

INTRODUCTION

FOOD FLAVOUR: WHAT IS YOUR CHOICE?

INTRODUCTION:

Flavourings are substances that are added to the food to impart, modify or enhance the aroma and flavour of food. Examples: lemon, strawberry, orange flavours etc.)

FLAVOUR CATEGORY

There are three (3) types of flavor :

1. Natural Flavour
2. Nature-identical flavouring
3. Artificial Flavour

Description of Natural Flavour



PLANT SOURCE

- Fruit
 - Plant
 - Herb
 - Spices
- Examples: vanilla flavour, curry flavour, grape flavour)

ANIMAL SOURCE

- Meat
- Seafood
- Dairy products

Examples: chicken flavour, prawn flavour, milk powder



MICROBIAL SOURCE

- Fermented Product
- Examples: cheese flavour, Budu flavour, miso flavour, yoghurt flavour

PROCESS

Flavouring substances are obtained by physical, microbiological or enzymatic processes



RECOGNIZED HALAL MALAYSIA LOGO

- Eight-pointed star in the center of the circle;
- The Arabic word "حلال" at the center of stars;
- Followed by Rumi Word "HALAL";
- In the circle of logo contains the word "MALAYSIA" in Roman word and "ماليزيا" in Arabic word;
- Two small five-pointed star placed to separate the Roman and Arabic word.

Description of Nature-identical Flavouring

SOURCE

- Plant
 - Animal
- Examples: Essential oil



PROCESS

The chemical compound obtained by synthesis or isolated from natural source through chemical processes

Description of Artificial Flavour



SOURCE

- Amino Acid, Fatty Acid, Carbohydrate, Chemical Compound Etc.
- Examples: tomato flavour, mint flavour, banana flavour, meat flavour, crab flavour, cuttlefish flavour

PROCESS

Flavouring substance is obtained from Maillard Reaction (Example: Maillard reaction)

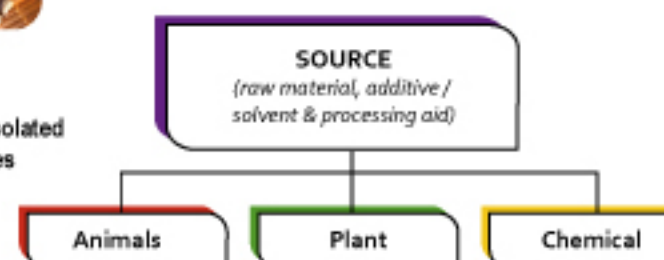
FLAVOUR APPLICATION IN THE FOOD PRODUCT



WHY FLAVOURS ARE ADDED INTO THE PRODUCTS?

- To enhance existing character.
- To replace flavour lost during processing.
- To mask an unpleasant or bitter taste.
- To provide new and interesting tastes for blend foods as mango passion fruit and chicken tikka flavour.

HOW FLAVOUR CAN BE DOUBTFUL IN HALAL ASPECT?



a) Solvent/carrier Function

- Solvent: dilute the flavour
 - Carrier: to avoid the flavour from evaporate during the processing and storage stage.
- example:
- Water
 - Ethyl Alcohol
 - Fat & Oil
 - Gelatine

b) Additive Function :

- Help to stabilize the flavour which been added into the food
- example:
- Lecithin
 - Fatty Acid
 - Gum
 - Emulsifier

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PENGENALAN

PERISA MAKANAN: APAKAH PILIHAN ANDA

PENGENALAN: PERISA & ANDA

Perisa (flavour) adalah bahan yang ditambahkan dan akan mempengaruhi rasa dan aroma sesuatu produk makanan. Contoh perisa adalah seperti perisa lemon, oren, strawberi dan sebagainya.

KATEGORI PERISA

Terdapat tiga jenis perisa :

1. Perisa semulajadi
2. Perisa serbasama bahan asli
3. Perisa buatan

Huraian Perisa Semulajadi



SUMBER TUMBUHAN

- Buah-buahan
 - Sayuran
 - Herba
 - Rempah-ratus
- Contoh: perisa vanilla, perisa kari, perisa anggur

SUMBER HAIWAN

- Daging
 - Makanan laut
 - Produk tenusu
- Contoh: perisa ayam, perisa udang, perisa susu



SUMBER MIKROBIAL

- Produk fermentasi
- Contoh: perisa keju, perisa budu, perisa kicap, perisa miso, perisa yogurt

PROSES

Perisa dihasilkan melalui proses fizikal (pengekstrakkan), mikrobial (fermentasi) dan enzimatik



LOGO HALAL MALAYSIA YANG DI IKTIKRAF

- Bintang berbucu lapan di tengah-tengah bulatan;
- Perkataan Arab – "حلال" di tengah bintang;
- Diikuti tulisan rumi "HALAL";
- Bulatan logo tertulis perkataan "Malaysia" dalam tulisan Rumi dan "ماليزيا" dalam perkataan Arab;
- Dua bintang kecil berbucu lima diletakkan bagi memisahkan tulisan rumi dan perkataan Arab tersebut.

Huraian Perisa Serbasama Bahan Asli

SUMBER

- Haiwan
- Tumbuhan

Contoh: Minyak Pati



PROSES

Sebatian kimia diperoleh dari sintesis / pengasingan dari sumber semulajadi melalui tindakbalas kimia.

Huraian Perisa Buatan



SUMBER

- Asid Amino, Lemak, Karbohidrat, Komponen Kimia Dan Sebagainya
- Contoh: perisa tomato, perisa pudina, perisa pisang, perisa daging, perisa ketam, perisa sotong

PROSES

Perisa dihasilkan melalui tindak balas kimia (Contoh: Tindak balas Maillard)

APLIKASI PERISA DALAM PRODUK MAKANAN



MENGAPA PERISA PERLU DITAMBAHKAN DALAM SESUATU PRODUK?

- Menyerlahkan rasa sedia ada pada produk makanan.
- Menggantikan rasa yang telah hilang ketika pemrosesan atau penyimpanan produk makanan.
- Membantu menyembunyikan rasa tidak enak atau pahit seperti produk ubat-ubatan.
- Menghasilkan produk makanan dengan rasa yang unik melalui gabungan beberapa perisa yang berbeza (seperti perisa mango passion fruit dan perisa chicken tikka).

BAGAIMANA PERISA BOLEH MENIMBULKAN KERAGUAN DARI ASPEK HALAL?



a) Pelarut/ bahan pembawa Fungsi:

- Pelarut: melarutkan perisa
 - Bahan pembawa: melindungi perisa dari meruwap ketika proses simpanan
- Contoh:
- Air
 - Etil Alkohol
 - Lemak & minyak
 - Gelatin

b) Bahan tambah Fungsi:

- membantu untuk menstabilkan perisa yang ditambahkan ke dalam produk makanan
- Contoh:
- Lesitin
 - Asid Lemak
 - Gam
 - Pengemulsi

BAHAGIAN HAB HALAL
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