



THE Main INGREDIENT

May/June 2018

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BBQ.

Canada's favourite summer meat + greet.

It's BBQ season, again! Yes, some of us do it year-round, but there's still something special about warm summer nights spent chatting with friends while dinner sizzles on the grill. Another sure sign of summer is the mouthwatering scent of smoke rising from Rib Festivals in towns and cities across the country.

 **Hamburgers and hotdogs move over - creative food ideas are taking over the grill!**




Where did the term BBQ originate? No one is really sure. It's thought that the Spanish, upon landing in the Caribbean, used the word barbacoa to refer to the natives' method of slow-cooking meat over a wooden platform.

Long before anyone pulled up and ordered a Sausage-Egg McMuffin, McDonald's was originally a barbecue drive-in called "McDonald's Bar-B-Que."

www.thrillist.com/eat/nation/what-you-don-t-know-about-barbecue

According to Major League Eating, the current record for baby back ribs is held by Patrick Bertoletti, who ate 5.24 lbs in 8 minutes. Kudos to Bob Shroud, for eating 34.75 beef brisket sandwiches in ten minutes.

The world's largest BBQ pit hails from, where else, Texas. It serves up 8,000 lbs of meat, and recently sold for \$350,000 (US) on eBay.

RIBS. The long and the short of it.

Spareribs

The term "sparerib" comes from the German word "rippenspeer" which means "rib" and "spear", a reference to the European tradition of roasting meat on a spit or spear.

Meatier and with more fat than back ribs, spareribs (AKA side ribs) are thick and juicy. They come from the belly and breastbone (behind the shoulder) of the pig – the same place bacon comes from. They can be up to 13" in length. Usually they come with the sternum, costal cartilage and flap still attached. Since there is more bone than meat and plenty of fat, the BBQ flavour is enhanced.

From the sparerib come St. Louis or Louisiana style ribs, often used in BBQ competitions. The breastbone and cartilage have been trimmed from the top of the ribs and the back flap removed. Cutting out the cartilage makes the meat more tender and trimming gives the ribs a uniform rectangular shape, which makes them more attractive, smaller and easier to eat.

Back Ribs

Sometimes called loin ribs, baby back ribs, or riblets, back ribs come from the back of the pig, along the spine, close to the "pork chop" area. What they lack in fat and meat, back ribs more than make up for in tenderness. They also cook up more quickly than spareribs, so you can get to your bone pickin' and finger lickin' faster. This puts them in high demand – the reason you often pay more for them.



The sparerib equivalent in beef would be short ribs. Beef ribs are the large ribs cut from rib bones #6 through #12 (the same cut used for prime rib roasts). If you're craving Texas-style barbecued ribs, this is your go-to cut.

Although we think of BBQ as North American, we don't hold an exclusive on the tradition. "Kalbi kui" are Korean grilled beef short ribs, where the bone is removed, trimmed and then pounded into thin, even slabs, each about 1/4 inch thick.

Canada's Largest Community Ribfest is for Charity

Canada's largest Ribfest is in Malabar's hometown of Burlington, Ontario (August 31– September 3, 2018)! Originally called the Burlington Ribfest, it began in 1996 when Rotary Club of Burlington Lakeshore members, John Thorpe and Bob Peeling, were asked to create a new fundraising event. John had heard of a race in Ohio called the Ribfest Race, where the finish line of the cycling event was a big barbecue party, the Columbus Jazz and Rib Fest. Bob and John visited the race in 1995 and brought the idea back to Burlington. It was a success in its very first year, despite only six ribbers (compared to over 19 competitors today); four of the six came from the southern United States. 22 years later Canada's largest Ribfest has raised \$3 million dollars for charity and is still going strong every Labour Day Weekend. www.canadalargestribfest.com



Looking for other 2018 Ontario Ribfests? Here's a link ontariofestivalgroup.com/

Rub, brush, butter or layer a path to **BBQ** heaven

Okay, so now you've got the right meat for the BBQ, but what about the ingredients – the right rub, marinade, sauce or butter? All great grill masters know how to take plain meat and vegetables from ordinary to extraordinary – barbecue heaven.



Dry Rubs

Dry rubs are applied to meat before cooking, then the fire and smoke seal in the flavours to create that lip-smacking crust. Flavour choices are infinite – great chefs reach widely for inspiration, including Cajun, Creole, African, Provençale and Moroccan cultures.



Marinades and Sauces

Marinades help seal in the meat's moisture, adding flavour and colour at the same time. Sauces are brushed on lightly, in layers, just before serving.

TIP: Add a last layer of sauce off the grill, before serving. Marinades and sauces can be tomato, vinegar or mustard based with flavours ranging according to taste – sweet, sour, salty, bitter or hot. Pairing flavours is also popular; try maple with mustard, ginger with lime or lemon with chile.

TIP: Add a little of this flavour to your veggies too.



