

A Study of Consumer's Behavior Towards the Use of Alcohol in Cooking

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Abstract: *The purpose of the study is to comprehend the significance of early ethanol exposure, specifically with regard to alcohol used in food preparation. Alcohol is a very adaptable component that can enhance any dish's flavor and tenderize the meat. As an interesting aside, adding alcohol to food results in very little calorie addition. Furthermore, alcohol has the ability to transport flavors and scents since, according to science, it forms interactions with molecules of water and fat. Cooking with alcohol refers to the use of alcohol as a fuel for cooking, an ingredient, or a visual aid in food preparation. Because of its fruity components, harsh tannins, and acidic qualities, wine is often utilized as an ingredient. Liqueurs like beer and liqueurs are also frequently utilized as alcoholic components. A distilled spirit with a greater alcohol content is necessary for flambés, which involve lighting heated alcohol. Cooking with alcohol is a great way to amplify almost any dish, making your food taste, smell, and cook better.*

Keywords: Alcohol, Wine, whisky, gin, vodka, cooking, flambé

I. INTRODUCTION

History

Alcohol occurs naturally in the world, it was not truly developed. But a genius by the name of Al-Razi found it in Persia (now known as Iran). Al-Razi (Muhammad ibn ZakariyāRāzī) passed away on October 27, 925, having been born on August 26, 865. Alcohol is typically provided with food for many of us. In nature, sugar undergoes fermentation to produce ethanol. Fermented liquids and juices have been consumed by humans from their time spent living in caves. Ancient Greek and Arabian people distilled wine and grain beverages to create stronger alcoholic beverages like vodka, brandy, and cognac.

When alcohol is used in cuisine, it might be added as an ingredient, a fuel for cooking, or just for presentation. It's rather common to use beer in place of water when cooking. In cooked food, the original alcohol content might range from 5% to 85%. The cooking process is determined by the amount of alcohol left behind. After two hours in the cooker, around 10% of the alcohol is still there. A lot of foods actually contain alcohol in them. Recipes such as boeuf bourguignon, chicken marsala, and chicken cacciatore. Modern examples include bratwursts and grilled chicken. Another illustration would be to marinate meat, pork, or chicken overnight in beer and spices. Professional chefs frequently employ liqueurs, vermouths, eaux de vie, and specialty cooking wines to improve flavor in traditional and contemporary food. These are not meant to be consumed as beverages, but rather as ingredients in food. Additionally, they have a longer shelf life, which reduces waste. Desserts benefit from the use of sweet or dry wine; specialized cooking wines, liqueurs, and vermouths give flavor to completed meat and fish meals. Moreover, adding specialty cooking wine to marinades helps tenderize meat, which is especially advantageous for meals made with game. Serving the same alcoholic beverage with the food that was prepared with it is discouraged.

White wines with a pleasant flavor are used to cook fish stews and broths. These days, chocolates are often loaded with interesting alcoholic flavors. Thus, the trend is undoubtedly gaining traction, and in my opinion, using alcohol and flavoring liquors in the right amounts can significantly alter the taste of food. "A chef can use alcohol in a variety of ways in the kitchen." such as flambé, sautéing, braising, and deglazing to enhance the flavors. This is made possible by the special qualities of alcohol, which also form strong connections with molecules of fat and water. Alcohol fills up the space between our scents receptors and the meal in this way. This is significant because, unlike tasting, fragrance imparts the food's flavor.

