

MALABAR

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THE *Main* INGREDIENT

Summer 2020

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Take experiential summer cooking to **another level**

Although, this summer may mean more time spent at home, it does not mean more summer flavours cannot be explored! Continue to explore the vibrancy, boldness and most of all fun the summer has to offer.

FEELINGS AND FLAVOURS spurred during changing times

When remembering flavours that ingrain a feeling of nostalgia for consumers, hot climates and tropical holidays usually come to mind. According to Julie Barnes, Product Development Specialist, "During these times, when many cannot get to vacation spots or gather with large groups of family and friends, brands can support consumers in bringing these flavours experiences into their homes," she explains.

*Green, Elizabeth. "Experiential enjoyment" to drive flavors home this summer". Food Ingredients 1st. 15 Jun. 2020, <https://www.foodingredientsfirst.com/news/experiential-enjoyment-to-drive-flavors-home-this-summer.html>. Accessed 17 Jul. 2020.

HYDROCOLLOIDS break out into new categories

Malabar is excited to announce that we have added several new specialty ingredients to our offerings, including hydrocolloids. Generally, Hydrocolloids are used to change the rheology of food and refreshments, in particular to improve soundness, stream and surface of food and drink plans. Hydrocolloids, often also known as 'gums', are turning out to be increasingly mainstream. Ingredients like xanthan gum, guar, are just a few that Malabar is stocking in our Burlington facility.

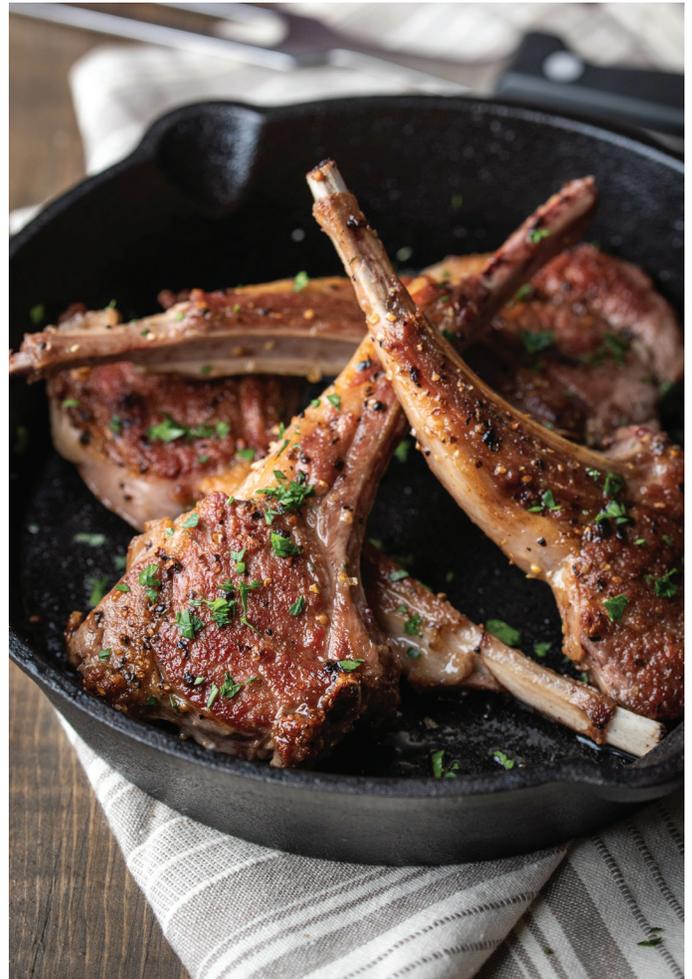


THE DO-IT-YOURSELF SMOKER HOME EDITION



With the recent world of home quarantining, the thought of buying a smoker online may have crossed your mind as many home owners are taking up smoking meats as a new passion project.

