American guidelines with respect to food borne illness, food safety and standards are described in detail. Similarly, the regulations, claims and facts related to food labelling are covered extensively, supported with relevant case studies. An overview of global food industry, food marketing and food quality is discussed briefly. Select case studies related to food administration studies are done at global, regional and national levels. Necessary food information, food protection, food safety, food inspection and quality supervision are provided herein supported with select case studies from around the world. India's food processing industry and export worthy food sectors are also analysed. The scope of food processing industry in India, its present status and future prospects are also dealt.

Research Paper from the year 2015 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: Distinction, course: Higher National Diploma in Business (Marketing), language: English, abstract: Consumer decision making is very familiar in business matter especially in marketing scope. Every person in this world has the right to make decision when purchasing a product or goods. Consumer decision making can be identified as a consumer uses to make purchase decisions, as well as to

use and dispose of purchased goods or services; also includes factors that influence purchase decisions and the product use. People will identify their needs and make decision making to purchase something. It determined by psychological and economic factors. Nowadays, communities are too busy with their daily routine such as working, studying and so on. Regarding these matters, communities will purchase something that gives convenient for them whenever they are in hurry. In order to overcome the barriers, so they usually purchase groceries especially canned foods to cook because it is less time consuming. Normally, attractive packaging of canned foods will be chosen. Attractive packaging can influence people to purchase the products. This research utilized a focus group methodology to understand consumer decision making toward canned foods and how packaging elements can affect buying decisions. Most impulse buying occurs because of product display, and attractive packaging plays an important role in product display. Packaging seems to be one of the most important factors in purchase decisions made at the point of sale. Previous studies have indicated that packaging is a marketing communication vehicle used to capture consumer attention. Other researcher also defined packaging as the enclosing of a physical object, typically a product that will be offered for sale. It is the process of preparing items of equipment for transportation a

This new edition of a best-selling text in food product development provides a comprehensive overview of the new food product development process. Stages of development are described in detail, beginning with sources of ideas, then moving through development, final screening, and introduction into the marketplace. With extensive experience in new food product development, the author outlines ways a company can organize for new product development and utilize available resources. He focuses on the roles, functions, and interactions of the members of the food product development team as well as other company departments and outside resources in the food product development process. The Handbook of Research on Food Processing and Preservation Technologies is a valuable 5-volume collection that illustrates various design, development, and applications of novel and innovative strategies for food processing and preservation. The roles and applications of minimal processing techniques (such as ozone treatment, vacuum drying, osmotic dehydration, dense phase carbon dioxide treatment, pulsed electric field, and high-pressure assisted freezing) are discussed, along with a wide range of applications. The handbook also explores some exciting computer-aided techniques emerging in the food processing sector, such as robotics, radio frequency identification (RFID), three-dimensional food printing, artificial intelligence, etc. Some emphasis has also been given on nondestructive quality evaluation techniques (such as image processing, terahertz spectroscopy imaging technique, near infrared, Fourier transform infrared spectroscopy technique, etc.) for food quality and safety evaluation. The significant roles of food properties in the design of specific foods and edible films have been elucidated as well. Volume 4: Design and Development of Specific Foods, Packaging Systems, and Food Safety presents new research on health food formulation, advanced packaging systems, and toxicological studies for food safety. This volume covers in detail the design of functional foods for beneficial gut microflora, design of specific foods for gut microbiota, composite probiotic dairy products: concepts and design with a focus on millets, encapsulation technology for development of specific foods, prospects of edible and alternative food packaging technologies, recent advancements in edible and biodegradable

materials for food packaging, potential of ozonation in surface modification of food packaging polymers, characterization applications and safety aspects of nanomaterials used in food and dairy industry, toxic effects of tinplate corrosion, and mitigation measures in canned foods. Other volumes in the set include: Volume 1: Nonthermal and Innovative Food Processing Methods Volume 2: Nonthermal Food Preservation and Novel Processing Strategies Volume 3: Computer-Aided Food Processing and Quality Evaluation Techniques Volume 5: Emerging Techniques for Food Processing, Quality, and Safety Assurance The book helps to provide an understanding of different food formulations and development of edible packaging techniques with emphasis on the assessment of food product safety and quality. The book also provides information on various methods of formulation for development of new and safe products. Together with the other volumes in the set, Handbook of Research on Food Processing and Preservation Technologies will be a valuable resource for researchers, scientists, students, growers, traders, processors, industries, and others.

