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In The News

HEALTHY GRAINS INSTITUTE

Introducing the Healthy Grains Institute:

Maple Leaf Foods has spearheaded the creation of The Healthy Grains Institute which aims to tackle myths about wheat and gluten and advance the importance of grains and good health.

The Healthy Grains Institute is guided by an independent and multidisciplinary Scientific Advisory Council consisting of recognized plant science and nutritional experts from across Canada.

The Institute's web site is located at: www.healthygrains.ca

What's New?

Food Trends

The Food Channel recently announced that smoked foods and beverages will be one of the trends to watch for 2013. Think about smoked olive oil... and smoked water!

(Meat & Poultry, January 2013)

Sandwiches are also on the menu, as snacking is now officially part of the consumer lifestyle! With 48% of consumers now snacking at least twice a day, restaurants are creating mini sandwiches, kabobs and wraps that are small in size, but loaded with ethnic flavours and seasonings.

(Meatingplace January 2013)



THE MEAT OF IT:

RUBS & DECOR SEASONINGS

Dry Rubs & Decor Seasonings are a simple method for adding flavour, texture and visual appeal to meat, poultry or fish. Customers love the delicious flavours & textures that result from using dry rubs and these 'value-added' meats add to your reputation, and to the bottom line.

What is a Dry Rub?

A rub is a combination of spices, seasonings and herbs that, with cooking, seals in the flavour of the meat along with the moisture and helps form a tasty crust. With a single meat cut, you can develop a variety of meat products using a variety of spice rubs.

Dry rubs are ideal for meats that require long cooking times, such as pulled pork. Often the flavours will combine sweet and savory to compliment the final meat dish. Dosage is recommended at 26-30 grams per kg of meat. (Of course, it's important to avoid reusing leftover rub after it has been in contact with meat.)



continued on page 2

RUBS & DECOR SEASONINGS

continued from page 1

The Versatility of Rubs

There are many ingredient choices when considering the best rub to use! Here are some of them:

- spice/herb blend only
- spice/herb blend with sugar (or dextrose, maltodextrin) and/or salt
- spice/herb blend with encapsulated salt
- spice/herb blend with functional ingredients (starches, gums)
- spice/herb blend with reduced salt (using sodium alternatives)



Dry rubs provide an excellent opportunity to introduce ethnic flavours to your menu, as well as unique ingredients, such as ground coffee or cocoa.

Adhesion & Dry Rubs

The primary challenge in the application of dry rubs is how to ensure they adhere to the meat. Many meat products are first injected with water, salt and phosphates and then tumbled where the mechanical action of tumbling solubilises the meat proteins to create a tacky or sticky meat surface. Both sugar and salt will promote cling, keeping in mind that too much sugar or dextrose for high heat cooking may result in a burned flavour, and too much salt will absorb the meat's moisture.

It is also possible to apply a rub with too much cling, which can then trap steam and heat inside the meat during cooking, and when the steam escapes, then the rub will fall away from the meat.

Many commercial rubs use encapsulated salt so that the salt only reacts during cooking. This allows the flavour seal to develop with cooking, avoiding a buildup of steam. Rubs can be applied just before cooking, or up to 4 hours in advance.

Rubs: A Culture Note

Spice rubs are a personal thing, and in many cases their recipes are a carefully guarded secret. Just ask any master BBQ champion! They can be family heirlooms too, with recipes being passed down from mother to daughter over generations.



Multiple Applications

Rubs aren't just for BBQ meats! Consider them for braised meats and other high-moisture, low-heat products, including cook-in-bag or sous vide. For food service applications, dry rubs can be applied manually, or with a short tumble application, and then sealed into bags or trays.

Storage

Lastly, keep in mind that storage problems may also lead to the breakdown of rubs. Intermittent temperature fluctuations that can happen during long-term freezing can result in partial thaw and possible breakdown of the rub adhesion.

Whether it's a prime rib roast, pot roast, sirloin steak, pork loin, ribs or a crown roast of lamb, dry rubs are an easy and economical addition to your meat menu.

Looking for something special for your customers? Apply a dry rub to your bacon products!



RUBS & DECOR SEASONINGS

continued from page 2

Decor Seasonings

Decor Seasonings are spice mixtures (with or without salt) that provide a hint of flavour, and a lot of great colour. Variations include cracked spices, whole star anise or chili strings – all of which provide a gourmet visual appeal to catch the eye of every consumer.

Decor seasonings can be used in combination with marinades, sauces and even rubs to add the finishing touch to a dish that tastes all the better for looking great!

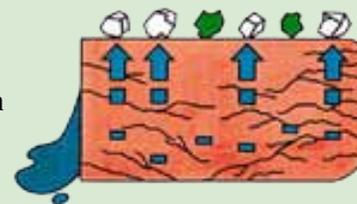


What Is Encapsulated Salt?

