

**MALABAR**

*Always raising the bar.*

# THE *Main* INGREDIENT

Fall 2019

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

## DON'T MISS MALABAR'S FALL PROMOTIONS

### Adventures in **FLAVOUR**

Cooler weather finds consumers spending more time cooking and baking in the kitchen than grilling on the bbq. Comfort food is back on the menu. Think fall simmering spices – toasty cinnamon, spicy cloves and aromatic nutmeg and ginger. Here's a list of perfect pairings:

#### ALLSPICE

Available whole or ground, it's a combination of cinnamon, nutmeg and cloves. Ideal in stews, pork, poultry, squash, carrots, cakes, cookies and breads.

**No allspice in the cupboard?** 1/3 ground cinnamon + 1/3 teaspoon nutmeg + 1/3 ground cloves = 1 teaspoon allspice.

#### CARDAMOM

A staple in Indian cuisine for thousands of years, this one plays nicely with cinnamon, cloves and chocolate (especially dark chocolate).

#### CINNAMON

Its mildly-sweet-to-bittersweet flavour is a match made in heaven for coffee cake and fruit crumble. It's equally flavour-enhancing in stews, curries, fruit, squash, oatmeal, pork or beef.

#### CLOVES

Cloves (buy them whole or ground) are a traditional addition to sweet breads, carrots, onions, potatoes, chocolate and fruit.

#### GINGER (AND GARLIC)

Pungent ginger works well with sweet or savoury dishes. Use it in baking or add it to stir fries, curries and seafood. Pair it with garlic – a popular combo in Indian, Korean, Asian and Caribbean cuisine. These two are also known for their medicinal purposes.



#### NUTMEG

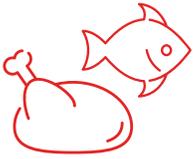
Roman author, naturalist and philosopher, Pliny the Roman (AD 23 - 79) was reportedly the first to promote nutmeg's warm, sweet, spicy flavour. Ideal in pies and custards, white sauces, spinach and winter squash. Grated nutmeg is a holiday staple.

#### PUMPKIN PIE SPICE

Pumpkin pie spice blends cinnamon, ginger, nutmeg, cloves, allspice and mace. Use it in pumpkin dishes, on squash, brussels sprouts, cabbage and other fall/winter vegetables and in cookies, muffins and breads.

**Make your own, it's easy:** 1/2 teaspoon ground cinnamon + 1/4 teaspoon ground ginger + 1/8 teaspoon ground nutmeg + 1/8 teaspoon ground cloves or allspice = 1 teaspoon pumpkin pie spice.

# Which food categories benefit from sodium reduction options?



Fresh meats and poultry are naturally low in sodium while processed meats and poultry need salts and phosphates to enhance flavour and functionality. Potassium salt functions in the same way as sodium salt. It inhibits microbial growth by decreasing water activity and extracting protein, which increases water-binding capacity and improves texture, tenderness and palatability of meat.



Grain-based products are the largest contributor of sodium to our diets (see bar graph with Canadian facts under Upcoming Industry Events on page 4). In baked goods, the most significant source is the added salt which enhances flavour and serves a functional purpose. However, replacing just a portion of the salt with potassium salt will provide the same functionality, strengthen the gluten structure, regulate yeast development and limit unwanted microbial activity.



Reducing sodium in natural and processed cheeses and other dairy products presents challenges in taste and functionality. Potassium salt can contribute to flavour and play an important role in other functional properties, including improved texture and shelf life.



Salt has been a flavour enhancer in soups, sauces and gravies for centuries, but this food category contributes to a disproportionate amount of sodium in our diets. Historically, it has been difficult to reduce the amount of sodium chloride in these foods. Nonetheless, replacing some salt with potassium salt can maintain the desired flavour profile.

