| DT Year 11 Food Preparation and Nutrition | Term 1 | Term 2 | Term 3 |
|---|--|--|--|
| Topic | Exam - Course work and Practical investigation | Exam Cooking and coursework unit | Preparation for the written exam |
| Core Knowledge | Investigation 15% of grade with coursework | Practical exam 35% with coursework element | Exam revision cycle and completion of coursework |
| | Judge and manipulate sensory properties Be able to demonstrate the following techniques: • how to taste and season during the cooking process • change the taste and aroma through the use of infusions, herbs and spices, paste, jus, reduction • how to change texture and flavour, use browning (dextrinisation) and glazing, add crust, crisp and crumbs • presentation and food styling – use garnishes and decorative techniques to improve the aesthetic qualities, demonstrate portioning and presenting | Research, plan, cook and present a three course meal which meets particular requirements ie dietary requirements, lifestyle choices. Evaluate the outcome with clear emphasis on the brief | |
| Core Skills | All skills taught to date. | Dependent on task specialist skills anduse of specialist equipment taught pending the exam. | |
| Enhanced Knowledge | All knowledge taught to date with emphasis on nutrients, food groups and food chemistry. | | |

Year 11 Curriculum Overview Food Preparation and Nutrition 2023-24

| | The recipe bank will be richly annotated to be used in preparation for the practical exam. | | |
|------------------|--|--|---|
| | | | |
| Enhanced Skills | All skills taught to date. | | |
| Assessment Focus | Knowledge based assessment and practical skills test | Knowledge based assessment and practical exam grade | Knowledge based and assessed in several mock exams. |
| Homework | Homework project over 1 term | Homework project over 1 term | Homework project over 1 term |
| British values | Further the belief in personal and social responsibility. | Enable self-esteem and tolerance for constructive criticism. | Enable self-esteem and tolerance. |

Knowledge organiser

KS 4 Food preparation and nutrition

Macronutrients - Fats and Proteins

Chemical compounds found in food, and needed by the body in large amounts. Provide energy and building materials for the bodily processes.

PROTEINS

large biomolecules built of amino acids bound together into long chains

Proteins have many functions in our bodies:

- Build enzymes and hormones
- Build cell membranes Repair and maintain tissues
- Defend the body (antibodies)

Soya, Quinoa

Secondary source of energy

There are approximately 20 amino acids in total and each one has a specific function in our body. While most can be made by our bodies, approximately nine cannot and have to be consumed by food.

- Essential amino acids cannot be made by our bodies and need to come from food
- Non-essential amino acids readily made by the body

Functions

Different foods contain different amounts of these essential amino acids. Foods that contain them all are called high biological value foods and a protein source that lacks one of these essential amino acids is called a low biological value protein



two LBV proteins. This is called:

energy intake

Protein Complementation

You can obtain HBV proteins by combing

A process of combining two or more LBV protein sources to obtain an HBV protein

Examples of protein complementation: Baked beans + Bread

Rice + Peas

Peanut butter + Porridge oats

Essential amino acids: histidine, isoleucine, leucine, lysine, methionine, phenylalanine, threonine, tryptophan, valine

Non-essential amino acids: alanine, arginine, asparagine, aspartic acid, cysteine, glutamic acid, glutamine, glycine, proline, serine, tyrosine

Too much or too little protein and the following can happen:

- Excess
- · Kidney and liver diseases
- Weight gain
- Deficiency
- Kwashiorkor
- Slowing growth rate
- Swelling

What about vegetarians and vegans?

Protein Alternatives

Vegetarians and vegans don't consume meat so instead they use protein alternative products, which are manufactured in order to provide protein in a diet, and protein-rich plant foods.

Examples include:

- Mycoprotein (Quorn®)
- Tofu
- Tempeh
- Soy chunks
- Textured vegetable proteins (TVP)
- Beans, lentils, chickpeas



large biomolecules built of one molecule of glycerol and three molecules of fatty acids that provide energy.

> 35% of daily energy intake

TRIGLYCERIDE

Essential fatty acids

Polyunsaturated fatty acids which

cannot be built from scratch in the

human body. Include Omega 3 and

Omega 6 fatty acids

Present in fish, fish oil and

cold-pressed vegetable oils

3x Fatty acids

The functions of fats include:

Functions

- Source of energy
- Insulation
- Dissolve vitamins **Build hormones**
- Build cell membranes

There are two types of fatty acids, outlined below:

Saturated

Contain only single bonds. Solid at room temperature.

Sources:

Meat, cheese, butter, cream, whole milk, lard, suet, eggs



Unsaturated

Contain one or more double bonds. Liquid (oils) at room temperature.

Unsaturated fats (or fatty acids) can be divided into two further categories:

Monounsaturated

One double bond. Go solid when refrigerated.

Polyunsaturated

More than one double bond. Remain liquid even at low temperatures.

Sources: fish and fish oil, vegetable oils and spreads, nuts and grains, avocados, olives.

Food can contain fat even when you can't see it.

Visible

Invisible



- · Fats you can see, such as on meat, are often saturated.
- However, visible fats can be unsaturated, e.g. oils in fish and from plants.
 - Unsaturated fats you cannot see, such as in nuts and avocados, are often good for the brain!
- However, some invisible unsaturated fats can be found in processed foods.

Obesity

Excess

- Hypertension
- Coronary heart disease
- Fatty liver disease Type 2 diabetes
- Deficiency
- Weight loss

balance of them; too much or too

Fats are needed, but so is a

little has consequences...

- Vitamin deficiency
- Heart disease
- Feeling cold

Cholesterol

Fatty substance present in animal-origin foods, responsible for transporting fats around the body

Low Density Lipoprotein (LDL) is 'bad' cholesterol High Density Lipoprotein (HDL)

is 'good' cholesterol



Macronutrients — Carbohydrates

CARBOHYDRATES

large biomolecules built of carbon, oxygen and hydrogen, in form of simple, double or complex molecules built of hundreds of molecules of sugar bonded together

50% of daily energy intake

There are two types of carbohydrate: sugars and complex carbohydrates known as polysaccharides, which are further broken down in to subgroups.

SUGARS

Sweet-tasting carbohydrates made up of simple or double molecules of carbohydrates

Monosaccharides One sugar molecule

There are three main monosaccharides found in food:

- 1. Glucose also known as blood sugar, can be found in fruits and vegetables. Also found in muscles and liver cells.
- 2. Fructose sweet sugar found in many fruits
- 3. Galactose A less sweet monosaccharide found in mammals' milk

Disaccharides

Two sugar molecules

There are three main disaccharides found in food:

- 1. Lactose products made from mammals' milk
- 2. Sucrose white sugar
- 3. Maltose Produced when starch is broken down, found in cereals

POLYSACCHARIDES

Long chains of sugar bound together. Also known as complex carbohydrates. Polysaccharides are either digestible or non-digestible.

Digestible

Are absorbed and provide source of energy

Sources of digestible polysaccharides

- 1. Starch made up of several glucose molecules, this is found in grains, cereals and starchy vegetables
- 2. Dextrin produced when starchy foods are cooked, e.g. toast or baking cakes

Non-digestible

Are not absorbed and support digestive health. Also known as dietary fibre.

Sources of non-digestible polysaccharides (dietary fibre)

Dietary fibre can be either soluble or insoluble:

- 1. Cellulose often found in plants' cell walls
- 2. Pectin found in cell walls of vegetables and fruits

30 g every day

What do we need carbohydrates for?

Functions

- Primary source of energy
- Store energy for later
- Build DNA
- Prevent the body from using own proteins as energy source

What happens if you eat too much or too little carbs?

Excess

- Tooth decay
- Type 2 diabetes
- · Weight gain and obesity
- Hyperglycaemia

Deficiency

- Weight loss
- Lack of energy, tiredness
- Severe weakness
- Hypoglycaemia
- → Hypoglycaemia very low blood sugar level o collapse/fainting, coma
- → Hyperglycaemia very high blood sugar level
 - o type 2 diabetes, damage to the nerves

What happens if you eat too

much or too little fibre?



Sources of sugars

- Milk and dairy products
- Juices and beverages
- Sugar, honey and syrups

- Fruit and vegetables
- Sweets and condiments

VS

Free sugar

Sugar that is added to foods, and the sugar naturally present in honey

These should make up no more than 5% of your daily energy

Intrinsic sugar

Sugar that is naturally present in fruit and vegetables.

Sources of starches

- Starchy vegetables, e.g. potatoes, parsnips
- Grains, e.g. wheat, rice, barley, maize, quinoa, bread and pasta, porridge, couscous



SOLUBLE

- Swells in stomach and increases satiety
- Slows down sugar ingestion and prevents high blood sugar levels

Sources of soluble dietary fibre

Beans, oats and vegetables (especially the skins)

INSOLUBLE

Sources of insoluble

dietary fibre

Wholemeal products,

bran, oatmeal, pasta

and bread

- Adds bulk to the stool
- 2. Regulates bowel movements
- Prevents bowel cancer

- **Excess**
- · Constipation or diarrhoea
- Impaired absorption of nutrients

Deficiency

- · Constipation or diarrhoea
- Increased risk of obesity, type 2 diabetes. cardiovascular disease, bowel cancer



Calcium (Ca)

- Works together with phosphorus and vitamin D to ensure proper bone and tooth health
- Works with vitamin K to ensure proper clotting of blood
- Supports muscle contractions
- Takes part in transmitting nerve impulses

Excess

Excess is rare but too much may lead to it being stored in the kidneys, stopping them from working.

May also cause constipation and stomach issues.

Rickets - effect of Ca deficiency in children, in which bones don't grow properly and impair movement

Osteoporosis - effect of Ca deficiency in adults, in which bones become weak, brittle and easy to break, and heal slowly

Excessive bleeding when cut as the blood cannot clot properly

Deficiency

Sources:

DRV: 700 mg daily

Magnesium (Mg)

Essential for energy synthesis

Together with calcium, controls muscle

Necessary to build DNA

Increases bowel movements

contractions

Excess

Very low blood

e.g. spinach

Mineral water

· Leafy green vegetables,

Nuts and whole grains

Nausea and

vomiting

Diarrhoea

pressure Slow heartbeat Commonly found in milk and dairy products

Also present in nuts, bread and cereals, oily fish and green vegetables

Painful muscle

cramps

Abnormal

heartbeat

High blood

pressure

DRV: 300 mg daily

Deficiency

Micronutrients — Minerals and Trace Elements

Micronutrients are needed by the body in small amounts to facilitate a range of physiological functions

Iron (Fe)

⇒ Necessary to build haemoglobin

HAEMOGLOBIN: red pigment in the blood cells. which binds oxygen and carries it around the body

Haem iron

(Easily absorbed by the body)

Red meat, offal, egg yolk

Potassium (K)

Non-haem iron

(Difficult to absorb) Green leafy vegetables,

dried fruit, chocolate, lentils

MENSTRUATION: Part of the female monthly cycle when bleeding occurs, that increases the risk of developing irondeficiency anaemia in girls and women

Excess

leading to heart paralysis

and heart failure

Chest pain

Nausea and vomiting

Difficulty breathing

Irregular heartbeat (arrhythmia)

Iron deficiency anaemia, of which symptoms include:

- pale complexion
- tiredness

Excess

Nausea

Vomiting

Constipation

Stomach ache

· weak and split

Deficiency

Deficiency is usually caused by loss of blood, impaired absorption or genetic disorders.

DRV: 11 mg boys / 15 mg girls

body by: Water

- breathing lungs, mouth and nose
- Body waste kidneys and intestines

Water is LOST from the

Sweating – skin

Cools down body and keeps stable body heat

- Helps digestion
- ⇒ Removes toxins, e.g. urea and lactic acid
- Eliminates waste, e.g. urea (by-product of protein breakdown)
- Provides important minerals, such as calcium

This can lead to...

HEAT STROKE: Uncontrolled, life-threatening increase in body temperature

DEHYDRATION: A harmful reduction in water loss in the body

HYDRATION: Amount of water necessary for proper functioning of the body

Adult people should drink around two litres of water a day!

Drink more

- on hot, sunny days
- when you exercise a lot
- when you have fever
- when you want to lose weight

Builds hormones in the thyroid gland

Maintains body water balance

Important electrolyte

Potatoes and yams

Bananas, avocadoes

Nuts and dried fruits

Vegetables and fruits

Red meats

Excess

Weight gain

metabolism

Change in

Necessary for muscle contractions

Controls the heart's electrical activity

lodine (1)



Trace Elements

Both deficiency and excess are very rare and

usually cannot occur as a result of imbalanced

diet, but if they happen, they may lead to...

