

CHECK OUT OUR WEBSITE!

MALABAR's full catalogue is available online.

malabarsuperspice.com

Upcoming Events

The Aggie Processed Meat Technology School

April 20 – 22, 2016
Texas A&M University
Texas, USA

<http://meat.tamu.edu/>

Bakery Showcase Trade Show and Conference

May 1 – 3, 2016
The International Centre
Mississauga, Ontario

www.bakingassocanada.com

96th Annual Canadian Meat Council Conference

Sept 27 – 29, 2016
Westin Ottawa Hotel
Ottawa, Ontario

www.cmc-cvc.com

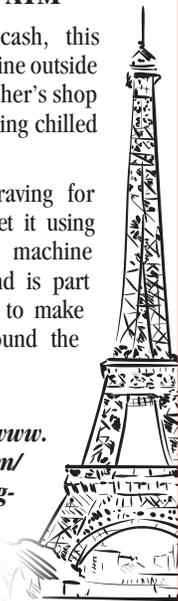
In The News

Meat Paris's new ATM

Instead of vending cash, this 24-hour vending machine outside the L'Ami Txulette butcher's shop in Paris, France, is selling chilled vacuum-packed meat.

Consumers with a craving for meat at 1 a.m. can get it using cash or credit. The machine costs U.S. \$11,179 and is part of a nationwide trend to make produce available around the clock.

Learn more: <http://www.globalmeatnews.com/Retail/Meat-vending-machine-in-Paris>



STILL "A BEAUTIFUL THING"

Burgers and patties are produced around the world in a variety of ways, in different shapes, with different ingredients and seasonings and varying nutritional values. The term 'hamburger' generally refers to burgers made with ground beef, cooked or grilled, and served in a roll or bun. Whether you call it a burger, hamburger, beef patty or Salisbury steak, there is no doubting its popularity.

From Hamburg to Hamburger

The term "hamburger" derived from Hamburg steaks introduced into the U.S. by German immigrants at a time when industrialization was leaving less time to prepare food. German sailors acquired a taste for raw chopped beef in Russia, where steak tartare had been a staple for years. The first North American restaurant (ostensibly) to put a hamburger on its menu was the legendary Delmonoco's in New York, which in 1834 offered a "hamburger steak" for 10 cents. At the time, that was twice the price of roast beef or veal cutlet!

As the hamburger grew in popularity, prices dropped. At the turn of the century, American industrialization gave rise to portable cooking equipment which allowed hamburgers to become street vendor food. By 1920, the burger was America's favourite hot sandwich. The automobile encouraged stand-alone restaurants to feature freshly grilled burgers and by 1931, the burger "chain" had arrived. The McDonald brothers started theirs in 1940, with other burger joints following between 1940 and 1970.

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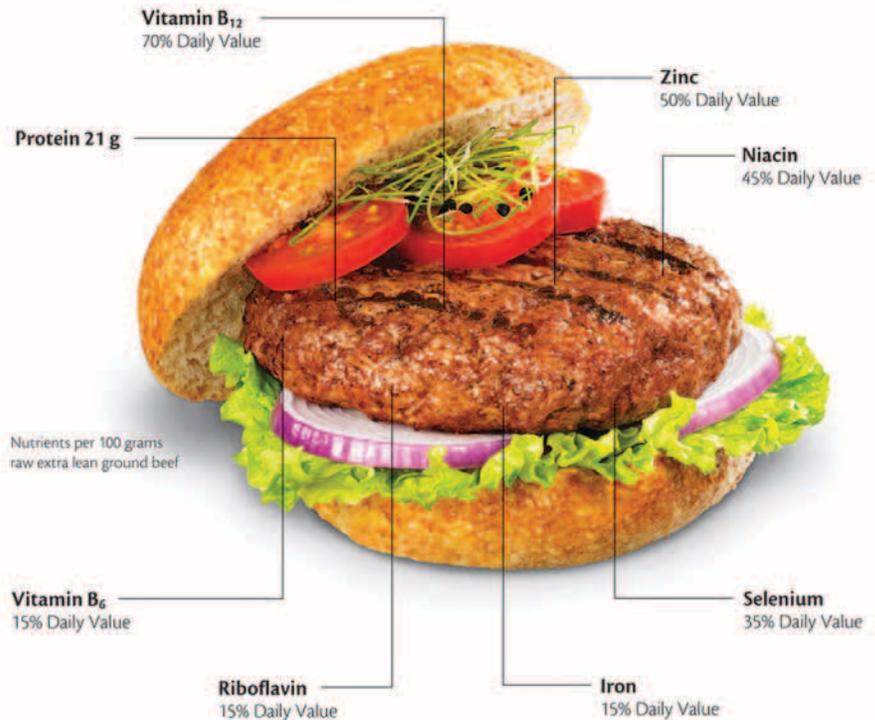
THINK OUTSIDE THE BUN!

