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MALABAR's full catalogue is available online.

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

## In the News

The recent contamination of Chinese dairy products with melamine has again heightened concerns within the food industry about the safety of food ingredients sourced from China.

CFIA has issued a Notice to Industry with certain requirements for milk or milk-derived ingredients coming from China. The CFIA now requires documentation of analytical results obtained by a CFIA-recognized lab, indicating that melamine levels do not exceed the interim standards set by Health Canada. These standards are:

- Infant formula and sole-source nutrition products, including meal replacement products – max of 0.1 ppm; and
- Other food products containing mild and milk-derived ingredients – max of 2.5 ppm.

These levels are consistent with those adopted by Europe, Australia, New Zealand and the United States.

## Upcoming Events

**February 20 & 21, 2009**

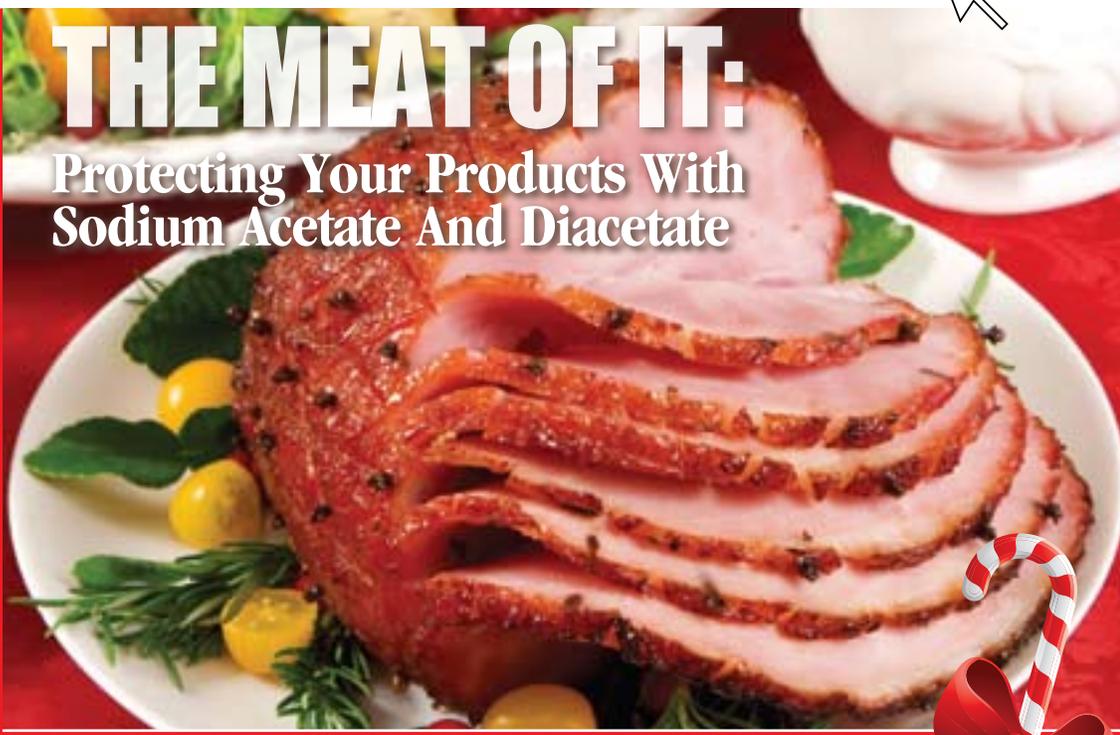
**2009 Meat & Food Processing Expo at the International Centre in Mississauga, ON.**

Over 100 exhibits showcasing new advances in processing equipment and supplies, packaging, seasonings and ingredients, services and technology. The Expo is hosted by the Ontario Independent Meat Processors Association (OIMP), in conjunction with their 29th annual conference.

For more information, visit [www.foodindustryexpo.ca](http://www.foodindustryexpo.ca) or contact **Carla Royston** at 519-763-7605.