Abnormal heart ratio and

Weakness

arrhythmia

Hypertension

Muscle cramps

Swelling of the body

DRV: 3500 mg daily

Paralysis of the respiratory system

Deficiency

Micronutrients needed in very small amounts



Fluoride (F)



Builds and strengthens tooth enamel

Excess Brittle tooth enamel

- (fluorosis)
- · Tooth decay

Soft tooth enamel or no enamel Tooth decay /

DRV: 3.5 mg daily

dental caries

Deficiency

Milk, chocolate, cocoa beans

- Controls the ratio of metabolism
 - - Swelling of the thyroid (GOITRE)
 - Deficiency
- Red meat, sea fish, shellfish, cereals, grains, nuts and meat
 - May be inhaled at the seaside and in salt caves
 - DRV: 140 mcg daily

THYROID: small gland found at the front of the neck

Fluoride is also added to drinking water by fluoridation

Bony fish (e.g. sardines) and

seafood, tea, toothpaste and

mouthwash, fluoridised water

Micronutrients — Vitamins

Micronutrients are needed by the body in small amounts

Vitamins ACE

Fat-soluble Vitamins

Vitamins A, D, E and K, present mainly in fatty foods, which can be stored in the body for long periods of time – excess may be harmful

Vit. A

Retinol
active form of
vitamin A, found in
animal-origin foods

Beta carotene inactive form of vitamin A, found in plant foods

Functions:

- Growth and development of the body
- Helps support vision at night
- Keeps the skin and cell membranes healthy

Sources:

- Retinol: liver, milk and dairy, egg volk, oily fish
- Beta carotene: red, yellow and green vegetables and fruit

Deficiency: night blindness, flaky and dry skin **Excess:** toxic, harmful for unborn babies

DRV 600 mcg daily

Vit. D

Cholecalciferol

Vitamin D
deficiency is very
common in the UK.
For that reason, a
doctor can
prescribe you a
vitamin
supplement.

• Hea

- Healthy bones and teeth
- Helps absorb calcium

DRV 10 mg daily

Sources:

- Produced in the skin in response to sunshine exposure
- Liver, milk and dairy, egg yolk, oily fish

Deficiency: rickets, osteoporosis, depression, increased risk of cancer **Excess:** damage to the kidneys and other organs, weakened bones

Antioxidants

- Protect cells from the damage caused by free radicals
- Help prevent cardiovascular disease and cancer, and maintain youth

Free Radicals

Particles of oxygen which have too few electrons and steal electrons from other particles in the body, causing damage and oxygen stress.

Vit. E

Fat-soluble vitamin present in vegetable oils, nuts and seeds. Needed to maintain healthy skin. Antioxidant.

Vit. K

Fat-soluble vitamin present in leafy green vegetables, dairy and egg yolks. Also produced by bacteria in the gut. Necessary for proper blood clotting.

Water-soluble Vitamins

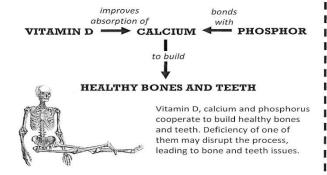
Group B vitamins and vitamin C

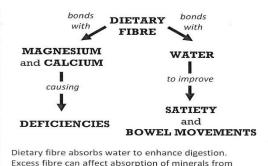
Easily excreted from the body, usually non-toxic in excess, deficiency may be harmful

| | Function in the body | Source | Effects of deficiency and excess |
|--|--|---|---|
| Vitamin B1 Thiamine DRV 1 mg daily | Helps release energy from food Supports the nervous system | Liver, milk and dairy Bread and cereals Eggs, nuts, peas | Deficiency: beriberi disease Excess: very rare |
| Vitamin B2 Riboflavin | Supports healthy skin, nerves and mucous membranes | Chicken, eggs, milk and dairy Rice, bread, cereals, leafy vegetables, soya | Deficiency: skin problems dry lips, poor growth Excess: very rare |
| Vitamin B3 Niacin Releases energy from carbohydrates Helps keep skin and nerves | carbohydrates | Meat and poultry Cereals and grains Pulses (beans, lentils and other) | Deficiency: pellagra, inflammation of skin, dementia (memory loss) Excess: damage to the live |
| Vitamin B9 Folate / folic acid DRV 200 mcg daily | Ensures proper development of the nervous system Helps build red blood cells | Bread and cereals Broccoli, Brussels sprouts, spinach Liver, chickpeas and peas | Deficiency: spina bifida in newborns Excess: no known effects |
| Vitamin B12 Cobalamin | Helps build new cells Supports production of myelin which covers nerves | Meat, milk and dairy, egg yolk Fish and beef | Deficiency: pernicious anaemia, more likely in vegans Excess: no known effects |
| Vitamin C Ascorbic acid | Builds connective tissues (such as skin and mucous membranes) Helps healing of wounds Increases absorption of iron | Potatoes, tomatoes, Brussels sprouts Berries, currants Citrus fruit (lemon, orange, kiwi) | Deficiency: scurvy, impaired healing Excess: stomach pain and diarrhoea |

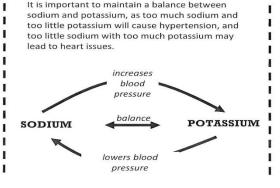
Complementary Actions of Nutrients

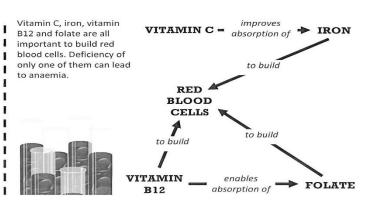
Various nutrients work together in the body to carry out chemical processes and ensure we stay healthy.





food, leading to deficiency of them.





Planning Balanced Diets for Individuals with Specific Lifestyle Needs

Planning Meals for Specific Dietary Needs

Some people cannot, or do not want to, eat certain products. It is important to take that into account when planning a meal or diet for them.



People who do not eat meat and sometimes other foods of animal origin.

- Lacto-ovo-vegetarians eat dairy and eggs
- Lacto-vegetarians eat dairy
- Ovo-vegetarians eat eggs
- Pescatarians eat fish

Vegetarians often choose foods which were produced with respect to **animal welfare**, such as free range eggs or organic milk.

- + Vegetarian diet is suitable for all people, including pregnant women and toddlers.
- Vegetarian diet may be low in HBV protein, so people must remember about protein complementation when planning their meals.

Vegans

People who do not eat any foods of animal origin, such as meat, fish, milk and dairy, eggs, honey and butter.

Often avoid using other products of animal origin, such as leather clothing, fur, feathers, etc.

All foods are plant-based.

- + Rich in dietary fibre and most vitamins.
- May be low in protein.

Other info

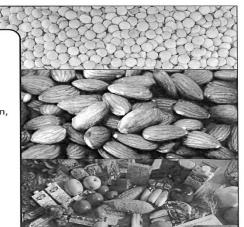
- May lead to deficiency of vitamin B12.
- May lead to deficiency of iron, and subsequent anaemia.
- May be very monotonous as the choice of products is smaller.

• To be halal, meat has to be produced

slaughtered in a ceremonious way

in a special way, e.g. animals must be

where all blood is drained from them.



Physical Activity

People who are very active have higher energy needs and often need to consume additional macro- and micronutrients in order to remain healthy and support their stamina.

Carbohydrates

Needed as an easily accessible source of energy.

For whom?

Athletes and marathon runners.

Electrolytes

Needed to maintain waterbalance in the body and preventpainful cramps.

and, therefore, their meat

During Diwali, sweets are

cannot be eaten.

given as gifts.

For whom?

All sportspeople.



Proteins

Needed to build and repair muscles.

For whom?

Weightlifters and swimmers.

Fats

Needed to insulate the body and provide extra energy to maintain bodyp temperature.

For whom?

Those who train in the cold (e.g. winter sports, swimming).

Religion

Religion often dictates nutritional regime, and indicates what foods can be eaten and when, and what foods should be avoided.

Fasting means that a person cannot eat any foods for a given period of time. Sometimes water and other beverages are permitted.

Alcohol consumption is forbidden by most religions



| | Islam (Muslims) | Judaism (Jews) | Hinduism (Hindus) |
|-----------------------------------|--|---|-----------------------------|
| Eat | Halal food only | Kosher food only Only fish which have both fins and scales can be eaten | Milk Mainly vegetarian |
| Don't eat (or drink) | Pork Alcohol Fish and shellfish without scales | ShellfishPorkMeat with dairy | Beef Alcohol |
| Holidays or fasting periods | Ramadan – month-long fasting period during which Muslims can eat only at night | Passover celebrates liberation of Jews from slavery in ancient Egypt Rosh Hashanah Yom Kippur Hanukkah | Diwali – festival of lights |
| | Halal means permitted, allowed. | Kosher means clean. | Cows are sacred animals |

Matza is a special unleavened bread

• The dietary laws of Judaism are known as

eaten during Passover.

kashrut.



Energy Requirements of Individuals

Energy is the amount of calories you need every day to properly function and maintain your body mass. It differs for different people, depending on various factors.

Lifestyle

People who have an active lifestyle will need more energy than those who lead a sedentary lifestyle

Genetics

Genes control our body composition (how much muscle and fat tissue we have), the ratio of metabolism, etc.

Sex

Males usually need more energy than females because they have more muscle tissue, which requires more energy to work than adipose tissue

nales

9

Factors Affecting Energy Needs

Life Stage

Children and teenagers may need relatively more energy due to growth spurt

1.0–1.4 – low PAL 1.5–1.8 – moderate PAL Over 1.8 – active PAL

BMR and PAL — Importance in Determining Energy Requirements

BMR (basal metabolic rate)

Amount of energy needed to stay alive, e.g. keep

heart beating, breathing and keeping stable body

warmth.

Depends on: age, weight, height and sex

Amount of energy needed to perform all life activities,

e.g. cleaning up, walking, shopping or swimming

PAL (physical activity level)

defere / intering Linergy nee

Occupation People who are

People who are physically active at work will need more energy than those who are not active

Height and Weight

Taller and heavier people will need more energy than those who are short and thin, because there are less tissues to nourish

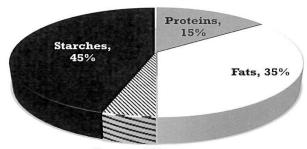


Pregnancy and Lactation

Pregnant women need more energy to support the growth of the foetus, and then extra energy is needed to produce sufficient amount of milk for the baby

Daily Energy Intake

To remain healthy, we need to ensure that the energy in our diet comes from various sources.



Sugars, 5%

Energy is measured in kilocalories [kcal] or kilojoules [kJ] 1 kcal = 4.184 kJ

Sources of energy in a diet include:

| Proteins4 | kcal / 1 g |
|-------------------|------------|
| Carbohydrates3.75 | kcal / 1 g |
| Fats9 | kcal / 1 g |
| Alcohol | kcal / 1 g |

Who needs more energy?

- 1. Professional sportspeople and people with very active lifestyles.
- 2. Women at the end of pregnancy and when breastfeeding.
- 3. People suffering from certain diseases such as cystic fibrosis, and certain forms of cancer, or extensive burns.

What Happens if Someone Eats Too Much or Too Little Energy?

Energy balance means that a person provides with food exactly as much energy as is needed to carry out all daily tasks and perform all bodily functions.

If there is too little or too much, the body begins to malfunction and symptoms of disease occur.

Energy Excess

Occurs when more energy is provided with the diet than is used.

This can lead to:

- weight gain
- · overweight and obesity
- joint pains
- type 2 diabetes
- coronary heart disease
- hypertension
- bowel and breast cancer

Energy Deficiency

Occurs when less energy is provided with the diet than is needed by the body.

This can lead to:

- weight loss
- anorexia
- feeling weak
- fainting and loss of consciousness
- hypoglycaemia (drop in blood sugar level)
- loss of fertility

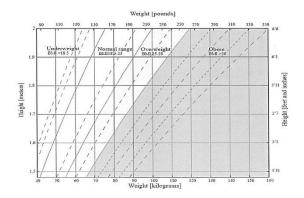
BMR × PAL = Total Energy Expenditure (TEE) (or how much energy a given person needs each day)

BMI (Body Mass Index)

Indicates whether a person's weight is appropriate to their height

 $\frac{body\ mass\ in\ kg}{height\ in\ m^2}$

BMI < 18.5 – underweight BMI 18.5–25.0 healthy BMI 25.0–30.0 overweight BMI > 30.0 obese





Planning Balanced Diets 1

Current Guidelines

Nutritional needs of people differ depending on:

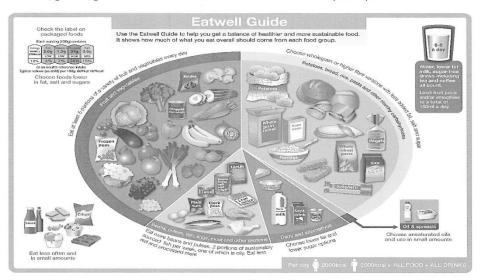
age, weight, height

sex/gender

physical activity levels

state of health

However, general guidance can be taken from the Eatwell Guide (below):



Follow the **eight tips for healthy eating** (below) to
ensure your diet is balanced!

Base your meals on starchy carbohydrates.

Eat a lot of fruits and vegetables.

Eat more fish – and at least one portion of oily fish a week.

Limit the amount of saturated fats and sugars you eat.

Eat less salt – no more than 6 g a day.

Be active and try to maintain a healthy body weight.

Drink plenty of water.

Do not skip breakfast.

Portion Size and Costing When Planning a Meal

- Eating correct portion size can help ensure that individuals' nutritional and energy needs are met.
- A portion is the amount of food eaten in one meal.
- Planning ahead meals and shopping helps assess the cost and stay within the family budget.
- The family budget is the amount of money intended to be spent on food or other goods.
- Children may be using **pester power** to force their parents into buying those sweets, toys or other things.

