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Upcoming Events

February 10 to 13, 2013

MEATXPO '13

The Mirage Hotel
Las Vegas, Nevada

www.meatxpo.org

March 3 to 5, 2013

CRFA Show

Direct Energy Centre,
Exhibition Place,
Toronto, Ont.

www.meatxpo.org

May 4 to 9, 2013

IFFA

Frankfurt, Germany

www.iffa.com

Did You Know

According to the CRFA's Foodservice Facts 2012, most Canadian meals are prepared and eaten at home, and this share increased to 67% in 2011, up from 66% in 2010. Canadians sourced one in 10 meals from restaurants.

Source: the NPD Group/National Eating Trends Canada, YE September 2011.



THE MEAT OF IT:



CHORIZO, CHOURIÇO, CHAURIÇE...

Sausages from around the world are becoming more & more popular, but one of the most popular stands out from the rest: the "Chorizo" sausage.

Chorizo comes in many varieties - it can be fresh, cured, fermented, dried, smoked or unsmoked, - but it is recognized for its characteristically red colour. Most often, the recipe starts with pork, salt, garlic and paprika. There are an immense variety of recipe variations depending on the country of origin, and even the region within each country! Spain, Portugal and Mexico are most often recognized worldwide for their chorizos, yet you can also find chorizo throughout Central and South America and India too!

A Short History of the Chorizo

In the 16th century, red peppers were brought to Spain, and it was discovered that pimentón, which is the spice that comes from drying & smoking them, both preserved & flavoured sausages, and so it was adopted quickly in many areas of Spain. While it's hard to be sure, it's thought that Chorizo originated in Catalonia, where there are now 17 officially recognized varieties of Chorizo.

Spanish Chorizo

Spanish chorizo is almost always dry cured, and often fermented (with the addition of starter culture). Varieties include a hard, cured, air-dried sausage that is ready to eat, or a softer, partially



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FROM THE LAB

CFIA Compliance and Enforcement of “Gluten-Free” Claims

A “gluten-free” claim is any representation in labelling or advertising that states, suggests or implies that a food is free from gluten as per **B.24.018** of the Food and Drug Regulations.

Gluten is defined as a protein found in the grain of any of the following cereals: **barley, oats, rye, triticale or wheat, kamut or spelt**, or any modified gluten protein, including any gluten protein fraction, that is derived from the cereals listed above.

In all instances, regardless of source, if **more than 20 ppm** of gluten is present in a food labelled “gluten-free”, enforcement action by the CFIA may include the possibility of recall.

As described in Health Canada’s position, foods containing gluten as a result of intentional addition may not be represented as being gluten-free even if the food contains less than 20 ppm gluten.



For more information see Health Canada’s position on Gluten Free Claims visit: <http://www.bc-sc.gc.ca/fn-an/securit/allerg/cel-coe/gluten-position-eng.php>

The information provided is accurate and reliable to the best of our knowledge, but is offered solely for consideration, without warranty or guarantee.

Stevia Approval for Use as Table Top Sweetener and in certain Food Categories

Health Canada has approved steviol glycosides for use as a table top sweetener, in breakfast cereals, unstandardized confectionary, coatings or seasonings for snack foods, condiments, chewing gum, sauces and spreads, baking mixes and unstandardized beverages.

Stevia is derived from the leaves of *Stevia rebaudiana* and is approximately 300–450 times sweeter than sucrose.

Prior to this, stevia was available for use only within natural health product applications. As a result of a consultation process, Health Canada has modified its List of Permitted Sweeteners. Stevia is a natural zero-calorie sweetener that has a zero glycemic index, can be used by diabetics, and is tooth friendly.

The approval means Canadian consumers will be able to enjoy a similar range of stevia-sweetened products to those already available in the U.S. and the E.U.

Health Canada is currently in the process of determining which common names, such as “purified stevia extract” or “stevia leaf extracts”, will be permitted for labelling.



For more information see:

Health Canada’s List of Permitted Sweeteners:

<http://www.bc-sc.gc.ca/fn-an/securit/addit/list/9-sweetener-edulcorant-eng.php>

Health Canada’s Proposal to allow the use of the Food Additive Steviol Glycosides:

<http://www.bc-sc.gc.ca/fn-an/consult/steviol/document-consultation-eng.php#t2>



CHORIZO, CHOURIÇO, CHAURIÇE...

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dried (semicurado) sausage which is then added to other dishes such as paella, bean dishes and stews. Recipes have been handed down through generations, and often include smoked paprika (either spicy or sweet). The “aging” stage can be up to 50 days, with a 30–35% weight loss, during which time the product develops the desired aroma, flavour and texture. Chorizo account for 40% of Spain’s annual sausage production!

Every family, town, and region of Spain offers their own recipe for chorizo. The unique ingredients often begin with the type of pig, including the Ibérico black pig, acorn fed, found in the Salamanca region of Spain.

Spain celebrates the Chorizo sausage every February with a festival known as the ‘Exaltation of the Sausage’, in the town of Vila de Cruces, in Galicia. Chorizo makers bring their chorizo, and those attending enjoy free sausage and then buy their favourites to take home!



Portuguese Chouriço

This chorizo is usually made using pork shoulder, and seasoned with black pepper, salt, garlic and paprika. Wine may also be included. Sausages marked with “porco preto” are made from the black Alentejo pig whose diet of acorns give its meat a superior flavour. Some chorizos may be oak smoked before drying, for a distinctive flavour.