Polymer nanotechnology offers exciting benefits to the food industry, including better materials for food packaging and safer foods on supermarket shelves with lower incidences of contamination. Ecosustainable Polymer Nanomaterials for Food Packaging: Innovative Solutions, Characterization Needs, Safety and Environmental Issues examines the complete life cycle of packaging based on polymer nanomaterials. Focusing on current developments in nanomaterial packaging applications most likely to be accepted by consumers and attract regulatory attention in the immediate future, the book begins with a general introduction to current issues and future trends. The remaining chapters explore: The concept of "ethical design"—putting into practice key ideas such as the precautionary principle and presenting a model for accountability, responsibility, and ethical consideration The evolution of the rheology, structure, and morphology of nanomaterials with regard to processing conditions and constituents The application of plasma technologies for the production of barrier coatings on polymeric materials by nonequilibrium gas discharges Nanomaterials for food packaging developed from oil polymers (polyolefins) and from renewable resource polymers The use of cellulose nanowhiskers for food biopackaging and edible nano-laminate coatings The interactions of nanomaterials with food Examples of degradation under natural weathering, exposure, and recycling The book concludes with a discussion on the use of polymer nanocomposite materials for food packaging applications. From raw material selection to properties characterization to marketing and disposal, the expert contributors consider the balance between cost and performance, risk and benefit, and health and environmental issues. They also identify barriers to progress that prevent a complete successful development of the new technology and recommend strategies for further advancement.

Aseptic Processing and Packaging of Food explains how aseptic processing and packaging first began and traces its fascinating progression over the last fifty years. It explores current technologies, discusses why they are used today, and

explains why certain basic approaches to critical operations, such as pumping, heat exchange, fluid flow, and controls, must be applied. Commercially used heating and holding concepts are also explained, with emphasis on avoiding problems. This unique book states the technique and method of choice for accurate flow control (timing). It includes an explanation of secondary flow and describes its use to solve many of the heat exchange and fluid flow problems associated with particle-containing products. It also discusses the manufacturers of aseptic packaging equipment, exploring the types of products they produce and the advantages and disadvantages of their product design. Aseptic Processing and Packaging of Food fills in many of the information gaps left by other sources - a must-have reference for anyone working in this area.

Innovations in Food Packaging addresses selective topics of functions of food packaging to modify the traditional notion of this process. This book is organized into five parts. Part I focuses on the fundamental theories covering physical chemistry background and quality preservation of foods. Parts II and III discuss active packaging research and development and modified atmosphere packaging of fresh produce, meats, and ready-to-eat products, respectively. Part IV talks about edible and biodegradable coatings and films, whereas Part V discusses commercialization aspects of packaging technologies. Each part is divided into chapters of subject review and detailed technical information. This text will benefit those who are interested in innovative technology of food packaging in general, and experienced field packaging specialists and graduate-level food scientists in particular. This book will be useful as a textbook not only for extension programs of food packaging development in food industry, but also for advanced graduate-level food packaging courses. Covers four major food packaging topics: * Theories in food packaging * Active packaging * Modified atmosphere packaging * Edible films and coatings

Provides information on technical and consumer research, food quality assurance, health and nutrition, food engineering and packaging, global product development, regulation compliance, and intellectual property protection.

