

CHECK OUT OUR WEBSITE!

MALABAR's full catalogue is available online.

malabarsuperspice.com

Upcoming Events

May 30 to June 1, 2012

Canadian Meat Council's 92nd Annual Conference

Fairmont Le Chateau Frontenac
Quebec, QC

www.cmc-cvc.com

August 12 to 17, 2012

International Congress of Meat Science and Technology (ICoMST 2012)

Hilton Montreal Bonaventure
Montreal, QC

www.icomst2012.ca

October 28 to 31, 2012

Pack Expo 2012

McCormick Place
Chicago, IL

www.packexpo.com

In The News

A man recently had a heart attack while eating at the famous Las Vegas restaurant, the Heart Attack Grill. The victim was taken to hospital after complaining of chest pain while eating a 'triple bypass burger', a 6,000 calorie sandwich containing three beef patties. He is reported to be recovering, and the restaurant's owner said it was the first time such an incident had happened, despite the restaurant's provocative name.

www.heartattackgrill.com

THE MEAT OF IT:

A TOUR OF EUROPEAN DELIS!

As part of our ongoing commitment to bring the world to you, our company President, Doris Valade, and General Manager, Doug Kuehl recently had the opportunity to visit a variety of European butcher shops, farms shops and retail grocery stores in Birmingham, England and in Amsterdam, The Netherlands. It was a colourful tour of delicious foods & in this issue of the Main Ingredient, we share highlights of this tour with you!

The week began with a busy day attending the Food & Drink Expo in Birmingham on March 26th. With over 550 exhibitors, this show represented premium quality meat products from Farm Shops and Deli's, as well as grocery, wholesale and foodservice sectors with products, equipment and supplies. There were many food demonstrations throughout the show, including a focus on sous vide cooking. Meat cuts were vacuum sealed in a pouch with an accompanying sauce and then cooked at comparatively low temperatures (around 70°C) for relatively long periods of time (depending on the size of meat). This process locks in the juices and flavours, and the meat becomes incredibly tender and succulent. The finished flavour was delicious. Many different meat cuts were used that are not usually considered as a chef's choice, including beef flank, beef short ribs, and lamb neck fillet. (For more information, visit www.eblexfoodservice.co.uk).

The highlight of the show was the "Ready Steady Cut" competition hosted by the Q Guild of Butchers. Eight teams of butchers entered this event, arriving at 9am with only their butcher knives. Each team was given a large box containing a pork loin (bone-in), a whole chicken, a shoulder of lamb and beef rump and loin (bone-in). Each team was also provided with 1 empty 6ft. refrigerated deli counter.

continued on page 3



CFIA makes changes to food packing regulations and develops a self-assessment labelling tool.

The CFIA will be removing regulations that restrict the sizes of containers for food. These regulations have been determined to be outdated and limit industry innovation and consumer choices.

Regarding labelling, CFIA inspectors will continue to perform risk-based label verification activities while the new online self-assessment labelling tool is being developed. The tool will help producers, manufacturers and retailers create compliant labels & will launch in 2014–2015.

Happy 30th Birthday Malabar!

This month we're celebrating 30 years in business. In May of 1982, Malabar Super Spice was opened to serve the needs of customers looking for spices, ingredients and casings.

As Doris Valade's father sold equipment, the next customer request was for supplies and seasonings – and so Malabar Super Spice was born.

The name Malabar Super Spice was chosen for two important reasons – “Malabar” from the name of the coastal province in India, where the world's #1 Black Pepper is grown, and “Super”, right in our company name, to demonstrate our commitment to being the very best in service and quality!

To celebrate this auspicious occasion, we're entering customers who place an order in May or June into a draw for a Gordon Ramsey 14-piece Knife Block set, valued at over \$400. Good luck!



A TOUR OF EUROPEAN DELIS!

continued from page 1

The competition was for each team to bone, trim, cut and grind their meats into attractive deli meats (using a variety of seasonings, marinades and fresh produce) and to complete a full deli display – all in 2 ½ hours. The results were creative, colourful and absolutely mouth watering. (Highlights of the competition are included on the Malabar website at www.malabarspices.com/eurodeli.)



The Main Ingredient interviewed Doris Valade about her European Deli experience.

Q Has there been a decline in the number of butcher shops and delis in the UK?

Yes, the retail meat markets in the UK have also experienced a decline in the number of delis over the past few years, as we have here in Canada. However, we also noticed a resurgence in the support of the local butcher, both in the cities, and in the rural areas. There is a growing movement wherein farmers are expanding their value-added meat products by opening Farm Shops. These shops include a full service meat deli (including a variety of take home meal ideas) combined with baked goods, and fresh produce. The farm experience is marketed as a family day out, with a small country-style restaurant included, and even an outside patio to enjoy on sunny days. We visited Blacker Hall Farm (www.blackerhall.com) and Cheerbrook Cheshire's Farm Shop (www.cheerbrook.co.uk). These Farm Shops were very busy!

Q Did you notice any differences between the butcher shops here in Canada compared to the shops in the UK and in The Netherlands?

Yes, there were many differences! The butcher shops were not large in size (usually only 20ft x 40 ft) but regardless of the size, the store would be filled with as much deli meat on display as possible. One store was on a main street, and no more than 15ft x 15ft. Inside it had a 12 ft refrigerated display counter that extended the full length of the store, and along the inside of the front window – filled with a variety of fresh sausages, patties, and decorated meat cuts.

In fact, every butcher shop took full advantage of the concept that you eat with your eyes first! Many of the shops did not have their own smokehouses, so they only presented an array of fresh meats – with great success.

