

The Main Ingredient

MALABAR

A Bi-Monthly Newsletter from Malabar Super Spice Co. Ltd. Jan/Feb 2011

CHECK OUT OUR WEBSITE!

MALABAR's full catalogue is available online.

www.malabarsuperspice.com

Upcoming Events

March 4 – 5, 2011

The Meat & Food Processing Expo

The International Centre,
Mississauga, ON



The Meat and Food Processing Expo provides one location to showcase innovations, connections and solutions to the processors and suppliers of the meat and food processing industry.

Come & see how
'Malabar Brings the World To You!'

www.foodindustryexpo.ca

Look for your **FREE SHOW PASS** inside this issue of the Main Ingredient.

The Meat & Food Processing Expo
FREE PASS

ADMIT ONE

In The News

Eating a diet high in proteins with more lean meat, low-fat dairy and beans plus cutting down on finely refined starches works best for people wanting to lose weight or avoid gaining weight, claims a new study by the Faculty of Life Sciences at the University of Copenhagen.

Source: MeatPoultry.com

THE MEAT OF IT:



Meat Trends for 2011

Ethnic influences, cooking styles, natural ingredients and exotic spices are all part of 2011's Meat Trends... Here's a taste of what's to come!

Buy Local

The "Buy Local" movement continues to be a focus for grocery stores and consumers alike. This trend is gaining momentum, and even Loblaws has recently added a TV commercial promoting its commitment to local produce suppliers. Whether it is local, or regional, the local butcher also has the opportunity to take advantage of this consumer-driven demand for food from next door, or down the block.

Down With the Salt

Sodium reduction for all food groups was one of the most popular food subjects in 2010 and will continue through 2011. While processors work to meet sodium reduction guidelines that are currently voluntary, the threat of further regulation in this area looms. Meanwhile, customers are becoming 'salt conscious', and are reading nutritional labels in ever-greater numbers. (For more information on sodium reduction, visit our website at www.malabarsuperspice.com.)

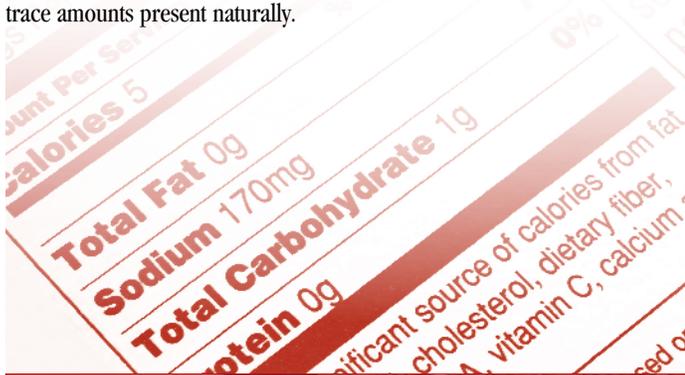
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FROM THE LAB

Is There Sodium in Spices?

Processed foods are directly implicated as contributing to our high daily consumption of sodium, which is currently over the recommended maximum level of 2300 mg/day. As a result, we're often asked if our spices are 'sodium-free'.

Very few foods can claim to be completely "sodium-free", and spices are no exception. While no sodium is added to our pure spices, there may be trace amounts present naturally.



For reference we've included a chart of common foods and spices and their natural sodium content.

FOOD	SERVING SIZE	SODIUM (in mg)
Salt	½ teaspoon	1163
Allspice	½ teaspoon	1
Basil	½ teaspoon	1
Garlic powder	½ teaspoon	1
Onion powder	½ teaspoon	negligible
Cayenne pepper	½ teaspoon	3
Black pepper	½ teaspoon	negligible
Beef, chuck	85 g (3 oz)	65
Chicken, white/ dark	85 g	43/ 79
Pork, loin	85 g	49
Apple	1	1
Orange	1	0
Kiwi	1	4.5
Broccoli	½ cup	20
Carrots	1- 5 inch	25
Corn	1 ear	13
Lettuce	1 cup	5
Tomato	1 medium	11

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

Breaking News

Malabar Named Distributor for Danisco Starter Cultures in Canada

Malabar Super Spice has been named a Canadian distributor of Danisco starter cultures to meat, poultry & seafood processors.

Danisco offers a broad range of meat cultures and protective cultures that are perfectly adapted to a wide selection of dried and semi-dried fermented sausages, and also other processed meats including dry cured meat, fresh ground and cooked meat products. Starter cultures provide solutions developed to ensure meat products possess excellent taste, colour, texture, shelf life, safety and nutritional profile. Starter cultures also **improve**



meat processing times, and help processors achieve superior cost efficiency.

Malabar is proud to be Danisco's Canadian distributor for starter cultures, and will feature Danisco's products at the upcoming **Meat & Food Processing Expo in Toronto, March 4th & 5th.**

Danisco's *TEXEL*® *SP Elite*

TEXEL® *SP Elite* produces snack salami with balanced fermented flavour, offering fast acidification. Producing the perfect texture, or 'bite' (not too hard), *TEXEL*® *SP Elite* also develops appealing product colour, while enabling fast processing and reducing costs.

Did You Know?

In October, Wal-Mart launched its new global commitment to sustainable agriculture intended to help small and medium sized farmers expand their businesses, get more income for their products, and reduce the environmental impact of farming, while strengthening

local economies and providing customers around the world with long-term access to affordable, high-quality, fresh food. Included in this commitment is a promise to require Canadian Wal-Mart stores to purchase 30% of their produce locally, on an annual basis.

Natural & Clean Labels

Natural ingredients and cleaner labels remains an important focus for food processors as supermarket chains continue their push for fewer ingredients. Functionality and shelf life can be negatively affected when the functional ingredients are removed, so the challenge for processors continues, in meeting the demand, while keeping foods fresh & delicious.