How to Carry Out Nutritional Analysis

Nutritional analysis allows you to measure the nutritional value of the food we eat. The following can be used to help you analyse foods:

- 1. Food tables contain all data of all nutrients in a given food
- Nutritional analysis software helps plan a meal and/or diet for specific target groups or plan a balanced diet

This allows you to assess the **needs of the consumer**: their preferences, health conditions, age, etc. Providing proper amounts of nutrients can help **improve and maintain health**.

Modifying Recipes

You can modify your recipes to make a given meal more suitable for different groups or individuals through a number of ways:

- Substitute ingredients, e.g. meat with soy chunks
- · Lower amount of sugar, salt, fat or other ingredients
- · Replace ingredients with low-fat, low-protein or high-fibre ones
- · Choose low-fat dressings and sauces, e.g. yoghurt instead of mayonnaise
- Substitute saturated fats with unsaturated ones if possible
- · Change the consistency of the meal

For more info check p.



How Nutritional Needs Vary Depending on Age

As we age, nutritional needs change for a number of reasons. It is important to adjust the diet to the individual requirements of a person.

Toddlers (1-3)

A diet for toddlers should follow a 5532 rule:

- → 5 portions of starchy food
- → 5 portions of vegetables and fruit
- → 3 portions of milk and dairy
- → 2 portions of protein-rich foods
- → Vegetarian children should eat 3 portions of protein-rich foods.



Young children (4-10)

- Growth spurt means young children require more protein, calcium and vitamin D.
- Teething means they require more calcium, fluoride and vitamin D to build healthy new teeth.
- More vitamins and minerals are needed to support forming of the immune system.
- Sugary sweets and drinks should be avoided to prevent weight gain and tooth decay.



Teenagers (11-18)

- Again, calcium and vitamin D are needed to support growth spurts and help reach peak bone mass.
- Teenage girls need more iron to prevent anaemia from menstruation
- Eat regularly to provide more energy for increased physical and intellectual activity.
- Limit consumption of sweets and sugary drinks, do more physical activity and drink more water to prevent obesity and other health issues.

Adults and Elderly (19+)

- More dietary fibre should be consumed to prevent obesity, diabetes and cancers.
- More vitamin D and calcium is required to maintain strong bones.
- Limit sugary snacks and drinks to prevent diabetes, coronary heart disease and obesity.
- Elderly are less active, so less energy is needed from energy-dense foods.
- More iron to prevent anaemia and maintain healthy red blood cells.
- Less salt should be consumed, more physical activity should be undertaken and more water should be drunk to reduce the risk of hypertension.
- Need more vitamin B12 to prevent dementia.



Planning Balanced Diets 2

Dietary Needs and Nutritional Deficiencies

Diet and nutrition have a large impact on health. An imbalanced diet may cause many diet-related diseases and conditions.

Diet: all food and eating habits of a person



Nutrition: macro- and micronutrients provided with died



Health: state of physical, mental and social well-being, lack of illness

Obesity

Description:

- · Condition in which fat is stored by the body in large amounts
- · 25% of adults and 16% of children in the UK are obese

Reasons why...

- → imbalanced diet
- → lack of physical activity

meals during the day.



Results in...

- × increased risk of CHD
- → hormonal issues



- × hypertension
- × stroke
- × diabetes
- × cancer
- × depression
- × social isolation
- × high cholesterol levels
- × infertility
- × back and joint pains

How diet should be changed to meet the needs... Diet should be balanced, varied, low-fat, low-sugar, regular

Coronary Heart Disease

Description:

- Condition in which blood vessels in the heart are narrowed by cholesterol plaque build-up
- CHD is the main cause of deaths in the UK

Reasons why...

- → imbalanced diet
- → too much cholesterol
- → obesity
- → hypertension
- → smoking

cholesterol.



How diet should be changed to meet the needs...

Diet should be balanced, varied, low-fat to reduce weight, low-

Results in...

- × cholesterol plaque buildup in the heart blood vessels
- × increased risk of heart attack
- × chest pains (angina)

Type 2 Diabetes

Description:

Chronic condition in which blood sugar levels are abnormally high

Reasons why...

- → imbalanced diet
- → obesity
- → improper secretion of insulin*

*insulin - hormone produced in the pancreas, which lowers sugar level in the blood by transporting it to the cells

Results in...

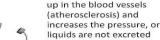
- × damage to the nerves and | blood vessels
- × eyesight loss
- × leg amputations × kidney failure
- × increased risk of heart attack and stroke

Hypertension

- Condition in which blood pressure is too high (above 90/140 mmHg)
- 25% of adults in the UK suffer from hypertension!

Reasons why...

- → imbalanced diet
- → too much salt and
- cholesterol → obesity
- → impaired kidney
- performance → smoking
- → alcohol



Results in...

properly from the body and the pressure rises × Hypertension increases the risk of heart failure,

× cholesterol plaque builds

stroke and kidney disease

Dental Caries

Condition in which teeth are being damaged by

bacteria in the mouth, leading to toothache and

How diet should be changed to meet the needs...

Diet should be low in salt/sodium, usually low-fat to lose weight.

Iron-deficiency Anaemia

Description:

- · Condition caused by lack of iron in the diet or by impaired absorption in the gut
- Girls and women are at greater risk of developing iron-deficiency anaemia due to menstruation (monthly bleeding)

How diet should be changed to meet the needs:

liver, eggs, broccoli, kale and spinach, beans and

lentils, fortified cereals and bread. Vitamin C

increases iron absorption in the gut!

Diet should be rich in iron and vitamin C, red meat,

Reasons why...

- → iron is needed to build haemoglobin
- → haemoglobin is the red pigment in the blood which binds oxygen and transports
- it around the body → if there is not enough iron, red blood cells cannot be built and oxygen cannot be transported properly

- palpitations
- × immune system infections are more likely to
- × pale skin
- × tiredness
- × heart
- occur

- is weakened and

Results in...

- × short breath
- × fainting

- × dizziness

Hypercholesterolemia Description:

Condition in which blood cholesterol levels (total cholesterol and LDL cholesterol) are abnormally high

Reasons why...

- → imbalanced diet high in saturated
- fats → obesity
- genetic factors → smoking

rich in plant sterols.

Results in...

- × cholesterol plaque builds up in the blood I → imbalanced diet vessels (atherosclerosis) and increases the pressure, or liquids are not excreted properly from the body and the pressure rises × High cholesterol
- increases the risk of heart failure, stroke and kidney disease How diet should be changed to meet the needs: Diet should be low in total fat / saturated fats,

high in omega-3 fatty acids, high in dietary fibre,

Liver Disease

Description: · Chronic or acute inflammation of the

- Reasons why... → alcohol abuse
- → obesity
- I → toxins



- virus infection

Results in...

- × scarring of the
- × inability to produce bile. resulting in
- × jaundice × abdominal pain

How diet should be changed to meet the needs...

sugars, usually low-fat to reduce weight.

Diet should be balanced, varied, regular meals, no simple

Description:

- liver
- digestive issues

lack of

vitamin D

excess of

phosphorus

excess sodium

deficiency or

fluoride

- Reasons why...
- lack of

micronutrients' deficiency

- Results in... × rickets (occurs in children): calcium
 - and make movement impossible × osteoporosis (occurs in the brittle and easy to break, bones
 - tooth decay is a result of calcium, vitamin D and fluoride deficiency, as well as high-sugar

Bone Health

Group of diseases of the skeletal system caused by

- Bones become soft, don't grow properly, often become curved
- elderly): Bones become porous, heal slowly after breaking
- diet and improper tooth hygiene

tooth loss

Description:

- Reasons why...
- → diet high in simple sugars I → deficiency of calcium,
- vitamin D or fluoride → improper mouth hygiene

- Results in... × damage to the
- teeth × toothache
- × Tooth loss × Untreated tooth decay may cause inflammation. which can then spread through blood vessels and nerves into the

whole body

How diet should be changed to meet the needs:

To prevent dental caries from (re)occurring, a diet must be low in simple sugars and provide sufficient amounts of vitamin D, calcium and fluoride. Proper mouth hygiene must be observed.

Diet should be based on starchy

limited salt consumption.

How diet should be changed to meet the needs: | How diet should be changed to meet the needs: Diet should be high in calcium, vitamin D, fluoride, high in milk and dairy, fish and fish oils, low-sodium, and lowcarbohydrates, very low in fats, controlled consumption of proteins, high in calories,

Dietary Needs and Nutritional Deficiencies

Coeliac Disease

Condition in which gluten cannot be broken down in the small intestine, causing inflammation and damage to the villi.

Reasons for the condition:

- → occurs in people with genetic predisposition
- → cannot be acquired or treated - coeliacs must follow a gluten-free diet from birth to the end of their lives

Results in:

- × flattened, damaged villi
- × painful bloating, stomach ache, diarrhoea
- × inability to absorb nutrients, leading to deficiencies and weight loss

How diet should be changed to meet needs:

Diet should be entirely gluten-free, i.e. foods containing wheat, barley or rye in any form must not be eaten.

Lactose Intolerance

Condition in which lactose (milk sugar) cannot be broken down in the body. May be acquired (most often) and inborn (rarely).

Reasons for the condition:

- → lack of lactase enzyme in the small intestine
- → risk of developing lactose intolerance increases with age

Results in:

- × painful bloating
- × gases
- × diarrhoea after eating foods containing lactose

How diet should be changed to meet needs:

Diet should be free from lactose, i.e. must not contain milk or unfermented dairy products. In most cases it is OK to eat fermented dairy products such as cheese and yoghurt.

Food Allergies

Condition in which specific food ingredients are not tolerated by the body, leading to inflammation and reaction from the immune system. May occur for some period in life only and then disappear.

Reasons for the condition:

- → There are 14 major allergens: celery; cereals containing gluten; crustaceans; eggs; fish; lupin; milk; molluscs; mustard; nuts; peanuts; sesame seeds; soya; sulphur dioxide.
- → It is not known why some people react allergically to certain foods.

Results in:

- × rash
- × swelling of the mouth, tongue and throat
- × tingling in or itching of the mouth and tongue
- × stomach ache, diarrhoea, nausea, vomiting
- × dizziness, light-headedness
- X In most severe cases can cause anaphylactic shock. This includes wheezy breathing, swollen throat, severe drop in blood pressure, rapid heartbeat, loss of consciousness.

How diet should be changed to meet needs:

People allergic to certain foods must avoid these foods in all forms, usually for a specific period of time only.

The Effect of Cooking on Food

Why food is cooked

Applying heat to food is advantageous for a number of reasons. It not only makes the food safe to eat, but also gives it the desired palatability and organoleptic qualities.

| | Explanation | Example |
|---------------------------|--|--|
| To Improve Digestion | During cooking, proteins and carbohydrates, including fibre, undergo chemical processes which make them easier to break down in the human digestive tract. | Cooked meat is easily digested as the chemical bonds in the protein are already partially broken, so less work is needed from the gut to break it down entirely. |
| To Improve Taste | During cooking, chemicals undergo changes which alter their flavour. Also, addition of other ingredients, spices and herbs helps to obtain a variety of flavours. | Caramel has a different taste to sugar due to caramelisation. Marinades help to alter the flavour of meats and fish, making them more appealing. |
| To Improve Texture | Cooking includes processes such as caramelisation, dextrinisation and denaturation. These help to obtain the required texture of food. | Cakes rise, rice softens and increases in volume, bread has crispy skin and soft interior, meats become tender and easy to chew, sugar melts into caramel |
| To Improve Appearance | During cooking, chemicals in food undergo a number of changes which change the appearance of food. | Bread becomes golden, caramel changes from yellow to brown to black, roast potatoes brown, green peas change from bright green to dull, greyish colour |
| To Avoid Contamination | High temperature helps to kill most of the pathogenic bacteria which usually occur on various foods, making them safe to eat. | Salmonella in eggs and poultry, Campylobacter in meat, Listeria in milk. |

How Heat is Transferred

There are three methods of heat transference used in cooking.

| | Conduction | Convection | Radiation |
|-------------------------|--|---|---|
| How Does It Work? | Direct transfer of heat from the saucepan to the food inside → Heat makes metal particles vibrate → Vibrations of the metal are transferred to the particles of food → Food particles vibrate and the meal heats up | Indirect transfer of the heat through water or air Convention current makes the hot air/steam go up while the colder air falls | Indirect transfer of heat through heat waves → Microwaves send electromagnetic waves, which heat up water particles in the food → Water particles begin to vibrate and, therefore, heat up the whole meal → Infrared radiation is used in grills and barbecues |
| Pattern | Hob → pan → food | Hob → pan → water/air → food | Heat → waves → food |
| Example | Melting butter in a pan Boiling water Roasting meat | Steaming vegetables Boiling eggs Baking muffins | Grilling meat Toasting bread Microwaving soup |

Most dishes require the use of various cooking methods to obtain the desired effect (texture, taste, appearance, etc.). For example:

 baking
 radiation → conduction → convection

 braising
 conduction → convection → conduction

 steaming
 conduction → convection

Water-based Cooking Methods

| Steaming | Helps preserve nutritional value of food, low-fat, softens vegetables. | | |
|---|--|--|--|
| Boiling | May cause vitamin loss, low-fat, softens vegetables, may cause meats to shrink and become tough. | | |
| Simmering | Long time required causes vitamin loss, helps to obtain tender meats and aromatic sauces. | | |
| Blanching Prevents enzymatic browning and oxidation, preserves nutritivalue, maintains crispy texture of vegetables. | | | |
| Poaching | Ideal for preparing delicate ingredients, helps to maintain their tender texture. Low temperature helps to prevent vitamin loss. | | |
| Braising | Long time required causes vitamin loss. Helps to obtain tender meats and aromatic sauces. Creates an appealing brown finish. | | |

During cooking, onion becomes brown, soft and sweet.