Mexican Chorizo

Usually made with pork (but can also be made with turkey thighs), this chorizo is a coarse ground, fresh sausage with a

crumbly texture that requires cooking before serving. Ingredients include both paprika and ancho chilies, may include vinegar (instead of wine) and is usually spicier, with the addition of garlic, cloves and cumin.

Mexican green chorizo is made with a paste of spinach and parsley or cilantro. Mexican chorizo is popular on the grill, but may also be substituted in place of ground beef in tacos, burritos, chili or burgers.

Indian (Goan) Chorizo

Goan Chorizo is made from pork or beef, and was introduced in Goa India, when it was a Portuguese colony. Spices include turmeric, cumin, hot paprika and garlic, and may be smoked and dried.

Chorizo sausage is often further used in many dishes. Look for tomato & chorizo soup, and Chorizo con huevos (Mexican ranch-style eggs with chorizo).

Reference: “Sausage: A Country-by-Country Photographic Guide with Recipes” by Nichola Fletcher



For some of our most popular Chorizo seasoning blends, see *Blends for a Chorizo New Year*, on page 4 of this newsletter!

Did You Know?

In our bodies, human cells are outnumbered ten to one by bacteria. Though some of our microbial tenants pose threats, we literally can’t live without most of them. They help digest our food, guide our immune system, and ward off deadly germs.

“Small, Small World” pg. 136, National Geographic, January 2013.

<http://ngm.nationalgeographic.com/2013/01/microbes/wolfe-text>

Did You Know?

Niagara Research, part of Niagara College, has been given over \$4 million in funding to develop the **Canadian Food and Wine Institute (CFWI) Research Centre**, to engage in applied research and innovation activities with the food and beverage industry. Small- and medium-sized businesses can gain access to world class facilities and equipment, and expertise.

Assistance is available in the following areas:

- Value-added Product Development
- Recipe & New Product Development
- Nutritional Labelling & Analysis
- Sensory & Consumer Testing
- Food & Beverage Regulatory Assistance
- Business Services & Commercialization

For potential opportunities, contact research@niagaracollege.ca



Blends for a Chorizo New Year



Chorizo Spice Blend (Mexican) MALCHOR-009

Malabar's standard seasoning blend for both fresh and cured Chorizo style sausages offers strong paprika colour, medium heat and traditional seasoning of garlic and oregano.

Portuguese Chourico with Wine Seasoning MALPGCH-700

Smoked Paprika, red wine and Mediterranean herbs provide a distinctive flavour profile for cured sausages.

Mexican Fresh Chorizo Seasoning MALMXCH-800

Ancho chili and a hint of cinnamon and cloves add a unique flavour to this fresh sausage alternative.

Goan Chorizo Seasoning MALGOCH-700

The Portuguese influence predominates this Asian sausage with hot paprika, cumin and garlic.

We also carry **Danisco's** line of **starter cultures**.
Call us or visit malabarsuperspice.com.

To Order a Sample of any of the above or if you have a new flavour you'd like to try, contact us at **1-888-456-6252**, or email lab@malabarsuperspice.com



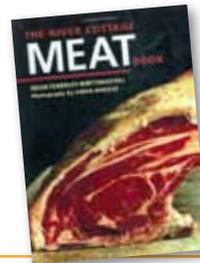
OUR PRESIDENT'S Message

After the CBC did a story late last year on the importance of bologna to Newfoundlanders ("*Why Bologna is the King of Meats in N.L.*", Dec. 16, 2012), I wondered, what meat dishes matter to Canadians across the country, and do we have any meat dishes we can call 'our own'?

This led me on a bit of a search, which of course eventually led me to Wikipedia! According to Wikipedia, there are several 'authentic' Canadian meat dishes, among them Jigg's Dinner (from Newfoundland); Cretons, Oreilles de crises, and Montreal smoked meat; and Calgary-style Ginger Beef.

So I'm wondering... do you or your customers have a favourite 'Canadian' meat dish? Can you tell us what it is? We're running a bit of a contest to find out: Go to our home page, or visit www.malabarsuperspice.com/CanadianMeatDish & log your entry. The best entry will receive a copy of the River Cottage Meat Book, one of my favourite reads of last year.

Happy New Year, from Malabar!



Doris Valade
President
Malabar Super Spice Co. Ltd.

Jigg's Dinner: These often include pickled salt beef (or salt riblets), boiled together with potatoes, carrot, cabbage, turnip, and turnip greens.

Cretons: A pork spread containing onions and spices.

Oreilles de crisse: Deep-fried smoked pork jowls. Generally served at cabanes à sucre (sugar shacks) in spring time, traditionally topped with maple syrup.

Montreal smoked meat: A type of kosher-style deli meat product made by salting and curing beef brisket with spices - the meat is cured in seasoning with more cracked peppercorns and aromatic spices, such as coriander, and significantly less sugar than New York pastrami.

Calgary-style-Ginger Beef: Deep fried strips of beef coated in a dark sweet sauce that is reminiscent of other Asian sauces based on vinegar and sugar. It also contains flavors of ginger, garlic, and hot peppers.

Source: Wikipedia



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 Sara Alexander at marketing@malabarsuperspice.com.
Look for our next edition in Mar/Apr 2013.

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