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companies are increasingly choosing to enhance internal idea development by pursuing an 'open innovation' approach, allowing the additional exploitation of external ideas and paths to

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is a maze of choices
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totally new? Will you cook in your home, rent space in a shared kitchen, or build your own facility?) Douglas Raggio has been there: both as a food founder and as a consultant to other successful startups, and he's come to learn that every

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to recognise all
the contributing
factors to a
successful food
and beverage
operation. Keith

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Waller is Senior Lecturer for the Faculty of Business and Management at Blackpool and the Fylde College. He has extensive experience in the hospitality industry and is a member of the Hotel and

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Association. He is the co-author, with Professor John Fuller, of *The Menu, Food and Profit*.

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themselves,
there is a risk
that biofilms
may form. Human
pathogens in
biofilms can be
harder to remove
than free
microorganisms
and may
therefore pose a

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*in the food and
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industries

reviews the

formation of

biofilms in

these sectors

and best

practices for

their control.

The first part

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of the book considers fundamental aspects such as molecular mechanisms of biofilm formation by food-associated bacteria and methods for biofilm imaging, quantification and monitoring.

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Part two then reviews biofilm

formation by different

microorganisms.

Chapters in Part

three focus on

significant

issues related

to biofilm

prevention and

removal.

Contributions on

biofilms in

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*particular food
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*sectors, such as
dairy and red
meat processing
and fresh
produce,
complete the
collection. With
its
distinguished
editors and
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*Contributors,
Biofilms in the
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industries is a
highly
beneficial
reference for
microbiologists
and those in
industry
responsible for
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fundamental aspects concerning the ecology and characteristics of biofilms and considers methods for their detection Examines biofilm formation by different micro-organisms such as samonella and

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*food spoilage
Discusses
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prevention and
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which food and
beverage operations
have adapted
management and
operating tactics from
other industries, what*

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operations are doing to maintain or improve quality standards while reducing expenses, and how high-tech strategies are being used to give customers greater value for their dining dollars.

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*updates throughout
the text, an expanded
discussion of
marketing channels
and tactics used by
food service
managers,
information on
sustainability issues in
food service, and
discussion of
nutrition issues
including menu*

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organic foods, food*

allergies, and the

*obesity problem in the
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textbook provides a
thorough guide to the
management of food
and beverage outlets,
from their day-to-day
running through to
the wider concerns of*

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the hospitality industry. It explores the broad range of subject areas that encompass the food and beverage market and its five main sectors – fast food and popular catering, hotels and quality restaurants and functional, industrial, and welfare catering.

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practice and teaching
experience, this book
is the ideal guide to
the subject for
hospitality students
and industry*

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practitioners alike. Producing products of reliable quality is vitally important to the food and beverage industry. In particular, companies often fail to ensure that the sensory quality of their products remains consistent, leading to the sale of goods

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*which fail to meet the
desired specifications*

or are rejected by the

consumer. This book

is a practical guide

for all those tasked

with using sensory

analysis for quality

control (QC) of food

and beverages.

Chapters in part one

cover the key aspects

to consider when

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designing a sensory QC program. The second part of the book focuses on methods for sensory QC and statistical data analysis.

Establishing product sensory specifications and combining instrumental and sensory methods are also covered. The

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final part of the book

reviews the use of

sensory QC programs

in the food and

beverage industry.

Chapters on sensory

QC for taint

prevention and the

application of sensory

techniques for shelf-

life assessment are

followed by

contributions

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*reviewing sensory QC
programs for
different products,
including ready
meals, wine and fish.
A chapter on sensory
QC of products such
as textiles, cosmetics
and cars completes the
volume. Sensory
analysis for food and
beverage quality
control is an essential*

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*reference for anyone
setting up or
operating a sensory
QC program, or
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QC. Highlights key
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sensory targets and
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Examines methods*

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shows students how
food service

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operational areas
within the food and
beverage

department, based
on multiple real

industry examples,
allowing the reader
to grasp the

intricacies of the day-
to-day running of
outlets. Food and

Beverage

Management in the

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