As an Ingredient

Cooking with alcohol refers to the use of alcohol as a fuel for cooking, an ingredient, or a visual aid in food preparation. Because of its fruity components, harsh tannins, and acidic qualities, wine is often utilized as an ingredient. Liqueurs and beer are also frequently utilized as alcoholic components. When alcohol is used in cuisine, it might be added as an ingredient, a fuel for cooking, or just for presentation. It's rather common to use beer in place of water when cooking. In cooked food, the original alcohol content might range from 5% to 85%. The cooking process is determined by the amount of alcohol left behind. Boeuf bourguignon, chicken marsala, and chicken cacciatore are a few examples of dishes. Modern examples include bratwursts and grilled chicken. Another illustration would be to marinate meat, pork, or chicken overnight in beer and spices. Professional chefs frequently employ liqueurs, vermouths, eaux de vie, and specialty cooking wines to enhance the flavor of both classic and contemporary cuisine. These are not meant to be consumed as beverages, but rather as ingredients in food. Additionally, they have a longer shelf life, which reduces waste. Desserts benefit from the use of sweet or dry liqueurs; specialty cooking wines, liqueurs, and vermouths give flavor to completed meat and fish meals.

Fondue

Pastries and cakes like fruit cake or black forest, mousse, liqueur-filled chocolates, cherries jubilee, and flambé desserts are examples of desserts. Pates or cheeses with wine flavoring. Trace levels of alcohol may be present in wines or beers that are de- or non-alcoholic. You would be shocked at how many prepared and packed foods—including many specialized items found in delicatessens and gourmet stores—contain trace levels of alcohol. Examples include pure vanilla extract, almond extract, and certain varieties of Dijon mustard. Whipped cream, fruit cake, and marinara sauce with wine can all be problematic.

As a cooking fuel

On boats, alcohol stoves gained popularity as a safer substitute for kerosene stoves. For safety considerations, denatured alcohol, like Sterno, is frequently chosen as a maritime stove fuel despite being more costly and producing less heat than alternative fuels, because alcohol burns cleanly, alcohol stoves have also gained popularity as camp stoves. For camping, one extremely lightweight alcohol stove is the beverage-can stove.

The safest fuel to use indoors is alcohol. Different alcohols have been tested by the researchers to see which works best for cooking indoors. Therefore, scientists wanted to find out exactly how much alcohol evaporates during the brief flambé combustion. They measured the amount of alcohol in the dish and prepared it to achieve this.

FLAMBE

Flambe

Is a cooking technique where alcohol is added to hot pan to create flames. The spirits such as cognac, rum, flavorful liquors which has high alcohol percentage are considered ideal for this technique. Modern flambéing became popular in the 19th century. The English Christmas pudding was served flaming in Charles Dickens' 1843 novel, A Christmas Carol: "the pudding blazing in half of half-a-quarter of ignited brandy". The most common flambé dish appears to have been sweet omelette with rum or kirsch; for example, Alexis Soyer's 1846 cookbook, The Gastronomic Regenerator, gives a recipe for Omelette au Rhum: "...the moment of going to table pour three glasses of rum round and set it on fire". Ida Joscelyne's book, The Marvelous Little Housekeepers (1880), mentions both rum and kirsch; another recipe appears in A.G. Payne's English cookbook, Choice Dishes at Small Cost, of 1882: "Make a sweet omelet, and heat a tablespoonful of kirsch, by holding a light under the spoon. As soon as the spirit catches fire pour it round the omelet, and serve flaming." Perhaps the most famous flambé dish, Crêpe Suzette, was supposedly invented in 1895 as an accident. High alcohol liquors such as BACARDI 151 are highly flammable and considered highly dangerous by Chefs. To ignite and to also to add flavor cinnamon is added. The alcoholic beverage must be heated before lighting it on fire. Liquors and liqueurs with high alcohol content must be used to flambé foods. Flambéing reduces the alcohol content of the food modestly.

Any alcoholic beverage used in cooking is primarily used to add flavor to the food. The best extracts with strong flavors are those that are based on alcohol, especially vanilla. So many foods are distilled into strong liquors as to beggar the imagination. Many people complain about the alcohol content, yet it is a totally normal consequence that occurs in everyday life, even in the human body. Alcohol helps to release flavors that are not experienced without the alcoholic interaction, so in some specific recipes, alcohol is a necessary ingredient to generate the required chemical reaction in

the dish. Through marinades, some alcoholic beverages can aid in the breakdown of tough fibers. In the absence of heat, alcohol not only evaporates, but the, while most of it also burns off while cooking. The cooking method and cooking time determine how much is left in the meal.