# THE MEAT OF IT:

## Protecting Your Products With Sodium Acetate And Diacetate



## **BOMBAL®** (Fresh Amba)

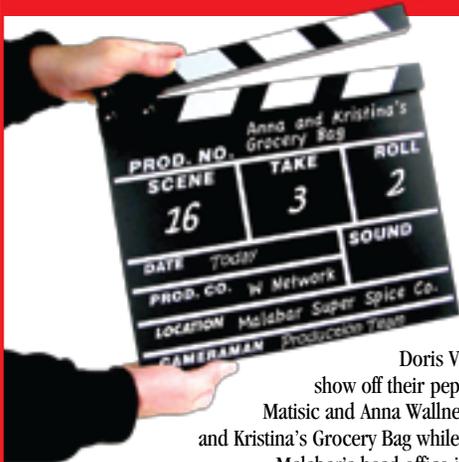
Since the recent outbreaks of *Listeria monocytogenes*, Malabar has been deluged with requests for a proactive solution to the problem that is easy-to-use and effective. In light of the Canadian Department of Health's recent amendment of the Food and Drugs Act permitting the use of sodium acetate and sodium diacetate, Malabar has sourced an innovative product from Europe designed specifically for meat and poultry processors to extend product shelf life by controlling bacterial growth. In this issue, Malabar introduces **BOMBAL® (Fresh Amba)** - an effective additive designed to extend the shelf life of all processed meat and poultry products by controlling bacterial growth.

Health Canada recently issued an Interim Marketing Authority allowing sodium diacetate and sodium acetate to be used in meat and poultry products. **Our BOMBAL® (Fresh Amba) is a special blend of these ingredients designed to slow the growth of microorganisms (including *Listeria monocytogenes*, *E.coli*, *Bacillus cereus*, and *Staphylococcus aureus*).**

**BOMBAL® (Fresh Amba)** is a fine powder that is easy to use, dissolves quickly, can be mixed at any stage of the process, and has a low usage rate of only 0.5% calculated on the total weight. **BOMBAL® (Fresh Amba)** is designed for both sausage emulsions and cured and injected meat and poultry products. There is no reaction with other spices or ingredients. **BOMBAL®** should be added after phosphates and salt. Sodium diacetate is a free flowing source of acetic acid (organic acid), most recognizable as a granular form of vinegar.

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# Malabar Hosts Anna And Kristina's Grocery Bag!



Doris Valade and Doug Kuehl show off their pepper mills with Kristina Maticic and Anna Wallner of WNetwork's Anna and Kristina's Grocery Bag while filming on location at Malabar's head office in Burlington, Ontario.



Malabar was thrilled to be the site of filming for a new episode of **Anna and Kristina's Grocery Bag**, starring Anna Wallner and Kristina Maticic, former hosts of *The Shopping Bags*. Anna and Kristina tested several pepper mills with Malabar executives Doris Valade and Doug Kuehl, using whole peppercorns from Malabar's spice stores. Look for the show on W Network, expected to air sometime in Spring 2009.

*For more information, visit the Malabar website at [www.malabarspices.com](http://www.malabarspices.com), or [www.wnetwork.com/tv\\_shows/shows/anna\\_and\\_kristina](http://www.wnetwork.com/tv_shows/shows/anna_and_kristina).*



## INDUSTRY UPDATE – 'Made in Canada' Labelling & New Standards for Cheese

### **"Product of Canada/Made in Canada"**

The federal government has announced that December 31, 2008 is the enforcement date for the new voluntary guidelines for **"Product of Canada/ Made in Canada"** labelling.

The use of the term **"Product of Canada"** is restricted to those products *where all major ingredients, processing and labour used to make a food product are Canadian in origin*. Ingredients excepted include spices, food additives, vitamins, minerals, flavourings or minor ingredients totaling less than 2 percent of the product.

The **"Made in Canada"** claim can be used on a food product if the last substantial transformation of the product occurred in Canada. The claim must be qualified with either **"Made in Canada from domestic and imported ingredients"** or **"Made in Canada from imported ingredients"**.

*For further details, visit [www.healthycanadians.ca](http://www.healthycanadians.ca), under the heading 'Canadian Food Labelling Initiative'.*

### **New Cheese Standards**

On December 14, 2008 revisions to both the Food & Drug Regulations and the Dairy Products Regulations come into effect. These changes establish minimum levels of milk used to produce various cheeses by regulating minimum casein content from milk, rather than from milk-derived products such as whey and whey protein concentrate. The changes will also require all cheese importers to have a CFIA cheese import license as of this date.



