

The Main Ingredient

MALABAR

A Bi-Monthly Newsletter from Malabar Super Spice Co. Ltd. March/April 2009

**CHECK OUT
OUR WEBSITE!**

MALABAR's full catalogue is available online.

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

In the News

During the week of February 23rd, the TV show, Anna's and Kristina's Grocery Bags, on the Women's Network, included a short feature on pepper mills. This segment was filmed here at Malabar Super Spice Co., and 4 different pepper mills were tested, taken apart and then rated on their grinding ability. We kept the winning pepper mill a secret until the show aired, and now we can announce that the Peugeot brand was the resounding winner. If you would like to purchase your own Peugeot, we suggest that you visit the website for PSS Enterprises in Lachine QC, www.paulsfinest.com. Tell him Malabar sent you!

On February 20 & 21st, the Ontario Independent Meat Processors (OIMP) annual conference included the 2 day Food Expo. Held at the International Centre in Toronto, this show included 100 exhibitors, and also Ontario's Finest Meat Competition. Malabar Super Spice Co. Ltd was proud to sponsor the Fermented Sausage category, and we presented the Platinum Award to Bona Foods Ltd., of Toronto, for their Paisanella Salami. Our congratulations to Stephanie and Rino of Bona Foods! We also thank the team at OIMP for a great Expo and conference.

Upcoming Events

April 24 – 26, 2009
The Good Food Festival & Market
Mississauga, Ontario
www.goodfoodfestival.net

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THE MEAT OF IT:



a SPICE REVOLUTION in Canada

Malabar is very pleased to bring European quality and innovation in spices, seasonings and functional ingredients to the Canadian marketplace. Malabar will partner with RAPS of Germany in giving Canadian processors immediate access to these spices & seasonings, together with innovative spice extractives and encapsulated ingredients, improving product quality and lowering producer's costs per pound.



Malabar Super Spice Co. Ltd. is proud to announce the signing of a collaboration agreement with RAPS GmbH & Co. KG ('RAPS'), one of the leading seasoning manufacturers in Europe. RAPS is recognized around the world for its innovations in spice processing, and in seasoning blends, all built on a strong philosophy committed to quality and consistency. Malabar Super Spice shares in the same philosophy and is equally committed to bringing the same products and service to Canada.

This opportunity will enable us (Malabar) to solidify our position in the Canadian food processing industry.



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A Bit About RAPS:

RAPS was founded in August 1924, by the pharmacist Adalbert Raps. Today, RAPS employs 600 employees at their headquarters in Kulmbach (Bavaria), Germany. RAPS has 12 subsidiaries and more than 30 distributors worldwide, and has always been a pioneer and innovator in spice and flavor technologies. Innovative highlights include the following:

- A biofrost chilled grinding method that allowed for the gentle processing of spices in an isolated nitrogen atmosphere of -196°C. This gentle process results in up to a 30% higher flavor yield.
- Supercritical Spice Extraction process that is free from solvent residues.
- Liquid marinades and spiced oils
- Highly effective natural antioxidant, Stabiliton
- Encapsulated salt and micro-encapsulated flavours



To learn more about RAPS, visit their website at www.raps.de

Did You Know?

Health Canada has completed its assessment of mustard as a priority allergen and concluded that mustard meets the criteria set by the World Health Organization for a priority allergen. In March 2009, it is expected that Health Canada will be issuing a consultation document to industry proposing that mustard be added to the list of priority allergens in Canada. Mustard is currently a priority allergen in Europe. Here in Canada, a total of 26 cases of allergic reactions of varying degrees of severity from consuming mustard have been reported by physicians and consumers.

The impact to companies is that the presence of mustard will have to be labelled separately from spices in the ingredient declaration and allergen control procedures will be required in each manufacturing plant.

Health Canada's goal is to finalize the allergen regulations by January 2010.



Did You Know?

In Ontario, the supermarket chain Metro recently released its Food-Life Balance survey, which indicates 74% of Ontarians are dining at home more often to reduce household expenses. The Food-Life Balance survey also reveals 64% of grocery shoppers in Ontario are favoring less expensive meal ideas.

(MEATPOULTRY.com, February 05, 2009)



CORRECTION

Correction to the use of Bombal (Sodium Diacetate/Sodium Acetate) in Meat Products

In Health Canada's Interim Market Authorization allowing sodium acetate and sodium diacetate in cooked or cured meat products, the permitted list of meat products includes salami. Please note that since these approved ingredients inhibit the growth of bacteria, they will also inhibit the growth of starter cultures, so sodium acetate and sodium diacetate should NOT be added to dry or semi dry sausage products that include starter culture.

Price Increase Notice

Price increases continue to be an ongoing concern as the US dollar continues its strength against our Canadian dollar. Spices, ingredients and sausage casings are traded in US dollars, so the current 25% exchange difference has a dramatic effect on the costs for all of these products. Reluctantly, it is necessary for us to increase prices accordingly, but only as our costs increase. We cannot provide update price lists for all products, as we would then be issuing new reports every week! Instead, we kindly ask that you confirm all pricing when you place your orders, and we will also provide quotes upon request. **(You also have our guarantee that if the exchange rate strengthens in favour of the Canadian dollar, we will also then lower our prices too!)**



a SPICE REVOLUTION in Canada

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Poor Quality Spices Cost Processors More

Over the past 5 years or so, we have noticed a general decline in the quality of the spices coming into the Canadian market. There are limited government regulations or standards for spice quality in Canada, and so demand for "cheap" spices has become a primary requirement.