Alcohol can be used in cooking in a variety of ways, including:

Flavoring the sauces: Simmering spirits with other ingredients produces aromatic, savory sauces that go well with pasta, proteins, and a variety of other foods.

Tipsy fruit: to enhance the flavors, whole or sliced fruits are marinated in alcohol using a technique called macerating. The fruit can be eaten straight out of the bowl, covered with ice cream, or layered with truffles.

Mix into brine : soak the meat into brine a solution of salt, water ,other aromatics then add into it a bold flavorful spirit, need to be very careful while adding as the key for a successful brine is the proportion of the spirits.

Wines can be used in cooking to balance or enhance the natural flavors and aromas of the dish. In addition, they can be used to deglaze cooking pans—like sauté pans, where the wine serves as a base for a sauce or stock—tenderize meat, give moisture to the meal being prepared, and finish the dish by adding a touch of sweetness.

The most common table wines used in cooking are Chardonnay, Sauvignon Blanc, or Chablis, which are used to flavor sauces, fish, chicken, veal, and cheese dishes. White Burgundy is a variety of Chardonnay, as is a typical white Chardonnay. Serve sweeter white wines—like Johannisberg Riesling and Chenin Blanc—with fruits, sweets, or spicy dishes for their greatest results. Rich foods like meat stews, some of the tastiest spaghetti sauces, and duck, lamb, or beef go well with red wines like Cabernets, Burgundy, Merlot, Zinfandels, and Pinot Noirs. Sweet fruits or desserts pair nicely with fortified wines like Sherry, Port, or Vermouth as their flavors range from dry to sweet.

II. REVIEW OF LITERATURE

(Warmus, 2019)Says that he uses alcohol in cooking for two main reasons. Flavor is the first and most prevalent. The flavor that distinguishes many alcohols is derived from non-alcohol constituents. Even if the flavor is altered after cooking, the odd flavor will still be present. Secondly, it is possible to boil off the alcohol. Sometimes you want more liquid in the finished product than you do in the recipe when it's cooking. In certain situations, the water may take too long to evaporate, overcooking or soggly completing your product. Moreover, the quantity of alcohol that evaporates while cooking is usually substantially underestimated. A few things to consider are the cooking temperature, cooking duration, food composition, and cooking technique.

(Klute, June 2020)

Stated that although alcohol has a lower boiling point than water, some of the alcohol will still remain after cooking for hours. Tests have indicated that only about 5% of the initial amount is left even after two and a half hours. There is often very little alcohol left in the mixture. Just don't drink if you are in recovery from alcoholism, abstaining from it because of your faith, or need to abstain for health reasons. This would comprise a variety of extracts, such as almond or vanilla. When a boiling liquid is mixed with alcohol and then taken off the heat

There were 85% left. Remaining

75% of Flambé

70% of what was stored overnight without heat

Baked for 25 minutes without whisking in the alcohol 45 percent were still there.

Baked or simmered food

Cooking time: 15 minutes, 40%

Cooking time in 30 minutes: 35%

25% cooking time in one hour

20% after 1.5 hours of cooking 10% cooking time in two hours

2.5 hours were spent cooking.

(Riggsby, 2020)

The alcohol is not the point, that's for sure. The amount of alcohol used while cooking with wine, beer, or liquor is typically rather small—rarely, if at all, enough to affect the chemistry—and the most of it cooks off nonetheless. For the other flavors in them, one employs various kinds of alcoholic concoctions. They are all byproducts of fermentation,

which yields a range of nuanced flavors that are further enhanced by different aging techniques. The other, delicious chemical components remain behind as the alcohol simply rides along for the voyage.

(Editors of *fine cooking*, 2020)

Reduction sauces also exhibit the flavor perception enhancement effect of alcohol. After searing a steak, you may capture the perfectly browned proteins that have adhered to the bottom of the pan by deglazing it with wine. This process also dissolves the proteins in the alcohol, adding more flavor to the sauce. Your sauce will taste less strong if you deglaze with a non-alcoholic beverage like fruit juice, broth, or water.

