

The Main Ingredient

MALABAR

A Bi-Monthly Newsletter from Malabar Super Spice Co. Ltd. March/April 2015

CHECK OUT OUR WEBSITE!

MALABAR's full catalogue is available online.

malabarspices.com

Upcoming Events

Toronto Food & Drink Market

April 10 – 12, 2015

Direct Energy Centre, Toronto

www.tofoodanddrinkmarket.com

Food & Drink Fest

April 17 – 19, 2015

Hamilton Convention Centre

www.foodanddrinkfest.com

SIAL Canada

April 28 – 30, 2015

Direct Energy Centre, Toronto

www.sialcanada.com

Canadian Meat Council 95th Annual Conference

May 6 – 8, 2015

Westin Ottawa

www.cmc-cvc.com

PACKEX Toronto

June 16 – 18, 2015

Toronto Congress Centre

www.packextoronto.com

Rumour Has It...

Rumour has it that bacon fever is no longer a big trend for 2015. But bacon will never go away – just ask Ari Weinzweig, co-founder of Zingerman's Delicatessen in Ann Arbor, Michigan – and known as the bacon guru!

Check out his book, "Zingerman's Guide to Better Bacon" at www.zingermans.com



THE 5 SENSES OF FLAVOUR

How you experience flavour doesn't just involve taste – it's the cumulative 'understanding' of food that comes from all five of your senses.

A better understanding of the complexity of taste provides product developers with an opportunity to create truly flavourful foods that keep customers coming back.

Eating is a Sensory Experience

Eating is a sensory experience. Before we taste food, we first experience it with our eyes. Does it look good enough to eat? Studies have shown that the colour and the texture of food can influence a consumer's preference. In fact, it turns out that sight can often override our other senses, so visual appeal is tremendously important. (Did you know that apple juice, served in an orange coloured glass will 'taste' like orange juice?)

When we bite into food, our senses start working together – including taste, smell, touch and hearing. Taste resides solely in the tongue; smell, which is exclusively in the nose. Touch involves how food feels on the tongue – called 'somesthesis' or 'mouth feel' - and includes not only texture, but also temperature and sensations, like the burn of hot peppers. Hearing, involves how food sounds as you chew.

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INCLUSIONS: ENHANCING VISUAL APPEAL

ADDING VISUAL CUES - INCLUSIONS

Inclusions are those textured 'pieces' of other foods that you'll often find in your muffins, yoghurt, and ice cream. Inclusions add flavour, nutritional content and fibre, texture and visual appeal.



While we may be more used to them in other foods, we're seeing more and more processors using inclusions in meat products for an upmarket feel, delicious bite and added flavour. This includes adding diced fruit, diced vegetables and coarse herbs, allowing the consumer to "see" the flavours they are tasting. Some of our bestselling examples include Maple and Cranberry Sausage Seasoning with diced cranberries, and Leek & Feta Sausage Seasoning, featuring leek flakes.

Sausage seasonings and meat rubs also provide creative opportunities to enhance visual appeal. Here are a few inclusions we have incorporated into a variety of our seasoning blends for sausages, burgers and meat rubs;

- chilli flakes, diced sundried tomato, tomato flakes, spinach flakes, leek flakes
- diced apple, dried blueberries, dried cranberries,
- unique herbs, including lovage flakes and lavender flowers.



A FRESH 'INCLUSION': THE RISE OF LAVENDER

Everything's coming up violet! Lavender, perhaps surprisingly, is a hot item. Used for years in chocolate and baking, lavender – both flowers and stalks - can be used anywhere in meats and savoury foods where Rosemary is traditionally used, for a much different, more 'summery' flavour.

While you may have seen lavender used mainly for sweet dishes, it is even more versatile in savoury ones. (Remember to store lavender in an airtight package, away from sunlight, to preserve its colour and flavour.) Lavender is wonderful on chicken, lamb and fish, and also in potato or tomato dishes.

