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By Philip Ashurst, Robert Hargitt



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How do I select the right intense sweetener for my product? Do small changes in packaging need extensive trials? When do I need to institute a product recall?

Expert answers to these and further questions which arise during the development, manufacture, packaging and distribution of soft drinks, fruit juices and packaged waters can be found in this convenient reference book. Arranged in practical question and answer format, information can be found quickly and easily, whether the book is being used as a basic source of information, problem-solving manual or training tool.

The book is divided into nine main chapters reviewing issues relating to beverage ingredients, manufacturing, product quality, packaging, storage and distribution. A section on bottled waters is also included. Final chapters cover ways of handling consumer complaints, environmental and regulatory issues.

Written by authors with extensive industrial experience, Soft drink and fruit juice processing problems solved is an essential reference and problem-solving manual for professionals and trainees in the beverage industry.

- Provides solutions to a wide variety of queries commonly encountered by industry professionals
- Reviews issues relating to beverage ingredients, manufacturing product quality packaging and storage
- Thorough reference book written by authors with extensive industry experience



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Editorial Review

Review

A suitable reference and problem-solving manual for professionals and trainees in the beverage industry.,
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About the Author

Philip Ashurst has been involved in the beverage, brewing, flavour and extract industries in both technical and general management roles for many years. Now a consultant, he specialises in the scientific, financial and legal aspects of the beverage industry worldwide. *Bob Hargitt* is Technical Executive of the British Soft Drinks Association.

Bob Hargitt has worked in R&D and technical management roles in the brewing and soft drinks industries for over 35 years and is a Retired Technical Director of the British Soft Drinks Association, UK.

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