## Did You Know?

A new labelling regimen has been proposed by Health Canada, requiring that food labels declare food allergens, gluten sources and sulphites used, whether they are used as ingredients, or as components of ingredients. This new labelling was proposed July 26, 2008, and the final regulations will be published after November 28, 2008, at which point processors will be given a full year to comply.

*For a full listing of the ingredients involved, and an overview of labelling guidelines and acceptable wording, see the Malabar website – [www.malabarspices.com/newallergenlabelling](http://www.malabarspices.com/newallergenlabelling), or visit the Health Canada website, and search for 'allergen labelling'.*

# BOMBAL® (Fresh Amba)

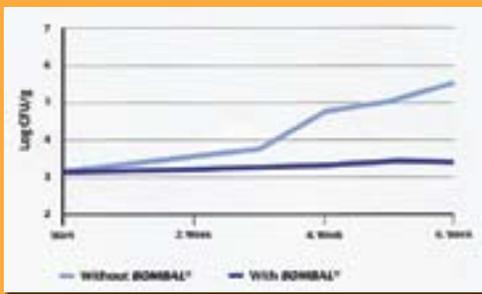
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## **How does Bombal® (Fresh Amba) work?**

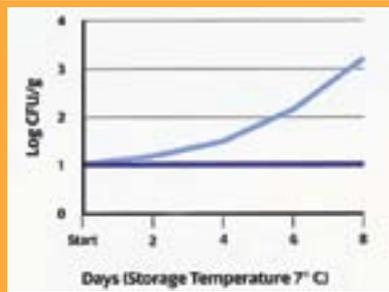
Organic acids including sodium acetate and sodium diacetate are powerful ion donors. These ions penetrate the cell membrane of bacteria, producing a state of intoxication that prevents bacterial growth, and the bacteria that is present slowly dies off.

In July 2007, at the Food Research Institute at the University of Wisconsin-Madison, a study was done using ready-to-eat sliced, pork-beef bologna. The results confirmed that the **Bombal® (Fresh Amba)** was effective in inhibiting growth of *L. monocytogenes* on product stored at 4°C for up to 18 weeks. This same study included comparisons of **Bombal® (Fresh Amba)** to a commercial lactate-diacetate blend, and results were comparable. The added advantage of the **Bombal® (Fresh Amba)** is that it is easy to use in powder form, and with a usage level of only 0.5%, it is also more cost effective. (Full report details are available upon request.)

## **Effect on Bombal® TPC observed in vacuum packed cooked ham**



## **Monitoring the Growth of Lysteria Monocytogenes in Slices of Vacuum Packed Cooked Sausage**



## **Cost Comparison:**

Potassium Lactate @ 3% usage = average cost of \$0.11 per kg of meat product

**Bombal® (Fresh Amba)** @ 0.5% usage = average cost of \$0.05 per kg of meat product, less than ½ the cost.

(Note that it is not necessary to add Lactate when using Bombal®.)

## **Why use Bombal® (Fresh Amba) instead of only sodium diacetate?**

**Bombal® (Fresh Amba)** is a special blend of both sodium acetate and sodium diacetate. Sodium acetate is considered to be a flavour enhancer and a pH buffer which then reduces the vinegar flavour and offsets the lower pH of sodium diacetate.

**Bombal® (Fresh Amba) is available in 3 kg or 22 kg bags. For more information on how to use Bombal, for samples, or to place your order, call 1-888-456-6252, or visit [www.malabarspices.com](http://www.malabarspices.com).**

Details of the Interim Marketing Authorization issued by the Department of Health, September 20, 2008 were featured in our last issue of the Main Ingredient, and can be found on our home page, [www.malabarspices.com](http://www.malabarspices.com).

# Ouverture grande !

## **Malabar Ouvre un Nouveau Bureau au Québec !**



Malabar accueille un nouveau bureau au Québec, ouvert en novembre de cette année, basé à Montréal, pour servir les clients à travers la province. Le bureau est dirigé par Eric Barou, bien connu dans les affaires d'épices et d'ingrédients. Eric a un baccalauréat en marketing vente. Il apporte son expérience, sa connaissance de l'industrie aux clients du Québec, ajoutée à la gamme et qualité inégalée d'épices, d'assaisonnements, d'ingrédients et de fournitures pour l'industrie agro-alimentaire offerts par Malabar.

