

**CHECK OUT OUR WEBSITE!**

MALABAR's full catalogue is available online.

[malabarsuperspice.com](http://malabarsuperspice.com)

## Upcoming Events

October 28 – 31, 2009

Worldwide Food Expo 2009

McCormick Place, Chicago, Illinois.

[www.worldwidefood.com](http://www.worldwidefood.com)

November 6-8, 2009

Annual Ottawa Wine and Food Show

Lansdowne Park/Civic Centre, Ottawa.

[www.ottawawineandfoodshow.com](http://www.ottawawineandfoodshow.com)

## In the News

A recent study published in the *American Journal of Clinical Nutrition* reports that nitrite and nitrate intake can assist in reducing blood pressure when following the Dietary Approaches to Stop Hypertension (DASH) diet.

Vegetables (spinach, lettuce and beets) provide sources of nitrates that are then converted to nitrite in the mouth by the saliva. This study also supported the therapeutic benefits of increased nitrate consumption as much as 550 percent above the current recommended daily adult intake as endorsed by the World Health Organization.

(Meat & Poultry Magazine, July 2009)

# THE MEAT OF IT:



## PureSpice & PureLine

Why Pure is Better

*What happens when your ingredients aren't what you expect them to be? Does it matter, so long as they're cheap? Sadly, cheap means poor quality when it comes to spices, and poor quality spice means cheap-tasting end products, with consumers judging the result every time they sit down to a meal. So how, in these times, do processors keep costs in line without compromising quality and taste?*

*For spices and seasonings, quality goes hand-in-hand with purity to create superior products. In the case of RAPS products, now available exclusively from Malabar, **processors get the purest, highest quality spices in the industry, AND the added advantage of lower seasoning costs per pound of finished product.***

**PureSpice spices provide consistently superior quality** because of the care taken in their growth, selection and processing. RAPS ensures that their spice growers around the world are inspected and comply with quality requirements right from the beginning. Controlled growing fields ensure that Basil, Oregano, Thyme and Marjoram are 100% pure – free from twigs and other plant pieces. The harvesting and cleaning processes are carefully monitored, and care taken in selection and quality control ensure these herbs and spices are processed without common, cheaper fillers, like myrtle leaves and laurel leaves, and without adulteration, such as the addition of Sudan red colouring to chilies. The RAPS processing facility in Germany does the final spice grinding through a patented BIOFROST® process. This involves super-cooling raw spices before grinding them in a controlled atmosphere, and **results in a 30% – 35% added retention of the volatile oil** in the spices, thus providing premium flavour and colour. This means that compared to conventional spices, RAPS spices have much lower addition rates, and your final seasoning cost – **the cost of seasoning per pound of finished product - will be lower.**

*continued on page 3*

## Did You Know?



### Canadians Prefer Canadian Beef!

In a recent survey, 96% of Canadian consumers said they preferred buying beef produced in Canada versus imported product. Even when imported beef costs less, more than eight out of 10 respondents said they would still buy Canadian beef.

(Source: Meat&Poultry Magazine)

# FROM THE LAB

## Using GDL in formulations for shelf stable snack meat products

The growing demand for strict pH controls in meat processing to achieve product safety has increased the demand for using GDL (glucono-delta-lactone) to produce a more shelf stable meat product, including pepperettes, pepperoni and salamis. Many processors do not have the humidity controlled green/dry rooms needed for fermentation with starter cultures and so GDL provides a stable alternative.



GDL is a naturally occurring food acidulant (pH regulator) and is a derivative of glucose. It is commonly found in honey, fruit juices and wine. GDL is a whitish powder and is neutral until it is in contact with the water in meat, at which time it is partially hydrolyzed to gluconic acid. This process also causes the formation of small amounts of acetic acid, and the result is a decline in the pH value, from a pH of 5.6 to 4.5 – 4.7 during fermentation.

Recommended usage is 3 – 12g per kg of meat product. GDL should be added at the end of the mixing process once a stable emulsion has been obtained. Due to the resulting drop in pH, it is necessary to stuff the meat mass into casings immediately after mixing.

The addition of 1 gram (or 0.1%) of GDL per kilogram of sausage mass lowers the pH within the meat product by approximately 0.1 pH units.

The transformation of GDL into gluconic acid also depends on the temperature of the sausage during processing. For example, an increase in temperature of 10°C speeds up the chemical reaction by 100%. Care must be taken to add the correct amount, as too much GDL will result in a sour “off” flavour and will cause a poor curing colour.

