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www.malabarsuperspice.com

Upcoming Events

March 2 – 4, 2014

Canadian Restaurant & Foodservice Association Show 2014

Direct Energy Centre,
Toronto, ON

www.crfca.com/tradeshow/crfashow

April 2 – 4, 2014

SIAL Canada & SET Canada

Palais des congrès de Montréal, QC

www.sialcanada.com/sial/en/

May 4 – 6, 2014

Bakery Showcase 2014 Trade Show & Conference

International Centre,
Toronto, ON

www.baking.ca

Gluten-Free Update

According to Western Grocer Magazine, gluten free products are a \$90-million business in Canada, and the category is expected to grow at least 10 per cent annually through to 2018. The Canadian Attitudes to Gluten-Free Study estimates that approximately 4.3 million Canadians (12.3%) have gone gluten free, or have reduced gluten in their diets.



THE MEAT OF IT:

SAUSAGE CASING INNOVATION

Sausage Casings are the “skin” of the sausage, giving it its shape, appearance, and consistency as well as affecting its shelf life. Natural animal casing were the first casings, made from the sub-mucosa, a layer of the animal intestine that consists mainly of collagen. According to recorded history of man and civilization, for as long as man has been carnivorous, the intestinal tract of meat animals have been used for sausage casings.

Natural casings have increased in cost over the years. (Sheep casing costs are currently at an all-time high.) Natural casings can also be inconsistent in diameter and strength, and uneven lengths also add to labour costs.

The Industrial Revolution introduced the demand for mass production of food products, with the requirement for both quality and efficiency. Innovations in sausage casings included the development of manufactured collagen casings as an excellent alternative to natural casings, and sales of collagen have grown by more than 25% worldwide since 2007.

Recent Innovations In Collagen Casings

The manufacture of edible sausage casings from bovine (beef and dairy cattle) collagen started in the 1920's based on research by German scientists. Collagen is a natural protein and the most abundant one found in mammals. It is easily and safely absorbed by the human body. Gelatin used in the food industry is derived from the partial hydrolysis of collagen. For edible collagen casings, the raw material used to manufacture these casings originates from the inner “corium” layer found just

continued on page 3

2014 TRENDS

Formulation & Ingredient Trends for the Meat & Poultry Industry



Here are the predicted trends for 2014 for the meat and poultry industry.

Everyone is talking about protein & looking for more ways to include it in their diet. In 2013 there was a 9% jump in the number of people who are looking to eat more protein, with most looking for ways to feed their children & teens more protein.

Butter, full-fat cream, bacon, oily fish & higher fat meat cuts will become de rigueur. New research says that our deep-seated fear of fat is unfounded. Expect to see more on menus, at home, out to dinner, and in ready-to-eat (RTE) applications.

“Everything is better with bacon!” The bacon-in-everything trend will continue, with added opportunity to add flavours, like apple cinnamon, cajun, honey BBQ, jalapeño, and vanilla bourbon. (See www.baconfreaks.com.)

Sodium reduction strategies. Everyone will be looking for one, and consumers will become more sensitive about sodium too.

The push for convenience & the hunt for variety will continue.

Expect to see even greater variety in foods like ready-to-cook (RTC) & ready-to-eat (RTE) sausages, and in meat products in general.



The “food truck phenomenon” will

provide inspiration for innovation that allow prepared & packaged foods to be faster to prepare & more complex in flavour, using animal protein as carriers for new flavours. Customized seasoning solutions will make this possible in prepared meat & poultry.

Source: Meat & Poultry Magazine – December '13

Call today for more information
or visit our website at
www.malabarsuperspice.com.



Research Update: The Microbiology of Irradiated Poultry

A study was undertaken to assess the combined effect of gamma irradiation (0,2,4, or 6 kGy) and refrigeration (1-4°C) on the microbiological, chemical and sensory characteristics of raw chicken meat. All doses of the irradiation reduced the total mesophilic aerobic and coliform plate counts, and shelf life was also extended.

Irradiation had minimal or no effect on moisture, protein and fat contents of the meat, nor its total acidity, lipid peroxide value and total volatile basic nitrogen. In addition, sensory evaluations showed no significant differences between irradiated and non-irradiated chicken meats.

(Arab Gulf Journal of Science Research. 31 59/67)



beneath the hide of beef cattle (usually from animals under three years of age). Further processing includes washing, decalcification and buffering to give pure food grade collagen, which is then further reduced and blended to produce a protein gel. The criss-cross structure of the collagen fibres adds significantly to the strength, calibre and stability of the finished product.