Creamy Compound Butters

Compound butters are popular in France, where tradition dictates adding a disk of flavoured butter to the top of meat or fish just before serving. The butter is creamed and then mixed with a combination of spices, herbs, cheese, curry powder or dry red wine. It's then rolled in a sheet of parchment paper to form a log (about 2" diameter) and stored in the refrigerator or freezer.

TIP: Cut off a slice when the meat is ready to serve and lay it on top for a final flourish of flavour magic.



Grilled Veggies

Adding cut vegetables and fruits to the grill is popular – for a fabulous flavour boost, mix them with salt and seasonings prior to cooking.

TIP: Don't add oil to veggies before cooking – it burns off quickly, adding a bitter flavour.

Mix things up! Consider mixing with marinades after cooking – add a spicy chili marinade to corn on the cob or apply a lemon chili marinade to spears of pineapple.

Want to learn more? This great barbecue book was listed on the New York Times Best Seller list; "Meathead – The Science of Great Barbecue and Grilling". Co-authors are Meathead Goldwyn and Prof. Greg Blonder, PhD.

in the news

Growing Forward 2-Grant Program now superseded by the Canadian Agricultural Partnership (CAP). On April 1st, the Canadian Agricultural Partnership (CAP) was released. This five-year, \$3 billion investment is shared by the federal, provincial and territorial governments across Canada. Industry funding programs will be available, and focused on six areas: Markets & Trade, Science, Research and Innovation, Risk Management, Environmental Sustainability & Climate Change, Value-Added Agriculture & Agri-Food Processing, and Public Trust. For more information; www.agr.gc.ca/eng/programs-and-services

The Pull of Pork. Where did all the pigs go? According to the Fleischwirtschaft website, in 2017, China's livestock declined by 2 million sows, due to tougher regulations and environmental policies. As a result, China continues to import a significant amount of pork, and so market prices continue to rise with the pull of supply versus demand. (www.fleischwirtschaft.com March 09, 2018)

France has banned the use of meat terms to describe products that are not partly or wholly made up of meat. On April 19th, French MPs voted in favour of prohibiting food producers from marketing plant-based foods using meat references, including sausage, bacon or steak, as it would be misleading to consumers. Fines of up to CDN \$470,000 can be issued for non-compliance. (BBC News April 20, 2018).



IT'S SUMMER, SPICE THINGS UP!



Dry Spice Rubs

Malabar offers a variety of dry seasoning rubs, including Apple Cinnamon, Cajun, Lemon Herb, Moroccan, Sweet Chipotle, and Teriyaki Orange. How can we help to enhance your meat products, and your vegetables/salads too? Let us know.

Hey Pesto!

Pesto Rosso is a tomato-based pesto with basil, paprika, rosemary and onion. Our Wild Garlic Pesto includes wild garlic, parsley, pepper and turmeric.



Get Saucy!

Have you tried our Bombay Sauce? It is a ready to use sauce that we refer to as our adult version of ketchup. A little spicy, with lovely flavour notes of ginger, curry and honey. We also have Curry Sauce, Tropical Curry Sauce, Gypsy Sauce and Tennessee Sauce (a smoky, sweet & spicy combo). They're all great for dipping or mixing with diced meats, rice, pasta or stir-fry.



Gourmet Marinade Moments

We stock over 20 different Gourmet Liquid Marinades in 2.5 kg pails – ready to use. Ask us for a flavour list!



president's message

The future of the traditional supermarket is changing. Grocery stores are selling more prepared meals, as they combine "grocer" and "restaurant" to become what is being referred to as a "Grocerant". Adding convenience with portable meal solutions generated over US\$10 billion in sales in 2016, and it's growing.

Grocery e-commerce is also in the news, after the acquisition last summer of Whole Foods by Amazon.com, Inc. Now, selling groceries online is about to expand as Sobey's has invested \$70 million over the next 2 years, to bring the Ocado (Hatfield, England) food distribution model to Canada. Ocado already has a fully operational and automated grocery fulfillment centre in Britain, where a 50-item online grocery order takes only five to ten minutes to pick and pack, with almost 99-per-cent accuracy. Robots will fill your order and driverless vans will deliver to your door. Bringing home the groceries may never be the same!

(The Globe & Mail, April 28, 2018. pg. B6-B7)



Doris Valade
President,
Malabar Super Spice Co. Ltd.



upcoming 2018 events

June 20 - 21

Ontario Pork Congress & Expo, Stratford, Ontario.
www.porkcongress.on.ca

August 12 - 17

64th International Congress of Meat Science and Technology (ICoMST), Melbourne, Australia.
www.icomst2018.com

September 7

Canadian Meat Council 27th Annual Golf Tournament, Deer Creek Golf Club, Ajax, Ontario.
www.cmc-cvc.com/en/events

INVENTORY BLOWOUT: We have our own **Malabar Steak Spice** available for a limited time in 25 kilo bags for \$6.25 per kilo



Look for our next edition in September/October 2018

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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