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Written by world class authorities, this volume discusses formulation, sensory, and consumer testing, package design, commercial production, and product launch and marketing. Offering the same caliber of information that made the widely adopted first edition so popular, the second edition introduces new concepts in staffing, identifying and measuring consumer desires, engineering scale-up from the kitchen, lab, or pilot plant; and generating product concepts. Applying insights from real life experience, contributors probe the retail environment, covering optimization, sensory analysis, package design, and the increasingly important role of the research chef or culinologist in providing the basic recipe. Proceedings from the 8th Annual FoodPlas conference, March 5-7, 1991, Orlando, Florida.

A comprehensive review of the many new developments in the growing food processing and packaging field Revised and updated for the first time in a decade, this book discusses packaging implications for recent nonthermal processing technologies and mild food preservation such as high pressure processing, irradiation, pulsed electric fields, microwave sterilization, and other hurdle technologies. It reviews typical nonthermal processes, the characteristics of food products after nonthermal treatments, and packaging parameters to preserve the quality and enhance the safety of the products. In addition, the critical role played by packaging materials during the development of a new nonthermal processed product, and how the package is used to make the product attractive to consumers, is discussed. Packaging for Nonthermal Processing of Food, Second Edition provides up to date assessments of consumer attitudes to nonthermal processes and novel packaging (both in the U.S. and Europe). It offers a brand new chapter covering smart packaging, including thermal, microbial, chemical, and light sensing biosensors, radio frequency identification systems, and self-heating and cooling packaging. There is also a new chapter providing an overview of packaging laws and regulations in the United States and Europe. Covers the packaging types required for all major nonthermal technologies, including high pressure processing, pulsed electric field, irradiation, ohmic heating, and others Features a brand new chapter on smart packaging, including biosensors (thermal-, microbial-, chemical- and light-sensing), radio frequency identification systems, and self-heating and cooling packaging Additional chapters look at the current regulatory scene in the U.S. and Europe, as well as consumer attitudes to these novel technologies Editors and contributors bring a valuable mix of industry and research experience Packaging for Nonthermal Processing of Food, Second Edition offers many benefits to the food industry by providing practical information on the relationship between new processes and packaging materials, to academia as a source of fundamental knowledge about packaging science, and to regulatory agencies as an avenue for acquiring a deeper understanding of the packaging requirements for new processes.

"This thesis examines some of the institutions and organizations that play an important role in food research and product

development. Packaging practices, issues and strategies in both the public and private sectors in evidence throughout Thailand are also explored. To gain a better perspective of packaging strategies in Thailand, political and economic considerations in the Asia Pacific region are taken into account. Since packaging and packaging materials are vital to growing and newly emerging economies, just as they are to mature economies, issues pertaining to seafoods, pineapples and other fruits, packaged drinks, beer, the packaging of processed chicken and duck meat products are also discussed. It is to be noted that in 1960, agriculture was the leading sector in Thailand's economy contributing 40 percent of Gross Domestic Product (GDP) while manufacturing made up only 12.5 percent. By 1981, manufacturing had replaced agriculture as the largest sector. In 1989, the share of manufacturing output in the GDP had risen to 26 percent while that of agriculture had declined to 15 percent. By 1995 agriculture had fallen as low as 13 percent of GDP, while manufacturing had increased to 30 percent and had become more diversified in terms of both products and market outreach. Major findings on general trends in packaging and trends for the use of particular packaging materials or methods lead to significant restructuring of many companies in Thailand. In conclusion, although packaging in Thailand is in the primary stage of development, it is an area of real growth opportunity, especially in relation to import replacements for items such as Kraft and for packaging which is more consumer-oriented than technology-oriented. Packaging in relation to the environment and the energy component of packaging will continue to be important political issues. Also, many new packaging developments in recent years can be related to the impact of changing energy costs and of plastic resins."--Abstract.