DID YOU KNOW
that buying cheap spices means paying more - up to 25% MORE per pound of finished product?

Over the past 6 months, together with the technologists at RAPS, we have analyzed many of the common spices available – and we were both surprised and disappointed. Comparative tests included reviewing the colour, smell, taste and chemical properties of black and white pepper, chilies, nutmeg, ginger, and oregano.

One stark difference that we learned was that the European spice market demands higher quality for all of their spices. This includes how the spices are cleaned, how they are sterilized, and how they are tested both for volatile oils and also for possible adulteration (with Sudan red) and for toxins (including aflatoxins).



As a result of these quality differences, it becomes clear that the dosage level required to obtain a full and intense spice flavor when using these "cheaper" spices is higher. By increasing the required dose, the cost per spice also increases and is no longer cheaper in comparison - you are in fact paying more for the cheaper spices. Malabar's partnership with RAPS allows us to bring the best quality spices to you, as part of our commitment to you and your success.

To taste the difference for yourself, call for your free samples.

Results From the Lab: Testing Spices in Canada

Cayenne Pepper – The "hot" taste of cayenne pepper is measured in scoville heat units (shu). A general standard for our specifications has been for 35,000 shu, with the understanding that there would be a 10% range as the volatile oils in cayenne pepper are difficult to standardize. Our test results reported scoville heat unit values of only 22,000 – 25,000 – when the specification sheet stated 35,000. This difference results in noticeable differences when blending seasonings for pepperette units or hot sauces.

Oregano Flakes – We tested a number of samples of oregano flakes that are distributed in Canada. Our tests showed up to 30% of the "oregano" was in fact bits of sumac leaves, myrtle leaves and olive leaves, including twigs and stems. This allows for a cheaper price, and also a cheaper product with reduced flavour. Usage would have to be increased to achieve the traditional flavour, and it would still be impossible to obtain a true clean oregano smell and flavour. The poor quality is then also carried into ground oregano. (This same blending of "other" leaves was found with Sage and with Laurel.)

Nutmeg – Much of the nutmeg sold in Canada today is from Indonesia. West Indian (Grenada) nutmeg was traditionally the nutmeg of choice due to its excellent flavor. In 2004, Hurricane Ivan caused catastrophic damage and destroyed approximately 60% of the island's nutmeg crop. Today, Indonesia has 75% market share for nutmeg, but the flavor is not the same, so that again, seasoning blends are affected. Today, the price for Grenada nutmeg is higher than nutmeg from Indonesia, and therefore not readily requested or available. Our partnership with RAPS will allow us to again supply Grenada nutmeg to our customers. (The same considerations apply to ground mace.)

White Pepper – In doing flavor tests for pepper, consideration is given for the country of origin, methods of cleaning, and method of sterilization. Piperine (volatile oil found in pepper) is one consideration, however strict water quality when cleaning and the use of steam sterilization all combine to provide a "cleaner" pepper smell and taste. We noticed considerable differences in the flavor and smell of peppers available.



New Products

for a New Season!



Malabar is proud to introduce PureLine Seasonings – no additives – just spices and pure spice extractives custom blended to create a full line of flavourful meat products. Clean label and low usage combine to give you a consistent, high quality seasoning at a great cost – **less than 12¢ per kilogram of meat!**

PureLine Alpini RA39610

Spice blend for Mortadella, salami and more.

PureLine Cold Cuts RA39364

Aromatic seasoning for all types of cold cut meats.

PureLine Frankfurters RA39367

Traditional European flavor adds appeal to all frankfurters and wieners.

PureLine Liver Sausage RA39607

Well-rounded seasoning blend uniquely created for liver sausage and liver pate. Coarse liver sausage seasoning also in stock.

PureLine Bratwurst RA39369

Great spice blend suitable for all types of grilled sausage, fresh and cooked. Bratwurst with lemon also available.

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



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

OUR PRESIDENT'S Message



On Feb. 20 & 21st, at the International Centre in Toronto, we were proud to be one of 100 exhibitors in the 2009 Meat & Food Processing Expo. This exhibition has now become Canada's largest show focused on meat and food processing, and the Ontario Independent Meat Processors did an outstanding job in the preparation and execution of this event.

This show was memorable for us here at Malabar as we announced our partnership with Raps GmbH – one of Europe's most respected and innovative seasoning companies. I have visited many spice and seasoning companies over the past 5 years, in search of a partner to help us grow and also to provide us with superior quality in spices and seasonings. Many of our customers are already familiar with the RAPS reputation, and we are looking forward to expanding our range of seasonings, and also to providing a full inventory of whole and ground spices with a level of quality that stands well above what is currently available in Canada.

We are committed to your success!

Doris Valade

President
Malabar Super Spice Co. Ltd.

Upcoming Events

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May 5 – 9, 2009
Salute Wine & Food Festival
Toronto, Ontario
www.salutewinefestival.com

May 6 – 8, 2009
Canadian Meat Council
89th Annual Conference
Montreal, Quebec
www.cmc-cvc.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@malabarsuperspice.com. Look for our next edition in May/June 2009.

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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.