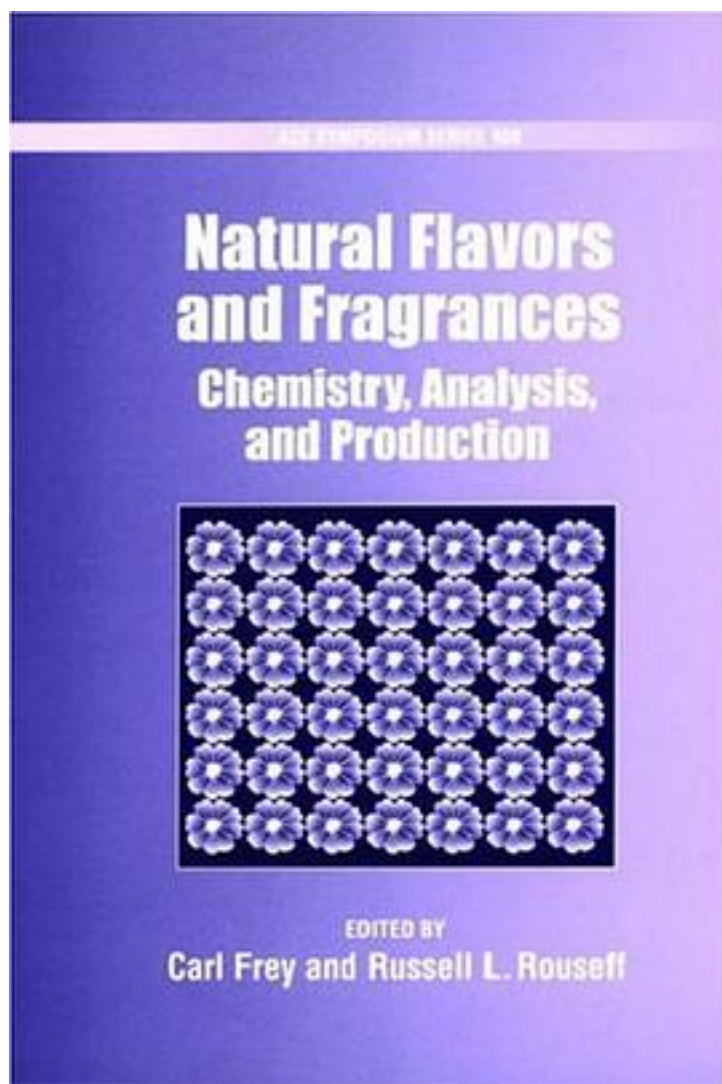


Natural Flavor and Fragrances



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With the development of synthetic organic chemistry techniques in the early 19th century the world of synthetic F&F materials began and expanded, but it has not totally replaced natural F&F. A growing segment of the public prefers natural foods to foods containing artificial additives, and will pay a premium for natural foods. While modern synthetic methods permit the economical production of artificial F&F on a large scale, the natural F&F industry remains important. Why is this so? How do the chemical, biological, and agricultural sciences support the natural F&F industry? What is the state of current natural F&F research? These are questions this volume attempts to address. Even considering only the value of F&F derived from essential oils, natural F&F constitute approximately a \$2 billion annual business. The impact of F&F is best appreciated when you consider that a flavor or fragrance typically contributes only a very small part, both in cost and volume, to a finished product. Many analytical tools available do not have a detector that is as sensitive to taste or odor as a human (or many animals for that matter). The challenge for researchers is to sift F&F information from all the data obtained from the various analytical techniques. The intent of this book is to give the reader an appreciation for the many facets of the chemistry, analysis and production of natural flavors and fragrances. It is a field where each one of us who can smell and taste are active participants. New foods, plants, processes, packages and aromas are developed each day. Keeping researchers abreast of the many new facets of the natural F&F field have led to development of this chapter and the ACS symposium that served as the basis of this book.

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