Considerable research and product improvements have been made over the years, with a focus on producing a casing with an appearance and bite that compares to natural casings. One of the world's top collagen casing manufacturers, Devro, has recently introduced the "Rondo" (meaning curved) range of collagen casings, for processed and fresh sausages. They have a new lightness combined with strength, a natural curve when stuffed, and they produce the familiar "snap" sound (or "knack") that a good quality sausage makes when you bite into it.

Benefits of Rondo Collagen Casings

The Rondo range of edible curved casings offer many benefits:

- No preparation is needed as casings are ready-to-use (no pre-soaking or rinsing required)
- Calibre and shape consistency for packaging simplicity and controlled output. (This can mean up to 5% decrease in packaging material usage due to consistency in sausage size.)
- Consistent footage per strand to provide a consistent amount of links per strand.
- Good machinability for high productivity.
- "Bite" expectations to match consumer expectations.
- A curved casing before and after processing.
- Glossy fresh appearance for consumer appeal.
- Optimal smoke permeability for rapid processing with consistent colour and flavour. (Quicker processing in the smokehouse with less drying time required equals increased throughput time, by up to 15%.)
- Hygienic and traceable sourcing for food safety and brand security.

Types of Rondo Casings

The **Rondo F collagen casings** are suitable for all fresh sausages, and are available in calibers of 24mm and 32mm.



The **Rondo Q collagen casings** are a thinner, smaller caliber casing, for cooked and smoked sausages (wieners) and are available in calibers of 22 mm and 24mm.

The **Rondo RQ collagen casings** are a larger diameter casing for cooked and smoked sausages in calibers of 28mm, 32mm, 34mm and 36mm.

The Rondo (curved) collagen casings offer a unique and viable alternative to hog or sheep casings. Modern advances in the production of edible collagen casings provide different shapes and properties for a variety of meat products that are appreciated by both manufacturers and consumers.



VALUE CALCULATOR

IDENTIFY YOUR SAVINGS

Devro provides a convenient on-line cost calculator, to help you determine the cost savings available with the collagen casings. Visit <http://www.select-casings.com/en/value-calculator.html>

Call today for more information
or visit our website at
www.malabarspices.com.



Did You Know?

Japan is the world's largest net importer of food products, and Canada holds the third largest market share, behind the United States and China. Major Canadian exports include: fish; fruits & vegetables; animal feed; and oilseeds.



MARINADES

New Flavours for a New Year!



*Our gourmet liquid marinade line has been expanded to include "Grill Magic" – a line of marinades with great flavour, **no hydrogenated oils**, and a **cleaner label!***

Grill Magic marinades enhance both fish & meat, providing gloss that guarantees appetizing visual appeal on the display counter & ensures that meat retains its natural juices. Available in 4.5 or 5kg pails.

Grill Magic Tex Mex Marinade CL1693444

A medium thick, orange brown blend of mild chili, cumin, tomato and smoke flavour. Includes coarse pepper, garlic and onions. Ideal for beef, pork and poultry. *Heat level 2/5.*

Grill Magic Buffalo Marinade CL1694559

A mild barbeque flavour, with a medium heat finish and visible pepper and thyme. Great for all types of meats/poultry. (Medium orange colour.) *Heat level 3/5.*

Maristar French Garden Marinade CL1699241

A medium thick, orange brown blend of mild chili, cumin, tomato and smoke flavour. Includes coarse pepper, garlic and onions. Ideal for beef, pork and poultry. *Heat level 2/5.*

Call us for details!

For more information contact us at 1-888-456-6252, or email csr@malabarspices.com.



OUR PRESIDENT'S Message

We are all entrepreneurs. Entrepreneurship is an important part of the Canadian economy. Small businesses make up over 98% of all businesses in Canada, employing nearly 70% of Canadians, while contributing a full 30% to Canada's GDP each year.

In developing countries, entrepreneurship is even more important to the development of economic growth, and in alleviating poverty. The largest factor affecting entrepreneurship in developing countries is the lack of capital. Many people have limited savings, and external financing often involves punitively high interest rates. Kiva funds loans to entrepreneurs, and has a 99% repayment rate. You can choose your entrepreneur, and loan as little as \$25.



www.kiva.org

Loans that change lives.

On Kiva, 100% of every dollar lent goes directly towards funding loans; Kiva does not take a cut, and is primarily funded through the support of lenders making optional donations.

Malabar is proud to be a Kiva lender, and it all started with just \$25.00! A great way to pay it forward. I hope you take the time to check out www.kiva.org and consider extending a loan to give an entrepreneur in another part of the world a head start.

Happy 2014!

Doris Valade

President

Malabar Super Spice Co. Ltd.



Look for our next edition in Mar/Apr 2014.

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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.

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Malabar is certified to provide Halal products, and is proud to be HACCP accredited.



Malabar Super Spice is a proud supporter of Jeremy Hughes and Team Hughes Racing.
www.10hughesracing.com