Q Can you describe the deli counters?

We noticed that the variety of meats were rarely “naked” – there was always an added seasoning or marinade, and often very creative presentations using elastic bands, skewers and meats wrapped around fillings of cheese or vegetables. The variety & creativity was amazing! Each butcher shop does their own meat cutting - no pre-cut meats or trim are ordered in advance – as every butcher begins his training as a meat cutter and they take considerable pride in using every piece of meat and fat! Two of the butcher shops that we visited also had their own glass enclosed dry-aged beef coolers with controlled temperature and humidity and with pieces of aged beef on display. We also found that many butchers focused on buying local.

Q How do the butcher shops compete with the larger supermarkets?

In Amsterdam, we visited the large supermarket chain, Albert Heijn, and we were surprised to find smaller butcher shops often located nearby (even across the street). In The Netherlands, they recognize the importance of keeping business in the downtown areas, so the larger supermarkets must locate downtown before they can expand to the outside areas of the cities. While the supermarkets provided more of the prepackaged meat and meal portions, the butcher shops provided more unique and flavourful options and also quick take home meals. Every butcher shop had a small tray sealing machine behind the counter, and the customer would select their meat choices, and then it would be sealed in a plastic tray to take home. The trays were often oven safe to allow for reheating at home. One butcher shop had a banner advertising their Twitter account, inviting customers to check out their specials of the day before they shop – what a great idea!

Q Can you compare the deli counters in the supermarkets compared to our supermarkets here?

The selection of prepackaged fresh deli meats in the UK and The Netherlands was far larger in size and selection compared to our supermarkets. Everything is fresh. The meat and cheese counters also were well presented – you would not find chubs of salami or bologna in the meat counter – instead there would be trays of carefully sliced deli meats, together with marinated meats and poultry. We don't have that attention to detail here – and so the consumer is not as enticed to buy.

Q The European food stores are often ahead of us in the supermarket experience – did you see any new trends that may be of interest?

When you enter the Albert Heijn supermarket, you pick up your shopping cart and a hand held scanner that you take with you as you shop. You scan each product as you put it in your cart, and you can see what your spending total is as you go. Once you are finished shopping, you return the scanner to a machine at check out, and the machine prints out your final amount, takes your payment, and provides your receipt.

We were also told that some of the supermarkets are offering a choice of colours for your grocery cart when you enter the store. You can select a green cart if you are single and available, a yellow cart if you are somewhat committed but may be available, and a red cart if you are married/ or not available. This adds a whole new dimension to the shopping experience!

Q In follow up to your trip, how will Malabar take advantage of your experiences?

We believe that delis and butcher shops here in Canada are also very capable of providing a creative meat experience and we continue to introduce new ingredients to help make this happen. Our full range of liquid marinades & sauces tempt all the senses – in colour, texture and flavour. We stock flat end skewers, trussing bands and seasonings to dress up every meat cut. And, as part of our Best Dressed Meat promotion, we have put together a variety of “Gourmet Butcher” recipes to help our customers expand their product lines

Visit our website for pictures and product ideas!

MARINADES for the Summer



This issue we bring you our recommendations to ensure you've got the BEST DRESSED MEATS all summer long! Try one (or all) of our liquid marinades/sauces.

Magic Chargrill Marinade **RA38332**
All round roasted BBQ flavour in a thick, dark, grill flavoured liquid marinade. Ideal for steaks.

Spiced Oil Magic Lemon & Chili **RA1037442**
A magic duo of lemon & chili make this marinade right for poultry, fish & even shrimp!

Spiced Oil Magic Szechwan **RA1690994**
Authentic Szechuan flavour, with Chinese Five Spice, and ginger, garlic, sesame oil & red pepper. Great for the BBQ.

Marinox Mexico **RA1000664**
Spicy Mexican flavour with vibrant red colour, for all marinated meat 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 I visit our customers across Canada, I get many requests for trained meat cutters or sausage makers. It is such a shame that here in Canada, we still do not have a comprehensive national apprenticeship program in place.

While in Birmingham, UK last month, I had the opportunity to talk with many Master Butchers. In Europe, the minimum 4 year program for Master Butchers begins with animal anatomy, sanitation, and meat cutting. The first major exam includes taking a side of beef, and cutting it down to its primal cuts, and then utilizing the parts (fat and offal included) into a variety of meat products. The same is then done with a side of pork. The meat cutting skills are amazing. The apprenticeship program then continues to include meat science, and all components of meat processing (including grinding, mixing, stuffing, tumbling, injection, and cooking/smoking).

There is incredible pride, and rightly so, when the title "Master Butcher" follows your name.

With successful apprenticeship models already in place in Europe, and other countries as well, why is it that here in Canada, we only have short courses and seminars on meat cutting and meat processing? I know that we have the talent and the interest, but without a comprehensive apprenticeship program, it all goes to waste, and instead we look to other countries for their talent.

It really is too bad.

Doris Valade
President
Malabar Super Spice Co. Ltd.

Did You Know?

In 2011, Prime Minister Stephen Harper and President Barack Obama announced the creation of the Canada-United States Regulatory Cooperation Council (RCC) to better align the two countries' regulatory approaches in the area of agriculture & food, among others.

You can now view current work plans for the RCC at www.actionplan.gc.ca/RCC

Spring & Summer Marketplace

Wanted: Used automatic Linker for Vemag Robbi Stuffer. Call Kathleen in customer service with details – 905-632-2062.



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 Sept/October 2012.

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