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Upcoming Events

March 4 – 6, 2012

CRFA 2012



Back by popular demand!

Join us in Booth #2001 at the Direct Energy Centre, Exhibition Place, Toronto

[www.crfasow.ca](http://www.crfashow.ca)

In The News

Grand River Foods has sold its fresh poultry processing division to Maple Lodge Farms on December 1st. Financial terms were not disclosed.



Grand River Foods, which is based in Cambridge Ontario, is a fully integrated food processing company with a fresh poultry processing facility in Beamsville Ontario and a prepared food production plant in Cambridge Ontario.

Maple Lodge Farms, in Brampton Ontario, is Canada's largest independent, family-owned chicken processor with primary processing operations in Brampton and St. Francois, New Brunswick, further processing operations in Mississauga and fully cooked operations in Brampton and Etobicoke, Ontario.

THE MEAT OF IT:

TOP TRENDS FOR 2012

Innova Market Insights identified 10 key trends to impact the food and beverage market through 2012 and beyond. The top trends relate to purity, authenticity and sustainability, as consumers continue to look for products with added value, despite the ongoing economic uncertainty. Innova Market Insights presented the trends during a webcast on November 23.

The trends for 2012 are:

“Pure” is the New Natural.

Consumer interest in natural products is at an all-time high, but use of the word ‘natural’ can be problematic for food processors. One way around this is to focus on ‘purity’, so look for an increase in products using the word ‘pure’ on their labels. Purity is also synonymous with quality, whether it's your spices, ingredients or choice of meat cut.

Green is a Given.

There has been a dramatic increase in the number of products making ethical claims regarding ‘green’, including the sustainably produced packaging, & the use of previously untapped waste material used for their potential functional and/or health benefits. (Mushroom stems used as an



FROM THE LAB

Spice Adulteration

With the record high prices for many spices, a key industry concern is spice adulteration. The most common form of adulteration is economic adulteration – the altering of constituents of herbs or spices to increase their value or appearance, for profit.



A number of examples of spice adulteration will result in an economic benefit:

Spices containing non-spice material: 'Extenders' like the addition of spent (defatted) spices, black pepper meal in pepper, and the addition of non-spice matter like skins, leaves and other substituted herbs render a spice adulterated.

Spices containing undeclared or unapproved colour additives: The presence of undeclared or unapproved colour additives renders a spice adulterated, and if the colour is undeclared, the spice is also misbranded. Recent examples include turmeric & other colours in paprika, Sudan Red I in chilli powder, and various colour additives in saffron. These substances may also pose a health risk.

Spices with valuable constituents removed: In recent years there have been numerous examples of spices marketed with valuable constituents removed. Paprika is a prime example, and cannot simply be labelled as such, but instead must be labelled so that the consumer can understand they are buying paprika that is missing valuable oils.

Examples of common adulterations:

Product	Adulterant
Ground Spice	Spent spice (defatted, grains, hulls, added oleoresins)
Capsicums	Sudan Red & related dyes; tomato skins
Oregano	Foreign leaves (sumac, citrus); other herbs (savory, thyme, marjoram)
Saffron	Floral waste; added artificial colour
Ground black, white pepper	Buckwheat, millet seed
Cinnamon	Coffee husks
Nutmeg	Coffee husks

What to do?

Awareness of the problem is key, with ongoing inspection and surveillance programs to maintain supply chain integrity. In short, the best defence against spice adulteration, is for companies to be very familiar with their suppliers.



The adulteration of food is prohibited in Part 1, Section 4(1) of the Canadian Food & Drugs Act

For more information, see the Spice Adulteration White Paper published by ASTA, the American Spice Trade Association – www.astaspice.org.

The information provided is accurate and reliable to the best of our knowledge, but is offered solely for consideration, without warranty or guarantee.



Top Trends for 2012

continued from page 1

MSG replacer, for example!) This can include fair trade claims, & reduced CO2 emissions. Expect this trend to grow, & consumer interest to remain high.

Location, Location, Location.

People increasingly want to know where their food is coming from. This can include an increased interest in supporting local suppliers, a concern over imported or factory farmed products, and/or the demand for authenticity from a particular country or region. Adding a locally produced element adds a premium aspect to the product as well, which bodes well for smaller producers.



Premium Stands Out.

Even in uncertain economic times, a premium position is good for producers. Premium treats are often an affordable indulgence, so while sales grow, expect to see even discount brands to look & feel more 'premium' in both packaging & in some ingredients. For the meat industry, charcuterie is still very popular, with consumer requests for artisan meats including Westphalian Ham, Krakowska, Weisswurst, Bratwurst and traditional Italian salami.

Seniors Draw Attention.

More and more food products are addressing the needs of an aging population – in terms of health concerns, and packaging. Key words like easy-to-open, easy-to-digest, reduced acid, easy to swallow, 'for strong bones', specially formulated are being found on packaging, and the trend is expected to continue. There is also an increased demand for gourmet meals, as seniors treat themselves, and as retirement homes hire chefs to create more flavourful menus.



Forty is the New Twenty.

Foods that appeal to consumers in the 40 – 65 year old range are those that may help them maintain an active lifestyle.

Ingredients that promise health benefits will continue to rise in popularity – CoQ10, and ginkgo biloba, for example – as consumers in these years aim to eat well to stay young.



Grounded in Science.

