

FLAVORS AND ESSENCES FROM JOANOVIĆ PHARMACY

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Sima T. Joanović was born in Saravola and graduated in pharmacy in Budapest. From Timisoara, where he worked for a short time, he came to town of Debeljača and bought a pharmacy from Ambrosy Sándor, which was located in the building of the old municipality. He moved the pharmacy to a new residential and business building on the then Elisabeth Square. In addition to the highly developed semi-industrial production of galenic, cosmetic and perfumery preparations, food aromas and essences were also produced in the pharmacy, which was not the case with other pharmacies (1). The essences were made in a galenic laboratory from 1910 to 1945. These food essences and flavors are sold wholesale and retail in consumer goods stores as well as cash on delivery. The pharmacy was especially known for the production of essences for various types of rum, brandy, liqueur and flavors for non-alcoholic beverages (2). Of the rum essences, the essences for Jamaica, Kingston and Demara rum were especially famous. Essences for making cold-processed were in great demand. Essences for making liqueurs were a sought-after item, the pharmacy produced a whole range of different essences. From the flavors for making non-alcoholic refreshing drinks the pharmacy produced lemon, orange, strawberry, raspberry, kabeza, pineapple, etc. The pharmacy printed instructions for making food products using these essences and flavors that were distributed to consumers. These instructions were thrown out of the plane as a special attraction at the famous large fairs that are still held in town of Debeljača.

References

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PREHRAMBENE AROME I ESENCIJE IZ APOTEKE JOANOVIĆ

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Sima T. Joanović kupio je apoteku od Ambrozi Šandora koja se nalazila u zgradi stare opštine u Debeljači. U apoteci su pored veoma razvijene polu-industrijske proizvodnje galenskih, kozmetičkih i parfimerijskih preparata izrađivane i prehrambene arome i esencije što nije bio slučaj sa drugim apotekama (1). Esencije su izrađivane u galenskoj laboratoriji od 1910 do 1945. godine. Ove prehrambene esencije i arome su prodavane na veliko i malo u prodavnicama robe široke potrošnje kao i pouzećem. Apoteka je naročito bila poznata po proizvodnji esencija za različite vrste ruma, rakija, likera i aroma za bezalkoholna osvežavajuća pića (2). Od rum esencija naročito su bile poznate esencije za Jamaika, Kingston i Demara rum. Veoma su bile tražene esencije za izradu rakija hladnim postupkom. Esencije za izradu likera bile su traženi artikal, apoteka je proizvodila čitavu paletu različitih esencija. Od aroma za izradu bezalkoholnih osvežavajućih pića apoteka je proizvodila limun, narandžu, jagodu, malinu, kabezu, ananas i dr. Apoteka je štampala i uputstva za izradu prehrambenih proizvoda korišćenjem ovih esencija i aroma koje su deljene potrošačima. Ova uputstva su kao posebna atrakcija izbacivana iz aviona na poznatim velikim vašarima koji se još uvek održavaju u Debeljači.

Literatura

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