## Want to learn more?

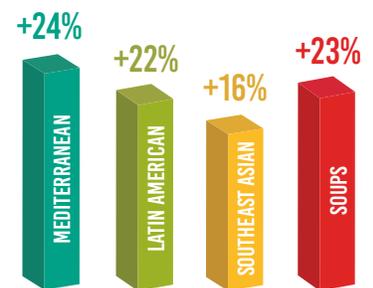
NuTek has done extensive reformulations and sensory evaluations using their Single Crystal and Combined Crystal salts in a variety of products across food categories – sandwich buns, pizza dough, tortilla flour, wieners, ham, bacon, breakfast sausage, batter-breaded chicken tenders, processed cheese, cheddar cheese, pizza sauce, ketchup, plant based meat analogs and more. [Technical data sheets to assist you in your sodium reduction efforts are available. Just ask Malabar!](#)

Learn more about the partnership between Malabar and NuTek here: <https://malabarsuperspice.com/the-alternative-to-sodium-potassium/>

## ETHNIC FLAVOUR ADVENTURES!

Globally, one in four consumers have increased their consumption of table and cooking sources because “there is more variety and novelty available.”

A colourful infographic from Innova Market Insights offers insights into the changing food tastes and culinary habits of consumers around the world.



The above infographic shows the fastest growing ethnic flavours in sauces, as well as a twenty-three percent growth in soups. (Global, CAGR 2014-2018)

## TRENDS & MARKET DATA

Taken from a May 2019 report by Global Market Insights, Inc.:

- ✓ The global seasonings market will surpass USD 25 billion by 2025. Growth is propelled in large part by consumer awareness of the health benefits of seasonings.
- ✓ Trend is toward clean label and healthy products, replacing the use of artificial flavours with natural herbs and spices.
- ✓ Cinnamon is poised to experience the fastest growth, based on superior taste, aromatics, multiple medicinal, anti-inflammatory and anti-oxidant properties and overall health and wellness benefits.

## FAST FACTS ON WHAT'S FUELLING THE GROWTH IN GLOBAL SEASONINGS

- ✓ Pepper continues to dominate the market with revenue driven by its sought-after high content of essential vitamins and minerals and anti-inflammatory and anti-oxidant properties.
- ✓ Strong outlook in meat, poultry, savoury, and bakery applications. Turmeric will continue to experience significant growth. Curcumin, an active compound in the spice, is known to possess anti-inflammatory and antioxidant properties linked to preventing heart-related diseases and cancer.
- ✓ Increasing demand for convenience foods owing to lifestyle changes, accompanied by an inclination towards grilled meat and poultry is escalating demand for new seasoning mixes.

**Reducing sodium intake** from 1% to as much as 50% can be achieved by a simple 1:1 replacement of added sodium salt with one of three categories of potassium salt!

## In the News

### BEEF. IT'S WHAT'S FOR DINNER®.

A fascinating look at the status of beef in 2019 and its role in a healthy, sustainable diet: "The internet is flooded with trendy diets and conflicting advice on what a healthy diet is. The conversation has expanded beyond nutrition to consider whether the foods we eat are not only healthy but also sustainable – often leaving people confused about what is "good" and "bad" to eat."

Learn more here:

<https://www.beefitswhatsfordinner.com/raising-beef/beef-in-a-sustainable-diet>

## Partners in Health & Wellness



In 2019, sodium reduction remains top-of-mind with consumers, governments and industry. Malabar is committed to providing cost-effective solutions to meet our customers' sodium-reduction targets. Fortunately, reducing sodium without compromising flavour or functionality is not as difficult as it once was! Here's what our partner, NuTek Health Science, has to say:

“Using naturally sourced potassium salt (potassium chloride) from North America and our patented technology, we are able to replace salt (sodium chloride) at unprecedented levels without compromising taste or functionality and at minimal cost. It tastes like salt because it IS salt! Salt for Life® is non-GMO, Kosher certified and has Gluten-Free options available.”

– NuTek Food Science



### COMMODITY POTASSIUM SALT (KCl)

- » Sodium reduction up to 15%
- » Suitable in products where only a small reduction of sodium is required
- » Limited use due to bitter notes at higher levels
- » Matches other food-grade KCl products

### NUTEK COMBINED CRYSTAL

- » Sodium reduction up to 35%
  - » A combined potassium and sodium salt crystal
  - » Looks, feels, tastes and performs like sodium salt
  - » To account for the sodium component, an additional 1.5% for every 10% sodium salt must be removed
- Example:** To achieve a ~30% net sodium reduction, remove 34.5% of the added salt

### NUTEK SINGLE CRYSTAL

- » Sodium reduction up to 50%
- » Encapsulated potassium salt with a drying agent to create a single crystal
- » In some formulations, will increase salt perception without increasing sodium content
- » At higher replacement levels, final flavour may be impacted – for example, pepper notes may be accentuated which could result in seasoning level reductions and additional cost savings
- » In cheese products, 20 to 25% sodium reduction is generally the upper limit before significant sensory attributes can be detected
- » Due to molar weight differences between salt and Single Crystal, a higher replacement ratio (up to 1:1.5) may be needed to increase salt perception

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# What do the top Global Consumer Packaged Goods' Companies know about Potassium Chloride Salt?

