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Mood and Food-Studying a Connection between Consumption Amount of Foods and Various Kinds of Flavour

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Abstract

“Aaahhaa... what a flavour”. This wondering word throughout when we like taste of any food stuff. These are the magic of flavour which found in every food and food stuffs. What we eat and how much we eat can also be influenced by our current mood. When we consume food, the flavours we perceive send signals to our brain, triggering emotional and physiological responses. It's the quality of something that affects the sense of taste. Called flavour of food. Recent years have seen a rapid pace of the advances of food biotechnology including new processes for the generation of volatile flavours. Food has a remarkable ability to evoke emotions and influence our mood. Beyond satisfying our hunger, the flavours in our meals can trigger a range of sensations and feelings, from delight and comfort to nostalgia and even sadness. Beyond nostalgic flavours, certain tastes have the ability to directly influence our mood. For instance, the consumption of foods rich in omega-3 fatty acids, such as fatty fish or walnuts, has been linked to a reduced risk of depression and improved cognitive function. Similarly, dark chocolate contains compounds that can stimulate the release of endorphins, the "feel-good" hormones in our bodies.

Colour is the first characteristic of the food that is noticed and it determines our expectation of both flavour and quality. But flavour play a strong role in in demand of food again and again. The impact of food flavours on our mood and emotions is a captivating field of study. The appearance of food also Effect on the quantity and consumption of food. Every person Attract good appealing, well presentable and rich flavoured foods.an other side no one like smelled unrepresentable food item. The main reason of that like and dislike of food is our sense organs indicate us it's connected with human nervous system. It's also effect on consumed the quantity of food. In this research article we will study main part of various natural flavour and also focused on their significant role in mood and stress release.

There has been increasing interest in recent years in the concept and production of natural foods. Advertising claims that food is natural, without additives or artificial ingredients, have taken on great importance in food industry. Consumption of food that can be considered natural is currently central to the sophisticated lifestyle. Remember, it's not just about eating; it's about experiencing the delightful symphony of Flavors that nourish both our bodies and our souls.

Keywords: Flavour, pigment, psychological changes, consumption, mood, food

Introduction

“Sweet is Happy, and Bitter is Sad”

This is what a child would respond to when you ask the relation of flavour and mood. The mood is the way that you feel at a particular time. When we are Happy, we say we are in a good mood. Every mood Have different taste when we sad then we eat less. And when we feel Happy, so we celebrate by sweets. Flavour is a sensory phenomenon which is a combination of the sensation of taste, odour and aroma, heat and cold. It's called flavour of food. Taste and the brain are connected through a complex system of nerves and pathways. When we eat, food particles are dissolved in saliva and come into contact with taste buds on our tongue. Taste buds contain specialized cells that detect five basic tastes: sweet, sour, salty, bitter, and umami (Savory). We can explain various kind of flavour which found in different row fruits, vegetable and fruits. These are-

- i). **Salty:** Salty food flavours can help to improve our mood by increasing our blood pressure and heart rate. This can give us a feeling of energy and alertness. The main content of salty food is sodium chloride.
- ii). **Sugar:** Sweet food flavours are often associated with happiness and pleasure. Our brains release dopamine, a neurotransmitter that is associated with reward and pleasure, when we eat sweet foods. Natural sweet compound are generally polyhydroxy compound with a straight-chain structure. Such as sugar and hydroxy cyclic compound other compounds are also found in fruits as-saccharine, peptides, cyclamates' which has sweet content.
- iii). **Sourness:** Due to process of organic acid some food stuff taste like sources and brittle like as-citric acid, tartaric acid and malic and acetic acid is also found in fruits when it will be fermented. Ascorbic acid found in various fruits

and vegetables. Oxalic acid found in spinach. The main source of sourness of food is hydrogen ion.

- iv). **Bitterness:** Some fruits and vegetables is bitter. Because it may be due to alkaloids, Glycosides and more other type of organic compounds. Bitter foods flavours can be associated with negative emotions, such as sadness and anger. This is because our brains associate bitter Flavors with toxins.

Food Flavors are created through various methods such as extracting natural compounds from ingredients or synthesizing artificial compounds. They are made of a combination of aromatic chemicals that mimic the taste and smell of specific foods. These chemicals can be derived from natural sources or created synthetically, they are derived from natural sources such as fruits, vegetables, herbs, and spices.

- v). **Colorants:** Colorants affects the identification of flavour as well as it affects the sensing the actual level of sweetness in the food. It's used for many reasons-to make food more attractive, appealing, appetizing and increasing the value of food.

What are Natural Flavors?

When we talk about natural Flavors we know the kinds of flavours. According to the Food and Drug Administration (FDA) Code of Federal Regulations, "natural flavours are created from substances extracted from these plant or animal source"

We can Classify these Flavour as

Table 1: Classification of Flavour

S. No.	Kinds of Flavour	Content
1	Natural flavour	Herbs, spices, aromatic, fruits, vegetable.
2	Processed flavour	Fermented, baked, texture, caramelized
3	Added flavour	Natural extracted flavour, synthetic flavours

These flavours can be obtained by heating or roasting the animal or plant material. Today's in market world manufacture used their extract as put it on artificial additives. Its only used for enhance flavour, not necessarily to contribute nutritional value to a food or beverage.

Objectives

- i). To study the various flavours found in different food sources.
- ii). To study natural flavour.
- iii). To study the most useful flavour for stress control.
- iv). To study the various kind of pigments.
- v). To study the effect on food quantity according to flavour.
- vi). To study the various Flavors importance on human health.