« Malabar Super Spice est fière de voir Eric se joindre à son équipe et nous allons fournir à l'industrie alimentaire du Québec, les mêmes produits de qualité supérieure et l'excellent service pour lesquels nous sommes reconnus dans le reste du Canada » dit Doris Valade, la présidente de Malabar.

*Pour entrer directement en contact avec Eric, appelez au 514-432-3438, fax 450-572-1102, ou email à [eric@malabarspices.com](mailto:eric@malabarspices.com).*

## **Grand Opening!**

### **Malabar Opens a new Quebec Office!**

Malabar welcomes a new Quebec office, opened in November of this year, based in Montreal, and serving processors across the province. The office is headed up by Eric Barou, a well known figure in the Spice and Ingredients business. Eric has a degree in sales & marketing, and brings his experience and extensive industry know-how to customers in Quebec, along with Malabar's unparalleled range of quality spices, seasonings, ingredients and processing supplies.

"Malabar Super Spice is proud to have Eric joining our team & we are looking forward to providing processors across Quebec with the same top quality products and excellent service that we're known for in the rest of Canada," says Doris Valade, Malabar's president.

*To contact Eric directly, call 514-432-3438, fax 450-572-1102, or email him at [eric@malabarspices.com](mailto:eric@malabarspices.com).*

# Blends of the Season

for the New Years Party!



In addition to our wide range of festive seasonings for stuffing, roast turkey and holiday hams, Malabar introduces a number of fresh, new seasonings to make New Year's entertaining a simple and delicious celebration for your customers.

**Buffalo Wing Sausage Binder** MALBWSB-025  
Classic "Buffalo" Hot Sauce flavour, with medium heat, just right for New Years' Eve guests.

**BBQ Rib Sauce Rub** MALRSR-671-T  
A tomato-based BBQ dry rub that forms a saucy glaze when the product is cooked in a bag. Perfect ribs for a perfect party!

**Hot Wing Seasoning** MALHWS-831  
Spicy, hot shake-on seasoning to be applied to fried or baked chicken wings or French fries after cooking. This product avoids excessive product darkening and flavour loss, resulting in spicy and attractive finger foods.

**Beef Au Jus Mix** MALJUS-030  
Instant Roast Beef flavour (au jus) to accompany sliced meat or for dipping – for the family roast on New Years' Day.

**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@malabarspices.com](mailto:lab@malabarspices.com)

## OUR PRESIDENT'S Message



Another Christmas season is upon us – where does the time go? I have just returned from another visit to Germany, again meeting with European seasoning companies, and also visiting the famous German Delicatessens. The commitment to quality we witnessed, both in the spices and the blended seasonings is outstanding, and well above our Canadian requirements. Of course the resulting flavour in the final meat products is also superior. Our commitment over the next year is to bring these same European-quality spices and seasonings to you, our customers here in Canada.

As well, in the New Year we will be launching a campaign to promote enhanced quality in processing, starting with additional technical support staff who will bring international experience with them, along with some new ideas for you to consider.

In the spirit of innovation and ever-higher quality, we're proud to introduce a unique product - **BOMBAL® (Fresh Amba)**, a specialty blend of Sodium Diacetate/Acetate formulated in Germany, and designed specifically for meat and poultry processors to extend shelf life by controlling bacterial growth. We look forward to your questions, as well as your orders and value your feedback.

*We wish you all a very Merry Christmas, and continued good health and business success in 2009!*

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

**Malabar's Definitive Catalogue**  
To request a copy, call Malabar at **1-888-456-6252**, or visit our website [www.malabarspices.com](http://www.malabarspices.com).



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 Jan/Feb 2009.

Malabar Super Spice Co. Ltd., 459 Enfield Road, Burlington, Ontario L7T 2X5 [www.malabarspices.com](http://www.malabarspices.com)



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



Malabar takes your privacy very seriously, and we do everything in our power to safeguard it. We NEVER rent, sell, lend or otherwise circulate our mailing lists or other contact information to anyone outside of Malabar.