



# THE Main INGREDIENT

January/February 2018

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## FOOD. MOOD. ATTITUDE.

### What's the focus for 2018?

In 2018, consumers are in the mood for easy, convenient food prep that supports their busy lives, but they also want "healthy" options. Local, vegetable-forward, sustainable and ethnic-inspired menu items will reign supreme, with consumer attitudes focused around health, community and the environment. Five Trends for Food Products from Mintel's Global Food & Drink Trends 2018 (as summarized by Forbes Lifestyle Article, Oct. 28, 2017):

**1. See Clearly Now** Only one in five Canadian adults say that they trust the labels on food packaging. Consumers are looking for accountability from manufacturers as well as restaurants. According to the 2017 Technomic report "Consumer and Restaurant Menu Trends", local remains the leading clean label claim.

**2. Comfort Food** Consumers want foods that are soothing, healthy and taste good, with simple ingredients and flavours they recognize.

**3. More than a Feeling** Adding texture to the food (e.g., fruit pulp or vegetable bits), or spice sensations (e.g., spicy peppers) to enhance the eating experience, will be a win for manufacturers/processors. "Texture is an important driver for consumer acceptance. This is particularly true of new product launches", according to a July 2017 report in Food Business News.

**4. It's All About Me!** Personalize the focus! This can include providing a 'unique-to-me' online experience. A recent example is Coke's online experiment in personalizing bottles with first and last names.

**5. Tech Talk** Watch for continued technological improvements in food manufacturing, including value added products produced through fermentation to avoid spoilage; hydrostatic-pressure processing of foods to aid in preserving and sterilizing; surface-enhanced spectroscopy techniques to identify chemical or microbiological contaminants; and cold plasma applications, a "green" option for non-thermal processing for in-package decontamination assurance on shelves.



# What's on the menu for 2018?

Here are a few excerpts taken from the Specialty Food Association's SFA's Trendspotters' Top Trends for 2018. The full article is fascinating, take the time to read it at [www.specialtyfood.com](http://www.specialtyfood.com)

**"Plant-based foods.** Plant-based options are proliferating many categories beyond meat substitutes. Segments like cheese and frozen desserts are enjoying growth in plant-based subcategories. As for meat alternatives, algae is winning fans as the next superfood ... 2018 will bring more plant-based convenience foods ..."

**"Upcycled products.** As consumers become more aware of how much food is wasted in the U.S – upwards of 30 to 40 percent of the country's food supply – upcycled products made of ingredients and scraps that would have otherwise been discarded, will hold bigger appeal. We're already seeing pressed juice made from imperfect fruit, chips made from fruit pulp, and snack bars made from spent grain from the beer-making process. ..."

**"Filipino cuisine.** American palates have become more sophisticated and attuned to the complex flavours and bitter or sour notes of Filipino dishes ... Chefs and tastemakers are taking to this cuisine that infuses Asian and Latin flavours ..."

**"Goth food.** Activated charcoal – produced by heating coconut shells to extremely high temperatures until they are carbonized – is gaining superfood status for its reported detoxifying attributes and is being used as a surprising twist in everything from pizza crust to lemonade to ice cream."

**"Alt-Sweet.** With sugar topping the list of dietary watch-outs, consumers continue to look to alternative sweeteners for lower glycemic impact, fewer added-sugar calories, and intriguing sweet flavors as well as sustainable footprints. Syrups made from dates, sorghum, and even yacon and sun root, will join monk fruit on the market as emerging options for sweet ..."

**"A (deeper) feast from the Middle East.** Foods like hummus, pita, and falafel were easy entry points, and now consumers are ready to explore the deep traditions, regional differences, and classic ingredients of Middle Eastern cultures, with Persian, Israeli, Moroccan, Syrian, and Lebanese influences rising to the top ..."

**"Meatballs are a global comfort food** from Italy to Sweden to Japan (chicken-based tsukune), India (lentil idli), and back to the Mediterranean rim (falafel), the meatball reinvention is a spinoff of the alternative burger trend. And meat isn't just on a roll, it's also spreading. Nduja salumi from Calabria and pork rilette from France, both soft with pork fat, are showing up on breads and pizzas, in sandwiches, and as umami flavoring in sauces."



## did you know?

According to The Economist, "The World in 2018," their prediction is that Britain's annual revenue from its sugar tax levied on soft-drink manufacturers will be \$683 million!

In 2016, Canadian agricultural exports amounted to \$56 billion, making us the sixth-largest supplier of food to the world.

The average Canadian household (family of 4) will spend \$11,948 for food in 2018, according to Canada's Food Price Report.

# A GROCER'S PREDICTION

Whole Foods presented its food trends for 2018. We've summarized here, but the full article is worth reading (see link below).

**Florals.** Watch for the addition of the flowers and petals of elderflower, lavender, rose and hibiscus into a variety of foods and the floral flavours to be added to teas and cocktails.

**Mushrooms.** From the plain to the exotic, mushrooms add a brothy flavour to meats, as well as to drinks such as tea, coffee and cocoa.

**Middle Eastern Cuisine** continues in popularity, with lamb often being the meat of choice, and seasonings that include harissa and za'atar. Cardamom is a popular spice that is included in many of the traditional dishes.



Read the full article [media.wholefoodsmarket.com/news/whole-foods-market-reveals-top-food-trends-for-2018](http://media.wholefoodsmarket.com/news/whole-foods-market-reveals-top-food-trends-for-2018)

## A few more trending ingredients, flavours, products and cooking techniques to watch for in 2018:

**Aji Chiles** – Growing interest in Latin food will fuel the rise of this flavorful ingredient.

**Blood Oranges** – Inherent sweet and savory applications, in both food and beverages, makes the blood orange's future very promising.