Start thinking about the smoking trend as more than just a next door neighbour competition for the fanciest grill. The way in which smoked meat is cooked, dramatically changes the overall flavour. Since smoked meat is cooked for a longer period of time, it's a lot more tender since the smoke breaks down the collagen. You can't forget the smoke from the wood either! This also effects the flavour of the meat, by changing its internal color to a light pink as smoke is imparted into the muscle tissue.



Everyone can agree that the advantages of smoking are evident, yet it is likely that this pattern just caught "fire" as of recently because smoking isn't as simple as it appears. For instance, there is more work involved with smoking. Smoking most food requires longer cook time with more consideration to the temperature of the grill. That is the reason many organizations put the effort to configurate grills that monitor and automate the smoke input and temperature, for a faster and seamless experience.

If entertaining this new venture seems daunting, there are also a variety of other beginner-level products that allow smoking food on the grill you already own.



FOOD TRENDS 2020

MEAT-PLANT CRAZE

If you haven't already heard of the meat-plant based combos yet, you soon won't be able to not hear about it! Many butchers and brands are jumping onto the plant-based trend with the addition of meat. This new craze caters to those who don't want to go entirely vegan or vegetarian and want the best of both worlds. According to Whole Foods, some brands are going with 25 per cent mushrooms in their burger patties. While others may use 75 percent ground beef blended with mushroom and barely yeast.* Any way you slice it, this trend is here to stay!

*Grande, Laura. "12 Hottest Food Trends We'll Be Devouring in 2020". Food Network, 20 Nov. 2019, <https://www.foodnetwork.ca/fun-with-food/photos/hottest-food-trends-of-2020/#!2020-food-trends-sugar-substitutes>. Accessed 17, Jul. 2020.



'SEACUTERIE' BOARDS

Last year, custom catering was a huge hit as consumers voiced their want for more control over which ingredients fall on their plates. Consumers were opting for bold and diverse food displays, with a world-wide palate in mind. These dishes elevated charcuterie boards beyond the typical processed meats for the ultimate ambience and taste. Looking into 2020, a new wave of taste has appeared - the flavour of 'seacuterie', featuring seafood instead of traditional items. Originating in the beautiful Australia, this trend has already picked up around the globe and can also feature other mouth-watering trends, such as pickling, fermenting and smoking.



MEAT & POULTRY SECTOR

OUTLOOK

Air-fried chicken is all the rave this year and don't expect it to go away any time soon. We may see other processors follow Tyson's lead if its late October launch of Tyson® Air Fried Chicken is wildly successful. The attraction is in the product claim that their chicken breast strips, fillets and nuggets contain 75 per cent less fat than comparable items at QSR.* The all-white meat chicken is already done for you as it comes seasoned, breaded, air fried and then frozen. Consumers can reheat it in one to three minutes in a microwave oven.

CHARCUTERIE – GOURMET + CONVENIENCE

It comes without surprise that there has been a growing interest in charcuterie in the last 24 months. Eric Richard, IDDBA's industry relations coordinator, said, "Charcuterie today is where specialty cheese retailing was 20 years ago". He suggests pairings of pates and confits, dry-cured sausages, and olives and pickles, and naturally, wines and beers.*

*Green, Elizabeth. "Experiential enjoyment" to drive flavors home this summer". Food Ingredients 1st. 15 Jun. 2020, <https://www.foodingredientsfirst.com/news/experiential-enjoyment-to-drive-flavors-home-this-summer.html>. Accessed 17 Jul. 2020.

DID YOU KNOW?

INTERNATIONAL TRADE

According to Nielsen Perishables Group, in 2019, only seven percent of Canadian shipments were exported due to supply management in the poultry subsector. The U.S. account for almost three-quarters of our beef exports and Japan for a tenth.*

DUCK CONSUMPTION SURGING

The greatest change in the industry has been in the rise of duck consumption. Most recent figures show consumption of duck has been ascending by six percent yearly since 2012 and consumer spending at retail and food service is rising considerably quicker.

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Look for our next edition in Fall 2020

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BRGS

Food Safety

CERTIFICATED

