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[www.malabarsuperspice.com](http://www.malabarsuperspice.com)

## Upcoming Events

June 16 – 18, 2011

### 72nd American Convention of Meat Processors & Suppliers' Exhibition

AAMP's annual convention is open to both members and non-members of the Association, who attend this event looking for a vast array of ideas, supplies, and services.

Reno, Nevada, USA

[www.aamp.com/events\\_convention.php](http://www.aamp.com/events_convention.php)

June 11 – 14, 2011

### 2011 IFT Annual Meeting & Food Expo

The world's top food science and technology professionals, representing the most prominent organizations in the food sector, will attend the 2011 IFT Annual Meeting & Food Expo.

New Orleans, LA, USA

[www.am-fe.ift.org/cms/](http://www.am-fe.ift.org/cms/)

## In The News

In mid February, Cargill announced a partnership with the American Pasteurization Company to offer fresh ground-beef patties for foodservice, treated using high-pressure processing technology. The products will be marketed under Cargill's Pressure brand, and will offer customers a shelf-life that is double that of traditional fresh burgers.

(Meat & Poultry Magazine)



# THE MEAT OF IT:

## THE BEST BARBECUE ACCESSORIES:

### *Rubs, Marinades, Sauces and Seasonings*

*For most people, barbecue is more than a meal - it's a gathering, a sharing of time, food and companionship. Barbecue is about good times, friends & neighbours and of course, it's about the food.*

*Classic BBQ meats include steaks, burgers, hotdogs, and kebobs using beef, pork, chicken, lamb or fish/seafood. But once you've chosen the meat, what else do you need? Flavour, and lots of it! Whether it's seasoned, rubbed, basted, marinated, mixed or dipped, the best accessory to your customers' BBQ is great flavour - a tasty addition for ready-to-cook BBQ meats that your customers can simply take home & grill.*

### Seasonings

Seasonings are added as a stuffing for chicken breast (for 'chicken pockets' held together with trussing bands), or rolled with a veal or chicken scaloppini and skewered for attractive pinwheels. To transform everyday burgers, start with ground beef, chicken or turkey and season with any of a wide variety of blends that transform the plain into the gourmet.

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# FROM THE LAB

## What is Celiac Disease?

Celiac disease is an autoimmune medical condition in which damage to the epithelia (inner lining) of the small intestine occurs following ingestion of a substance called gluten. Gluten is a grain protein used in food processing because it binds, stabilizes, and prevents crumbling. The gluten protein in wheat has a portion called gliadin, which is toxic to people with celiac disease. Barley, oats, rye, and triticale or wheat, including kamut or spelt, all contain proteins toxic to celiac patients.

## How Common Is Celiac Disease?

Celiac disease is a genetic condition which is much more prevalent than previous thought, affecting 1 in every 133 people, making it one of the most common genetic diseases. Once diagnosed, 1 in 22 first-degree relatives, and 1 in 39 second-degree relatives will also be diagnosed positive. Symptoms can range from ADD/ADHD, through to fatigue, fibromyalgia, infertility, anemia, irritable bowel syndrome and joint pain, with longer term consequences including thyroid problems, type 1 diabetes, neurological diseases and short stature.

## Gluten Intolerance vs. Celiac Disease

It is important to note that some people may have gluten intolerance or allergy without having celiac disease. This means that they are sensitive to gluten, and may have some allergy-like symptoms, without measurable damage to the intestine, even though in some intolerant or allergic people, the mucosal lining of the intestine becomes inflamed.

## Alternative to Gluten

The protein in corn and rice is not toxic to celiac patients, and there are a number of options available including rice crumb, rice flour & functional corn starches. Some other products that are safe for celiac patients are amaranth, arrowroot, buckwheat, flax, legume flours (bean, garbanzo, lentil, and pea), millet, potato flour, potato starch, quinoa, sorghum flour, soy flour, and tapioca.

For more information on celiac disease, visit: [www.badgut.com](http://www.badgut.com) and [www.centerforfoodallergies.com](http://www.centerforfoodallergies.com)

*According to the details of new regulations released February 16, 2011, all gluten sources will need to be declared when a food contains gluten protein, modified gluten protein, or gluten protein fractions from barley, oats, rye, triticale or wheat (or a hybridized strain of any of these cereals).*

*Manufacturers and importers will have 18 months to adopt the new labelling changes once the regulations are registered. That means that the new regulations will come into force on August 04, 2012.*

*For more information, visit the Health Canada website at [www.hc-sc.gc.ca](http://www.hc-sc.gc.ca) and search for 'Gluten Source labelling'*



*Along with gluten-free fresh sausage binders, Malabar offers a range of seasonings and binders that are gluten free.*

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

## Now In Stock at Malabar

### JUST IN TIME FOR BBQ SEASON!

**Hardwood Skewers** – 4.5” and 7”  
Great for smaller kebabs.

**Gourmet Bamboo Skewers** – 9” (flat end)  
Perfect for longer kebabs – just right for sharing & with a flat end to keep your fingers clean.

**Trussing Bands** (in blue or green).

Use your imagination to create chicken pockets, stuffed pork roll, or bacon wrapped pork medallions.



## THE BEST BARBECUE ACCESSORIES:

### *Rubs, Marinades, Sauces and Seasonings*

*continued from page 1*

#### Rubs & Marinades

**Rubs** are spice blends (in a powder or paste) that forms a flavourful crust on the meat as it cooks. The rub is applied 20 minutes before cooking (or even the day before) and is especially recommended for fattier meats, including ribs, lamb chops, and salmon. Consider a seasoning that is salt free or blended with encapsulated salt so that the meat does not become dry and tough as encapsulated salt will not draw out the moisture.