Cooking Methods

Various cooking methods help to conserve or modify the nutritional value of food, and improve its palatability and appeal. Cooked foods can also be safely stored for longer.

Roasting

Grilling

Dry

frying

In high temperatures, sugar and protein react with each other, producing brown compounds which affect the colour, taste and smell of foods such as cocoa or coffee. This is called Maillard reaction.



Dry Methods

Long time required causes vitamin loss. Palatability is improved (cakes and other baked goods become sponge-like and often have crispy top). Causes cakes and breads to rise.

Helps to reduce amount of fat in food. Long time required decreases vitamin content. Helps to obtain a crispy skin or surface.

May create harmful substances. Usually low-fat. Creates appealing brown-black finish.

Reduces amount of fat in food. Helps to maintain nutritional value of food. Quick and fast. Very high temperature applied may cause food to burn easily.

Oil-based Cooking Methods

| Deep Frying | Foods become golden and crunchy, but their nutritional value is poor (loss of vitamins and high fat content). Usually very quick. |
|-------------------|--|
| Shallow Frying | Seals the surface of food and helps to obtain crispy surfac and juicy interior. Creates appealing golden-brown finish. The fat content of food may be increased. |
| Stir Fry | Low-fat. Helps to preserve nutritional value of food. Helps to maintain the crispy texture of vegetables and juiciness of meats. |

The Positive Use of Microorganisms

Various microorganisms and enzymes are commonly used in the production of foods. They help to alter the texture and flavour of food, often improving its digestibility and providing additional health benefits.

Enzymes

Enzymes such as rennet break down chemical bonds between amino acids in proteins, changing the texture of food. They also affect the aroma and taste.

Bacteria

Probiotic bacteria ferment lactose from milk and turn it into lactic acid. The acid turns the mixture sour and coagulates protein in milk, because of which it becomes thicker.

Cheese

Different types of bacteria are used to alter the texture. e.g. produce soft cheese or produce large holes inside!

Moulds

Mould breaks down polysaccharides into shorter chains, which changes the taste of the food.



Yeast

Yeast ferments sugars in food and produces carbon dioxide and alcohol.

Marmite

Marmite is a by-product of beer brewing, to which a high amount of salt has been added to stop yeast activity and trigger its autolysis (process in which yeast cells break down).

Blue Cheese and Camembert

Moulds create the white coat on the outside and the blue/green veins on the inside of various cheeses, such as Devon blue, Roquefort and Brie.



Sauerkraut and Pickled Vegetables

Probiotic bacteria produce acid, which makes the vegetables sour and keeps them crispy. Acid also prevents growth of pathogenic microorganisms.

Soy Sauce

Cooked soy beans and roasted wheat or other cereals are mixed, and then mould and yeast are added. After the mixture has fermented, it is pressed to separate the liquid sauce from the solids, which are used as a fertiliser.

How Yoghurt is Made

- 1. Milk is collected from farms and transported to factories.
- 2. Milk is pasteurised to remove harmful
- Milk is homogenised to ensure it doesn't split.
- Milk is warmed up to 42 °C.
- Starter cultures containing live probiotic bacteria are stirred into the milk.
- Bacteria ferment lactose from milk and produce lactic acid.
- Yoghurt becomes sour.
- The protein in milk denatures due to high acid
- 9. Yoghurt becomes thick.
- 10. Yoghurt is cooled down.
- 11. Flavourings (e.g. fruit) are added.
- 12. Yoghurt is packaged and refrigerated.
- 13. Yoghurt is sent off to retailers.

Different types of bacteria are used to alter the texture and flavour of the yoghurt.

Yoghurt

Pickled Fish

One of the most popular pickled fish is herring. An example is Swedish surströmming.

How Bread is Made

- Flour, water, salt and yeast are mixed together.
- The mixture is kneaded.
- 3. The mixture is left to rise in a warm place (first
- The mixture is kneaded again and cut into portions.
- 5. The portions are placed in tins and left to rise in a warm place (second proving).
- 6. The bread is baked.
- The bread is cooled down and removed from tins.
- The bread is sliced and packaged.
- 9. The bread is sent off to retailers.

Bread

During production of bread, yeast is added to the dough. By fermenting sugars, it produces carbon dioxide, which causes the dough to rise.



Sausages

- bacteria transform nitrates to nitrites, which means the meat remains bright pink
- bacteria produce acid, which denatures protein and improves the texture
- mould creates a white coat, which shields the sausage from other microorganisms in the air



Alcoholic Drinks

During fermentation, yeasts transform sugars into alcohol and carbon dioxide. That's why beverages become alcoholic, dry and fizzy!

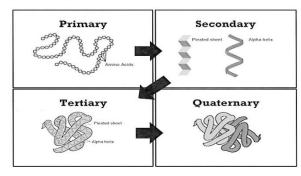
Functional and Chemical Properties of Food 1

The chemical structure of food ingredients plays a vital role in how they can be used in cooking. Applying heat to proteins, carbohydrates and fats usually damages their structure, which helps to obtain the desired effect.

Proteins

Macromolecules built of thousands of amino acids bonded together into long chains Amino acids \rightarrow peptides \rightarrow polypeptides (proteins)

The structure of proteins:



Functional and chemical properties:

- 1. Denaturation damage to the protein's structure caused by:
 - Heat during cooking, proteins vibrate quickly and as a result hydrogen bonds in them rupture
 - b. Acid because hydrogen atoms from the acid bind with nitrogen from the protein, preventing it from forming hydrogen bonds within protein molecule and so it cannot form a 3D structure
 - or mechanical action (physical) during whisking, protein uncoils and exposes hydrophobic areas, which stick together and form a foam
- Coagulation aggregation of protein particles into larger lumps, causing it to set. Examples of protein coagulation include cheese becoming rubbery when overheated and egg whites becoming solid when cooked.



During cooking, the protein in eggs coagulates and denatures, and causes the eggs to set.

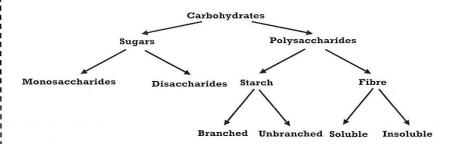
- Syneresis leakage of water from overcooked (and over-coagulated) proteins. Usually associated with eggs.
- 4. Gluten formation complex, net-like protein built of glutenin and gliadin, simple proteins present in wheat, rye, barley and oats; the two proteins cross-link with each other, creating a net (as in a sweater) which can hold air bubbles during proving and baking of bread and bakery products

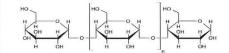
glutenin + gliadin + water → gluten net → soft, springy texture

Foam formation – air bubbles trapped in a liquid (e.g. egg white).
 Whisking makes proteins unravel and denature.

Carbohydrates

Macromolecules which include mono-, di- and polysaccharides (built of thousands of monosaccharides) bonded together



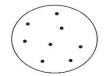


Amylose is an example of a polysaccharide built of thousands of glucose molecules.

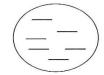
Functional and chemical properties:

 Gelatinisation – happens when starch granules absorb water, and swell and break during heating, so that mixtures thicken and form a gel when cooled; used to prepare sauces and puddings

starch + water + heat → gelatinisation







Starch granules in cold water.

Starch granules absorb water when heated.

Starch granules burst and break and turn the liquid into gel.

2. Dextrinisation – happens when starch chains break down into shorter chains of dextrins; during the process molecules of water evaporate and carbon is left to give brown colour; occurs during baking and toasting bread and other baked goods

$starch + heat \rightarrow dextrinisation$

3. Caramelisation* – happens when sugar is heated in very high temperatures, causing it to liquidise and form a thick, brown syrup; during the process water evaporates and carbon is left to create a brown or black colour; occurs during roasting of vegetables, making caramel and fudge, etc.

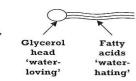
sugar + heat → caramelisation

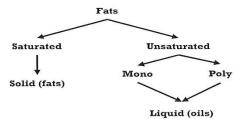
*Caramelisation is not required by the specification; however, it is an important reaction that occurs in food during cooking, causing changes in appearance, texture, taste and aroma.

Fats and Oils

Macromolecules built of a glycerol head and fatty acid tail

Fat particles are immiscible — they are repelled by water molecules and separate from it, forming little droplets of oil in the mixture, and eventually creating a coat on top of it.





Functional and chemical properties:

- Shortening when fat particles surround starch so that it cannot access water and, therefore, prevent gluten formation; technique used to obtain crunchy, crumbly pastry such as for biscuits
- Aeration trapping air bubbles in a fat mixture, e.g. cream or butter, to improve its texture
- 3. Plasticity ability of fat to be easily spreadable and melt in various temperatures, dependent on the length of the fatty acids chains in the fat particle

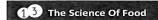


Plasticity is increased when butter melts.

- 4. Melting point temperature at which fat turns into oil
- 5. Emulsion stable mixture of oil and water

Water-in-oil emulsion → butter Oil-in-water emulsion → milk

To create a stable emulsion, **emulsifiers** need to be used, e.g. lecithin from egg yolk is used to make mayonnaise. Emulsifiers bind together molecules which normally wouldn't bind and prevent them from separating.



Functional and Chemical Properties of Food 2

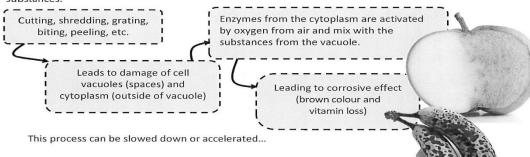
Fruits and Vegetables

Cooking and food preparation may have a large impact on nutritional value, appearance, flavour and smell of

Foods such as bananas, apples and tomatoes need time to ripen. This ripening process is caused by enzymes.

Enzymatic Browning

Involves the discolouration of fruits and vegetables as a result of oxygen reacting with enzymes and plant cell substances.



Slowed down by

- lowering temperature
- inactivating enzymes with the use of heat (blanching) or acid (vinegar / lemon juice)
- removing oxygen / protecting

Accelerated by

- iron and copper
- diminution
- oxygen exposure

Foods most prone to enzymatic browning:

- Fruit: avocados, bananas, peaches, pears, apples, mangos, apricots, plums, grapes
- Vegetables: aubergines, mushrooms, potatoes, lettuce

Oxidation

- The process when substances combine with oxygen
- Destruction of chemicals in food due to oxygen exposure
- Causes changes in the appearance, smell and nutritional value of food (e.g. rancidity in fats)

Slowed down by:

- covering food
- packing food in oxygen free conditions
- covering food with sauces and dressings

Accelerated by:

- diminution
- oxygen exposure



Leaving oil without a cover will cause it to become rancid.

Why Particular Results May Not Always be Achieved

In cooking, everything matters – from the consistency and temperature of ingredients, to their amount, to the order they are used in, cooking time and temperature.

the yeast used was

→ the dough did not

the dough did not

the temperature

not rise

→ the yeast got killed

and the dough did

was too high

rise or was rising

rise at all

too old (dead)

the temperature

very slowly

was too low

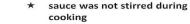


'Why did my cake not turn out this good?'

- too much sugar was added
 - → the cake has a hard crust
 - → the cake sunk in the middle
 - the cake was too high up in the oven
 - → the cake cracked on top
 - → the top is burnt
 - → the cake is underbaked and sinks
- too much flour was added
 - → the cake is tough and dry
- not enough rising agent was used
 - → the cake/dough did not rise
- wrong raising method was used
 - → the cake did not rise
 - → the cake is tough and has a closed texture

Sauces

- the tin was overfilled
 - → the cake burnt on top
 - → the top has cracked
 - the cake has overboiled
- the batter was too wet
 - → the fruit sank



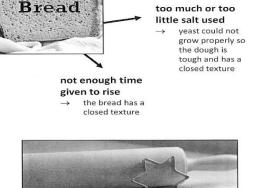
- → the sauce is lumpy
- the sauce has burnt at the

cooking time was too short

- → the sauce has a flour-like aftertaste
- → the sauce is very pale
- the sauce has not thickened properly

sauce was cooked for too long

- the sauce has burnt
- the sauce has thinned
- the fruit sank



wrong type of

flour was used

texture

there was not

enough gluten,

so the bread has a closed, tough

too much or too



→ the pastry is sticky and difficult to

Pastry

→ the baked pastry is gooey and soft

pastry was not left to relax

- → the pastry has shrunk during baking
- → the filling has spilled out
- pastry was too high up in the oven

→ the pastry is burnt

- → the pastry has risen unevenly

your hands were too warm

- → the pastry is sticky and difficult to
- → the baked pastry is gooey and soft

pastry was baked for too short a time

- → the pastry looks wet and underdone
- the pastry is gooey
- → the pastry is pale and bland

Food spoilage may be caused by many various microorganisms: by bacteria, yeast and moulds, as well as by enzymes naturally present in the food products. It is important to correctly store food and apply food safety principles to avoid spoilage and contamination of other products.

