



MALABAR

Always raising the bar.

THE *Main* INGREDIENT

Fall 2021

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View our full catalogue online

malabarsuperspice.com

Fall into a
New Season of

*Fabulous
Flavour!*

NEW CHANNEL PARTNER ANNOUNCEMENT!

In collaboration with Malabar Super Spice, Futura Ingredients is excited to be offering our range of high-quality, sustainable plant-based food ingredients, emulsifiers, and texturising solutions in the Canadian market. Our best-in-class production technologies and research and development capabilities based in Malaysia, enables us to produce a wide range of products for the international food ingredients arena offering the highest quality food ingredients solutions.

Learn more about our partnership here:

<https://malabarsuperspice.com/category/in-the-news/>

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FUTURA
ingredients
designed by nature



COMFORT FOOD

Fall flavours tend to be traditional, but there is always room to innovate and keep them fresh. What better way to stay warm than filling your stomach with all your favourite comfort foods? It's no surprise that cozy meals are some of the most popular autumn food trends. From homemade pasta and pizza to steaming hot soups, casserole dishes and many more.



Pumpkin Spice, made with *everything nice.*

Cinnamon, nutmeg, ginger, and clove or allspice. All these delectable and tantalizing flavours come together to create a warm and delicious sensation we all know and love, Pumpkin Spice. Pumpkin Spice continues to dominate the autumn season with its popularity in lattes, pies, and now just about every food and drink category you can think of. In fact, fall's famous flavour can be used for more than just your favourite coffee drink or Thanksgiving meal! There are endless possibilities when it comes to Pumpkin Spice.



THE BEST OF THE SEASON –

Alternative Ingredients

Modern cooking trends are all about the next best thing. This fall, people are embracing alternative ingredients in their recipes, whether it be for dietary restrictions, health benefits, or simply something different. There are countless ways to substitute ingredients, but some of the most common alternative ingredients people choose are:

- 1) **Meat Alternatives**
- 2) **Dairy Alternatives**
- 3) **Gluten Alternatives**
- 4) **Nut Alternatives**

Source: <https://www.skh.com/thedish/autumn-food-trends/>

Fall Trend:

Naturally Sweeter Approach To Reducing Sugar In Food And Beverages

Efforts to reduce sugar levels are well established and ongoing. According to Innova Insights, 4 in 10 consumers in Innova's global Health and Nutrition Survey in 2020 claimed to have decreased their sugar consumption over a 12-month period.

Source: Innova Market Insights



Fall Trend:

Consumers Want Food Transparency

According to Innova Insights, consumers are wanting food transparency more than ever. This takes many forms, such as: explaining what is in products, where the food comes from and how this impacts the world. Consumers are no longer driven solely by health, but they now feel that the environment and sustainability is just as important.

Source: Innova Market Insights



GET READY FOR THANKSGIVING WITH SAUCES AND MARINADES

Malabar liquid marinades are bursting with flavour and ready-to-use convenience. Transform your deli-case with superior quality and European flair. These marinades are imported from Germany and

have fantastic adhesion to meat. Malabar marinades are ideal for all proteins, seafood, venison, pasta, rice and vegetables. Finally, a marinade that stays on the meat and not on your display plate.



Prep for the Holidays with Malabar!

Don't forget to call Malabar for all your Holiday needs! The time to begin planning is now!

With a diverse line of products from quality spices, seasonings and ingredients, you'll find what you need.

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Look for our next edition in Winter 2021/2022

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