



THE *Main* INGREDIENT

May/June 2017

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malabarsuperspice.com



THE *thrill* OF THE *grill*

Barbecue season! For some of us it runs all year, for many it starts with the first sign of warmer weather, knowing that summer is around the corner. Almost nothing beats the smoky scent of charcoal and the mouth-watering sizzle of steaks.

Grilling meat is an experience shared around the world and it comes with a wide variety of options and flavours. Think Mexico's barbacoa, Greek souvlaki, koftas in the Middle East and the fire-heated clay tandoor ovens of India.

No matter where you are in the world, the art begins with a good-quality seasoned marinade or dry spice rub, allowing the meat to sit long enough to absorb the seasonings. Spice combinations range from the simple – salt and fresh black pepper – to the more adventurous, with blends that include cumin, coriander and hot chillies.

Are you **grilling** or **barbecuing**? There is a difference!



Grilling refers to cooking directly over flames or hot coals. Temperatures can rise in excess of 600°F, with grills in some restaurants soaring as high as 1,000°F. By contrast, barbecuing is a slower, low-heat (225°F or lower) indirect cooking method using smoldering charcoal or wood with lots of wood smoke. Barbecuing is the method for the traditional American pit barbecue for which the heat source is a separate firebox attached to the cooking chamber. A slow cook is ideal for larger pieces of meat, including whole pigs and turkeys and tougher cuts of meat, like brisket and spareribs.



Mary had a little lamb (burger) ...

What's your favourite summer sandwich? Chances are it's a burger. But there's lots going on between the bun today. While many of us still reach for ketchup, mustard and relish, trends are encouraging us to try the more exotic through a variety of ethnic seasonings and sauces.

We're also experimenting with meats! According to Datassential MenuTrends (Chicago), demand for lamb burgers is up 120% in U.S. chain and independent restaurants. Lofty toppings include parmesan or feta cheese, tzatziki or mint sauce, guacamole, chipotle sauce, aioli, pineapple and the list goes on.



Butt ... we're not just eating beef



The barbecue is getting more crowded as meat trends expand to include smoked sausage, pork butt roasts, leg of lamb, beef brisket and ribs. Brisket and pulled pork are great sandwich options paired with tangy topping choices such as horseradish, pickled onions or fried onion straws.

Are Canadians adventurous in their tastes? According to a 2016 Mintel study, 73% of us like to experience other cultures through food and nearly three in five say they're more open to trying ethnic foods than just a few years ago. In fact, almost 75% turn to ethnic-inspired dishes to break mealtime monotony. (www.foodtradetrends.com)

Exotic+Easy! Ramp up the Flavour

Ethnic seasonings, although they sound exotic, are easily achieved with a dry rub, wet sauce/paste or oil-based marinade. Fond of strong flavours? Try a dry rub – they're made up mostly of spices and herbs (sometimes with a little salt or brown sugar added). Rubs are massaged directly into meat and then refrigerated for a few hours to allow the spices to blend. When grilled, the spice rub delivers a delicious deep brown crust – think Memphis ribs! Switch up flavour combinations and use rubs on chicken and fish for even more variety.



summer camp BRISKET

Camp Brisket is a joint venture between Foodways Texas and the Meat Science Section of the Department of Animal Science at Texas A&M University that explores all facets of the centerpiece for Texas Barbecue, the beef brisket. This annual two-day education workshop has an enrollment limit of 20 participants and a fee of \$495.00. It sells out in minutes each year.



So, what makes a great smoked brisket? According to the experts at Camp Brisket, smoking brisket is an art and a science that's nearly impossible to perfect. It involves stoking a fire in an outdoor smoker and keeping the temperature consistent for more than half a day while the fatty piece of meat inside cooks slowly and develops a peppery bark (salt & pepper crust) and sensational smoky flavour.

Learn more: www.bbq.tamu.edu/camp-brisket/



Not so Fast ... to Taste its Best, Let it Rest

So your brisket's been smoking for hours. It's developed a nice pepper crust (called bark) and it's time to take it out of the smoker. The steaks or pork chops are ready too – but wait! For briskets, roasts or a leg of lamb, let the meat rest for an hour or longer and wait an extra 15 to 20 minutes before serving that steak. Why?

During cooking, the moisture trapped inside the meat proteins is released and as the meat's temperature comes down, this process partially reverses. This rest period allows the protein molecules to reabsorb some of the liquid, which makes for much juicier and more tender meat.