Pass the Ribs & Burgers!

For meat processors, ribs and burgers continue to be profitable and popular meat items.

Ribs are popular, whether slow cooked, ready-to-eat or even fast food. As an example, Burger King's latest menu offering is fire-grilled ribs, and their initial limited promotion proved to be an outstanding success, with more than 10 million ribs sold. The popularity of many regional rib fests is testament to the continued popularity of barbecued ribs, with a wide range of marinades available to add variety and increased sales.

The "bigger burger" made with premium beef is another popular consumer request, with the Angus burger now available at many restaurants. Portion size is thicker for that "meatier" appeal, and added ingredients provide for a variety of burger flavours, with options like jalapeno, chipotle, sundried tomatoes, mushroom and Romano cheese.

Game for Bacon?

The American Convention of Meat Processors and Suppliers Expo recently featured innovative bacon products, including venison bacon (a mix of 50% pork trim with venison meat) as well as duck bacon (with 50% blend of beef trim for improved binding)!



Yet More Ethnic Flavours

Ethnic foods continue to expand in both demand and market share, and provide new product options for Canadian meat processors.

By far one of the most popular ethnic meats is the Kebab, including the 'Doner' (or 'Donair') Kebab, a large rotating kebob that is slowly roasted on a vertical roasting spit. Kebabs are a meat dish originating in Iran, traditionally lamb meat on a skewer, but now popular in countries around the world, and made with a variety of meats, including beef, goat, chicken or pork.



There are many varieties of kebabs available, and many are marinated with spices or sauces for added flavour. Kebabs around the world come in various sizes, meats & spice combinations, and include the Mexican Banderilla, the French Brochette, the Balkan evapi, the Turkish Doner, the Portuguese Espetada, the Finnish Kebakko, the Southeast Asian Satay, the Russian Shashlik, the South African Sosatie, Greek Souvlaki, New York's Spiedies, the Italian Spiedino, and the Japanese Yakitori.

One way or another, it's the year of the artisan butcher AND the large meat processors alike, both of whom will be able to take advantage of 2011's trends to satisfy customers clamouring for excellent products to take home for dinner, or to enjoy on an evening out.



Did You Know?

Nitrite Sources

While many consumers believe most nitrite consumed comes from cured meats, research shows that less than 5 percent of nitrite intake comes from cured meats. The vast majority comes from vegetables and our own saliva. Nitrate found in leafy green and root vegetables like spinach, beets, celery and lettuce is converted to nitrite when it comes into contact with human saliva

When it is swallowed, the nitrate becomes nitric oxide – an essential and critical compound used by the body to keep blood pressure levels normal, fight infection and support the nervous system.



Market Update

Corn prices continue to rise as a result of many factors, including a drop in US crop output, an increase in Asian demand, and the recent US Environmental Protective Agency (EPA) decision to increase the gasoline mandate to 15% ethanol. Corn price increases have resulted in higher prices in 2011 for all related products, including dextrose and corn starch products.

Sugar prices have also increased by 50% since September, due to droughts in Germany, Russia and other beet producing countries. Lower global stocks also continue as a result of last year's short crop. Floods in Australia are also expected to reduce that country's output of sugar, Australia being the world's third-largest exporter of sugar, followed by Brazil and Thailand.



Blends of the Season

— Donair & Kebabs —



Shish Kebab Seasoning RA35223

A traditional Middle Eastern seasoning with cumin, coriander, onion and garlic with application for all meat types. Use 1–2% in the finished product or as desired.

Shish Kabob Spice MALSHKB-035

This onion, garlic and pepper seasoning has rich “meaty” notes and added phosphate to improve texture and moisture retention of ground meat kabobs. Use 2.5% in the finished product.

Pork Kebab Rub MALPKBR-222

A topical paprika-red seasoning with garlic, oregano flakes and black pepper to add visual appeal and extra flavour.

Shish Kebab Seasoning & Binder MALPKBR-222

This spicy and aromatic seasoning gets a kick of heat from crushed chili peppers. The meat extending binder of soy protein and wheat crumbs is ideal for use with ground meat or emulsions. Use 75 g seasoning/binder plus 250 g water per kg meat.

Donair Seasoning MALDON-001

A salt-free seasoning with a Mediterranean profile and mild heat. Use 1.0% in finished product.

Malabar Spicy Donair Seasoning & Binder MALDON-005

Traditional donair flavour with medium heat and including a binder for improved yield and sliceability. Usage is 11.0% of the meat batch weight.

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@malabarsuperspice.com



OUR PRESIDENT'S Message

As another year begins, I would like to take this opportunity to wish all of our customers a Happy New Year, and continued success in 2011!

We are all well aware of the growing influence of global markets. Here at Malabar we're taking advantage of what the world has to offer, to provide you with more of the world's best products. Our partnership with RAPS in Germany, along with Danisco (Belgium) and Nu-Tek (USA), and the addition of products from VanHees (phosphates, and specialty meat ingredients, including Bombal) and from Kalle (NaloBar casings) allows us to provide our customers with a variety of innovative products from the very best producers around the world. These include case-ready marinades, gourmet seasonings, functional ingredients, antioxidants as well as authentic European casings that will improve your products (in terms of both functionality and cost) and increase your sales through expanded offerings and excellent product quality.

We look forward to sharing many of these products with you during the upcoming Meat & Food Expo in Toronto, March 3 – 4th.

See you there!

Yours in 2010,

Doris Valade
President
Malabar Super Spice Co. Ltd.

Polyclips!

We have the Polyclips S740 and S744 in stock, in cases of 11,440 pc, at very competitive prices.

Call today for details. 1-888-456-6252



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@malabarsuperspice.com.
Look for our next edition in March/April 2011.

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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.