Microorganisms

Tiny organisms visible only under a microscope Bacteria, yeast and mould

Growth conditions

Warmth - ideally temperature between 5 and 63 °C Water - microorganisms grow better in moist conditions

Food - ideally protein, but sometimes also sugar

Time – the longer, the more time microorganisms have to multiply

pH - most microorganisms will only grow in neutral pH

Oxygen - some bacteria may also require oxygen to grow; these are called aerobic bacteria

Most microorganisms will grow rapidly in danger zone temperatures (5-63 °C) but

will not grow below or above that limit. This is because enzymes necessary to replicate the cell become inactive at temperatures below 5 °C and over 63 °C.



Microorganisms' growth can be controlled by:

- ✓ storing food in proper conditions
- √ freezing or refrigerating fresh food
- ✓ cooking thoroughly before eating
- not refreezing once food is defrosted



High-risk foods

Foods which have optimal conditions for microorganisms' growth.

Protein - rich, moist and usually raw Include meat and poultry, fish and seafood, eggs and milk

Signs of Food Spoilage

Many species of microorganism and some enzymes can cause food spoilage or diseases.

| Page 1 | Bacteria | Yeast | Mould | Enzymes |
|------------------|---|--|--|---|
| Food Spoilage | Clostridium botulinum produces a toxin which causes meat preserves to bulge. Bacteria can also make meat products look slimy and green in colour. | Ferments sugar in juices and beverages, making them sour, fizzy and foamy. | Create green, white or black coat on food products such as bread, grapes, tomatoes and jams. | Turn bananas, apples, potatoes and other foods brown. |

Preservation Methods

Growth of microorganisms can be prevented by using correct preservation methods.

| Method | Why is it effective? | | |
|--|--|--|--|
| Jam making | Sugar binds with water, so that it is not available for the microorganisms any more. | | |
| Pickling | Microorganisms do not grow in acidic conditions. That's because low pH and high concentration of salt causes water to be drawn from their cells. | | |
| Freezing Low temperatures halt enzymatic action, so microorganisms cannot grow or carry out any life functions. | | | |
| Bottling | High temperatures kill microorganisms and inactivate enzymes. | | |
| Vacuum packing Lack of oxygen means that aerobic microorganisms cannot survive packing However, this does not stop anaerobic microorganisms from gro | | | |

Faecal contamination

with E. coli may occur when people don't wash their hands after using the toilet or when human and animal body waste is used to fertilise crops.

Enzymes

- Biologically active protein-based molecules.
- They are catalysts, which means that they can speed up the tempo of chemical reactions.
- Enzymes are necessary for fruit to ripen.

Darkening of fruit and vegetables caused by enzymes is called enzymatic browning and should be avoided to preserve nutritional value of food.

Enzymatic action can be stopped by:

- Blanching vegetables before freezing. Blanching means that food is put into boiling water and immediately plunged into cold water or ice.
- > Use of acids (lemon juice or vinegar) Acid denatures and deactivates enzymes, because they are built of protein.

Enzymes are also used in food production.



Cross-contamination

- Cross-contamination means that bacteria, toxins or food particles were transferred to a food product.
- Cross-contamination can cause food poisoning and allergic reactions.
- Anaphylactic shock is a life-threatening reaction of the immune system to an allergen

Food can become contaminated from:

- waste food and rubbish
- pests and rodents
- the cook's hands
- work surfaces and equipment
- × other contaminated foods, including high-risk foods

Most common allergens:

- Nuts
- Fish and seafood
- Milk
- Eggs



Food Poisoning

- · Food poisoning is a disease caused by eating a spoiled or contaminated food. Such food may contain certain microorganisms, toxins or enzymes.
- Microorganisms which cause diseases are called pathogenic.
- A person who carries a pathogen but shows no symptom of a disease is called a carrier.

Food poisoning bacteria and where to find them

- X Campylobacter → raw poultry and unpasteurised
- E. coli → undercooked beef, unwashed vegetables, dirty hands
- Salmonella → raw eggs, meat and poultry, unpasteurised milk

Symptoms of food poisoning:

Stomach pains and cramps

Nausea and vomiting

Diarrhoea

8

X Staphylococcus aureus → salads, ham, eggs, tuna, poultry, cream, hands of an infected person

Sever

Shivers

Cross-contamination and food poisoning may be avoided by: Washing hands after dealing with high-risk foods or

- rubbish, or after using a toilet
- Properly cleaning work surfaces and utensils
- Using dedicated, colour-coded tools only
- Storing food in proper conditions
- Storing raw and cooked foods separately
- Cooking food thoroughly before eating
- Applying food safety standards and schemes, such as British Lion Scheme

British Lion Scheme

Food safety mark which guarantees that eggs are produced in the UK and that all the hens were vaccinated against Salmonella







Buying, Storing, Preparing and Cooking Food

Applying certain rules when buying, preparing and cooking foods, and properly storing food products, helps to avoid food spoilage and contamination, and lowers the risk of food poisoning or allergic reaction.

Buying Food

When buying food it is important to ensure food's quality by:

- ✓ checking the date marks
- ✓ carrying out visual checks



Best before – applies to food quality (look, flavour or colour) and it's relatively safe to eat the food after that date; it is used on dry, frozen or tinned foods and eggs

Use by – applies to food safety so it might be harmful to eat a food after that date; used on fresh foods such as milk and dairy

Labelling

Foods are often labelled specifically to identify storage conditions and instructions for preparation. This helps to:

- -> enhance the shelf life of food
- → ensure it's nutritious and safe to eat
- ensure it's prepared in a correct way to offer all nutritional and sensory values



Preparing Food

Applying these rules will help to prevent cross-contamination and food poisoning!

| | Personal Hygiene | | Work Surfaces |
|---------|---|---|--|
| > >>>>> | Always wash hands before and after cooking and dry with disposable paper towels Avoid touching your face or hair Tie your hair back and cover with a hairnet Avoid cooking when you're ill Change clothes and use an apron Cover any wounds with a waterproof plaster Do not wear rings or other jewellery when cooking | ✓ ✓ ✓ | Clean thoroughly after dealing with high-risk foods Use soapy hot water or antibacterial spray to clean any spills Use a clean kitchen towel or disposable paper towels |
| | Separate Foods | | Temperature Control |
| | Separate raw and cooked foods, both when preparing and storing food Cover prepared food and store in closed containers Use dedicated, colour-coded utensils Wash dishes straightaway in hot water to avoid pests and cross-contamination | <td>Make sure the temperature inside food reaches 75 °C both when cooking and reheating Make sure the temperature of served food is above 63 °C Do not put hot food straight into the fridge, let it cool for 90 minutes Ensure correct cooking time to avoid cold spots</td> | Make sure the temperature inside food reaches 75 °C both when cooking and reheating Make sure the temperature of served food is above 63 °C Do not put hot food straight into the fridge, let it cool for 90 minutes Ensure correct cooking time to avoid cold spots |

Storing Food

Storing food in correct conditions is crucial in maintaining its quality, safety and nutritional value.

Fridge temperature: 0 to 5°C Freezer temperature: -18°C Fast-freeze button: -25°C

Chilling and Freezing Correct use of a fridge-freezer will ensure freshness and safety of food.

Top shelf: Ready to eat Door: Eggs, foods, dairy, voghurt, cream condiments, sauces Middle shelf: Butter, covered cooked meats, packaged foods Drawers: Fresh vegetables and Bottom shelf: Raw salads meat, poultry and fish in sealed boxes

Ambient Storage

Food Covering

and Packaging

1. Protects from light Protects from air.

and rodents

4. Prevents tainting

oxygen and dust

Protects from pests

Storing food at room temperature (usually around 20 °C)

More about labelling on p. 25.



Important Storage Points

Tainting means that the smell of one food contaminated another one

Always keep food covered or sealed to avoid tainting!

Freezer burn involves dehydration and oxidation of food caused by improper freezing (i.e. inadequate packaging)

- Use special freezer bags to avoid freezer burn
- Do not overload to enable air circulation

Defrosting = thawing

or on a tray to catch any leaking liquids

Never freeze defrosted food again! The bacteria in food begin to multiply in defrosted food so it's best to use it straightaway

Defrost foods in a box

to avoid the risk of food poisoning.

Cooking and Serving Food

To prevent food poisoning, one must take care when handling high-risk foods and control their temperature.

5-63 °C

| Freezing | -18 °C |
|-----------|-----------|
| Chilling | 0 to 5 °C |
| Cooking | 75 °C |
| Reheating | 75 °C |



Temperature Danger Zone

Range of temperatures in which microorganisms grow the fastest, posing a risk of food spoilage and food poisoning

High-risk Foods

Foods which are ready to eat and do not require further cooking, posing good conditions for microorganisms' growth.

- Raw and cooked meat
- Raw and cooked poultry
- Raw and cooked fish and shellfish
- Milk and dairy
- 1 Eggs
- Vegetables and fruit





Food Provenance

Where and how food is made depends on many factors, such as:

- → climate
- → soil quality
- → availability of water and other resources
- → availability of land suitable for growing plants and pastures
- the size of a population and how much food needs to be produced

Other factors, such as religion and ethical beliefs of local communities, also play an important role in deciding what foods will be made in the nearest area.

For example, more and more free-range eggs are produced in the UK nowadays due to popular belief that free-range hens are happier and produce better-quality eggs, but also to ensure animal welfare standards are kept.

| Food Source Type | Where | Example | What for? | |
|------------------|-------------------------|--|--|--|
| Grown | Orchards | Apples, plums, avocados, cherries, nuts | Fruit, nuts, animal feed | |
| VIII T | Fields | Root vegetables, grains, seeds, legumes | Food, animal feed, fertilisers, bioenergy | |
| | Polytunnels | Lettuce, radish, strawberries | To ensure availability all year long | |
| Reared | Sheds, barns | Cattle, pigs, horses, poultry | Meat, milk, leather, feathers, eggs, work, bioenergy | |
| | Fish farms | Fish, seafood | Food, animal feed | |
| Caught | Open spaces and forests | Wild animals, game and venison | Food, enjoyment | |
| · REN | Oceans and seas | Wild fish, seafood | Food | |

Sustainable Fishing

Rearing fish and seafood in fish farms for meat, caviar, pearls, animal feed or other reasons. Sustainable fishing means that fishing in natural fisheries is allowed only for certain period of time so that the shoal of fish has the chance to reproduce and restore itself.

Advantages of Fish Farms:

- ✓ Protecting natural ecosystems
- ✓ Preventing overexploitation of fisheries
- ✓ Keeping animal welfare standards
- ✓ Protecting wild species diversity
- ✓ Preventing by-catch



Disadvantages of Fish Farms:

- × The fish tanks are often overcrowded
- × Fish might be fed low-quality feed which affects their flavour and nutritional value
- × Fish might be fed antibiotics, increasing the risk of antibiotic resistance

Sustainable fishing policy is set by the Marine Stewardship Council.

Methods of Fishing:

- Purse seining: fishing with the use of a large net in which fish and other sea organisms are trapped
- Longlining: fishing with the use of a long line to which other lines are attached, each of which ends with a hook
- Bottom trawling: pulling a large net along the sea bottom, used to catch shrimp and bottom-dwelling fish



Where and How Food is Made

The way food is grown, reared and caught affects its quality, safety and amount. Modern technologies help to obtain high amount of food while ensuring it's safe to eat and nutritious.

Egg Production

| Symbol | Name | Conditions | |
|--------|---------------|--|--|
| 0 | organic | Birds are fed only organic feed, animal welfare standards are applied | |
| 1 | free range | Hens are let outside the barn during the day to enjoy most natural conditions possible | |
| 2 | barn | Birds can move freely around the barn, but may have trimmed beaks to prevent them fighting between themselves | |
| 3 | cage | Hens are kept in tight cages, without possibility of moving | |

Red Lion Scheme is a quality mark which ensures that all hens were vaccinated against salmonella so the eggs are safe to eat.



A farm is an agriculture establishment in which crops are grown and livestock is reared for profit. The main ways of farming include:

Organic Farming

- No chemicals
- Few or no pesticides
- No artificial fertilisers
- / No herbicides
- No GM feed or seeds
- Antibiotics are only used when necessary
- Crop rotation may be applied to preserve soil quality
- Animal welfare standards are kept

Intensive Farming

- Chemicals such as pesticides, herbicides and artificial fertilisers are used to prevent crop failure
- Antibiotics used to prevent diseases in livestock, not to cure them
- GM feed and seeds are used to obtain high-yield crops
- Animal welfare standards are often violated

Genetically Modified (GM)

- Means that genes of a plant or animal have been engineered and altered to obtain specific, desirable features of the given ingredient
- GM seeds or feed is not allowed in production of organic foods

Local and Seasonal Foods

Characteristic for countries or regions, as well as for certain seasons of the year.