Let Your
Imagination

run wild!



Premium craft sausages are BBQ favourites, with ethnic flavourings such as Thai Basil Curry, Chipotle & Feta and Creole. Here at home, burgers and hotdogs continue to take centre stage on the grill, but let your imagination roam this summer – try a burger stuffed with peanut butter and jalapeno peppers! Bacon-wrapped smoked chicken lollipops anyone (see our website for a fab recipe)?

Many of us barbecue our veggies, but what about the wonderful fruits of summer? Grilled fruit makes a superb (and healthy) ending to any summer meal, surrounded by sunshine, friends and the sounds of summer. Grilled pineapple is a great fruit to start with!

charcoal vs gas BBQ? Which one wins a taste test ?

Charcoal is a hard porous material that contains approximately 90% carbon. It is produced using an oxygen-free process that heats natural wood, removing both oxygen and water. This process allows the charcoal to burn longer than wood. Charcoal releases a chemical compound called guaiacol which produces a smoky wood flavour that a gas BBQ just can't duplicate.



WHO MAKES THE
best BBQ
sauce
IN THE WORLD?

Seems Canada's National BBQ Team is no slouch! Did you know that Canada has a national BBQ team? Mike Callaghan of London, ON is the pitmaster for Team Canada BBQ. The team competes at international cooking competitions and they've earned many honours, including 'Best Beef Steak in the World' and 'Best Sauce in the World' at the 2014 Memphis in May competition.

malabar **spice** features



DON'T leave YOUR meat naked!

Marinades, sauces and dry rubs add colour and flavour to all of your meat selections.

MALABAR PESTO SAUCES

Product: **PESTO WILD GARLIC**

Code: **#RA1039829**

A vibrant green oil-rich spiced sauce with a smooth garlic flavour.

Product: **PESTO ROSSO**

Code: **#RA1000788**

Sun-dried tomatoes, olive oil and herbs, a Mediterranean flavour burst that will take your summer BBQ to the next level.

MALABAR MARINADES

Did you know that we have over 25 different gourmet liquid marinade/sauces in stock and ready for the BBQ? Try our **BEER MARINADE #1000596**, a blend of pepper, onions, and yes – it's real beer!



MALABAR DRY RUBS

Product: **RAGIN' CAJUN DRY SPICE**

Code: **MALCAJRUB-005**

Product: **WE BE JAMMIN' JERK DRY SPICE RUB**

Code: **MALJERKRUB-010**

Product: **LATIN LOVER'S DRY SPICE RUB**

Code: **MALLATRUB-015**

president's message

As Malabar continues to grow, we are adding to our team of technical specialists so that we can continue to provide our customers with timely advice and strong support. As you know, at Malabar, it has never been about 'just selling our products.'

I would like to introduce the 2 newest team members ...

Stefan Seher has joined our team as Manager, Food Process Technology. Stefan grew up in Germany with a passion for good food. He completed a 3-year Butcher Apprenticeship program before coming to Canada in 2000 to work for Siena Foods (Oshawa, ON). Over the past 16 years, Stefan has gained considerable meat processing experience working at a variety of Canadian meat processing plants, developing a range of meat products, including hams, smoked sausages, pepperoni and dry cured and fermented meat products. Stefan understands the equipment required, the process steps and the labelling/regulatory requirements to fit both the Canadian and U.S. markets.

Pietro Galluzzo joins our team as Food Safety Specialist. He has a Master's degree from the University of Guelph's Food Science program and has been working in the food industry (including meat processing) for 18 years. Pietro has considerable experience in food safety, quality assurance, microbiology, regulatory and product development which will support and enhance Malabar's food safety program and our customers' project requests.

We welcome Stefan and Pietro to the Malabar team!

Happy 150th Birthday Canada! We hope everyone enjoys the summer BBQ season.

Doris Valade
President, Malabar Super Spice Co. Ltd.



upcoming events

August 5, 2017

Food Day Canada 2017, Nationwide. The largest national food event in Canada, encouraging and inspiring people to celebrate local food and community.

September 1-4, 2017

In Malabar's home town! Canada's Largest Ribfest, Burlington, Ontario. www.canadaslargestribfest.com



Look for our next edition in September/October 2017

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 this newsletter, or to suggest topics you'd like to see covered in future editions, please contact Tammy Raspberry at marketing@malabarsuperspice.com

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