

CONTENTS

1. Introduction to the Flavor Profile	1
Section 1. The Chemistry of Flavor	
2. Introduction to the Chemistry of Flavor	9
3. The Role of Analytical Chemistry in Flavor Creation	13
4. Flavor Characteristics of Synthetic Cooling Compounds	31
5. Molecular Aspects of Sweet Taste	51
6. Interactive Flavor Influence of Some Materials in Different Foods and Beverages	67
Section 2. The Behavioral Aspects of Flavor Measurement	
7. Introduction to the Behavioral Aspects of Flavor Measurement	79
8. Flavor and the Neural Organization of Feeding Behavior	89
9. The Use of Characteristic Flavorings in Human Culinary Practice	101
10. Social Psychological Considerations in Flavor Measurement	129
11. Statistical Treatment of Flavor Data	149
Section 3. The Commercial World of Flavor	
12. Introduction to the Commercial World of Flavor	163
13. Flavor and the Bottom Line	167
14. Growth of an Industry	175
15. Marketing to the Consumer	189
16. Man and Food	197
17. World Food Security: Closing the Gap between What Is and What Should Be	207