- more nutritious
- tastier
- empowers local farmers
- supports local communities
- may be cheaper than imported foods
- supports biodiversity of species

- limited offer / small variety of foods offered
 limited availability / short time for
- purchasedepends on weather conditions
- and local climate
- may be more expensive than imported foods

Some seasonal foods include:

- Spring: asparagus, spring onions, radish, rhubarb
- Summer: berries, aubergines, courgettes, tomatoes, cucumbers
- Autumn: apples, pears, plums, apples, grapes

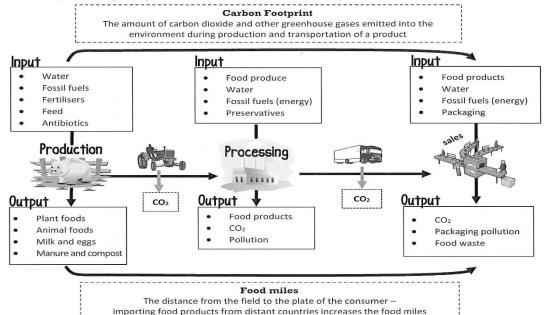
Winter: potatoes, cabbage, oranges, cranberries, carrots

Food and the Environment

Each step of food production has a huge impact on the environment. Overexploitation of natural resources, such as water, soil and fossil fuels, together with transportation and packaging of the food, largely contribute to climate change.

Why Carbon Dioxide is So Dangerous

Food production, at each of its stages, emits large amounts of carbon dioxide. Carbon dioxide creates an impermeable coat around the earth. When warmth is reflected from the surface of the earth, it is caught by that coat and bounced back. As an effect, the average temperature on Earth rises, and that affects plant and animal species...



How Food Production Affects the Environment and Communities

Food production has direct and indirect effects on the environment by creating levels of pollution or deforestation. The way we produce and transport food is also meaningful to those who produce it: farmers, farmworkers, and even people working in your local store.

Packaging

- Fossil fuels used to produce.
- Tonnes of used packaging are thrown every day.
- Non-recyclable packaging creates pollution.
- Animals, birds and fish swallow the debris and die.
- Some materials used for packaging NEVER decompose!
- + Protects the food from damage.
- + Protects the food from sunlight, oxygen, bacteria and dirt.
- + Provides information about the food inside.

FAIRTRADE

Fairtrade

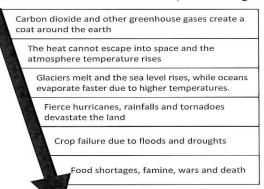
A foundation and ethical movement focused on supporting farmers and sustainability of food.

Advantages of Fairtrade:

- Ensures fair wages and prices
- Improves working conditions
- Empowers local communities, farmers and workers
- Supports education and growth in poor countries
- Helps to protect the environment i-----

Climate Change

.. the effect of that process is known as global warming. Global warming means that climate conditions change and plants cannot grow any more because they are not used to the new conditions. Also, as it is warmer, oceans evaporate faster, and that leads to severe hurricanes and massive rainfalls, which damage even more crops by causing floods.



Greenhouse gases

Vapour, CO₂, nitrous oxide, methane, ozone, CFCs absorb infrared radiation and trap heat

Global warming

Rise in average temperature on Earth due to extravagant release of greenhouse gases





Food Availability

Climate change affects food availability. Droughts caused by faster evaporating of waters, and floods caused by massive rainfalls, are causes of crop failure around the world. Crop failure means that there are no plants to eat, and there is no feed for animals.

Food security - when all people, at any time, have access to nutritious, healthy food in sufficient amount

Food availability may be increased by:

- ✓ The use of GM seeds and organisms to produce more food
- Modern technologies to store food for longer
- Transportation of the food around the world, also to those who famish

Food availability may be decreased by:

- Climate change and global warming effects
- Insufficient land for growing food
- Growing world population which requires more food
- Overexploitation of soil and fisheries
- Limited resources of water and fossil fuels

Food poverty

Situation when a person or a family doesn't have enough money to buy sufficient amounts of quality (healthy and nutritious) food.

Causes of food poverty:

- lack of money (low wages, lack of job)
- high prices (no purchase power)
- unavailability of food (no food produced)
- long distance to a shop/farm

Effects of food poverty:

- malnutrition, weight loss/gain, poor bone and tooth health
- inability to focus
- loss of immunity, mineral and vitamin deficiencies
- muscle loss, weakness
- stress, social exclusion, depression

Food waste

Reasons:

- → Buy and cook too much
- → Don't eat the food before it goes off

Effects:

→ Waste of money, pollution, carbon footprint increase

Methods of prevention:

- → Plan shopping, don't go shopping when hungry
- → Only cook as much food as needed
- → Eat all you have on the plate or store leftovers for
- Reuse food products to make new meals
- → Store food correctly to avoid spoilage
- → Use peels and scraps to make compost

Cuisine is a style of cooking characteristic for a given region or country, which uses specific ingredients, dishes, preparation and cooking methods.

British Cuisine

Cuisine may be affected by many different factors, such as climate, type of soil available for growing plants, or history. Immigrants and conquerors in the past have brought many new meals, ingredients, spices and cooking methods not previously known in the UK.



Distinctive features and characteristics of cooking

Main ingredients used, traditional dishes and other factors which distinguish the cuisine from others.

Traditional ingredients:

- Beef, lamb, pork, poultry, bacon and ham
- Potatoes, onions, leeks, peas, beans, swede
- Milk and cheese (e.g. Cheddar, Stilton)
- Herbs, such as mint and sage

Traditional meals and dishes differ depending on the region (see below).



England

vegetable stew topped with mashed

English breakfast - rich and high in

calories; contains bacon, sausages,

baked beans, buttered toast, hash

browns, fried mushrooms and

Equipment and cooking methods

Kitchen utensils, dishes and cooking methods specific to a given cuisine.

Equipment:

- Open fire for roasting, now replaced with ovens
- · Thick ceramic dishes used for stews, soups and sauces
- Tins and moulds for making puddings, pies and tarts

Cooking methods:

- Stewing, simmering and braising
- Roasting and baking
- Grilling and barbecuing
- Poaching
- Frying



Eating patterns

The meals during the day vary between countries, both in the time they are eaten at and the meals that are served. This is changing dynamically due to busy lifestyles.

- Breakfast eaten in the early morning, traditionally very filling, nowadays more healthy, may consist of toast with coffee or a bowl of cereal
- Elevenses small, usually sweet snacks eaten around 11am with a cup of tea or coffee
- Brunch eaten before noon instead of breakfast and lunch, usually at weekends or during business meetings
- Lunch midday meal consisting of a sandwich, salad or soup; traditionally, a Sunday lunch is more filling and consists of roasted meat, vegetables, Yorkshire pudding and gravy
- Afternoon tea eaten in the afternoon, consists of a pot of tea or coffee with a range of small snacks, sandwiches, biscuits and cakes
- Dinner hot meal eaten in the early evening, the main meal of the day
- Supper consumed a bit later than dinner, usually replaces it

Presentation styles

How the food is served, how it appeals to I appetites and tastes of the consumers.

- Presentation is usually simple, some garnish or sauce may be used to make the food more appetising.
- Meat or fish is served accompanied by potatoes, vegetables and gravy
- Puddings are also served with sauces, e.g. custard
- Desserts are served in individual portions rather than in large dishes to share



Traditional and modern variations of recipes

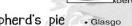
I Traditional recipes can be modified due to busy I lifestyles, healthy eating patterns or medical conditions. They help to make the meal faster, easier and cheaper to cook.

- Meats, sausage and bacon can be exchanged for low-fat or low-salt products, or substituted with protein alternatives, such as soy chunks or tofu
- Traditional breakfast is replaced with more healthy, lighter options, such as toast with jam and orange juice or a bowl of cereal
- Instead of frying, people may choose to roast, grill or dry-fry the food to make it healthier and less fatty
- Lard and suet may be exchanged for vegetable oils and spreads
- New ingredients are introduced to meals as importing allows higher variety of foods

Haggis



0atcakes



Shepherd's pie





Newcastl







Cornish pasty

Colcannon

LONDON

· Liverpeol

Traditional Foods in Great Britain



Wales

- · Cawl meaty broth served with bacon or lamb and vegetables
- Welsh rarebit spiced melted cheese served in toast
- Glamorgan sausage
- Welsh cakes
- Bara brith rich yeast bread with dried fruit
- Laver bread stewed laver weed
- Tatws popty potatoes baked with onion under a thick layer of cheese



Northern Ireland

- Colcannon mashed potatoes with kale and cabbage
- Soda bread
- Black pudding sausage made of pork fat, blood and oatmeal
- Shepherd's pie
- Irish stew
- Oatmeal
- Irish cream Whiskey and beer

Porridge

- Scotch broth
- Dunlop cheese
- Kippers smoked herring
- Tatties and herring
- Haggis sausage made of sheep offal and barley

Scotland

- Scotch pie pie with mutton meat filling
- Oatcakes, scones
- Shortbread
- Neeps and tatties potatoes with suede (turnip)
- Whisky and ale beer

tomatoes

Sandwiches

Sunday roast

Cornish pasty

Fish and chips

potatoes

Yorkshire pudding

· Lancashire hotpot - lamb and

Clotted cream, cream tea

International Cuisines



The cuisine depends on a region: its culture, religion, climate and weather conditions, and even plant and animal species that live there.

For centuries, countries and regions have created a variety of meals, cooking dishes and methods, and even serving and eating patterns, which are characteristic only for them.

| | | Distinctive features and characteristics of cooking Main ingredients used, traditional dishes and other factors which distinguish the cuisine from others. | Equipment and cooking methods Kitchen utensils, dishes and cooking methods specific for a given cuisine. | Eating patterns The meals during the day vary between countries, both in the time they are eaten at and the meals that are served. This is changing dynamically due to busy lifestyles. | Presentation styles How the food is served, how it appeals to appetites and tastes of the consumers. | Traditional and modern variations of recipes Traditional recipes can be modified due to busy lifestyles, healthy eating patterns or medical conditions. They help to make the meal faster, easier and cheaper to cook. |
|-----------------------|-------|---|---|---|--|---|
| Mediterronean cuisine | | Includes: Italy, France, Spain, Greece, Northern Africa, Turkey Ingredients: olives and olive oil, grapes and wine, fish and seafood, tomatoes, aubergines, courgettes, wheat (e.g. in couscous, pasta, semolina), bell peppers, citrus fruits, apricots, herbs (e.g. saffron, thyme, oregano, marjoram), garlic and onion, beans and lentils, milk and dairy Typical meals: Italian: risotto, pizza, spaghetti, mozzarella, ricotta French: casserole, ratatouille, fish soup bouillabaisse, selection of cheeses, croissants, crepes Spanish: paella, cured and dried ham, omelette, gazpacho Greek: moussaka, tzatziki, feta, filo pastry Morocco: tabbouleh, hummus, bulgur, couscous, tagine, harissa Turkish: börek, pilav, kebap, sheep cheese, baklava, halva | Equipment: Clay ovens used for baking, now exchanged with electric ovens Thick ceramic dishes for stews Paellera – shallow frying pan used to make paella Tagine – a dome-shaped clay dish used to prepare tagines in Arabic countries Cooking methods: Baking Frying Simmering and stewing Grilling Steaming and boiling | In Italy and France, especially on large occasions, meals can have many courses (usually a starter, soup, main dish, salad, cheese and dessert), usually accompanied by wine Breakfast might be rather small and sweet, e.g. croissants with jam and coffee In Spain, a siesta (short nap) is taken after the midday meal In Spain and Greece, dinner (vradino) is eaten quite late — after 9pm. In Morocco and other Arabic countries, meals are celebrated and a long time is spent eating In Turkey, hands and mouth are washed before and after eating; traditionally it was acceptable to belch and lick fingers during eating, nowadays it may be considered rude | Most meals are quite simple, consisting of 4–8 ingredients only, but they are usually very colourful A sauce may be splashed on top to make it more appetising, e.g. cream on top of a soup, carbonara sauce with pasta Dishes might be garnished with fresh herbs, such as coriander or parsley In Morocco, meals are often served in large clay dishes so people may eat from one dish | Traditional meals are quite time-consuming to prepare, so are often exchanged with more modern, faster to cook meals People often choose to eat out or order takeaway Thick sauces based on fat and cream may be exchanged with lighter versions, e.g. yoghurt People more often choose healthy, natural, organic foods In Morocco, more modern cooking includes the use of less spices, eating more raw vegetables Culinary shows make cooking more trendy and inspire people to cook at home more often |
| 90 | China | Each canton in China has its own, regional cuisine and uses different ingredients and spices (e.g. Szechuan and Cantonese) Ingredients: noodles and rice, pork, duck, chicken, Chinese cabbage, water chestnuts, bamboo shoots, mushrooms, beansprouts, soy, soy sauce, lychee fruit, fish and seafood, eggs, ginger, garlic, sesame and peanut oil Traditional meals: steamed or fried rice, chicken soup with noodles, tofu and stinky tofu, moon cake, spring rolls, wontons, dumplings, chow mein, sweet and sour pork | Equipment: Wok – deep, rounded pan Chopsticks – used instead of cutlery Bamboo strainers – used to drain wontons and dumplings Cleaver – large, heavy-duty knife used by chefs Brightly coloured lacquerware and porcelain dishes used to serve foods Cooking methods: Stir-frying and deep-frying Steaming and boiling Red stewing | Breakfast is rather light, may consist of soy milk, noodles or soup Lunch is usually eaten in a nearby canteen or ordered in, rather light, consists of rice or noodles with meat and vegetables Dinner is large and often eaten in a restaurant, with a broad selection of meats and vegetables Soup is eaten throughout a meal, not only at the beginning | Very colourful dishes Served in many small bowls for people to share May be garnished with spring onions or herbs Chopsticks are provided instead of cutlery The use of a knife may be seen as offensive | Traditionally meals were served in individual dishes, nowadays they are placed in the middle of the table for people to share and try all of them Talking is now allowed during the meal — in the past people rarely spoke during eating Modern lifestyle has caused a drastic increase in obesity rates in China International cuisines gain popularity, e.g. pizza |
| Asian cuisine | Japan | Ingredients: rice, soya, fish and seafood, noodles, seaweed, eggs, seasonal foods, green tea, wasabi Traditional meals: sushi, tempura, donburi, udon noodles, miso soup, sashimi | Equipment: Chopsticks – used instead of cutlery Knives – famous for their sharpness Cooking methods: Deep-frying, grilling and steaming Eating raw fish, vinegared dishes | Typically three meals during the day Early breakfast, might contain boiled white rice with various sides Lunch may be substituted with light snacks Dinner, usually shared with family or friends | Food is often served and eaten on the floor, while consumers kneel A hot towel may be provided to clean hands before eating Soy sauce is provided for dipping food in | Foreign meals are eaten more often, such as American burgers, Korean kimchi, Hawaiian spam musubi, Chinese ramen Meat consumption increased during the last 50 yearsd Meals can be skipped or replaced with light snacks |
| | India | Also differs from region to region Shaped by colonialism and development of trade Ingredients: pearl millet, rice, lentils, chickpeas, beans, peanut oil, coconut milk, ghee butter, paneer cheese, many rich spices Traditional meals: fired paneer, vindaloo curry, rogan josh, korma, bhaji, tandoori chicken | Equipment: Tandoor oven – cylindrical clay oven used to roast and bake, typical for India and Central Asia Handi – deep, wide metal cooking dish Cooking methods: Deep-frying, frying, roasting | Rich, filling breakfast is important to provide energy for the whole day Betel leaves may be eaten after the meal to support digestion Evening meal is usually eaten with the whole family, it is the most important meal of the dayp | Foods are often served with rich thick sauce, e.g. curry A selection of dishes is served for dinner to share Traditionally eaten on low stools or cushions Food is traditionally eaten with hands, not cutlery Food may be also served on banana leaves | People more often use cutlery to eat, especially middle classes The use of many nuts may need replacement, especially for allergic people The cuisine is mainly vegetarian The use of many various spices may also pose a risk for allergic people, as well as for people who don't enjoy spicy foods People more often choose to eat out than to cook |