- » Potassium Chloride Salt is already in use by 12 of the Top 20 Global Consumer Packaged Goods (CPG) companies across 6 continents and adoption rates increase daily.
- » Technological advances by industry leaders like NuTek have all but eliminated the bitter taste associated with potassium chloride salts, allowing for sodium reduction of up to 50%, WITHOUT compromising taste or function.
- » Health Canada and the FDA have made potassium mandatory on Nutrition Facts Panels.
- » The World Health Organization and governments worldwide are actively regulating industry to encourage sodium reduction and increase potassium.
- » Front-of-panel labelling changes (including high salt) are now standard in Mexico, Australia, New Zealand, France, Belgium, the UK and others. Health Canada and the FDA are adopting similar labelling.
- » NuTek has filed a petition with the FDA for voluntary and optional labelling of "potassium chloride" as "potassium salt" with the goal of improving consumer understanding. This is currently under review – a positive resolution is expected.

In Canada, baked goods, which include breads, muffins, cookies, desserts, crackers and granola bars, represent 20% of our daily sodium intake. Industry can have an immediate and direct positive impact in rebalancing salts and improving health outcomes.

## DID YOU KNOW?



Both sodium and potassium affect blood pressure.

In general, people who reduce sodium or increase potassium and those who do both, benefit from lower blood pressure. They also reduce their risk for other serious health problems. Eating enough potassium each day can help balance out some of the harmful effects that high sodium intake has on blood pressure. However, lowering sodium intake remains the key to this balance.

Source: <https://www.cdc.gov/salt/>

## upcoming industry events

### October 16 -19th, 2019

Supply Side West Expo, Las Vegas, NV, USA  
Brings together more than 17,000 ingredient buyers and suppliers!  
Let us know if you are attending, Malabar will be there!  
<https://west.supplysideshow.com/en/home.html>

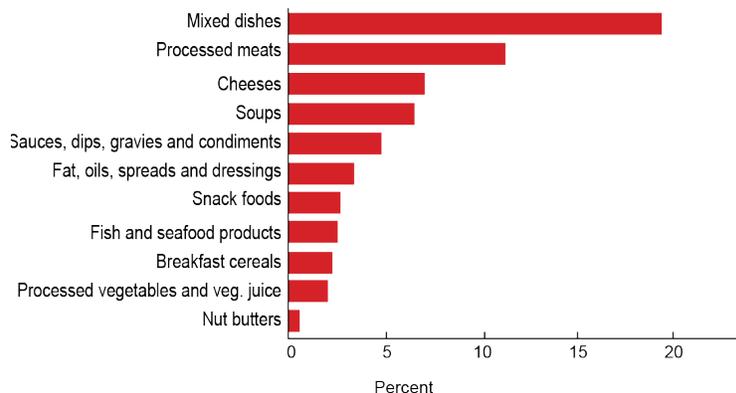
### Oct 24 - 26th, 2019

Ontario Independent Meat Processors Expo, Niagara Falls, ON  
Come see us at Booth 406.  
<https://www.oimp.ca/meat-industry-expo/>

### Nov 12th, 2019 2-6 p.m.

Canadian Institute of Food Science & Technology (CIFST)  
31st Annual Suppliers' Tabletop Exhibition  
International Centre - Hall 5, Mississauga, ON  
Come visit our booth!  
<https://www.cifst.ca/about-us/sections/ontario/>

## Percent contribution of major food categories to the average daily sodium intake of Canadians in 2017:



Read the full report on the sodium intake of Canadians released by the Government of Canada (2017) here: <https://www.canada.ca/en/health-canada/services/publications/food-nutrition/sodium-intake-canadians-2017.html#a10>

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Look for our next edition in Winter 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@malabarspices.com](mailto:orders@malabarspices.com)

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