Flavor is one of the most important factors in food purchase and repeat consumption. Food flavors changes as foods are processed and stored. Flavors interact with their packaging and are altered by the food matrix. Not all volatiles contribute to the aroma of food. Typically the aroma active volatiles are less than 5% of the total food volatiles. Flavor science involves the multidiscipline subjects of chemistry, psychology, and neurology of flavor perception. This workshop is designed to help participants involved in flavors understand the principle of flavor chemistry, chemical senses and properties of flavor compounds. The laboratory portion of the workshop will include sample preparation, instrumental analysis and the state of the art GC-Olfactometry to elucidate which volatile compounds impact food aroma using the human nose.

**TRAINING TOPICS:**

**Monday, December 14, 2009**

**Morning session**
- What is flavor?
- Why flavor is important?
- Flavor perception/chemical senses (physiology, taste, olfaction, sensory analysis, psychology)
- Flavor compounds

**Afternoon session**
- Aroma description and memory
- Nasal and retronasal olfaction, mapping the tongue

**Tuesday, December 15, 2009**

**Morning session**
- Flavor isolation and analysis
- Chemical and instrumental analysis
- Correlating sensory and analytical measurement
- Authentication and quality control of flavor and fragrances

**Afternoon session**
Sample preparation
- liquid-liquid extraction
- headspace technique

**Wednesday, December 16, 2009**

**Morning session**
- Process flavors (e.g., coffee, meat flavor)
- Off-flavor in foods

**Afternoon session**
Instrumental analysis
- retention index technique
- GC-FID
- GC-Sulfur
- GC-Olfactometry

**ENROLLMENT FEES:**

<table>
<thead>
<tr>
<th>Code of Participation</th>
<th>Plan</th>
<th>Domestic (THB)</th>
<th>International (USD)</th>
</tr>
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<tbody>
<tr>
<td>011</td>
<td>3-day lecture plus lab</td>
<td>4,000</td>
<td>200</td>
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<tr>
<td>021</td>
<td>3-day lecture only</td>
<td>3,000</td>
<td>150</td>
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<tr>
<td>031*</td>
<td>1-day lecture only (Dec 14, 2009)</td>
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<tr>
<td>032*</td>
<td>1-day lecture only (Dec 15, 2009)</td>
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</tr>
<tr>
<td>033*</td>
<td>1-day lecture only (Dec 16, 2009)</td>
<td>1,200</td>
<td>-</td>
</tr>
</tbody>
</table>

*Open for domestic registrants only

The fee includes course materials and daily lunch plus morning and afternoon coffee breaks.

We reserve the right to discontinue, postpone, or combine sessions. Every effort will be made to notify the enrollees of any changes or cancellations.

**TRAVEL INFORMATION:**

Siam University located on the West side of Bangkok is about 50 km far from Suvarnabhumi International Airport. International participants can take public metered taxis to the recommended hotels surrounding the campus which are easily accessed by the BTS Sky Train. Siam University is just a 5 minute drive from Wong Wien Yai Station, the last stop of the sky train.
**REGISTRATION FORM**

"2nd Principles of Flavor Chemistry and Analytical Techniques for Food Aroma Analysis"

**REGISTRATION INFORMATION**

Name: .................................................................
Job Title: .............................................................
Organization: ......................................................
Mailing Address: ..................................................
Phone/Fax: ...........................................................

**PLEASE REGISTER ME FOR:**

- Three-day lecture plus lab 4,000 THB/ $200 US
- Three-day lecture only 3,000 THB/ $150 US
- One-day lecture only on
  - Dec 14, 2009 1,200 THB
  - Dec 15, 2009 1,200 THB
  - Dec 16, 2009 1,200 THB

Total amount ...................... THB

Cash payment with 15 THB fee for advanced registration should be transferred to:

Name of Bank: TMB Bank Public Company Limited
Account Name: Siam University
Com Code: 884
Reference1: FST
Reference2: Code of Participation

**International registrants**

Beneficiary’s Name: Siam University
Address: 38 Petkasem Road, Bang-wa, Phasicharoen, Bangkok 10160
Beneficiary’s Bank: 159-1-05012-3
Beneficiary’s Bank Name: TMB Bank Public Company Limited
Branch: Siam University Branch
Bank Code: TMBKTHBK

**PAYMENT METHODS:**

- Domestic registrants (For Bank Use)
- Mobile phone: .................................................

**ACCOMMODATION:**

Hotels close to the campus, please contact directly to:

S.D. AVENUE HOTEL
http://www.sdavenue.com
BED BY BTS HOTELS
http://www.bedbybts.com
Also, please see:
http://www.hotelscombined.com/City/Bangkok.htm

By mail, email or fax: Please complete this form and send it with your evidence of payment to:

Department of Food Technology
Attn: Dr. Maruj Limpawattana,
Registration Coordinator
Faculty of Science, Siam University
235 Petkasem Rd., Phasicharoen, Bangkok 10160
Thailand
E-mail: maruj@siam.edu, foodsiamu@gmail.com
Tel/Fax: +662 8678082 Cell: +6687 0099558

**Venue:**

Department of Food Technology,
Faculty of Science, Siam University,
Bangkok 10160, Thailand
Chaloemprakiet Building (Building 19),
10th floor Room 1003

December 14-16, 2009

**CODE OF PARTICIPATION:**

- 011 3-day lecture plus lab 4,000 200
- 021 3-day lecture only 3,000 150
- 031* 1-day lecture only on Dec 14, 2009 1,200 -
- 032* 1-day lecture only on Dec 15, 2009 1,200 -
- 033* 1-day lecture only on Dec 16, 2009 1,200 -

*Open for domestic registrants only