Less is more when it comes to both of alcohol's flavor-enhancing properties. A tiny bit of tawny port can have a significant impact on the evaporation of flavor in a braised beef dish a small amount of alcohol in the marinade enhances the tastes in the final product. Even more justification for bringing drink into the kitchen.

(LL, Reporters) 2018

From a means of subsistence to an art form, cooking has evolved into a creative endeavor, with Michelin-starred restaurants and foodies searching for novel approaches to creating flavors.

WHITE WINE: White wine can be found in many different dishes, but it's especially well-suited for cooking meat. However, not all meats go well with white wine; it's often seen to be a decent choice for lighter meats alone.

REDWINE: Red wine succeeds where white wine fails. Two of the most often paired red wines with stronger flavors—particularly those of pig and beef—are Cabernet and Pinot Noir.

WHISKEY: Aged whiskey gains flavor with time, much as wine. The truth about it is that, depending on how long it ages, it can taste differently. However, if you have selected a high-quality whiskey, you shouldn't worry too much because every one of its flavor variations is pleasing to the tongue, whether on their own or after a meal.

VODKA: Rather than being utilized for its chemical composition or aromatic qualities, vodka is especially used for its physical impacts on the ingredients. When it comes to the benefits of vodka, pastries undoubtedly take the lead, but tomatoes also profit immensely from its preparation.

(Trembley, January 2019)

Not only does alcohol evaporate in the absence of heat, but most of it burns off while cooking. The cooking method and cooking time determine how much is left in the meal. Before the alcohol evaporates, the fruitcakes drenched in bourbon would have to solidify into bricks. While adding a rich, strong taste to a long-simmered stew, a bottle of Guinness won't leave a discernibly noticeable alcohol residue behind. A wine reduction sauce will leave little to no alcohol content, but a rapid flambé could not burn off all of the alcohol. Time and heat are the essentials. Foods that aren't cooked will naturally retain the most alcohol.

III. RESEARCH METHODOLOGY

This study employed an exploratory methodology.

The definition of exploratory research is research conducted to look at an issue that is not well defined. It is being done in order to gain a deeper comprehension of the current issue, but it won't produce definitive answers. In this type of study, an investigator begins with a broad concept and employs this investigation as a means of pinpointing problems, which may serve as the subject of follow-up studies. Here, it's crucial that the researcher be open to modifying course in response to fresh information or understanding.

Use of wine in cooking

WHITE WINE: Most cooks keep white wine in their pantry because of its versatility. To make a pan sauce for sautéed fish, poultry, pork, or mushrooms, use it to deglaze the brown pieces. Add it to risotto for a nicely balanced acidic flavor. Just before you cover and steam some shellfish, add it to the saucepan. Most cooks keep white wine in their pantry because it is so versatile. Any white wine that lacks sweetness is called a dry white. On the other hand, "crisp" wine, which has a high acidity, is what you want for cooking. Dry sparkling wines, Pinot Grigio, Pinot Gris, Sauvignon Blanc, and Sémillon are particularly wonderful. Fondue proves that white wine pairs well with dairy products.

RED WINE: Not only are dry red wines excellent when paired with food, but they can also be used in cooking. Similar to white wines, red wines' acidity can enhance other flavors in food as long as the food isn't overpowered by tannin or oak, which are bitter flavors that make your mouth pucker when they age in oak barrels. When used as a liquid for

braising or stewing, red wine tastes great (think coq au vin or beef Burgundy). In order to create a pan sauce for seared lamb, duck, hog, or beef, it's also fantastic for deglazing pans. Red wine can also be used to spice sweets.

VODKA: Vodka gives most dishes a hint of booze, but if it's cooked, the alcohol will evaporate. Vodka binds oils and water by acting as an emulsifier. Vodka doesn't overshadow your food until you add too much of it, in which case it will merely taste like alcohol due to its relative flavorlessness.