When developing the formulation, be sure to consider any added binders that may hold excess water as this will counteract the effect of the GDL on the pH value by preventing water from reacting with GDL in the first place.

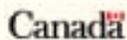
*The information provided is accurate and reliable to the best of our knowledge, but is offered solely for consideration, without warranty or guarantee.*



## \$50 Million Federal Program

This federal program is designed to improve red meat slaughter capacity in Canada by providing interest-free repayable contributions to support operational and modernization projects. Eligible plants must be federally registered or be a provincially licensed plant undertaking a project to become federally inspected. Red meat includes veal, lamb, beef, and pork. Applications must be submitted on or before October 30, 2009.

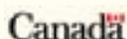
Details of the program including application forms are available online at [www.agr.gc.ca](http://www.agr.gc.ca) and search for ‘Slaughter Improvement Program’.



## Listeria Report

The Weatherill report, which was commissioned by Prime Minister Harper, has now been released and has been met with favourable reviews. Many of the 57 recommendations dealt with competing federal agencies (CFIA and the Public Health Agency of Canada) during the crisis and the need to react with a greater sense of urgency in informing the public. The report does a good job of highlighting where failures occurred on the part of Government and Industry.

The report can be found at [http://www.listeriosis-listeriose.investigation-enquete.gc.ca/index\\_e.php](http://www.listeriosis-listeriose.investigation-enquete.gc.ca/index_e.php), OR Google ‘listeriosis investigation Canada’.



## Did You Know?

### ***No Evidence that MSG Causes Serious Reactions***

The US FDA (Food and Drug Administration), the European Community’s Scientific Committee for Food and Food Standards Australia have all affirmed the safety of MSG with no evidence of a connection between MSG and any serious reactions. The initial controversy began in a letter in the New England Journal of Medicine relating an experience in a Chinese restaurant. Without any scientific support, the letter fueled the misconceptions that exist today. Human breast milk contains ten times the level of glutamates found in cow’s milk, and is believed to act as a flavour enhancer to encourage babies to drink. Glutamate is an amino acid that occurs naturally in our bodies. Common foods rich in glutamates are listed below:

Parmesan Cheese	8,210 mg glutamate / 100 g
Walnuts	658 mg glutamate / 100 g
Salmon	3,840 mg glutamate / 100 g
Broccoli	950 mg glutamate / 100 g



(MSG is the monosodium salt of glutamic acid, and consists of water, sodium and glutamate. Glutamic acid is also important in building muscular structure and is a building block for most proteins. It is usually made by fermenting corn sugar, starch or molasses from cane or sugar beet.)



# PureSpice & PureLine

## Why Pure is Better

continued from page 1

We note some of our current stock below, along with our own notes comparing RAPS PureSpice to spices currently on the market in Canada. We encourage you to request your spice sample to compare the quality! **You will TASTE (and smell!) THE DIFFERENCE.**



PureSpice	Product Code	Details
Anise, Ground	RA1915	Reduce usage by 30%. Stronger, fuller flavour.
Caraway, Ground	RA1931	Reduce usage by 30%. Stronger, fuller flavour.
Coriander, Ground	RA2220	Cleaner flavour.
Fennel, Ground	RA1937	Cleaner, fuller flavour.
Garlic Powder, Chinese	RA2232	Whiter in colour, fuller flavour.
Ginger, Ground	RA1946	Great flavour. Reduce usage by 20%.
Mace, Ground	RA2245	Reduce usage by 15-20%. Excellent colour & flavour.
Nutmeg, Ground	RA2256	Premium blend with 50% West Indian Nutmeg. Reduce usage by 20%.
Oregano Flakes	RA0767	Premium 100% Oregano. Reduce usage by 25%.
Pepper, Black Whole	RA2074	Clean aroma. Consistent quality.
Pepper, Black, Butcher	RA2175	More aroma and pungency.
Pepper, Black, Gr.60 mesh	RA2276	More aroma and pungency.
Pepper, White Whole	RA2080	Cleaner aroma and taste.
Pepper, White, r.60 mesh	RA2281	Cleaner aroma and taste.
Rosemary, Ground	RA2287	Superior flavour and aroma. Reduce usage by 25%.

Also available, Basil Flakes, Ground Black and White Pepper, and Crushed Chilies and Cayenne Pepper.

**PureLine Seasonings** are made specifically for processors from RAPS spice extractives, and are blended to give you ready-to-use formulations for many of the classic, most popular meat products. These extracts are made from pure spices using a patented high-pressure extraction process that is environmentally friendly, leaves no solvent residue, and results in spice extracts whose flavours are 100% true to the original spice. As a result, **PureLine Seasonings offer maximum seasoning power while being easier to use, reliably consistent, safer** (as they have much lower bacteria count than traditional blends) **and less expensive.** With recommended usage at only 5 grams, the PureLine seasonings cost less than 20¢ per kilo of meat!



