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Summary This comprehensive book presents key issues in the technology of the soft drinks industry. Employing a user-friendly format and writing style, the author draws on more than thirty-five years' hands-on experience in technical management in the soft drinks industry. The diverse subjects discussed focus on key scientific and technical issues encountered by technical staff at all levels on ...

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As a soft drink producer, it provides everything from coffee and tea to carbonated drinks, fruit and vegetable juice and water. With 23,619 employees, and its initial foundation dating back to 1949, it centres its headquarters in Tokyo and is famous, according to the company website, for both selling the first canned beer in Japan, and being number one in the Japanese beer market.

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A soft drink (see § Terminology for other names) is a drink that usually contains carbonated water (although some lemonades are not carbonated), a sweetener, and a natural or artificial flavoring. The sweetener may be a sugar, high-fructose corn syrup, fruit juice, a sugar substitute (in the case of diet drinks), or some combination of these. Soft drinks may also contain caffeine, colorings ...

Many a time, a soft drink food technologist is called upon to draw up a master beverage formulation. This master formulation could be required for various reasons or purposes. There may be a need to check out a formulation that was acquired from an outside source, such as a flavor house, to confirm the claimed quality parameters of Brix, acidity, preservative levels, etc.

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This article is a list of brand name soft drink products. In some cases, the relevant article is the parent brand or brand family.

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