



## Flavor Creation, 2nd Edition

*By John Wright*

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### Flavor Creation, 2nd Edition By John Wright

A new edition with more than 100 new pages of material! This guide covers everything from the history of flavor techniques to natural raw materials and the latest in sensory science. Wright discusses the impact on flavor creation and how flavorists can link raw materials to recognizable descriptors, lists major flavor types and their construction (with suggested ingredients) and reviews flavor technology, focusing on improving flavor delivery on powder flavors and emulsions. Topics include:

- Natural raw materials
- Synthetic raw materials
- Flavor creation
- Creating elegant flavors
- Vanilla
- Flavor delivery
- Production friendly flavors

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## **Flavor Creation, 2nd Edition** By John Wright Bibliography

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## **Editorial Review**

### **Review**

Eloquently structured, John Wright provides invaluable insights for topics we all come across in our daily endeavors for the ultimate flavor creation. This book is an excellent resource that can be put to use immediately by flavorists at all levels to enhance their skills and to develop young trainees who want to constitute the future. --Michael Peters, Director, Global Flavor Creation Technology, Givaudan Flavors Corp.

John Wright has condensed his life's knowledge in a manner which all flavorists and nonflavorists alike will find even more useful than the first iteration of Flavor Creation, which itself has already become an industry standard. This new edition has developed broader scopes and greater depth into all the issues related not only to flavor creation but to the actual day to day workings of our industry. A must read for all of us. --Amby Mankoo, Vice President, Flavor Laboratories Americas, Takasago International Corporation (U.S.A.)

### **About the Author**

John Wright is vice president of global technical business development, for International Flavors and Fragrances (IFF). He has worked as a flavorist for more than 30 years, initially with Duckworths and PFW in the United Kingdom, then Bush Boake Allen in Canada, the United Kingdom and the United States, before joining IFF's US operation. While progressing into technical and general management, Wright has retained an active creative role in flavors. He is a fellow of both the Royal Society of Chemistry and the British Society of Flavourists, as well as a member of the Society of Flavor Chemists.

## **Users Review**

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