**Charring** – Flavour charring is a great technique for introducing deep flavour as well as distinctive texture.

**Freekeh (or Farik)** – At the intersection of healthy eating and global food trends lies this nutrient-rich nutty-tasting ancient wheat grain.

**Gochujang** – This traditional thick, crimson red chili paste from Korea is capturing the imagination of menu-makers and consumers alike.

**Guajillo** – As American diners become more interested in authentic regional Mexican cuisine, lesser-known chiles like the guajillo (mild to medium heat) are moving into the public eye.

**Harissa** – This spicy, garlicky chili paste is an all-purpose condiment in North Africa. Could it be the next Sriracha?

**Mustard Seed** – Though stone-ground mustards have featured the seed for years, the spicy little seed beads have been showing up on their own in a variety of new ways.

**Nutella®** – The branded Italian spread is garnering ever-increasing interest, but the chocolate-hazelnut flavour profile (also known as gianduja) gives the trend a lot more room to grow.

**Preserved Lemon** – This Moroccan specialty is just about ready to make the jump from restaurants to retail foods.

**Romesco** – This traditional Catalan Spanish blend of nuts and sweet red pepper is flavourful, attractive and versatile.

**Salsa Verde** – This flavourful sauce is versatile, healthy, widely appealing – and quite possibly, the next pesto.

**Seaweed/Sea Vegetables** – Broader interest in both sustainability and interesting new culinary ingredients is drawing seaweed and sea veggies into the public eye.

**Sorghum Syrup** – The artisanal food movement is bringing back this iconic sweetener, made from the 'trendy-again' cereal grass of the same name.

**Togarashi (red chili pepper)** – Its exotic image belies the simplicity of this next-in-line Japanese hot-pepper condiment.

The culinary landscape continues to expand with wider global influences bringing interesting new flavours, bold menu additions and the option of third-party delivery (see our "Dial M for Meals" for details on the popular home delivery trend).

## How Much is Too Much? Provincial Protectionism.



Canada continues its efforts to develop trade agreements with other countries around the world, including recent talks with APEC in Vietnam and meetings in China. Here at home, however, we still have costly trade barriers that inhibit the free flow of goods, services and sometimes people across provincial lines. The great debate on provincial protectionism will be heard in the next few months, as Gerard Comeau, a retired steelworker from New Brunswick, continues his fight for the legal right to purchase beer and liquor from Quebec and bring it home. Mr. Comeau purchased the beer and liquor back in 2012. He was arrested by the RCMP and fined for violating the limits of how much alcohol you can have that is not purchased in your home province. This case has opened a Pandora's Box of complicated provincial regulations that add significant costs to trade within Canada. Counter arguments around supply management, protectionism and lost revenues have been presented by numerous business organizations. The Supreme Court of Canada is expected to reach a judgment within the next 4 to 6 months.

malabar **spice** features



# SOMETHINGnew

## A New Year Means Time To Try Something New at Your Table

Let the Malabar team help you with suggestions for notching up the flavour in 2018. Our product development team has been busy sourcing and formulating with a variety of exciting spices, natural ingredients and ethnic seasonings, including:

- **Edible flowers and rose petals.**
- **Unique chiles, including aji, pasilla negro and guajillo.**
- **Harissa seasoning, za'atar seasoning, Moroccan seven spice blend** (cumin, ginger, salt, pepper, cinnamon, coriander, cayenne and allspice) and
- **Longanisa** (Filipino) sausage seasoning.



Let us know how we can help you with your food projects for 2018!

## president's message

These are definitely interesting times that we live in – so much happening around the world and here at home! This includes new trends in what we eat and how we eat. I have watched firsthand the popularity of home delivery meal kits as my daughter and her husband order, on average, 2 meals per week. Both have full time jobs with long hours and little time to be creative cooks. The ready-to-prepare dishes arrive at their office preportioned, made with all fresh ingredients and include a recipe that can be made in 30 minutes. Both my daughter and her husband are newbie chefs and they now take turns preparing dinner. They are also eating more meals at home.

Healthy meals that provide a cheaper alternative to restaurants and bring back cooking at home – what a great idea!

*Doris Valade*

Doris Valade  
President,  
Malabar Super Spice Co. Ltd.



## Dial "M" for ... Meals

Home-delivered meal kits in Canada are gaining in popularity and they're now a \$120-million industry, according to the market research company, NPD Group. The meal-kit industry started in Sweden and has quickly spread globally. Even beer is a candidate. Want delivery of premium Ontario craft beers right to your door? The Brew Box can deliver.



Online meal orders with delivery, such as Skip The Dishes ([www.skipthedishes.com](http://www.skipthedishes.com)) have also become popular, especially for office lunches. Hello Fresh ([www.hellofresh.ca](http://www.hellofresh.ca)), headquartered in Germany, is also expanding quickly across Canada. Online ordering of meals is not just a North American convenience either. In China, where the service started in student dormitories, meal deliveries are made by carriers on electric bicycles. By the end of June 2017, the number of registered users in China had risen to 295 million, a whopping 40% increase over 2016.



Look for our next edition in March/April 2018

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For more information on any of the subjects covered in this newsletter, or to suggest topics you'd like to see covered in future editions, please contact Tammy Raspberry at [marketing@malabarsuperspice.com](mailto:marketing@malabarsuperspice.com)

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