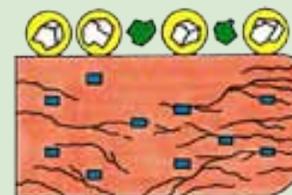
Some Decor Seasonings include salt coated in a thin layer of vegetable fat, which will only melt at a temperature of 55°C. Because the salt isn't released until cooking, pre-seasoned meat will not lose meat juices, and will remain succulent.

This diagram illustrates the difference between using regular salt and encapsulated salt in your products.

Normal salt draws juices from the meat, which then becomes tough.



Encapsulated salt with a vegetable fat coating takes effect only after the meat pores close during roasting or grilling.



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REGULATORY UPDATE

CFIA: Decision #22

Repeal of Mandatory Registry of Labels and Recipes Food Contact Chemicals (Packaging Materials)



The repeal of MIR 110 (Meat Inspection Regulation Section 110) is expected to be published mid-April 2013, at which

point the CFIA will no longer be in the business of registering labels/recipes. The repeal of MIR 92(2)b is also underway, meaning that the CFIA will also no longer be in the business of pre-market assessment and registering of non-food chemicals.

What this means for you:

Effective mid-April, CFIA will be eliminating requirements for pre-market approval and pre-market registration of labels, recipes and non-food chemicals (hard surface cleaners, packaging materials, construction materials).

Compliance with labeling requirements will be the responsibility of industry.

Industry may be required to provide a Letter of Guarantee and may consider the manufacturer's declaration or the importer's declaration to determine and confirm if the product is safe.

The non-food chemical (NFC) registry will no longer be updated, and will lose its use as the authoritative reference.

Canadian guidelines for labeling of food products;

<http://www.inspection.gc.ca/food/labelling/guide-to-food-labelling-and-advertising/eng/1300118951990/1300118996556>

Blends of the Season



Adding value to your customers' meat choices is as easy as adding a rub! Here are a few of our original favourites for 2013...

ALL DRESSED RIB RUB MALADR-111
A little bit of everything in perfect balance. A base of tomato, onion and garlic with a hint of smoky maple and just the right amount of heat. Perfect on ribs, poultry and beef.

ASIAN RUB MALASR-024
A sweet & sour rub with soy sauce, Chinese 5-spice and a touch of hot chilies. Works well with pork, poultry and seafood.

MOROCCAN RUB MALMRC-06
A rich golden coloured rub featuring North African spices, medium heat and a hint of mint and citrus peel.

THAI GREEN RUB MALTIR-037
Lemongrass, floral basil and a touch of cardamom & cumin make this rub perfect for poultry and pork.

SWEET CHIPOTLE RUB MALCHRB-303
This sweet & mild rub incorporates 3 peppers - Ancho, Chipotle and California - great for beef, pork and poultry.

MONTREAL CHICKEN RUB MALMC-029
A classic favorite! Spicy coarse ground seasoning with onion pieces, roasted garlic, & pepper with an herbal background.

For more information, call us at
1-888-456-6252 (MALA)
or visit our website at
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OUR PRESIDENT'S Message

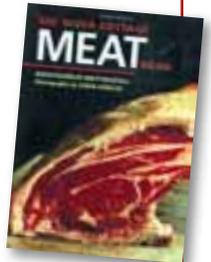
It's been 3 years since the last IFFA Exhibition in Frankfurt, Germany. On May 4 – 9th, IFFA 2013 will again host industry representatives from all segments of the meat industry – from slaughter to meat cutting to further processing. Will you be there? We'll be visiting this year & hope to see you!

IFFA

This year, the focus will be on the latest hygiene practices, trends in ingredients and additives, packaging solutions and equipment innovations. This is one exhibition that can't be missed! Watch for highlights in our May/June newsletter.

Also, please check out our website contest on our home page at www.malabarspices.com:

What's YOUR Canadian Meat Dish? Tell us what your favourite Canadian meat dish is, and you could win a copy of one of my favourite reads, "The River Cottage Meat Book"!



All the best for Spring, from Malabar!

Doris Valade
President
Malabar Super Spice Co. Ltd.

How to Make: **Candied Bacon!**

You'll need: 500 gram bacon
½ cup maple syrup
1 ½ cup brown sugar



Using a cookie sheet, line with parchment paper and then set on top of a wire rack.

Lay strips of bacon on the rack. Brush with maple syrup and then sprinkle evenly with brown sugar.

Bake at 350°F for 20-25 minutes. Remove from oven and cool.

Use as a sweet garnish (on ice cream!) or as a flavourful ingredient in breads.



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.

Look for our next edition in May/June 2013.

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



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