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Colorize your flavor - Color measurement for food

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Human nature judges the quality of food visually prior to smelling or tasting. Nevertheless color measurement of food specimen presents a number of challenges given the physical properties of certain products, like samples changing when in contact with an instrument, the instrument contaminating etc. This lecture will cover the basics of color measurement, available technologies to overcome the obstacles of food specific problems with traditional measurement devices and how to establish repeatable and representative characterization and specification of food color. Furthermore success stories of food processors best practices in regards to color will be presented.

Biography

Felix Schmollgruber studied printing and media technology at the University of Applied Sciences in Munich Germany and started his professional career in June 2001 at GretagMacbeth, Germany accepting the challenge to explore industrial color management in a variety of industries. After six successful years as field sales manager at both GretagMacbeth and X-Rite he moved into the European headquarters of the freshly merged company in Switzerland to serve as technical support engineer and trainer in order to help customers implementing and troubleshooting X-Rite solutions. Today he leads the group of application- and technical support specialists for X-Rite's EMEA territory.

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