Savory dishes: Use vodka as a coating for fish or to add to pasta and meat recipes.

Sweet dishes: A small amount of vodka prevents the gluten from disintegrating when used in baking, such as pastry or pie crust, promoting a more flaky texture.

Cooking with it: The heat causes most alcohol to evaporate when cooking with it. Depending on the cooking method and temperature, the alcohol won't burn off entirely, but your dish won't be as potent as drinking straight alcohol. In general, the longer you cook anything with alcohol, the more will evaporate.

LIQUEUR: A sweet alcoholic beverage that is produced by combining ingredients and adding flavors such as fruits, spices, herbs, creams, or different kinds of nuts. Spirits, both finished and neutral, serve as the foundational component for liqueurs. While completed spirits typically employ rum, whiskey, or cognac as the basis component for a liqueur with a flavoring added to generate the desired mix, neutral spirits typically comprise fruit or other ingredients that have been soaking together in their juices to produce the desired flavor. In contrast to wine or other drinks, like the final spirits, liqueurs can be made quickly, depending on how long it takes to make the flavor blend.

Bourbon: "It 'cooks' meat, eggs, and dairy products." "Therefore, adding bourbon to a marinade can enhance its flavor; however, using a lower proof bourbon can help avoid toughening the meat before cooking." "Bourbon, especially Coopers' Craft, is ideal for a bourbon pan sauce, but stock or wine are used for deglazing so frequently," explains Whitney. As alcohol coagulates meats and fats more quickly than you would want, Coopers' lower proof makes this a wonderful cooking bourbon, allowing the flavor of the meal to shine through without interfering. Bourbon with a lower proof provides benefits as a marinade as well. According to Whitney, "bourbon 'cooks' meat and eggs and curdles dairy." "Therefore, adding bourbon to a marinade can enhance its flavor; however, using a lower proof bourbon can help avoid toughening the meat before cooking." Finally, use a bourbon that you would genuinely drink, as with any fine cooking wine. The same goes for drinking as it does for cooking: don't use too much or too little! To get you started, try these three entertaining recipes with whiskey added.

RUM: Rum is a staple ingredient in many classic cocktails, but it can also be used as a flavorful addition to both savory and sweet recipes. From marinades to pies, we collected the best ideas for cooking with rum. Dark rum and spiced rum will add flavor to most recipes, but if the rum is cooked the alcohol will burn off. Because light rum is less flavorful, it won't overpower your dish unless you add too much — then it will just taste like alcohol. **Savory dishes:** Both white and dark rum can be used in glazes and marinades for meats and vegetables. Often, you'll see it paired with fruits like pineapple for tropical dishes and Caribbean food. **Sweet dishes:** You'll often see rum used in classic dishes like Tiramisu, Bananas Foster and Rum Raisin ice cream, but it would also be great in a chocolate sauce or autumnal pie. Use a dark rum or spiced rum when baking for greater flavor. **Infusions:** Make your own vanilla extract with rum. You can also change up your cocktails or any other recipe by infusing rum with other flavors. Soak herbs, fruits, vegetables, spices and even candies in rum for a few days and both the rum and the infusion will take on new flavors. **Sweet dishes:** Rum is frequently used in traditional recipes like Tiramisu, Bananas Foster, and Rum Raisin ice cream. However, it would also taste fantastic in an autumnal pie or chocolate sauce. For maximum flavor when baking, use a spiced or black rum. **Infusions:** Use rum to make your own vanilla extract. Rum can also be flavor-infused to add variety to any recipe, including drinks. Put spices, fruits, vegetables, herbs, and even candies in rum and let them soak for a few days. This will infuse the rum with fresh flavors.

