



Hidden Persuaders in Cocoa and Chocolate: A Flavor Lexicon for Cocoa and Chocolate Sensory Professionals

Renata Januzewska

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Hidden Persuaders of Cocoa and Chocolate: A Flavor Lexicon for Cocoa and Chocolate Sensory Professionals provides an overview of the tastes, aromas and notes describing cocoa and chocolate. In addition to exploring tastes, aromas and notes, the book broadens the language for describing chocolate by relating tasting experiences to the process of pairing flavors. This resource, designed for both academics and those working in research and development, equips the reader to describe these attributes in a sensory language for the purposes of new product development or quality improvement.

Provides an overview of the tastes, aromas and notes describing cocoa and chocolate
Features scientific explanations of the volatile and non-volatile aspects of each flavor
Contains science-based categorization of taste, various aromas, trigeminal sensations and atypical flavors

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