Nutrient Value of Beef

When it comes to choosing healthy proteins, lean beef is delicious and nutritious. But let's face it, the fries, pop and starchy bun may not be our best choices nutritionally. Try eating your burger with no bun and select sides that complement your burger, like grilled vegetables.

Protein is critical throughout our lives – growth in childhood, energy and vitality in adulthood and healthy aging later in life – and beef is one of the richest sources of complete protein. As long as you keep in mind what you serve with a burger, it's a delicious and efficient way to meet your family's needs for essential nutrients such as iron, zinc, B vitamins and protein.

Need some more inspiration and creative flavour options? You can find countless recipes in the blog section of www.makeitbeef.ca or visit the @CDNbeefrecipes Twitter feed.



<http://www.canadabeef.ca/makeitbeef/burgers-bad-rap/>

Kobe Beef – Really?



Authentic Kobe beef comes from a breed of Wagyu cattle (known as Tajima) that is bred and raised in the Hyogo Prefecture of Japan. Most beef sold as Kobe Beef in North America is domestic crossbred Wagyu beef — tasty, but not authentic. There is only one Canadian chef certified by the Kobe Beef Marketing & Distribution Promotion Association to sell the real stuff and that's Montreal's Antonio Park. So how do other restaurants get away with labelling their beef as Kobe? Chef Park says, "They get away with whatever they want, until they get caught." Forbes recently published an article calling Kobe beef the number one biggest scam in the world.

Learn More:

<http://www.theglobeandmail.com/life/food-and-wine/food-trends/if-you-think-youve-had-kobe-beef-in-canada-youre-wrong-but-now-you-actually-can/article24079613/>

Market Overview

Brazil Beefs Up

As the world's fourth leading exporter of agri-food and seafood products in 2013, Brazil is an agricultural powerhouse. The country is also a dominant force in sugar, coffee and orange juice and competing with the U.S. to be the world's largest soybean exporter. Today, Brazil provides several types of beef: Lean, grain fed, certified grass fed and marbled beef. Its beef industry represents U.S. \$5 billion in exports and supports millions of jobs in processing plants at home and around the world.

Learn More:

<http://www.brazilianbeef.org.br/texto.asp?id=18>



The Big Rebuff for Beef

Canadians consumed approximately 39 kg of beef per person, per annum, until consumption peaked at 39.86 kg per capita in 1981. Beef's reign at the top ended in 2005 when for the first time poultry consumption was higher. By 2014, beef consumption in Canada had dropped to 26 kg per capita. *Learn more: <http://www.agr.gc.ca/eng>*
Despite the rebuff, our love affair with burgers continues and the hamburger is being reinvented with surprising creativity.

The Price of Beef

Rising beef prices have made hamburger the new steak. It's become a plate experience with chefs and deli butchers competing to create a high-end hamburger dining experience: Foie-gras and short-rib stuffed burgers, burgers topped with shaved Périgord truffles, or burgers with Gruyere cheese and gold flakes, anyone?

Learn More: <http://www.theglobeandmail.com/report-on-business/canadian-beef-prices-keep-rising-as-drought-leaves-pastures-parched/article25331929/>

THE LAW ON LEAN

The maximum fat content in any ground beef must be 30% (70% lean) by law. No water, phosphates, binders, or other meat sources may be added for it to be labeled as ground beef.

The Canadian Food and Drugs Act in conjunction with the Meat Inspection Act prescribes the following common standards for ground meat:



Common Name	Standard
Extra Lean Ground [name the meat]*	shall be boneless, skinless meat of the species indicated that has been ground and shall not contain more than 10% fat
Lean Ground [name the meat]*	shall be boneless, skinless meat of the species indicated that has been ground and shall not contain more than 17% fat
Medium Ground [name the meat]*	shall be boneless, skinless meat of the species indicated that has been ground and shall not contain more than 23% fat
Regular Ground [name the meat]*	shall be boneless, skinless meat of the species indicated that has been ground and shall not contain more than 30% fat

Learn More: <http://www.inspection.gc.ca/food/retail-food/information-bulletins/beef-burgers/eng/1331666136013/1331666213125>

Beef Packs a Powerful Protein Punch

Common challenges in the production of beef burgers include changes in shape, size and cooking losses due to the release of moisture. Working with these challenges requires an understanding of meat composition (i.e., water, protein and fat) and the animal tissues that we consume as food.

There are three types of proteins in meat:

Sarcoplasmic Proteins are found in the water portion of meat and provide very little binding value.

Connective Tissue Proteins are found in the skeleton, skin, organs, fat, tendons and muscles. Collagen is a substantial part of connective tissue and can have a negative effect on meat tenderness.