The relationship between food and mood is bi-directional: food affects the person's mood through physiological mechanisms, and the person's mood plays a strong role in determining the choice of food. Eating and drinking are among life's most pleasurable activities and among the most multisensory as well. And other side pigment plays a very important role in food. They are natural compounds that give colour to food. They are found in a variety of foods, including fruits, vegetables, and grains and other ingredients. Here are some of the pigments that can be found in natural food:

- i). **Chlorophyll:** Chlorophyll is a green pigment found in plants that is responsible for Photosynthesis. It provides green colour to all leafy vegetables and other vegetables as-spinach, kale, fenugreek, etc.
- ii). **Carotenoids:** Bright red, orange, and yellow colours provide by Carotenoids. Carotenoids pigments that give fruits and vegetables dark colours... They are also found in dark green vegetables such as spinach and kale. Some examples of carotenoids include beta-carotene, lycopene. They are also found some yellow fruits and vegetables.
- iii). **Anthocyanins:** Anthocyanins are pigments that give fruits and vegetables their red, blue, and purple colours. They are found in berries, grapes, red cabbage, and eggplant
- iv). **Betalains:** Betalains are pigments that give beets their deep red colour. They are also found in other vegetables such as Swiss chard and rhubarb.
- v). **Flavonoids:** Flavonoids are pigments that give fruits and vegetables their blue, red, and purple colours. Flavonoids are found various fruits as blueberries, blackberries, banana, cherries, and grapes Natural flavours are extracted from plants and animals to create flavour enhancers that are used in processed foods
- vi). **Umami:** A new flavoured found in today's. Umami is a Savory, meaty, or brothy flavours. Umami represents the taste of the amino acid L-glutamate and 5'-ribonucleotides such as guanosine monophosphate (GMP) and inosine monophosphate (IMP).

Some other Natural Flavoured Extracts: Like as Essential oils-clove, and some essence-vanilla, pineapple. This substance mostly responsible for the aroma of food product. These are volatile compounds. They may be esters, aldehydes and ketones, presented in various fruits and other natural plants and food. Some popular herbs produce different flavour. These are (basil, mint, bay leaf, chive, curry leaf, lemon grass and oregano) they have unique flavour. When they balanced in any cooked meal their aromatic flavour become food very presentable. Aromatic food become mood very relaxed. According to FEMA, "Both 'natural' and 'artificial' flavourings have a place in the U.S. food supply to meet consumer demand for a variety of safe and tasty products."

Current era common manufacturer used some other ingredients for enhancing and changing the flavour of food item. These are flavouring agents that food manufacturers add into their products to enhance the food taste. But many cheaters are available in the market, who add some natural flavours at their artificial low quality food stuffs and misleads the consumer. It's very harmful for human physical and mental health. And other hand some food manufactures companies supplied Nutraceutical based flavour extract. These are not harmful on humans. But adding amount and preservation methods is spoiled their quality. so this is very mandatory the method and precaution should be followed by manufacturer so no one harm by them.

Morden science proved us that foods pigments have colour and Flavors also. And these are very useful for sclerophyll detoxifying properties may aid in the elimination of these harmful substances, reducing their impact on brain health potentially preventing or delaying neurodegenerative condition. Chlorophyll rich food have been associated with improved cognitive function and brain health. This Green pigment is great for improving mental clarity and reducing

stress. It's helpful oxygen travel through the bloodstream and giving you more energy and increasing brain function. Another food flavoured pigment we show in row vegetables and food stuffs. It provide red purplish colour of food ingredients. When we saw colourful food our mind automatically relaxed and happy. The bitter flavour of food provides by enthrone. Blueberry, Cranberry cherry, eggplant is some examples of anthocyanin. Its bright and colourful substance become mood relaxed. It has some properties reduced age. Fine lines of skins. one study found that daily dose of cherry juice improved memory and increased blood flow. They improve overall appearance but also contribute to consumers health and well-being. It has a major role in the final perception of food, its enjoyment and thus, is considered the main endogenous factor for food preferences and intake. In this regard, differences in flavour perception across individuals.

Summary

Flavors are sensory impressions. Taste and the brain are connected through a complex system of nerves and pathways. When we eat, food particles are dissolved in saliva and come into contact with taste buds on our tongue. so we feel flavour of food. Its appealing attracts us for consuming the food. Every flavour has their own identity. When each flavour is balanced it is become a food perfect. Some vegetables and fruits have own identity as banana, pineapple, lemon, we can't replace it by any substance. The appearance of food is important, but it is the flavour that ultimately determines its quality and acceptability. Flavour of food a critical determine of consumers selection and consumption. Food has a remarkable ability to evoke emotions and influence our mood. Beyond satisfying our hunger, the flavours in our meals can trigger a range of sensations and feelings, from delight and comfort to nostalgia and even sadness.

Conclusion

We have seen that there is strong evidence that mood and flavour are important factors in consumer food choice, but that they may not be as far up the list as we anticipated. Many other factors are influential in modifying and moulding consumer behaviour in terms of their food preference. There are many reasons why we consume food, the obvious and most important one being to obtain nutrition for a healthy and happy body. However, in a society where food supply, safety and nutrition are more than adequately provided for by most major manufacturers, other issues relating to the consumers' food choice have grown in importance. Food has a remarkable ability to evoke emotions and influence our mood. Beyond satisfying our hunger, the flavours in our meals can trigger a range of sensations and feelings, from delight and comfort to nostalgia and even sadness.

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