Scientifically proven claims are popular with consumers, and lend trust to food manufacturers. In the meat industry consumers are interested in understanding why & how ingredients are used – and what alternatives are available.

Regulators Force a Rethink.

Governments everywhere are putting pressure on food companies to improve the health of their products, in areas like fats and sodium, to counter problems such as obesity and high blood pressure. Consumer awareness follows, so expect pressure in these areas to affect production choices. Low sodium foods will continue to be a consumer & food industry focus.

Unmeasurable Niches.

In the internet age, niche markets are much more easily exploitable, keeping innovative products coming, and making their producers successful. Gluten-free started as a niche market, and has changed the way that even multi-national companies structure their product lines. Look for many new innovative food ingredients like rice crumbs for gluten-free meat breading and binder applications.

Boom for Protein.

Consumers 'get' protein & are eating more of it, even in foods not normally thought of as protein sources. Hummus & Greek yogurt have become immensely popular, and chicken consumption is expected to rise 30% over the coming years. While food manufacturers are finding new ways to derive plant-based proteins, it's important that meat marketing groups continue to promote meat proteins as part of a balanced, healthy diet.

For more information, call us at 1-888-456-6252 (MALA) or visit our website @ www.malabarsuperspice.com – we can help!

Spice News



What happened in 2011:

Natural disasters and poor harvests resulted in the price of many spices, including chilies, peppers, ginger & nutmeg to rocket. Wholesale prices of some spice staples increased more than tenfold, affecting both manufacturers, and consumers. A growing middle class in China & India is also increasing demand for spices & ingredients. Higher demand equals higher prices at all levels.

What's to come in 2012:

Look for combinations of stronger, more robust herbs & spices to flavour foods to compensate for lower salt, fat, sugar and MSG. Expect continued increases in global demand, due in large part to growing demand for convenience foods and fascination for ethnic cuisine along with publicity on the health benefits of various types of spices. The global market for Spices and Seasonings is forecast to reach 4687.86 million pounds by the year 2015.

Products for 2012



This issue we feature three product lines that will ensure your products are ready to meet the trends consumers are looking for in 2012.



RAPS PureSpice

Spice of extraordinary purity & quality - pure, strong and consistent, the way they should taste. Flavour so strong and pure that you can use less, and improve taste. **Includes Allspice, Cumin, Ginger, Nutmeg, Coriander, Oregano & Pepper.** Ask for PureSpice.

Low-So Salt Replacer™

A truly functional salt made with potassium chloride modified to a smaller crystal structure for excellent salty taste, without bitterness. Its proven effect on water activity matches that of traditional salt. Low-So Salt Replacer™ also allows for a clean label declaration: potassium chloride.

RAPS Liquid Marinades for BEST DRESSED MEATS

RAPS ready-to-use liquid marinades are second-to-none in flavour & originality. RAPS marinades stay on the product, not the bottom of the tray, to add real value to your deli counter. Top selling varieties include Marinox Best Pepper Orange and Spiced Oil Herb Butter.

To Order a Sample of any of the above or if you have a new flavour you'd like to try, contact us at **1-888-456-6252**, or email **lab@malabarspices.com**



OUR PRESIDENT'S Message

Happy New Year! As 2012 begins, we at Malabar are excited as we celebrate 30 years in business!

When I started the company in May of 1982, there was only one employee – me – in a small warehouse. I did everything there was to do, and as there is no 'school of spice', it was all learning on the go!

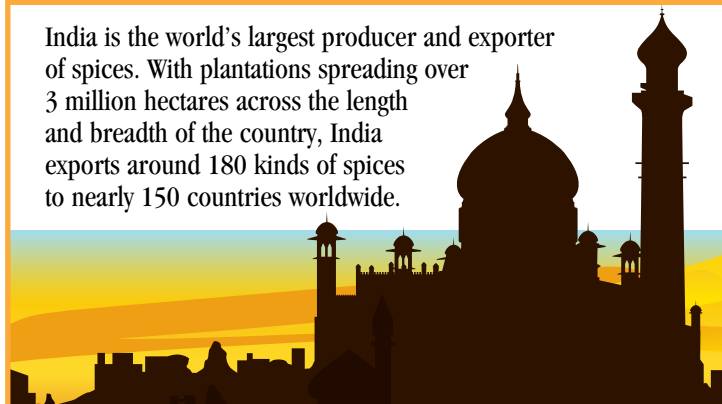
Our commitment from the beginning was to focus on quality, the kind of service that goes the extra mile, and superior technical support. This has proven to be a winning combination, as here we are, 30 years later, with a team (not just me anymore!), two warehouses, and customers across Canada. As our anniversary approaches, look for customer appreciation events. Meanwhile, thanks for making Malabar your supplier of choice!

All the best, from Malabar.

Doris Valade
President
Malabar Super Spice Co. Ltd.

Did You Know?

India is the world's largest producer and exporter of spices. With plantations spreading over 3 million hectares across the length and breadth of the country, India exports around 180 kinds of spices to nearly 150 countries worldwide.



For more information on any of the subjects covered in Malabar's newsletter, or to suggest topics you'd like to see covered in future editions, please contact Sara Alexander at marketing@malabarspices.com. Look for our next edition in March/April 2012.

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Malabar is certified to provide both Kosher and Halal products, and is proud to be HACCP accredited.



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