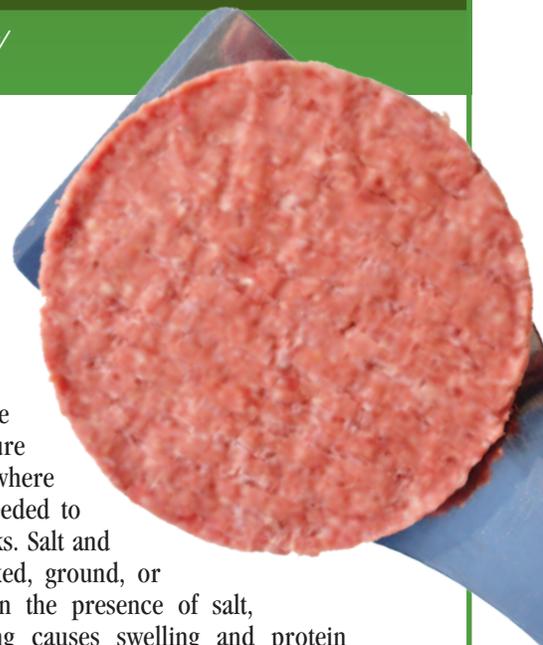
Contractile (myofibrillar) Proteins are the ‘working’ proteins of living muscles, with excellent water holding and binding abilities. They contribute the majority of protein in meat.

Why do Patties Change Size and Shape During Cooking?

In the production of hamburger patties, collagen content can cause the patties to shrink during cooking. High collagen meats include shanks and cheek meat, and meat from older animals has

more total collagen. Dry heat and higher temperatures cause collagen to shrink. Moist heat and lower temperatures cause it to relax.

Contractile proteins are important to the texture of hamburger patties, where protein extraction is needed to bind the meat as it cooks. Salt and mechanical action (mixed, ground, or formed) is required. In the presence of salt, physical mixing/grinding causes swelling and protein extraction from the muscle fibers and the meat mixture becomes sticky. Over-mixing results in shrinkage and decreased tenderness. It's important to keep meat at 29-30°F during the mixing process. Fat and moisture are released during cooking, so meat composition and added ingredients (including fillers) can also cause shrinkage.



TASTY BURGER SEASONINGS



Here's a teaser on a few of the tasty burger seasonings available from Malabar:

Chipotle Burger Seasoning #MALCPBS-900
Chipotle chilies mixed with oregano flakes and red bell peppers for a Mexican flavour twist.

Cheddar'n Onion Burger Seasoning #MALCOBS-500
Smoky Mesquite flavour together with cheddar cheese powder and toasted onion flakes for a blast of southwest summer flavour. (Contains milk ingredients.)

Sirloin Burger Seasoning #MALSBS-061
Rich meaty flavour notes combine with garlic, onion and black pepper. (Contains soy.)

Souvlaki Burger Seasoning #MALSOUVB-067
Oregano, garlic and a hint of lemon deliver a bold, tangy Mediterranean burger experience.

Looking for Low-Sodium and/or No-Gluten Options?
Try our low-sodium options that use Nu-Tek Salt (potassium chloride).

Added seasonings with binder are available with textured soy or wheat crumb. For a No-Gluten option, we offer rice/pea fiber blend.

Not Just for Burgers!

Malabar's burger seasonings are also ideal for meatballs, meatloaf and beef sausage.

Don't stop here!
Call us at **1-888-456-6252**
for more Malabar tasty
burger seasonings.



OUR PRESIDENT'S Message

We won!

On February 25th, we attended the NSF-GFTC Canadian Food Safety Forum at the Pearson Convention Centre in Toronto. Speakers included Dr. John Spink on "Food Fraud" and Tom Graham, Director, Canadian Food Inspection Agency, provided an update on new regulations for the "Safe Food for Canadians Act."

Winners of the 2016 NSF-GFTC Canada Food Safety Recognition Awards were also announced. We were advised in advance that along with E.D. Smith, Malabar was a contender for the Food Safety Excellence Award. We were thrilled to be announced the winner!

We are proud of our commitment to the food safety culture and that pride is reflected in our daily activities. A large banner in our warehouse serves to remind us that "Teamwork makes the Dream Work."



Thank you to the NSF-GFTC for honouring us with this award.

Doris Valade

President

Malabar Super Spice Co.

Did You Know?

- 89% of all Canadians say they eat burgers at least monthly.
- Most cite cravings or good value as the reason they purchased a burger.
- 82% say meat quality or taste is a top consideration.
- More than 1/5th of burger eaters say gluten-free (24%), vegan (22%) and vegetarian (20%) options are important!

Learn More: <http://foodbiz.ca/top-4-trends-driving-burger-lovin-canadians/>



Look for our next edition in May/June 2016.

Malabar Super Spice Co. Ltd., 459 Enfield Road, Burlington,
Ontario L7T 2X5 www.malabarsuperspice.com

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 Kristine Shaver at marketing@malabarsuperspice.com.

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Malabar is certified to provide Halal products, and is proud to be BRC CERTIFIED.