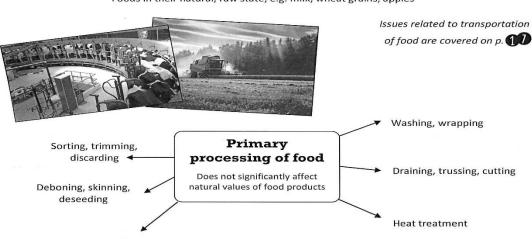
Stewing, steaming

Food Production and Processing

Various methods of food production and processing help to obtain a variety of food products, but can also affect the nutritional value of food.

Primary Sources of Food

Foods in their natural, raw state, e.g. milk, wheat grains, apples

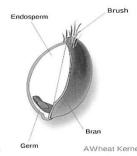


The Making of Flour

- Harvesting and transporting to the factory/mill
- Separating from dirt, stones, pieces of metal and other pollution
- Washing and drying to easily separate the bran
- Sieving to separate the bran

Bran: the outer layer of a grain

Milling: the process of grinding and purifying grains to obtain flour



Heat Treatment of Milk

Pasteurisation: warming the milk up to 72 °C for 15 seconds to kill most of the pathogenic bacteria Ultra heat treatment: heating the milk up to 135 °C for 1-2 seconds to kill all bacteria and spores Micro filtration: pushing the milk through very fine membranes to remove bacteria and other pollution Homogenisation: pushing the milk under pressure through very fine membranes to reduce the size of fat droplets and prevent formation of cream

Sterilisation: heating the milk up to over 110 °C for 30 minutes to kill bacteria and spores Sterilisation of milk leads to change in colour, flavour and nutritional value of milk. During the process, milk proteins react with lactose, creating brown pigments which also affect the flavour of milk. High temperature decreases the amount of vitamins in the milk, especially B1 and B12.

Drying: process in which milk is first condensed, and then dried. The temperatures used during the process may lead to a fall in vitamin B1 and B12 amount in the powdered milk.

Secondary Sources of Food

Foods that have been changed, e.g. yoghurt, flour, jam

Where and how foods are grown, reared and caught (point of

origin) on p. 16

Water-soluble vitamins are especially fragile to such factors as light and temperature. Heating can lead to a loss of approximately 70% of folates, 55% of thiamine and 50% of vitamins C, B6 and B12.

During curing, meat becomes more tender and digestible, but the amount of sodium in it increases greatly, making it unsuitable for many people.



Smoking, e.g. meat, fish, cheese Drying and freeze-drying, e.g. fruit, herbs, milk Cooking/heating, e.g. meat preserves

Secondary processing of food

Usually affects natural features of the food and helps to obtain new food products

Irradiation, e.g. herbs, meat

Adding additives

Fermentation, e.g. dairy, sausages, wine and beer

The making of Pasta

- 1. Harvesting the cereals and transportation to the mill
- Milling and transportation to the factory
- Mixing flour with warm water
- Kneading and gluten formation
- Adding flavourings and colourants
- Rolling and pressing
- Pasteurisation with steam
- Cutting the pasta into chosen shape
- Drving 10. Packaging

To see how bread

is made check p. 111

The Making of Jam

- Harvesting the fruit
- Washing and crushing/cutting
- Adding water and sugar
- Simmering
- Pouring into jars

Pectin: natural gelling agent present in fruit.

It is released from fruit in presence of heat and acid.

Acid: may be naturally occurring in fruit or may be added to the mixture to help release the pectin.

Jelly: set product made of fruit juice, sugar and a gelling agent

The Making of Yoghurt

- Milking cows and transporting to the factory
- Pasteurisation and homogenisation
- Warming up to 42 °C
- Adding starter cultureps
- 5. Fermentation (ripening)
- 6. Cooling
- 7. Adding flavourings
- Packaging

Starter cultures: probiotic bacteria added to milk during yoghurt and cheese production to begin the process of fermentation. Fermentation: changing lactose into lactic acid by bacteria. This changes the pH of milk and leads to protein coagulation/denaturation and thickening of the mixture.

The Making of Cheese

- Milking cows and transporting to the factory
- Pasteurisation and homogenisation
- Adding starter cultures
- Fermentation (ripening)
- Adding rennet
- Cutting the curd and separating from whey
- Cheddaring
- Adding salt
- Pressing into cheese hoops

Rennet: enzyme which coagulates milk and increases curdling

Whey: liquid by-product of cheese production



Technological Developments that Claim to Support Better Health and Food Production

Modern technologies not only help to obtain high-yield crops, but also help to better preserve and improve nutritional value of food to support healthy living.

Supporting Health

What we eat has a huge impact on health. Eating too little may lead to deficiency of a given nutrient. This is important since processing of food often leads to decrease of its nutritional value – higher calorie content, but lower vitamin and mineral amount, etc.

Governments and producers strive to make food safe and healthy for the consumers by adding substances which are beneficial for health.

Cholesterol-lowering spreads

Cholesterol: fatty substance necessary to correctly transport fats around the body. It is found in many animal-derived foods, such as meat, cheese and eggs. Cholesterol does not occur in plant-derived foods.

- → LDL is 'bad' cholesterol because it increases its amount in blood
- → HDL is 'good' cholesterol because it transports it to the liver and lowers its amount in the blood

Health outcomes of increased cholesterol levels and excessive fat consumption:

- → In excess, cholesterol may deposit in the blood vessels, creating atherosclerotic plaque
- → This increases the risk of hypertension, CHD, heart failure and stroke

Some fat spreads are enriched in **plant sterols** and **plant stanols**. These substances have proved to be effective in lowering blood cholesterol level and preventing atherosclerosis.



Food Fortification

During processing, many food products lose their nutritional value.

The function of food fortification is to:

- → restore nutritional value of foods
- → improve nutritional value of foods
- → make food more suitable for certain groups of consumers
- → prevent diseases caused by malnutrition

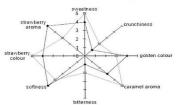
Some foods are fortified by law:

| | Thiamine | To prevent beriberi disease, hell release energy from food | |
|-------------------------------|-----------|--|--|
| Wheat flour and bread | Niacin | To prevent pellagra, help release energy from food | |
| Wheat Hour and bread | Calcium | To prevent rickets and osteoporosis | |
| | Iron | To prevent iron deficiency anaemia | |
| Vegetable fat spreads | Vitamin A | To prevent growth and eyesight issues, such as night blindness | |
| | Vitamin D | To prevent rickets and osteoporosis | |
| Semi-skimmed and skimmed milk | Vitamin A | To prevent growth and eyesight issues, such as night blindness | |

Other foods, such as cereals or fruit juices, are fortified voluntarily.

60% Wholegrain Rolled Oats, 38% Wholegrain Oat Flour, Calcium, Niacin, Iron, Riboflavin B2, Vitamin B6, Thiamin B1, Folic Acid, Vitamin D, Vitamin B12.

Supporting Food Production



Sensory analysis is crucial in the process of food production. It helps to compare various products, identify their good and bad sides, and identify areas for improvement.

Computer-aided Design (CAD)

can be used to:

- design the appearance of a product
- design the label and packaging
- calculate ratio of ingredients, portion size and costs
- calculate the nutritional value of a food
- construct star profiles and analyse data from research (e.g. sensory analysis)
- ✓ calculate the shelf life of food
- research other similar products and look for improvements

Computer-aided Manufacturing (CAM)

can be used to:

- ✓ plan the production
- ✓ measure and weigh ingredients
- ✓ control the production
- ✓ control the time, temperature and speed of each process
- ✓ transport the product in the chain
- ✓ monitor the production
- ✓ control portion size
- ✓ check for physical contamination, e.g. with metal

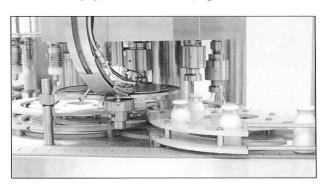
Food Additives

All food additives are carefully tested before they may be used in food products. They are listed on the food label along with their E number and their function.

| | Advantages | Disadvantages |
|-----------------------------|--|---|
| Colourings | Improve the look of food Make food more appetising | May be used to hide poor quality of foodMay cause hyperactivity in children |
| Emulsifiers and stabilisers | Prevent the ingredients from separatingMaintain the texture of food | Flatulence and bloating May be used to hide poor quality of ingredients used |
| Flavourings | Improve the taste and smell of food Make food more appetising | May be used to hide poor quality of ingredients used Increase appetite and make people eat more than they need |
| Preservatives | Enhance shelf life of food Prevent oxidation and spoilage | May cause allergy response and anaphylactic shock Nitrates may contribute to cancer development |

Food additives may be both natural (e.g. beetroot extract used as a colouring agent) and synthetic (e.g. citric acid).





Helps to ensure the quality, consistency in time and acceptability of food by consumers by the use of the five senses:

The hotness of chilli is recognised as pain and, therefore, spiciness is NOT one of the tastes!

Taste

Taste buds located on the tongue and in the mouth help to taste the five tastes: sweet, sour, salty, bitter and umami

impulses to the brain

the brain recognises the taste

Touch

Helpful in judging the texture, consistency and mouthfeel of the food, as well as its temperature and spiciness

Smell increases production of saliva and gastric juices, and stimulates appetite and release of insulin into the blood

Eyesight

Important when presenting food, which has to be appetising, colourful, neat and decorated

Hearing

Crunchiness and crispiness of a food usually indicates its freshness



Umami

Savoury, meaty taste. Found in meats, tomatoes, cheese, soy sauce and many other products

How the taste buds work

taste receptors in taste buds depolarise and send electrical

food dissolves in saliva and enters the taste buds

Flavour

is the combination of taste, aroma and mouthfeel of food.

Hot dishes smell more because aroma compounds fill the air faster (by evaporation) and the nose receptors can detect them more easily!

How the olfactory system works

- the aroma compounds from food enter the nose cavity the olfactory receptors in the olfactory bulb send electrical impulses to the brain
- the brain recognises the aroma

Olfactory system

is built of smell receptors located in the nose cavity.

Aroma is just as important in assessing the flavour of food as the taste, so having a blocked nose will make tasting impossible!



Sensory Analysis Tests

Preference tests are used to discover if a food is acceptable for the consumers

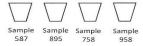
Paired preference test - to indicate a preferred sample out of two

Which one do you like more?

Sample Sample

Hedonic test - to indicate a preferred sample out of a few

Which one do you like most?



are often used in the industry, especially when new products are launched, to predict their popularity in the market.

One sample of food can be assessed with the use of various tests.