WHISKY: Whiskey can be served straight, on the rocks, or in a sophisticated cocktail such as an Old Fashioned or Manhattan. More and more people are using distilled alcohol in the kitchen and outside of glasses to flavor sauces, stews, and desserts like brownies, ice cream, and puddings. According to whisky expert Chris Sikorsky, Manager of the Co-op's World of Whisky store in downtown Calgary, it just takes a small amount to provide a tremendous kick, and it's vital to avoid using the cheap stuff. "Always use a top quality bottle of whisky while cooking with it. It will make all the difference and you won't need to use much of it. It will make all the difference and you won't need to use much of it. Since whisky brings out the flavor of food, many chefs equate it to salt. Barley malt is concentrated during heating by

the alcohol evaporating, which also caramelizes the spirit's sugars. Yes, we're coming to the good part now. Whiskey can be thought of as more of "the alcoholic equivalent of salt," to paraphrase The Guardian, than as a direct ingredient. Whiskey's incredibly diverse range of flavors, which it achieves through different combinations of grains, distillation techniques, and barrel aging, enhances the flavors of any meal it comes into contact with, including seafood, smoked meats, and desserts. Like with these Whiskey Marinated Grilled Sirloins, give marinating a try. In the process, the spirit "cooks off" or evaporates. The essence's different scents concentrate during this evaporation, interacting with the fat and water molecules in your food (science!), and imparting a flavor and perfume that makes the entire experiment worthwhile. A friendly reminder: The Guardian refers to whiskey as a salt rather than a sauce for a reason. Whiskies have a taste intensity all by themselves that wine and beer can only aspire to.

TEQUILA: Not only is tequila a must-have on the bar cart, but it works well in cooking. Try it as a syrup for fruit salad, a barbecue glaze, or a marinade for shrimp or steak. When paired with food, alcohol enhances it. Its ability to form connections with molecules of fat and water lets it convey flavors and scents. In an alcohol marinade aids in flavoring and seasoning the meat (not tenderize).

It does the same thing in cooked sauces, improving the flavor and aroma of your dish.

Three cooking tips for tequila:

1. Don't be scared to incorporate fine Tequila into your dishes.
2. Use tequila in the same cooking methods as wine.
3. Take a chance!

GIN: Because gin has a strong flavor, you should only use it to give your food a hint of herbal or flowery flavor. It is strong, so watch out not to dominate other flavors in your meal. As with other tastes like vanilla extract or cayenne pepper, only use a small amount of gin. Savory foods: Pasta, seafood, and poultry pair well with gin. Sweet dishes: It can also be used in sweets, including as ice cream, mousses, and baked goods. Preserves: To give preserves like sweet jams and savory pickles a stronger taste, you can add gin.

Outcome and scope of study

Outcome:

Use of alcohol in Indian kitchens has been limited and has mostly seen in the desert section of menu.

Indian chefs have started experimenting with alcohol.

With alcohol can be bit tricky from choosing the spirit which will complement the other ingredients of the dish to figure the correct amount to be used which won't overpower the dish.

The trend is catching on but will take some time to reach the main course of the Indian menu.

Scope

To study the use of alcohol in Indian cuisine

To study the property: Alcohol evaporates while cooking

To study the use of Toddy in Indian cooking

A study on use of Indian alcohol in Indian food

Limitations

Restricted to international cuisine.

The use of alcohol has been limited, if not completely absent, in Indian kitchen for a very long time.

Lack of knowledge about alcohol.

Very few people like to experiment or try new or dishes with alcohol.

The data available on alcohol in cooking is quiet limited.

Lack of previous research on the similar topic.

III. CONCLUSION

The majority of Indians are currently familiar with alcohol-containing desserts. For instance, it's well known that the rich flavor of tiramisu is attributed to specific liquors. On the other hand, foreign counts have offered alcoholic Indian

delicacies. This technique is increasingly being used by Indian chefs to enhance the flavors and aromas of their food. Here, wine, whiskey, rum, and beer are the recommended options.

Cooking with alcohol is a fantastic technique to enhance the flavor, aroma, and cooking process of practically any dish. The list of recipes that can profit from a dash of the strong stuff is endless. Each type of alcohol has a unique flavor and character that enhances the food's flavor in a unique way.

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