Malabar has stocked the following PureLine seasonings for you.

PureLine Frankfurters (Wieners)	RA39367	Reinforce meaty flavours with ginger, pepper, nutmeg and coriander.
PureLine Bockwurst	RA90878	Adds paprika-peppery note for Bockwurst and other cooked sausages.
PureLine Bologna	RA39365	Full flavoured powerful seasoning for a rounded Bologna sausage flavour.
PureLine Bratwurst	RA39368	Spice blend for all types of barbecue sausages, with flavour of onion, caraway and ginger.
PureLine Bratwurst w Lemon	RA39368	Spice blend for all types of barbecue sausages (fresh and cooked) with flavour of nutmeg, mace, ginger and lemon.
PureLine Liversausage	RA39607	Spice blend for traditional liver sausage with flavours of pepper, ginger, vanilla, mace and cardamom.

**To try PureSpice and PureLine Seasonings for yourself, and TASTE THE DIFFERENCE, simply give us a call. We'll ensure sample packs are sent to you and help you get the most out of them with our technical support. Call 1-888-456-MALA (6252), or email us at [csr@malabarspices.com](mailto:csr@malabarspices.com).**

**For more information on RAPS PureSpice & PureLine from Malabar, visit our website, [www.malabarspices.com](http://www.malabarspices.com).**

# Seasonings for the Fall



Creative seasoning to mix into your meat batch (sausages, meatballs or meatloaf) or for use as a topical enhancer to roasts and steaks, as well as for salads, and soups.

**Pizza Seasoning** **RA37053**

A coarse spice mix of herbs, bell peppers, onion and garlic.

**Varianta** **RA00633**

Cracked spices (pepper, onion, paprika, coriander) for a great visual appeal for all types of meats.

**Herbes de Provence** **RA00656**

Classic French seasoning with lavender. Recommended for lamb, poultry and fish.

**Jalapeno Mix** **RA00519**

An aromatic blend of thyme, savory, rosemary and pieces of lavender petals adds a decorative touch to chicken and fish.

**Garden Herbs** **RA00573**

Coarse seasoning blend made from 7 flavourful garden herbs.

All these Décor Seasonings are comprised of herbs & spices only, with no added sugar or salt.

**To Order a Sample** of any of the above or if you have a new flavour you'd like to try, contact us at **1-888-456-6252**, or email **lab@malabarspices.com**



## OUR PRESIDENT'S Message

As you know, Malabar is committed to quality and service. Did you also know that we are very involved in the food processing industry in an ongoing effort to support the success of your business?

Many of you know that my father was originally a processor, and having spent my life 'in the business', I care passionately about its future. To that end, we are proud to be active members of the Canadian Meat Council and regularly attend the technical sessions which include representation from Health Canada and the Canadian Food Inspection Agency (CFIA). I also sit on the board of the Canadian Spice Association, and Malabar remains an active associate member of the Ontario Independent Meat Processors Association (OIMP), as well as the Ontario Food Protection Association. Most recently we have participated in the Meat Processors Focus Group (sponsored by the OIMP) to review Ontario's meat industry's need for skilled workers and possible training models for future development.

Through these affiliations we are able to dialogue with government representatives and industry specialists on issues, and concerns within Canada's meat processing industry. The operation of a meat processing facility faces more challenges today than ever before. All of us here at Malabar understand that our success is fully dependent on the success of our customers and we will continue to assist, support and be involved on your behalf.

So, here's to you! All the best, from Malabar.

**Doris Valade**  
President  
Malabar Super Spice Co. Ltd.

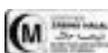


For more information on any of the subjects covered in Malabar's newsletter, or to suggest topics you'd like to see covered in future editions, please contact Sara Alexander at [marketing@malabarspices.com](mailto:marketing@malabarspices.com).  
Look for our next edition in November/December 2009.

Malabar Super Spice Co. Ltd., 459 Enfield Road, Burlington, Ontario L7T 2X5 [www.malabarspices.com](http://www.malabarspices.com)



Malabar is certified to provide both Kosher and Halal products, and is proud to be HACCP accredited.



Malabar takes your privacy very seriously, and we do everything in our power to safeguard it. We NEVER rent, sell, lend or otherwise circulate our mailing lists or other contact information to anyone outside of Malabar.