



Danisco Names Malabar Super Spice as Canadian Distributor for Starter Cultures

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Burlington, ON/Madison, WI – (January 25, 2011) – Malabar Super Spice Co. Ltd. (Malabar) has been named as the Canadian distributor of Danisco starter cultures for meat, poultry and fish processing.

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 the 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 has recently been appointed Danisco’s Canadian distributor for meat cultures, and will feature Danisco’s products at the upcoming Meat & Food Processing Expo in Toronto, March 4th & 5th.

“Malabar is the right partner for Danisco in Canada, providing the high level of technical expertise and customer care that processors need and want. Their reputation for excellence, and their ability to respond quickly and effectively to the processors’ changing needs was a key factor in our decision. We look forward to working with Malabar to bring Danisco’s products to Canadian processors from coast to coast,” says John Miller, Managing Director-Canada at Danisco.

“Malabar Super Spice is looking forward to bringing Danisco starter cultures to Canadian processors. Dansico’s cultures are without doubt the most recognized in the industry, and continue Malabar’s ongoing commitment to bringing the best & most innovative products from around the world.” says Doris Valade, Malabar’s president.

About Malabar Super Spice Co. Ltd.:

Malabar Super Spice Co. Ltd. (Malabar) is the supplier of choice for meat and poultry processors across Canada for spices & seasonings, functional ingredients, sausage casings, and supplies. Malabar partners with its customers in providing an unsurpassed range of innovative products, superior service and technical assistance. To find out more, visit www.malabarsuperspice.com

About Danisco:

With a rich and innovative portfolio, Danisco is a world leader in food ingredients, enzymes and bio-based solutions. Using nature's own materials, science and the knowledge of our 6,800 people, we design and deliver bio-based ingredients that meet market demand for healthier and safer products. Danisco's ingredients are used globally in a wide range of industries - from bakery, dairy and beverages to animal feed, laundry detergents and bioethanol - to enable functional, economic and sustainable solutions. Danisco operates from sales, production and innovation sites in more than 40 countries. Find out more at www.danisco.com.

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