



THE Main INGREDIENT

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Food Trends 2019 THE FOCUS IS HEALTH



Individual Health



Family Health



Aging Health



Community Health



World Health



Healthier Planet



Healthier Life Balance

In January 2018, Malabar highlighted 'convenience,' 'healthy' and 'local' as a few key food trends to watch. As these trends continue through 2019 they will expand to embrace more foods and more consumer groups.

IFFA Food Trends 2019

As IFFA continues to focus on the butcher trade around the world, their recent press release included a few key trends to watch. 'Authentic' will include the regional origin of animals, unusual breeds and the creation of clear and unique meat/sausage recipes with fewer ingredients. Sous vide (pronounced sue-veed) cooking continues to gain in popularity – a technique that uses precise temperatures to create high-end restaurant quality results. Food trucks for quick and local convenience are trending big.

Read more in IFFA's full review:

www.iffa.messefrankfurt.com/frankfurt/en/press/press-releases.html



Highlights **Mintel's Global Food and Drink Trends 2019**

As the largest marketing intelligence agency in the world, Mintel has a few keen insights on "major trends set to transform the global food and drink landscape" in their Global Food and Drink Trends 2019 report:

WE'RE RETHINKING PLASTIC

A growing awareness of the damage that plastic waste is doing to our planet is being supported by bans on plastic bags and straws. Consumers see this as part of their push for more corporate sustainability programs that include recycling and incentives to recycle packaging.



UGLY FRUITS AND VEGGIES WILL FINALLY GET THEIR MOMENT

Reduction of food waste – coalitions around the world now support the movement to reduce food waste. You will see more 'ugly' (smaller, larger or misshapen) fruits and vegetables in grocery stores.

END-TO-END SUSTAINABILITY

This concept will expand to include the entire product lifecycle – from sourcing through production and distribution to final disposal.

CONVENIENCE WITHOUT COMPROMISE

Quick and healthy meals are in demand by all consumer groups. Young urbanites want more grab-and-go options, parents want quick and healthy meals that fit into their busy schedules and seniors are looking for more variety in their menus as they find themselves cooking less. There's a BIG caveat here: No compromises! Consumers will expect premium food quality, flavours and formats along with the convenience of home delivery or automated convenience stores. Check out Amazon Go, "no lines, no checkout – just grab and go" to see what an automated convenience store looks like.



AGING WELL

Wellness with a focus on solutions for healthy aging continues to grow with demand. Projections suggest there will be 3.7 million centenarians across the globe in 2050, an eightfold increase! Food products that help consumers look and feel young as well as offering benefits that support bone, joint and brain health are top-of-mind with all age groups.

Read the full 2019 Mintel trend report here: www.mintel.com/global-food-and-drink-trends/

just for fun!

You can look back at past food trends to see how much has changed, and you can also learn more about the foods that were popular in the year that you were born. Here is the link: www.independent.co.uk/life-style/food-and-drink/the-food-that-was-popular-the-year-that-you-were-born-and-what-it-says-about-the-decade-you-grew-up-a7434306.html



There's a Whole Lot Trending at Whole Foods

www.wholefoodsmarket.com/top-10-food-trends-2019

Whole Foods Market polled experts from their 490 stores on the top 10 food trends for 2019. Here's what they found:



PACIFIC RIM FLAVOURS

From Asia, Oceania and the western coasts of North and South America you'll see tropical fruits such as guava, dragon fruit and passionfruit. Jackfruit is another exotic fruit – the largest tree fruit in the world, packed with nutrients and a sweet, fruity flavour.



SHELF-STABLE PROBIOTICS

The popularity of fermented foods continues with the addition of new strains of probiotics that can be added to granola, soups and nutrition bars.



PHAT FATS

Coconut butter and ghee are just two fats that are leading the fat comeback.



NEXT-LEVEL HEMP

Hemp-derived products began with hemp hearts, seed and oils. With the cannabis market exploding, hemp products include Cannabidiol (CBD) oil and hemp plant stem cells.



