

Food Matrix and Aroma Release: Why Aromatic Quantity Is Not Flavour Strength

Culinary Judgment and Taste Chemistry — Ahmad Issam Maadarani

Official article information

Article author Ahmad Issam Maadarani	Article number 8341	 Scan to verify the article
Article code —	Protection number —	
Reference —		

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This essay distinguishes a compound's presence, release and perception. It proposes comparisons that resist assigning every flavour difference to the amount added.

1. Three links

An aromatic compound can be present while the amount and time course reaching smell remain separate questions. The connection between release and perception is a third question. Flavour is therefore not reducible to an ingredient list or instrument reading. Water, fat, structure and texture form the matrix: it is part of the product rather than a neutral container for aroma.

2. Experimental evidence and limits

Frank and colleagues combined instrumental aroma-release measurement with temporal perception ratings from six trained tasters using lipid emulsions [\[FRANK11\]](#). This allows comparison of different signals in one system. It does not show that more fat suppresses every aroma, that release readings equal flavour intensity, or that findings represent all foods and populations.

3. Hypothetical example

Equal amounts of an edible flavouring are added to two cream formulations differing in fat and texture. Different aroma during eating does not establish loss of the ingredient from one formulation. Pre-eating and during-eating impressions can also differ. Specify observation timing and whether the matrix change is evaluated as a complete-product modification or as a narrower causal question.

4. Comparative design

Standardise portion, temperature, storage duration and mixing, recording composition. Describe aroma at defined stages and collect texture and liking independently. Instrument use requires sampling method, location and duration. Headspace measurements do not automatically replace eating-related measurements, and a higher signal for one compound does not establish stronger overall flavour.

5. Interpreting disagreement

A lower instrument signal with similar perception is not an error to conceal. It may reveal differing questions, measurement limits or a non-simple relationship between compounds and sensation. If liking changes without a clear aroma-intensity change, examine texture and other dimensions instead of inventing an aromatic cause. Retain findings contrary to expectation rather than selecting supportive signals.

6. A judging rule

Report “less clear during chewing” rather than “less aromatic compound” without composition evidence. Development should test matrix and dose against the purpose

rather than assume more flavouring cures every deficit. The proposed contribution preserves distinctions between presence, release, perception and acceptance; it requires examination in the actual product.

7. A Discussion Worksheet

Field	Question	What to Record
Presence	Is composition known?	Information independent of smell.
Release	Where and when was it measured?	Method, timing and matrix.
Perception	Does it match the measurement?	Independent human description.

Philosophical arguments belong to the author. Applications and worksheets are unvalidated proposals, and examples are hypothetical. This article presents no new experimental dataset, claim of worldwide priority or claim that this text has undergone peer review.

8. References and Source Limits

1. **[FRANK11]** Frank, D., et al. (2011). Proton transfer reaction mass spectrometry and time intensity perceptual measurement of flavor release from lipid emulsions using trained human subjects. *Journal of Agricultural and Food Chemistry*, 59(9), 4891–4903. DOI: 10.1021/jf104376b. [Original research](#)

Lipid emulsions and six trained human tasters; not representative of every food.

Source use: publication metadata and abstract; the full text was not reviewed for this edition.

Suggested citation: Maadarani, Ahmad Issam (2026). “Food Matrix and Aroma Release: Why Aromatic Quantity Is Not Flavour Strength”. Analytical essay, version 1.0, 4 October 2026.

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