Culinary lavender can also be used to infuse vinegar or honey; with figs and goat cheese, and all manner of savoury salads, as well as cookies, sorbet, jellies and breads. For recipe ideas, see our website!

Processor Profile: Bright Brand Cheese & Butter

"Best cheese in the world hands down!"

– review from a fan, on Bright Brand Cheese Facebook Page



Bright Cheese & Butter is one of the oldest manufacturers of Cheddar Cheese in Ontario, supporting local farmers by using 100% local milk. "We make cheese the way they did in 1874, using real milk from local cows. No fillers, no modified milk ingredients. Not to brag, but we think we've got the best cheese product anywhere!" say Stef with a smile.

Using heritage cheesemaking techniques, Bright's produced over 145,000 kg of cheese last year alone – the old fashioned way. Not surprisingly, Bright Brand cheese is loved by foodies, who travel to find it.

Bright Brand Cheese and Butter is located in Bright Ontario. You'll find Bright Brand cheeses in gourmet delis and grocery stores in Guelph, London, southwestern Ontario, Toronto, Windsor, as well as at their factory outlet in Shakespeare Ontario.

For more, visit www.brightcheeseandbutter.com

Did You Know?

A taste bud generally lives for 14 days before dying off and being replenished. We all have different levels of taste sensitivity, though in general women outnumber men as having a higher sensitivity.

(Source: Food in Canada – Jan/Feb 2015)



Industry Update

Canada publishes Wholesale Meat Specifications

This February the Canadian government published the updated Wholesale Meat Specifications (WMSD) for fresh beef, lamb, pork, poultry, turkey, and veal on its website. The new WMSD reflects a harmonization of the technology used for meat cuts between US and Canada.

For the full specifications, visit www.inspection.gc.ca and search for 'Wholesale Meat Specifications'.

THE FIVE SENSES OF FLAVOUR

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All The Senses Contribute to Flavour

Taste includes the four tastes we're all familiar with: sweet, sour, salt, bitterness, plus a relatively new fifth taste, umami. (For more on umami, see Enhancing Flavours: Umami!)



Aroma, or smell, includes not only what we smell before we bite into food, but also something Barbara Stuckey (author of "Taste What You're Missing: The Passionate Eater's Guide to Why Good Food Tastes Good") calls 'mouth smell' – where we smell what's in the mouth while we're chewing. According to author Barb Stuckey "the tongue only perceives about 10 percent of the sensory input we get from tasting something: the rest is aroma."

Even hearing affects how things taste. Imagine fajitas sizzling in a pan on the way to your table. You hear the sizzle, see the smoke, smell the grilling meat & vegetables, feel the texture on your tongue, and taste them as you eat. The experience involves all 5 senses and is pleasurable and memorable because of it.

Flavour Happens in the Brain

However, the real action happens in the brain. In the brain, there's a taste center, a smell center, as well as a third center called the orbital frontal cortex, where taste and smell sensations are integrated into the perception of a single flavor. That verdict gets relayed back to the tongue and gives the impression of flavor in the mouth.

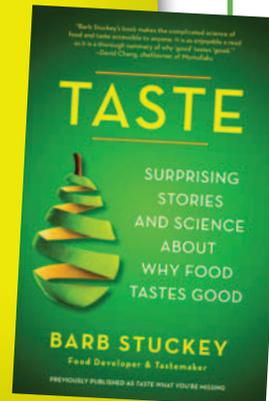
Overall, using all the senses, there are five elements that we use when evaluating food: appearance, aroma, flavour, texture and aftertaste. They work together via all of the senses to inform and create how we experience food, and it's worth thinking about each of them separately and collectively when developing or testing a product.

