

MALABAR

Always raising the bar.

THE *Main* INGREDIENT

Summer 2021

CHECK OUT OUR WEBSITE
View our full catalogue online

malabarsuperspice.com



Sizzle into a
Safe Summer!

UNDERSTANDING CORONAVIRUS FREIGHT & SHIPPING DELAYS

These unprecedented times we are in have caused global freight issues which are affecting pricing and long delays on products. The Port of Yantian, which handles approximately 25% of US-bound, Chinese-origin ocean volumes, has been operating at only 30% capacity. This has resulted in a backlog of ships waiting to dock for up to 16 days. Furthermore, COVID-19 outbreaks in a variety of locations prompted officials to impose regional lockdowns, affecting factory output and traffic volumes at airports.

Source: <https://www.freightos.com/freight-resources/coronavirus-updates/>

OCEAN FREIGHT RATE INCREASES

We are seeing freight quotes 4-5 times higher than normal on ocean freight. With 75% of our products coming from around the globe, and prices going up due to this uncontrollable situation, the impacts are very serious for all of us. The cost of shipping a container of goods has risen by 80% since early November and has nearly tripled over the past year, according to the Freightos Baltic Index. The rise reflects dramatic shifts in consumption during the pandemic as consumers redirect funds previously spent at restaurants or movie theatres, to record purchases of imported clothing, computers, furniture, and other goods.

Source: <https://www.washingtonpost.com/business/2021/01/24/pandemic-shipping-economy/>

Summer Trends: Colours & Flavours

Superheroes of Product Success

Colours and flavours play an important role in the development of successful new products because consumers want to balance tastiness, clean eating, transparency, and a more personalized approach to fit their lifestyles. It's no surprise that functionally flavourful concepts are on the rise as consumers continue to make them a priority. Source: Innova Market Insights

Fun fact: Spice/seed and herb flavours, are also rising in levels of use.



Summer Trend: Cutting Sugar and Boosting Protein in 'Better-For-You' Sweet Treats

The push for healthier food and beverage options has become so strong that it is even relevant to treatment. Confectionery, sweet bakery, ice cream, and desserts require a high level of taste quality; however, creating 'better-for-you' sweet treats can be difficult.

Source: Innova Market Insights



Summer Trend: "Jarcuterie" – Reimagining the Way We Eat

In the age of physical distancing, jarcuterie is just what we need to ensure a safe and delicious snack for guests! These portable and social gathering friendly bites offer a taste of indulgence and a splash of normalcy, as we continue to reimagine ways to host, get together or plan a post-pandemic party that feels safe for everyone. These delectable jars are also great for door drop offs or a sweet surprise gift for a friend. The possibilities are endless!

Source: Innova Market Insights



Summer Trend: Cocoa Fibre as Cocoa Powder Replacement

Cocoa Fibre is on the rise in replacement of cocoa powder!
Here are some reasons why:

- 🌿 Cocoa Fibre CO is 100% natural
- 🌿 Can be used as a component for baking
- 🌿 It's cheaper compared to powder
- 🌿 Easy implementation
- 🌿 Natural taste and flavour
- 🌿 Taste and aroma are preserved
- 🌿 Better nutritional profile



SUMMER PROMOTIONS

These versatile rubs can be used for various applications other than just meat – try it in dips, breads, sauces and more!

Try it in your favourite ethnic cuisine | Quick, simple, and easy to use | Boost the flavour experience for your customers with these new varieties



ORANGE & THYME RUB:

Festive orange and fragrant thyme are paired together in this deliciously sweet and fresh citrus blend of herbs, spices, and a squeeze of orange zest.



EXPRESSO JAVA RUB:

Whether you're adding a crust to your grilled Ribeye, or smoking a chicken, this playful rub adds deep coffee and cocoa notes with a hint of paprika, oregano and spices.



CHILLI & LIME RUB:

This rub blends the tangy heat of chilli peppers with the bright flavour of lime to create a savoury and smoky flavour. Heat and citrus go hand in hand with this unique rub using a three pepper medley and a burst of lime.



LEMON PEPPER:

This classic rub is often duplicated but rarely delivers the punch it deserves... not anymore. This intense twist of lemon brings bright acidity and peppery notes to any dish and is a must have in your cupboard.



SZECHUAN SPICE RUB:

This rub lends a wonderful tingling peppery flavour and an authentic Szechuan taste. It's a spicy and sweet combination of warm aromatic spices with tangy soy sauce.



SMOKEHOUSE RIB RUB:

This rub is perfect for anyone who's passionate about smoking meats. Sweet and heat mixed into one rub, with soft notes of smoked paprika, garlic, and cayenne pepper.



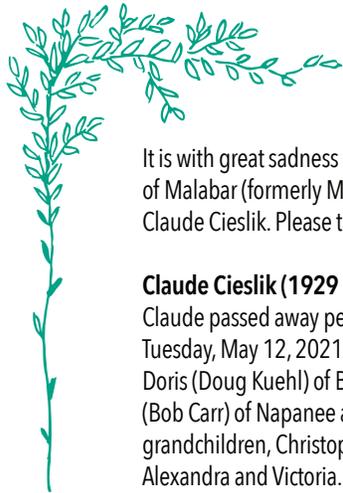
THAI GREEN RUB:

Exotic Asian blend of lemongrass, citrus and spices that uses fresh, green chilies to create a rub that is spicy and floral with a well balanced sweetness and acidity.



BARBACOA RUB:

Classic Mexican flavour with earthy, dripping with saucy goodness, and as decadent as a meaty dish can get. It's sweet, tangy, just a little spicy, very complex, and irresistibly good.



Obituary for Claude Cieslik

It is with great sadness that we announce the passing of our Founder of Malabar (formerly Modern Butcher Supply & Service Co. Ltd), Claude Cieslik. Please take a moment to read through his obituary.

Claude Cieslik (1929 - 2021)

Claude passed away peacefully at Kingston General Hospital on Tuesday, May 12, 2021, in his 92nd year. Loving father of daughters Doris (Doug Kuehl) of Burlington, Diana of Carrying Place, Monique (Bob Carr) of Napanee and Michele of Victoria, BC. Proud Opa of 8 grandchildren, Christopher, Meghan, Trevor, Karla, Morgan, Robert, Alexandra and Victoria. Great-Opa to Cooper, Harper, Brooke and Rory. Predeceased by his wife, Camilla, sister Helga and son, Eric. Claude will also be dearly missed by his cousins and relatives in Germany. Claude arrived in Canada, from Germany in 1951. Trained as a master butcher, he started with a butcher shop in Hamilton, Ontario and then founded Canada's first meat processing equipment company, Modern Butcher Supply & Service Co. Ltd.

Claude's life passions were hunting, fishing, making sausage and sailing. His family and friends will remember him as hard working, generous, and as a jovial party host.

A special thank you to Dr. Holton and the nurses of Kingston General Hospital for their excellent care. In keeping with Claude's wishes, a cremation is to take place, and a celebration of life will take place at a later date, to be determined.



A photo montage will be shared online via the Funeral Home website. Arrangements entrusted to the **Burke Funeral Home, 150 Church Street, Belleville.**

If desired, memorial donations may be made to Hospice Prince Edward in Picton Ontario, at www.hospiceprinceedward.com. On-line condolences may be made at www.burkefuneral.ca.

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Look for our next edition in Fall 2021

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