> Rating test - measures the acceptability of a given feature in a number of samples OR a number of features in one food product; foods are rated on a scale from 1 to 5 or 1 to 9



Profiling test - chosen features of a

food are rated from 1 to 10 and then the

result is plotted in the shape of a star to

show the detailed information

Which sample is the crispiest?



Grading tests

are used to rank, rate or profile food samples, which are then ranked in order of preference or strength of a given factor, e.g. saltiness

Ranking test-

measures the strength of a specific food feature and ranks the samples in order

The least



The most

salty

How to Set Up a Taste Panel

2.2 Cooking and Food Preparation

Taste panel – group of tests performed to assess the organoleptic qualities of a food product. Taste panel should be conducted under controlled conditions.

Room conditions:

- Remove potential distractions to help the tasters focus on the task, e.g. noises, strange smells, other tasters
- Lighting should be adjusted so that differences in the look of food samples aren't visible
- Individual boxes or rooms for each taster should be provided, so that tasters are separated from each other and cannot communicate

Tasters:

- Instructions should be given to tasters so that they know how to proceed, e.g. rinse your mouth after trying each sample
- Charts should be given to tasters so that the results can be compared and summarised
- Water should be provided to rinse the mouth between trying different samples of food

Food samples:

- Food samples should be coded randomly, so that only the person who is setting the panel knows what's in each sample; this also helps to ensure that the tasters' opinion isn't based on the number of the sample
- Samples should have the same size and temperature
- Samples should be served on white or black plates to avoid distraction
- If a food carrier is used, it has to be neutral in taste so that it cannot alter the taste of the tested food sample
- The temperature of food samples has to be controlled, as some foods have to be served cold (e.g. ice creams), and some have to be served hot (e.g. soup) - this supports a fair assessment of the texture, mouthfeel and taste

Remember: the more tasters, the more valuable the outcome!

Physical Activity Level

Amount of energy needed to perform all daily tasks, i.e. waking up, showering, jogging, working, shopping, etc.

The more active the person, the more energy needed.

If you eat more than you need (your PAL is low), you are likely to gain weight.

If you do not eat enough or you are very active (your PAL is high) then you are likely to lose weight.

Keep your diet balanced to maintain weight!





Healthy Eating

A balanced and varied diet is a key to a long

Healthy foods and snacks may be:

- → Low fat
- → Low sugar → High - fibre
- → Low calorie
- \rightarrow Low salt

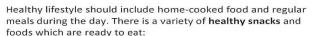
or a combination of these.

Reasons for choosing them usually include the need to lose weight or maintain health.

Lifestyle

The way in which people live

- → busy schedules
- no time for shopping and cooking
- no time for eating



- Portioned fruit and vegetables
- → Protein shakes and smoothies
- Sandwiches, salads and soups

Food Availability

The amount and variety of food depends on:

- → food production possibilities
- → food storage
- → transportation and import from other countries

Seasonal foods might be cheaper in their harvesting season, but still available all year round.







Factors Influencing Food Choices

Seasonalitu

Some foods may be unavailable, or more expensive, beyond their harvesting season.

People may prefer seasonal foods for various reasons:

- → Locally grown, cheaper, fresher, tastier
- → Want to decrease the environmental impact food miles and carbon footprint



Cost of Food

The price of food products varies depending on:

- → quality
- → quantity in a package
- \rightarrow brand
- → place you're shopping in

Supermarkets usually have lower prices on most products than convenience stores.

Food may be cheaper if you look out for special offers, meal deals and discounts.

Income

Disposable income is the amount of money a family can spend on goods such as food and rent.

Amount of money determines the quality, quantity and variety of food that can be purchased.

Low-income families may choose high-fat and highsugar products since they are usually cheaper than healthy foods such as fruit or vegetables.



Preferences

Some people have a 'sweet tooth' and tend to choose more sugary foods, while others prefer savoury and will tend to buy salty or more bitter foods.

Enjoyment

Similarly to celebrations, people like to eat certain foods for enjoyment.

That includes popcorn and soda in the cinema, ice creams or candy floss in an amusement park, or toffee apples at Halloween.

These foods also tend to be more fatty and sugary than



Celebration

Food plays a large roles during various occasions. To celebrate, people eat:

- → more food
- → special festive food
- → more fatty or sugary foods than usual

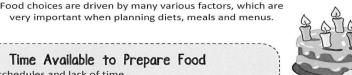
People celebrate with food on various occasions:

- birthdays
- weddings
- anniversaries
- special events
- → religious events



The place you grow up in has a huge impact on your food choices, including when you observe holidays and what foods are eaten on a daily basis. Culture often develops in relationship to religion.

- Dinner: more demanding foods, soups, stir-fry, curry, pie, order in or eat out



- → Busy schedules and lack of time
- → People choose ready-to-eat foods, order in or eat outside
- → People choose simple recipes which don't take too long to



- → Breakfast: sandwiches, cereals, more filling meals are served on weekends or holidays
- Lunch: pasta, salads, sandwiches or eat out



Food Choices

More information on how religion

affects food choices on p. 6



During Ramadan, food can be eaten only during night-time (from dusk to dawn). It is, however, very

Religion

- Often dictates nutritional regime, indicates what foods can be eaten and when, and what foods should
- Each religion has a number of celebratory foods and eating habits
- Some religions require foods to be prepared in a specific way
- Religions can also decide when certain food can or cannot be eaten (fasting periods)



These may be based on:

how food is made

production

Jews prepare a Seder plate for the night of Passover. Each food on the plate has its own symbolic meaning.



Various sweets and confectionery are an important part of Diwali in Hindu tradition

Ethical Beliefs

most natural way possible.

- → No chemicals
- No pesticides, herbicides
- No antibiotics

Fairtrade

whether animals or people suffer during food

how food production affects the environment

People may choose to eat, or avoid eating, certain

products because of their ethical or moral beliefs.

Global movement focused on ensuring fair working conditions, prices and wages for farmers and workers in the developing countries.

- Improves working and living conditions
- Supports education and development
- Empowers farmers and their families



..... **Animal** welfare

Movement focused on ensuring well-being and humane conditions for rearing animals.

- How animals are treated
- How they are nursed or protected from diseases
- How they are slaughtered
- What their living conditions are



Organic foods

Plants and animals are grown and reared in the

→ No GM feed or fertilisers

GM foods

Plants or animals whose DNA was altered.



DNA

Carrier of all information about a living organism, in a form of a double helix tightly packed in a cell's nucleus.

Gene

Part of a DNA strand, which carries specific information.

- Improved immunity, less need for pesticides
- Higher crops and smaller risk of food shortage
- More nutrients (e.g. golden rice)
- Unknown health effects
- Probably cause morbid obesity
- Potentially cause cancer



Local produce Fresher, tastier, cheaper food

- products Fewer food miles and lower
- carbon emission Support for local farmers and
- societies No need for long-distance transportation

Food miles

Distance from a farm to the plate

.......



Carbon footprint

Indicates how much carbon dioxide and other greenhouse gases were emitted during production and transportation of a given product

Greenhouse gases

- Carbon dioxide
- Water vapour
- Nitrous oxide
- Ozone
- → Chlorofluorocarbons

Trap heat around Earth and contribute to global warming.



Medical Conditions

Many people cannot eat certain products because they would cause harm to their bodies.

Food intolerances

May force people to avoid certain food products or only eat them in small amounts.

Food allergies

Force people to avoid certain foods as they could pose a threat to their health and even life.

Diet-related diseases

Force people to desist from eating certain foods and decrease or increase consumption of certain nutrients.

For example, a person with hypertension should cut down on sodium and saturated fats, while a person suffering from type 2 diabetes may need to avoid sugary foods and beverages.

More information on how medical conditions affect food choices on pp. 8 and 9



How to Make Informed Choices about Food and Drink

It is important that people pay attention to what they eat as it may have a large impact on their health and well-being

Always read the label on the food It includes important information on the ingredients and nutritional value

Consider the cost of ingredients

Choose cheaper substitutes, especially when cooking on a budget

Adjust the portion size to individual needs It will help to ensure nobody leaves hungry and will prevent food waste

Ensure the food suits individual needs

For example, halal meat should be used in dishes for Muslims and no animal produce should be used in dishes for vegans

Proper labelling of food products is important to ensure food safety (e.g. for allergic people) and nutritional education (e.g.

for those who wish to lead a healthy lifestyle).

Parliament

and the Council

Name of the food is important so that people know what is inside the package. e.g. butter or butter-like spread

Use by - applies to food safety; it may be harmful to eat food after that date; used on fresh, perishable foods such as milk, dairy or fresh meat

Best before - applies to food quality; it is usually safe to eat the food after that date, although its flavour, colour or look may be changed; used on dried, preserved or tinned foods such as jams or pasta

Quantity is given so that it is easier to compare prices between products, and so that the consumer knows how many portions of food his package contains

Warnings are given as necessary, e.g. may contain nuts, source of phenylalanine

List of ingredients is shown in descending order, from the one which is used in the largest amount to the one which is used only in a tiny amount

Name of the company is important to track where the food comes from in case of food spoilage, anaphylactic reactions, pieces of glass inside, etc.

The lot number is useful in case of a food spoilage or contamination, when it is easier to track the whole lot and remove it from the market

Storage conditions are given if needed, e.g. refrigerate after opening, suitable for freezing

Instruction for preparation helps people to properly prepare and enjoy the food without poisoning themselves

Country of origin is important to track in case of food poisoning, but also for people who prefer to eat locally

5

Food Legislation Authorities



Food Standards Agency

Food label: mandatory information

- Name of the food
- 2. Date marks
- Quantity, e.g. in litres, grams or pieces
- Warnings
- List of ingredients
- Name and address of the producing, packing or selling company
- The lot number
- Special storage conditions
- Necessary instructions for use or preparation
- Country of origin
- Allergens

GDA - Guideline

Daily Amount -

amount of a

nutrient a person

should eat each

day to remain

healthy and

avoid under/

overnutrition

12. Nutrition declaration

Allergens - ingredients which may cause allergic reaction (are shown in bold)

List of allergens which HAVE to be indicated on the label

- 1. Cereals containing gluten: wheat, rye, barley, oats
- Peanuts
- Nuts: almond, hazelnut, walnut, cashew, pecan, Brazil, pistachio, macadamia, Queensland nut, e.g. flavourings (almond)
- 4. Mustard
- Sesame, e.g. tahini (sesame)
- Soybeans, e.g. tofu (soya)
- Fish, e.g. cod (fish), salmon (fish)
- Crustaceans: prawns, cravfish, lobster, shrimp
- Molluscs: oyster, squid, cockles, mussels, winkles, scallops, snails, e.g. oyster sauce (molluscs)
- 10. Lupin
- 11. Eggs, e.g. powdered yolk (eggs)
- 12. Celery
- 13. Milk, e.g. cheddar cheese (from milk)
- 14. Sulphur dioxide or sulphites, e.g. preservative (sulphur dioxide)

Nutrition declaration informs consumers of the amount of certain nutrients per 100 g or portion of product and % of GDA it provides.

Traffic light label may be used to indicate low (green), medium (amber) or high (red) amounts of sugar, fats, saturated fats, and salt in a portion of a food product

| ٠, | auct. | | | | |
|----|---------|-------|-------|-----|-----|
| | Protein | 8.8g | 0.6g | 1% | 50g |
| - | Salt | 1.55g | 0.10g | 2%) | 69 |

Fat 1.8g Saturates 0.8g Sugars 1.8g 0.1g

Nutritional claim

Statement regarding nutrient content, e.g. low energy, low fat, sugar free, source of vitamin C

Health claim

Statement suggesting potential health benefits of eating given product, e.g. Calcium is needed for the maintenance of normal teeth and hones

Nutrients have to be listed in a specific order...

- Energy
- Fat, inc. saturates
- Carbohydrates, inc.
- sugars
- Fibre, if any
- Proteins
- Salt or sodium
- Vitamins and minerals

Non-mandatory information

Some food labels may include non-mandatory information, such as a picture of the food, health and nutritional claims or serving suggestions.



Marketing Influences

Various techniques and methods which aim at increasing sales and maximising profit.

Meal Deal

Type of a special offer in which the price of buying two or more indicated products is lower than when buying them separately.

Posters, TV spots, newspaper

desirable for the consumers.

and 'cool'.

publications and other actions taken

to promote a product and make it

Advertising

Media Influences

have a large impact on food choices by using

The television, radio or newspapers may

a technique called 'product placement'.

A food product is used by favourite actors,

movie characters or in popular sitcoms to

make the food look 'desirable', 'fashionable'

Peer Pressure

teenagers, as they tend to follow what's

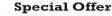
'cool' in their age group, e.g. smoking.

This applies especially to children and

BOGOF

Special offer in which by buying one item of a product, another pack of the same product will be for free.

Other versions include 'buy one get second 50% cheaper' or 'buy two get third free'.



Usually special offers include discounts when buying larger amounts of given products, free gifts, vouchers, etc.

A specific type of a special offer is selling food shortly before its 'best before' / 'use by' date.



Points of Sale

Food stands located near checkouts, usually containing relatively expensive items such as chewing gums, chocolate bars and other sweets.

People tend to buy these products more often if they spend a lot of time standing in a queue.

Pester Power

The ability of children to force their parents to buy them sweets, toys or other things.

Food packages are often colourful and eye-catching to make them desirable for children. This technique uses pester power to increase sales.