**Marinades** are a liquid mix of oil &/or water, and an acid such as vinegar or lemon juice. Meats may be tumbled or soaked in the marinade to add flavour and to tenderize the meat. Marinades generally only penetrate the outer quarter-inch of the meat, so a marinade with visual appeal (both colour and spice grains) and intense flavour provides the best barbecue experience for chicken, pork chops, steaks and even vegetables.

#### Basting, Barbeque & Dipping Sauces

*Basting sauces are applied during the cooking process, barbecue sauces are added to the meat after cooking, and dipping sauces are served as a side dish.*

**Basting sauces** are a thinner type of sauce that may be based on tomato, apple cider or beer, and are brushed on repeatedly during a longer cooking process. Tougher meats that benefit from longer cooking times at lower temperatures are ideal, and continuous basting keeps the meat from becoming dry. Spice mixtures are often added to impart flavour & colour.

**Barbecue sauce** is a general term used for any sauce that is brushed on the meat at end of cooking or just before serving. A wide variety of options & ingredients are available to add flavour to those meats with faster cooking times. As with basting sauces, sugar content should be limited, to prevent scorching. Barbecue sauces that contain sugar should be applied at the end of cooking, just in time for the heat to caramelize the sugar which will then thicken the sauce.

**Dipping sauces** provide for final flavour options when it's time to serve up. Make BBQ Sauce available on the table too, once meat is off the grill & ready to eat.



For more information on any of the product suggestions above, or to discuss how to bring your BBQ selections to life for your customers, call us or visit our website – we can help!

#### Now In Stock!

##### 200L Stainless Steel Lift Buggies

Premium quality & available  
for a LIMITED TIME ONLY.

Call today. **1-866-456-6252**



#### Regulatory Update

On February 16, 2011, mustard was added as a priority allergen as published in Canada Gazette II, and will come into force on August 4, 2012. Please visit the Health Canada website for more information; <http://www.hc.sc.gc.ca/fn-an/label-etiquet/allergen/index-eng.php>

#### Market Update: The Return of High Food Prices

According to the United Nation's Food and Agriculture organization (FAO), food prices hit a record high in January. Between January 2010 and January 2011, the FAO's index of food prices jumped 28 per cent, exceeding the previous high of the 2007-2008 crisis. The recent surge in food prices is a result of crop failures due to bad weather, export restrictions in Russia, diversion of food

(corn) to biofuels, and higher fuel costs in bringing products to market. A recent report by capital economics predicts food prices in Canada will jump 5 per cent by the end of 2011. A growing global population, investor speculation, changing weather patterns and growth in biofuels will continue to put upward pressure on global food prices over the long term.

# No Added Gluten — Blends for Summer —



## **Fresh Sausage Binder** (No Allergens) **MALFSNA-333**

A rice crumb and corn flour binder seasoned with spice extracts and rosemary extract antioxidant to preserve colour and prevent fat rancidity

*Use 65 g binder with 150 g cold water and 785 g meat.*

## **Poutine Sauce Mix** **MALPSM-330**

A lightly roasted meat-flavoured cook-up sauce mix seasoned with onion, garlic and herbs, without added gluten. Perfect for poutine or meat applications.

*Mix 52 g sauce mix to 600 ml cold water. Bring to boil, stirring constantly*

## **Onion Soup Mix** **MALOSM-010**

A rich, dark onion soup base with large pieces of toasted onions for an authentic caramelized flavour, without added gluten.

*Use 75 g soup mix per 2 cups of boiling water.*

## **Chicken Soup Base** **MALCSB-004**

A mild, brothy, chicken-flavoured base to be used for soups, as seasoning for vegetables or an added boost to gravies or stews, without added gluten.

*Use 5 g dry soup base to 95 g water.*

*For more information on any of the above, contact us at 1-888-456-6252, or email [csr@malabarspices.com](mailto:csr@malabarspices.com).*



## OUR PRESIDENT'S Message

I had the pleasure of attending the 2011 Canadian Meat Council (CMC) Annual Conference, held in Halifax from May 4–6th. The break-out sessions included hot topics like Listeria control, sodium reduction and meat hygiene. Of particular interest was a closing session on 'Retail Trends', presented by Peter Townsend of DataSense. According to Peter, research shows that consumers consider produce and meat categories to be the most important factors in determining their choice of supermarket, well above dairy and bakery. The "focus on fresh" is the key differentiator for grocery stores (compared to other "food" stores, i.e. Shoppers Drug Mart, Wal-Mart). So, the fresh meat category is crucial, including steaks, burgers, chicken and fish.

So what's the challenge for food retailers? To create fresh meats that both taste & look delicious. Gone are the days of offering plain prime meat cuts. Seasonings and marinades are becoming increasingly popular, finally! In European delis, (especially in Holland and Belgium) meat counters are filled with an assortment of marinated meat selections that not only look tempting, but also taste fantastic. Now it will be interesting to see how our meat processors and retailers here in Canada rise to the fresh meat challenge.

*The very best to you this summer season, from Malabar!*

**Doris Valade**  
President  
Malabar Super Spice Co. Ltd.

## Did You Know?

Thirty years ago, 72% of dinner main dishes were homemade. That figure now stands at 59%, with ready-to-eat and frozen foods playing a growing role.

(MeatingPlace, November 2010)

**New Product Idea**  
*Take the everyday cheeseburger and top with pulled pork and cabbage!*



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@malabarspices.com](mailto:marketing@malabarspices.com). Look for our next edition in Sept/Oct 2011.

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