

THE MAIN INGREDIENT

WINTER 2024



Reinvented Resolutions

Bake Better with ButterBuds®

The new year emphasizes health-conscious choices and customers will be on the lookout for healthy alternatives that feed their cravings without breaking their resolutions. ButterBuds® allows you to use less butter while maintaining its potent flavour and richness. From pastries, cakes, and cookies, to bread and other baked goods, you can find a ButterBuds® product that proves that a healthier option can have the same great taste!

Even after resolutions have come and gone, dairy-free and health-conscious options will remain in demand. These dairy-free and real dairy product offerings can cater to a wide range of customer preferences and allergens.



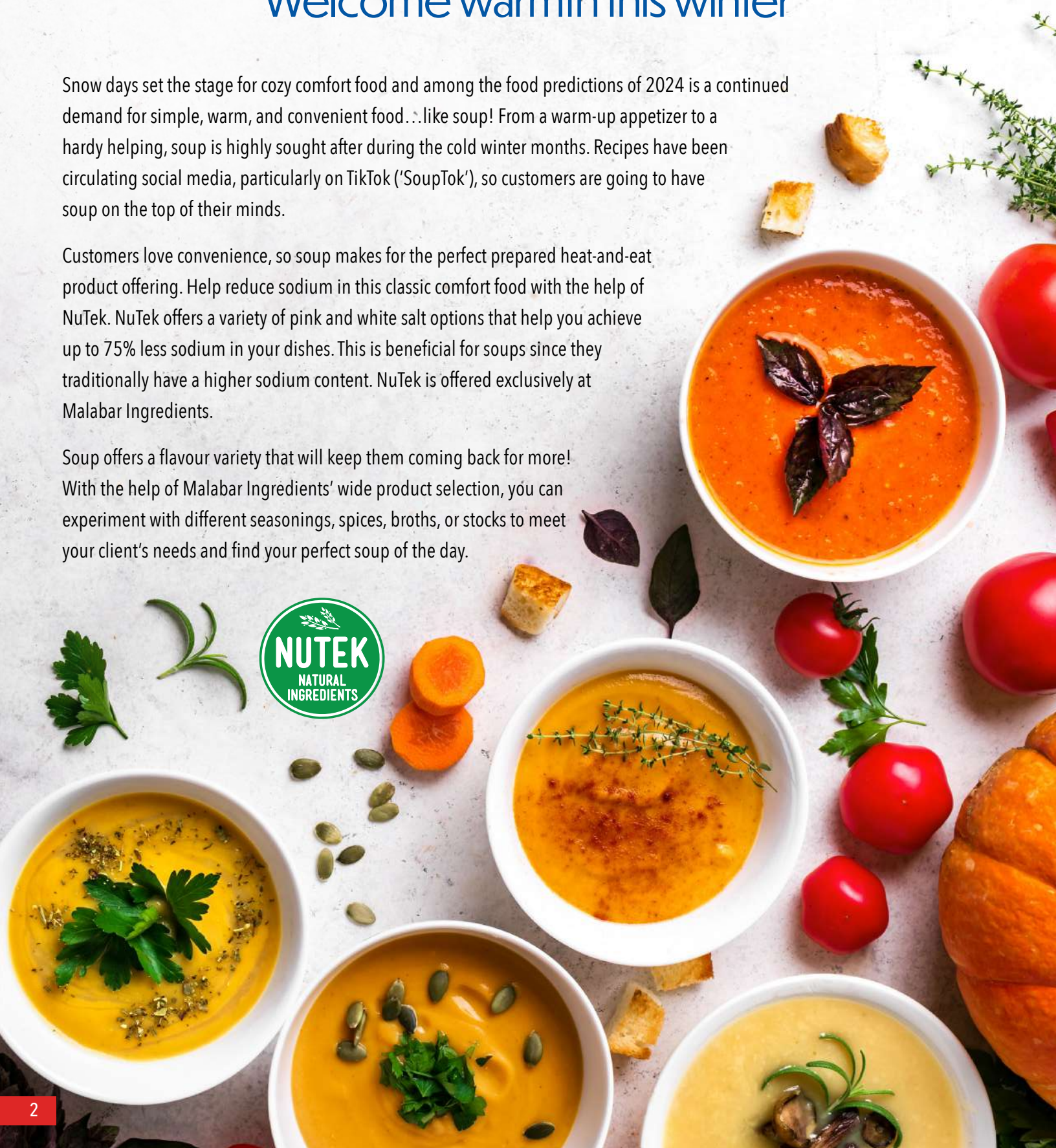
Soup of the Season

Welcome warmth this winter

Snow days set the stage for cozy comfort food and among the food predictions of 2024 is a continued demand for simple, warm, and convenient food...like soup! From a warm-up appetizer to a hardy helping, soup is highly sought after during the cold winter months. Recipes have been circulating social media, particularly on TikTok ('SoupTok'), so customers are going to have soup on the top of their minds.

Customers love convenience, so soup makes for the perfect prepared heat-and-eat product offering. Help reduce sodium in this classic comfort food with the help of NuTek. NuTek offers a variety of pink and white salt options that help you achieve up to 75% less sodium in your dishes. This is beneficial for soups since they traditionally have a higher sodium content. NuTek is offered exclusively at Malabar Ingredients.

Soup offers a flavour variety that will keep them coming back for more! With the help of Malabar Ingredients' wide product selection, you can experiment with different seasonings, spices, broths, or stocks to meet your client's needs and find your perfect soup of the day.



SPRING FLING OF FLAVOURS

Get a jump on the spring season!



Limited-edition seasonal menu items can give your menu a refresh that will excite regular customers and may draw the attention of new ones. Spring flavours like lavender, citrus, and honey can be added to a variety of different dishes, including what you already have on your menu.

A little citrus goes a long way! Introduce a delightful tang and freshness with our orange, lime, or lemon-based ingredients. All of which pair perfectly with the mellow sweetness of honey that can be integrated into both sugary and savoury dishes. Try to use some of Malabar Ingredients' honey powder, sweet mustard, or a ready-to-use ham glaze marinade. Honey is a staple or is a guaranteed crowd-pleaser as the weather gets warmer!

Embrace the florals of the spring season and add lavender to your menu! A lavender lemon grilled chicken and honey-roasted vegetables can bring light, fresh, memorable flavours. This combination will make an impressive addition to your product offerings. Need help integrating these spring flavours? Contact us today and we'll help you develop a spring fling of flavours!





TREND ALERT!

Food fusions and eye-catching menu items

Thinking outside of the box is always on trend.

This year especially, customers are eager to explore new food fusions and alternative ways of preparing dishes. Combining flavours that aren't commonly seen together will create product offerings exclusive to your business.

Develop a cultural fusion of flavours with Malabar. For example, the Canadian classic poutine can have a Polish twist with pierogi ingredients! Toss together some green onion, bacon bites, fries, gravy, or even actual pierogies for a stand-out dish. Enhance this fusion when you season fries with our selection of Polish seasonings like marjoram or dill.

Alternative ways to cook dishes are always eye-catching too! Smash tacos have circulated the internet in recent months and are just one example of the new ways to prepare classic dishes. Lasagna can be spruced up, and made gluten-free, by swapping the noodles for sliced eggplant or sweet potato. Simple swaps and additions can transform any dish. With Malabar's custom blending options, fusion flavours can be easily achieved and convenient to integrate. Our team would be more than happy to help you enhance your menu with top-quality ingredients.

MALABAR
INGREDIENTS



Look for our next edition in Spring 2024

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