

THE MAIN INGREDIENT

SPRING/SUMMER 2024



FOP Regulation...

WE CAN HELP

Canadian Food Inspection Agency is implementing new front-of-package (FOP) label requirements.

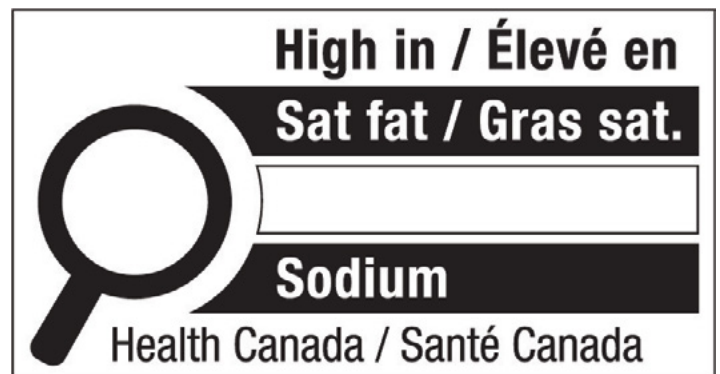
Calling all prepackaged food brands and vendors! Effective January 1, 2026, the Canadian Food Inspection Agency (CFIA) will implement a mandatory front-of-package (FOP) label for products with high fat, sodium, and sugar content. Don't be too worried about it though, because Malabar Ingredients wants to help you curb some of these not-so-consumer friendly labels. That means it's time to reflect on your ingredient list to find solutions that eliminate the need to disclose the high content.

There may be seamless swaps that could keep your product offerings below the threshold.

Are you looking to combat a high sodium content?

Try out the Malabar Ingredient exclusive vendor...Nutek offers a variety of pink and white salt options that help you achieve up to 75% less sodium in your dishes. This reduction has the potential to mitigate the need to disclose sodium contents.

When it comes to making swaps, we don't want you to sacrifice flavour! Lean on our expertise to guide you in the right direction. Give us a call and let's find solutions that are fit for your product offerings while trying to avoid needing these front-of-package labels in the first place!



Heat it up with Hot Honey

IT'S THE SWEET HEAT THAT IS SWEEPING THE STREETS!

Hot honey has emerged as a trending flavour profile over the past year. It captivates taste buds with its unique combination of sweetness and heat. From drizzling it over pizza to adding it to cocktails, hot honey has become a versatile condiment that adds a fiery kick to a variety of dishes. Its popularity on social media and in culinary circles highlights the growing fascination with bold and unconventional flavour pairings.

This delicious drizzle is nothing without quality honey. Thankfully we are proud providers of honey products! Crafted with care by their dedicated beekeepers, each jar boasts unparalleled quality and flavour. From robust wildflowers to delicate clover, this honey is nature's finest.

Get the honey and the spices you need to give it extra flavour at Malabar Ingredients. Contact us to place your order today





Sunshine & Social Outings

Consider customer behaviour for the sunny days ahead!

As much as demographics can help you understand your customers, psychographics play a role. Psychographics in the food industry refers to the study of consumers' psychological characteristics, values, lifestyles, and behaviours related to food choices and consumption patterns. With summer fast approaching, there are some notable consumer behaviour considerations for determining your product offerings. Outdoor dining, popularly known as Patio Season, goes hand in hand with warmer weather. With that comes an influx in social gatherings since people are eager to get out of the house and enjoy the sun. Whether it's a coffee date with a little treat, chatting over drinks and appetizers, or hosting larger parties, consider how your product offering can accommodate this.

Summer comes with good times, but not for a long time so people keep busy! Consumers may prefer the convenience of ordering takeout rather than cooking at home, especially after a long day outdoors or going between activities. Take a look at your product offerings to understand if it is good for on-the-go or could be a convenient takeout option. Whether it is resealable or preportioned packaging, or freezer-friendly alternatives, find the option that best suits your business and consumers.

Grilling in summer is a social activity in itself! People host barbeques all summer long for friends and family to get together. Consumers are going to seek out innovative recipes, high-quality ingredients, and experiential dining experiences that go beyond traditional barbecue fare. Browse Malabar Ingredients, marinades and spices that can put a twist on grillable offerings.



Look for our next edition in **Fall 2024**

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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 905-632-2062 or 1-888-456-6252.

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