Packaging Research in Food Product Design and Development John Wiley & Sons

Abstract: The majority of menu items available in quick-service restaurants (QSR) are consumed directly from a container or package. The main reasons consumers choose to eat fast food are because it is convenient, prepared quickly, a good value, and inexpensive. Therefore, the packaging becomes an integral part of the food product and from a consumer perspective must be consistent with their expectations and motives for choosing to eat fast food. Prior research has directly linked characteristics of consumer food packaging experience to their perception of its contents. The purpose of this research is to determine if consumer quality perception of food products in quick-service restaurants varies depending on the material properties of the packaging in which the food product is presented. All materials were tested in a realistic QSR environment. The commonly used foodservice packaging styles and materials selected for testing included: a 14-pt paperboard clamshell, an expanded polystyrene (EPS) clamshell, an F-flute (micro-flute) corrugated clamshell, and a paper wrap. Sensory, functionality, and credence attributes were evaluated by participants. Preference and ranking response data was also collected. A self-administered computerized questionnaire, which was developed

from the literature review, was used to measure participant response. Findings from the research indicate that while the sensory attribute ratings did not differ significantly, respondents had significant preference for certain materials based on functionality and credence attributes, and perceived certain materials as more suitable for certain food products.

Understanding what attributes are important to consumers in foodservice packaging enables the foodservice packaging providers and companies in the QSR industry to manipulate those attributes which are most beneficial for enhancing consumers perceived quality, while also improving consumers overall experience.

Product development is the lifeblood of the food industry, from refining an established product range to developing completely new products. It is, however, a process fraught with risk that often ends in failure. So what then are the keys to making the process a success? Drawing on a wealth of experience gathered over 40 years, Food product development provides the answers. The first half of the book examines the four core elements of product development:- the business strategy directing product development; the various steps in the product development process; the knowledge required to fuel the process; the need for keeping the product development focused on the consumers needs and aspirations. The second part of the book looks at managing the product development process in practice with four case studies of successful product launches. It also discusses how to evaluate and improve the process to make future product innovation more successful. Filled with examples and practical suggestions, and written by a distinguished team with unrivalled academic and industry expertise, Food product development is a essential guide for R&D and product development staff, and all managers concerned with this key issue throughout the food industry. Provides comprehensive coverage of the complete product development process Includes a range of international case studies from various sectors of the food industry Written by a distinguished international panel of experts

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.

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Doctoral Thesis / Dissertation from the year 2015 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: A, Sir Padampat Singhania University (Singhania university), course: management, language: English, abstract: The present study aims to know the role of innovative packaging in today's world. There are still many hurdles which hinder the growth of packaging. To overcome this problem this thesis focuses on various strategies that the companies should follow. This study serves to inform the companies that there are still many gaps in proper packaging. On the other hand, the thesis focuses on various other aspects of packaging like innovative packaging trend, customer's preference regarding or specific packaging materials. The purposes of packaging are protection, suspicion, information and conveniences. Innovative packaging not only conserves the food quality but also meaningfully contributes to a business process. Innovative packaging also have secondary functions such as marketing and sales blurb, on the other hand the main job of food packaging is to gain safeguarding and safe supply of food product until consumption. During allocation, the quality of food may deteriorate biologically, chemically and physically. Therefore, a noble and innovative packaging donate to extend the shelf life and preserves the quality of the product. Second it was found that now companies uses packaging as a promotional tool, it become a very significant factor of decision making, new advance technologies are used and implemented by the companies to gain competitive advantage and reduce cost as well as researcher study the attitude and preference level of customer and find the deficiency in existing system so that it help companies to generate more profits. A survey method was employed and the data was drawn from customers, retailers and company executives who were belong to Delhi and Haryana. Data collected from the 730 qu

More than 95% of all consumer product launched in the packaged goods sector fail to achieve their goals for success. Breakthrough Food Product Innovation Through Emotions Research gives a clear answer for innovation teams seeking to increase product success rates by breaking through the clutter in an otherwise undifferentiated, commoditized marketplace. Through case studies, it lays out a practical approach for applying emotions research throughout the food innovation and product development process. The basic premise is that emotions are the chief motivation for why consumers sense, select, seek and share their food product experiences. With this novel framework, the science of