Featured Read:

"Taste What You're Missing: The Passionate Eater's Guide to Why Good Food Tastes Good", by Barbara Stuckey

Published by: Simon and Schuster, 2012

www.barbstuckey.com

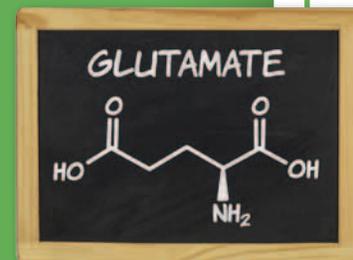


Enhancing Flavours: Umami

Umami, or the 5th taste (after sweet, sour, bitter, and salt) is the 'meaty' or savoury flavour. According to the 'Umami Information Centre' (www.umamiinfo.com) umami is the "pleasant savoury taste imparted by glutamate, a type of amino acid, and ribonucleotides, including inosinate and guanylate, which occur naturally in many foods including meat, fish, vegetables and dairy products". Umami blends to expand and round out flavours, so it's often not recognized as its own flavour, although it's important in making food like

burgers, mushrooms, and aged cheeses taste delicious. In fact, umami is sometimes described as the 'taste of time', reflecting the fact that older cheddar, and dry aged beef will have a stronger umami flavour than their younger, fresher alternatives. Barbara Stuckey has a simple experiment to help you learn to 'isolate' the flavour, so you can recognize it later as umami. To do the experiment, you'll need flavour enhancer (MSG), salt and water.

For full instructions, visit www.barbstuckey.com/sensory-snacks-exercises/isolating-umami



Because You Asked

Do sausage casings have to be included on the label of ingredients of prepackaged sausages?

In general, sausage casings are not required to be mentioned on labels of prepackaged sausages. However, for products referenced

in the Meat Inspection Act and Regulations, the declaration of a natural casing is required if it is from a different species than the meat ingredients used in the sausage.



BLENDS of the Season



This issue we feature blends that add visual appeal and great taste to your products – all part of ensuring memorable food experiences for your customers.

Herbes de Provence RA00656

Herbes de Provence is a mixture of dried herbs typical of Provence containing savory, marjoram, rosemary, thyme, oregano, lavender leaves, and other herbs.

Apple Cinnamon Sausage Seasoning APPCIN-031

Apple Cinnamon Sausage Seasoning has a warm, rich flavor, with dried apple nuggets and spices for delicious pork or chicken sausage.

Jalapeño Chorizo Seasoning MALJCHZ-209

This blend provides just the right amount of heat, spices and garlic, with visible jalapeño flakes and dried cranberries for great visual appeal. Great for sausages and burgers too!

Lavender Flowers #2375

From *Lavandula angustifolia*, this is the classic culinary lavender, known for its greyish purple flower, floral aroma, and sweet/savoury notes. Great for decoration, or incorporation into meat, bakery & food products.

For more information, call us at
1-888-456-6252 (MALA)
or visit our website at
www.malabarsuperspice.com



OUR PRESIDENT'S Message

As a nation, we love spice. In fact, Canadians are consuming more than twice the amount of spice they did compared to 10 years ago, and it's no longer just garlic, salt and pepper.

Imports of spices, herbs, and spice extractives rose by 17.7% between 2012 and 2013 alone, to reach a high of \$168 million in 2013.

Peppers (\$77.2 million) and spices such as ginger, saffron, curry and thyme (\$55 million) were the most popular products imported in 2013, mainly by buyers in Ontario (\$94 million), Québec (\$43.4 million) and British Columbia (\$25.9 million).

(Source: www.tfocanada.ca.)

Why the increase? Canadians have a passion for ethnic foods, and global travel, so more and more of us are exposed to food from around the world, and we adopt a love of spices and seasonings in our own cooking.

Spices are good for you, and can transform simple foods into gourmet dishes – adding incredible taste and aroma, and making them indispensable to modern cooking. In fact, spices in the old world were such valued possessions that whole empires rose & fell in their pursuit. (For more info, check out "A Brief History of Spice" on our website!)

For now in Canada, there's no need to build an empire, nor risk one – at Malabar we've got you covered! Here's to spice and all the benefit & pleasure we take from it.

All the best, from Malabar!

Doris Valade

President
Malabar Super Spice Co.



Look for our next edition in May/June 2015.

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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@malabarsuperspice.com.

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.



Malabar is certified to provide Halal products, and is proud to be BRC CERTIFIED.