



VERNER WHEELOCK
ASSOCIATES

UNDERSTANDING FLAVOURS

Course Summary

Flavour is fundamental to food and its acceptability. Today's consumer demands a high level of flavour creativity, flavour authenticity, flavour consistency over shelf life and guaranteed safety. It is the flavour of a product that, if right, will bring back the consumer for those all-important repeat purchases.

Understanding Flavours is a new course designed to meet the growing need to comprehend the role of flavourings in food products, and to gain an insight into how the flavours themselves are created. The course will also help to explain the complex legislation, which governs the use of flavours.

Who should attend?

This **2-day course** is aimed at those in the food industry who are involved with, and decide upon, the flavour of their company's products: such as development technologists, marketeers, trainee flavourists and quality controllers from food manufacturers, retailers, ingredient and flavour companies and also chefs.

Entry Requirements

There are no formal entry requirements.

Course Structure & Content

The course has been designed so that lectures are interwoven with demonstrations and applications. The use of raw materials will be rigorously explored and then applied in both sweet and savoury flavours giving delegates the chance to create their own flavours from first principles. **This will allow delegates to learn by tasting.**

Subjects covered will include:

- Human physiology and flavour perception
- The importance of flavour balance
- Flavour raw materials from natural extracts to chemical synthesis
- Natural flavours and their definition (including flavours produced by enzymes)
- Flavouring substances
- Flavours formed as a result of cooking
- Flavour enhancers and natural alternatives to MSG
- New developments including salt replacement technologies
- Techniques used to maintain the impact of flavours over shelf life
- Legislation surrounding the manufacture and use of flavours

Assessment

There will be a short test at the end of the course. All delegates will receive a certificate for completion of the course.

Course fee

£750 + VAT

Your course fee includes

- Course binder and notes
- Lunch and refreshments
- VWA certificate of attendance



Verner Wheelock Associates Ltd

4, Stable Courtyard, Broughton Hall Business Park, Skipton, North Yorkshire, BD23 3AE

Tel: + 44 (0) 1756 700802 Fax: + 44 (0) 1756 700807 Web: www.vwa.co.uk E-Mail: office@vwa.co.uk

BOOKING FORM

Course Title	Understanding Flavours			Code	UF
Venue	TBC in North Yorkshire			Date(s)	3-4 April 2012
DELEGATE DETAILS					
Title		Forename		Surname	
Position					
Company					
Address					
				Postcode	
Telephone				Fax	
Email				Mobile	
Nature of business					
PAYMENT DETAILS					
(Bookings are made and accepted subject to the terms and conditions below)					
Total Payment <small>(Course Fee + VAT)</small>				Order No.	
Please Invoice for the attention of:					
Invoice Address					
				Postcode	
Shall we send an accommodation guide?	Yes	No		Do you require disabled access?	Yes No
Please specify dietary requirements					

Confirmation will be sent on receipt of this form and course information will follow approximately 2 weeks before the course.

The fee includes:

Course refreshments, lunches, course folders, where applicable exam fees, and open learning materials for use during the course. Overnight accommodation is **NOT** included unless specified.

Conditions of Booking:

Course fees are payable 14 days prior to the course.

Provisional bookings, valid for 5 working days, can be made by telephone or e-mail.

Once the booking form has been received by Verner Wheelock Associates Ltd, you are liable for payment.

If you are unable to attend you may substitute at any time but cancellations cannot normally be made.

See separate Terms & Conditions.

I HAVE READ AND AGREE TO THE CONDITIONS OF BOOKING

Please mark X

Authorised signature

Name (printed)

Position

Please note: It may be necessary, for reasons beyond our control, to alter the content, programme or course tutors.

FAX FORM TO +44(0) 1756 700807 E-MAIL FORM TO office@vwa.co.uk

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