



“BAKERY INSIGHTS: - SCIENCE - TECHNOLOGY - PROCESSES WHY'S TO WISE”

by Mr. K. Ravi

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What Business Executives tell !!!!

Siraj A Chaudhry

Chairman

Food Industry Capacity and Skill Initiative

"Bakery is an important segment of the processed and packaged foods industry. This segment is growing at a fast pace on account of changing customer preferences, increasing urbanisation and more women joining the workforce. Demand for healthy living and nutrient rich food has led to innovation and introduction of new products in the market place and the bakery industry is catching up to this trend. The technology being used today is much more advanced and the standards of quality and hygiene have improved manifold.

With a handful of large players, the industry is dominated by small home grown enterprises and bakery industry continues to emerge as a significant source of employment as well as entrepreneurship opportunities. Therefore, there is a pressing need to impart vocational training to develop the right skill set in the bakery domain. Organizations like the AIBTM are making good contribution in this area.

I'd like to congratulate K. Ravi for presenting a comprehensive view of the entire value chain in the bakery segment through his book Why's to Wise. I am sure this book will prove to be a valuable reference not only for students and trainers but also the entrepreneurs engaged in bakery business.

Selva Rajan

Founder President, Tamilnadu Bakers' Federation

Baking started as a craft which is followed by personally learning the skills and knowledge from those who practice. Bakery production can also involve art where the baker produced very artistic and creative products. The production and scope for marketing are generally limited due to the lack of understanding of the science and technology behind the bakery craft and production of product.

But for mass production and extensive marketing, a fair amount of knowledge of science and technology of baking is required. I am happy that Mr. K.Ravi is crystallizing his deep knowledge and understanding of baking science, in the form of a technical book. This will be most useful to those who want to produce bakery products to a larger market having extended shelf life and preservation of taste and texture. My congrats to Mr.Ravi.

Paritosh Wali

President

Federation of Biscuit Manufacturers of India

Indian Bakery Industry is among the largest and the most penetrated categories of the processed food industry. As our economy grows and disposable incomes increase, we are seeing consumers more and more keen to experiment with a range of products. This is even more pronounced in foods given our rich history of love for food. The bakery industry has been at the forefront of this evolution. In biscuits alone around 1500 new products are introduced every year! With India retaining its place as one of the few economic bright spots in an otherwise volatile and rather shaky world economic order, it is natural that more and more international bakery chains and products are finding their way here. All of these should help the industry drive innovation and promise to create exciting times for consumers and stakeholders alike.

The Assocom Institute of Bakery and Technology has been enabling this evolution of this industry by providing and facilitating knowhow creation.

K. Ravi has been at the forefront of this knowledge creation in his long career. The Bakery Insight 'Why's to Wise' promises to further the dissemination of his knowledge among the various players in this industry. I hope this book will enhance baker's vision and serve as an informative guide for new ideas and innovation techniques for growth of food industry.

Dr. P. Haridas Rao

Former Deputy Director & Head, Flour Milling & Baking Technology, CSIR-CFTRI, Mysore.

I am very much pleased to know that AIBTM will be releasing a comprehensive book on Bakery insights – Science, technology and processes, on July 2016. I am also happy to know that the book is written by Mr. K Ravi, who has wide experience in Research & Development as well as industrial experience.

The book is very exhaustive and covers different important bakery products like bread, biscuits, cakes and cookies. The book covers different types of ingredient and their quality requirement for preparation of different products. The book covers wide range of topics such as, technologies of production of different bakery products and the unit operations involved in their production. The importance of various unit operations involved are also discussed. In addition the book covers related aspects like packaging, food safety, fortification and analytical methods for determining the quality.

I compliment and congratulate Mr. K Ravi for his hard work in writing this useful book and also AIBTM for releasing this important publication which is very limited at present.