consumer behavior is made operational for innovation teams. Emotions insight inspires innovation teams to create and helps guide decision making as they design sensory cues and other behavior drivers into products that make consumers want to consume. This book has implications for the whole innovation team - innovators such as product developers, designers, creative chiefs, and marketers; strategists such as line managers; and researchers such as sensory and marketing researchers. Presents a behaviour-driven approach to innovation for the development of breakthrough food products Illustrates a collaborative framework to inspire creativity and guide decision making through emotions insights Explores a research framework that gets to the "whys" of consumer behavior by distilling the science of emotions into research insights Defines design and development methods to build sensory cues into packaging and packaged foods that deliver emotional impact Explains research methods that get to the "so whats" of insights through emotions research Provides case studies and examples proving the value of the behavior-driven approach to food product innovation

Advances in Dairy Product Science & Technology offers a comprehensive review of the most innovative scientific knowledge in the dairy food sector. Edited and authored by noted experts from academic and industry backgrounds, this book shows how the knowledge from strategic and applied research can be utilized by the commercial innovation of dairy product manufacture and distribution. Topics explored include recent advances in the dairy sector, such as raw materials and milk processing, environmental impact, economic concerns and consumer acceptance. The book includes various emerging technologies applied to milk and starter cultures sources, strategic options for their use, their characterization, requirements, starter growth and delivery and other ingredients used in the dairy industry. The text also outlines a framework on consumer behavior that can help to determine quality perception of food products and decision-making. Consumer insight techniques can help support the identification of market opportunities and represent a useful mean to test product prototypes before final launch. This comprehensive resource:

- Assesses the most innovative scientific knowledge in the dairy food sector
- Reviews the latest technological developments relevant for dairy companies
- Covers new advances across a range of topics including raw material processing, starter cultures for fermented products, processing and packaging
- Examines consumer research innovations in the dairy industry

Written for dairy scientists, other dairy industry professionals, government agencies, educators and students, Advances in Dairy Product Science & Technology includes vital information on the most up-to-date and scientifically sound research in the field.

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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.

Integrating the Packaging and Product Experience in Food and Beverages: A Road-Map to Consumer Satisfaction focuses on the interrelationship between packaging and the product experience. In both industry and academia there has been a growing interest in investigating approaches that capture consumer responses to products that go beyond traditional sensory and liking measures. These approaches include assessing consumers' emotional responses, obtaining temporal measures of liking, as well as numerous published articles considering the effect of situation and context in the evaluation of food and beverage products. For fast-moving consumer goods (FMCG) products in particular, packaging can be considered as a contributor to consumer satisfaction. Recent cross-modal research illustrated consumers' dissatisfaction or delight with a product can be evoked when there is dissonance between the packaging and the product experience. The book includes an extensive overview of an adapted satisfaction scale that has been tailored for the food and beverage sector and which identifies varying satisfaction response modes such as contentment, pleasure, and delight with a product. This is an important development as it provides insights about products that can be used to market specific categories and brands of foods and beverages. The book demonstrates the value of this approach by bringing together case studies that consider the interrelationships between packaging design, shape, on-pack sensory messages, expectations, and consumer satisfaction with the product. Focuses on the interrelationship between packaging and the product experience, specifically in the context of the food and beverage sector Presents the expectancy disconfirmation model of satisfaction, which is well developed within the social sciences, to the food and beverage sector Contains case studies demonstrating how these practices can be used in industry to better enhance customer's responses to products Includes an extensive overview of an adapted satisfaction scale that has been tailored for the food and beverage sector and which identifies varying satisfaction response modes such as contentment, pleasure, and delight with a product

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New products often fail not because they are bad products, but because they don't meet consumer expectations or are poorly marketed. In other cases, the marketing is spot on, but the product itself does not perform. These failures drive home the need to understand the market and the consumer in order to deliver a product which fulfills the two equa

Covers almost everything you need to know about the food, beverage and tobacco industry, including: analysis of major trends and markets; historical statistics and tables; major food producers such as Kraft and Frito Lay; and more. It also includes statistical tables, a food industry glossary, industry contacts and thorough indexes.

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