FAUX MEAT SNACKS

The quest for more plant-based snacks will continue with the addition of savory umami flavours from plant sources. Outstanding Foods (California) has introduced their 100% plant-based PigOut® Pigless Bacon Chips. Made from dried mushroom slices they have an authentic bacon taste and are available in 4 different flavours. You can order online, but when we checked the website they were sold out (that's definitely a 'what's trending' message!)



AN ECO CONSCIENCE

Consumers are pushing for reducing plastic packaging and are switching to reusable grocery and produce bags.



TRAILBLAZING FROZEN TREATS Forget plain old vanilla ice cream, it's being pushed aside to make room for novel flavour bases that include avocado, hummus, tahini and coconut water. Frozen desserts include exotic fruits and super fruits, bourbon, or spices (fennel).



MARINE MUNCHIES On trend for 2019... seaweed butter, a mix of ordinary butter mixed with salty dried seaweed; chewy low-cal kelp (kombu) noodles made from the extract left after steaming kelp, puffed snacks made from water lily seeds (aka Makhana, a favourite in India for thousands of years) and crispy salmon skins.

Get to Know Gen Z

They'll soon dominate the market!

Following closely on the heels of Millennials is Gen Z – those born after 1995. Within the next 3 to 5 years, 70 percent of adult consumers globally will be Millennials and Gen Zs.¹ Gen Zs in particular are more ethnically diverse, very digitally connected and like options in their food choices, including how those choices are provided (delivery services, in-store food experiences, etc.). They also demand transparency and a connection to their food choices, so brand storytelling will play an important part in their purchasing decisions.

¹ Michael Uetz, Blog - Consumer Perceptions: "Tomorrow's meat shopper: Gen z is more demanding, diverse and digital."

Think you know Global Foods and Flavours?

Take the World Bites food challenge! It's a different quiz every time, so you can take it more than once.

www.datassential.com/

[FoodEQuiz](#)

president's message

I'll kick off my first message by simply saying Happy New Year and wishing you all a fantastic and prosperous 2019!

I am excited and honored to take my first steps as President of Malabar Super Spice Company. It is especially gratifying to have the opportunity to work with so many great people who share the same passion and commitment that Malabar has become synonymous with. It's because of this dedication that our customers keep coming back and our organization continues to thrive.

As we close the book on 2018, it is important to take a moment to review the outgoing year as a team, the highs and lows, the lessons learned, successes we celebrated and everything in between. The dawn of a new year is the perfect time to push forward, to realign strategies, and ensure we have the people, the tools and the infrastructure in place to continue our success.

In today's market, the customer experience is critical. We will continue to thrive by placing our customers and our dedication to customer service at the top of our list - it is a culture we are committed to in everything we do. Malabar started as a family business, and though we have aggressive plans for the future, we will stay close to our roots as experts in the meat industry while expanding into new and exciting categories.

The challenges we face this year are opportunities and we look forward to sharing these opportunities with our customers, new and current. As we expand our product portfolio, technical expertise and value proposition, I know our customers will be enthusiastic to see Malabar strengthen our brand in the Canadian food industry.

All the best for 2019!



Mark Brewster
President



upcoming 2019 events

February 24 - 26

RC (Restaurants Canada) Show, Enercare Centre, Toronto.
The 2019 theme is 'sustainability.'

www.rcshow.com

February 27

BCFT (British Columbia Food Technologists) Suppliers' Night
Delta Burnaby Hotel and Conference Centre.

www.cifst.wildapricot.org/event-3103275

March 27 - 28

Canadian Food & Drink Summit, Metro Toronto
Convention Centre. The future of food - what will
the next five years bring?

www.conferenceboard.ca/conf/foodsummit/default.aspx

April 1 - 2

Grocery & Specialty Food West 2019, Vancouver, BC.
The latest in grocery industry trends including
international flavours, local, organic, health and
wellness, artisanal and more.

www.gsfsfshow.cfig.ca



Look for our next edition in March/April 2019

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For more information on any of the subjects covered in this newsletter, or to suggest topics you'd like to see covered in future editions, please contact Tammy Raspberry at orders@malabarsuperspice.com

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