

# THE MAIN INGREDIENT

FALL/WINTER 2024



## WELCOME TO OUR NEW VENDOR... FRANKLIN BAKER!

We are thrilled to announce that we now proudly supply products from Franklin Baker, a leading name in the coconut industry. Franklin Baker offers an extensive range of high-quality coconut products to food and beverage manufacturers across more than 50 countries, including the US, South America, Europe, the Middle East, Africa, and Asia Pacific.

With Franklin Baker, you can rest assured that you're receiving the finest coconut products, backed by their legacy of quality. Their proprietary pasteurization process and rigorous food safety standards ensure that every product meets the highest standards of excellence.

Explore our range of Franklin Baker products at Malabar Ingredients and elevate your offerings with the best in the industry!







# RED, WHITE AND BURSTING WITH FLAVOUR

## WE SERVE THE USA MARKET!

With over four decades of expertise, we specialize in crafting bespoke blends tailored to the unique needs of the North American food industry. Our extensive experience ensures that our clients can reduce expenses, streamline resources, and achieve consistent results. Many businesses have found our services to be more cost-effective and efficient compared to creating their own blends.

American cuisine is rich with diverse flavours, and we're proud to offer blends that capture the essence of popular favourites. From the smoky heat of chipotle in Tex-Mex dishes to the sweet and savoury profile of maple and bourbon in Southern barbecue, our custom blends are designed to elevate your culinary creations.

### Here's what sets our services apart:

- **BRC AA+ Certified:** Ensuring the highest standard of food safety and quality.
- **Low Minimum Order Quantities (MOQs):** Flexible solutions that cater to your specific needs.
- **Custom Functional Blends, Seasonings, and Premixes:** Tailored to meet your product requirements.
- **Nutritional Declaration & Labeling Support:** Assisting you in complying with regulatory standards.
- **1000 sq ft Innovation Center for New Product Development:** A dedicated space for creating and testing new ideas.
- **Allergen Control and Segregation:** Rigorous processes to ensure safety and quality.
- **Flexible Pack/Batch Sizing Options:** Adaptable to your production needs.
- **NDA Protection for Existing Customer Recipes:** Safeguarding your proprietary formulations.

Malabar Ingredients is committed to delivering solutions that not only meet your current needs but also inspire future innovation.





# FALL IN LOVE WITH FLAVOUR TRENDS

As the weather cools and the days grow shorter, the culinary landscape begins to shift towards the rich, comforting flavours that define the fall season. In 2024, several exciting trends and ingredients are poised to capture the attention of food lovers everywhere:

**Modern Comfort Foods:** Comfort foods are undergoing a gourmet transformation, blending nostalgia with contemporary culinary trends. Classic dishes like mac and cheese, casseroles, and pot pies are being reimaged with luxurious ingredients such as truffle, artisanal cheeses, and exotic spices. These updated versions offer a familiar sense of warmth and indulgence but with a sophisticated twist, making them perfect for cozy fall gatherings and family dinners.

While indulgence and taste may be foremost in consumers minds, they aren't ignoring labels either. This is where Butterbuds comes into play. Butterbuds new Creamy product line provides a path to indulgence by delivering a creamy mouthfeel and rich cheese flavour with savoury butter base notes. Butterbuds offers formulation expertise, new ideas and ingredient solutions needed to help brands stand out in a crowded market.

**Pumpkin and Pumpkin Spice:** The perennial favourite of fall, pumpkin and pumpkin spice, shows no signs of fading from the spotlight. From lattes and baked goods to savoury dishes and even cocktails, the warm, comforting flavours of pumpkin and spice blends continue to be a staple of the season. Expect to see creative new takes on this classic, with pumpkin spice appearing in unexpected places like gourmet snacks, protein bars, and even savoury sauces.

By incorporating these trends into your offerings, you can tap into the evolving tastes of consumers and bring the vibrant flavours of fall to your menu. These trends not only reflect current consumer preferences but also offer a glimpse into the future of food as sustainability, wellness, and innovation continue to drive culinary creativity. Achieve all these fall flavours with the wide selection that Malabar Ingredients has to offer.





# SMOKE FLAVOURS ARE GOING UP IN FLAMES

## UNDERSTANDING THE EUROPEAN BAN ON SMOKE FLAVOURS

As the European Union tightens its regulations on food safety, a significant ruling has emerged regarding the use of smoke flavourings in food products. This development is particularly relevant for our customers who ship to the EU or may plan to do so in the future, as well as for the broader North American market.

### **Understanding the EU Ruling**

The EU has recently decided to ban eight specific smoke flavourings due to concerns over their potential health risks. The primary issue centers around genotoxicity—the ability of these substances to damage genetic material, which could increase the risk of cancer and other serious health issues. This decision is part of the EU's ongoing commitment to safeguarding public health and ensuring that food products meet the highest safety standards.

### **Impact on the Food Industry**

The ban on these smoke flavourings has prompted food manufacturers across Europe to seek natural alternatives. This shift is expected to spur significant changes in product formulation and development, particularly for items like sauces, chips, smoked meats, and cheeses.

The regulation will be implemented gradually over the next few years, allowing the industry time to adapt. There is a two-year transition period for products such as sauces and chips, while more traditionally smoked items like ham and cheese will have a five-year compliance window.

### **Potential Impact on Canada and North America**

While this ruling currently applies to the European market, it could have broader implications for Canada and North America. As global food safety standards evolve, there is a possibility that similar regulations could be introduced here. Companies exporting to the EU must stay informed and prepared to adjust their formulations to comply with these new rules.

Moreover, the trend towards natural and safer alternatives may resonate with North American consumers, who are increasingly prioritizing health-conscious choices. The innovation spurred by the EU's ban could eventually lead to changes in North American product offerings as well, with businesses potentially benefiting from adopting these new, safer smoke flavour alternatives. Trust that Malabar Ingredients will be monitoring the situation and keeping you informed on solutions should this impact the North American market.

\*\*\*\*\* EFFECTIVE JUNE 1, 2024 \*\*\*\*\*

#### **MINIMUM ORDER FEE:**

For orders that are under \$500, there will be a \$75.00 Minimum Order Fee applied to the customer's invoice or the customer's invoice will be rounded up to \$500 (we will apply whatever charge is less to the customer).

#### **RUSH ORDER FEE:**

A rush order fee of \$75 plus any applicable 3rd party charges will apply as follows:

1. An order placed before 10am that is needed the same day (normal course is for this to be available for ship out or pick up the next day)
2. An order that is placed after 10am that is need same day or the next day (normal course is for this to be available for ship out or pick up 2 days after order placed)

Please contact your customer service representative if you have any questions or concerns.



**Look for our next edition in Spring 2025**

Malabar Ingredients, Unit 1 – 3570 Platinum Drive, Mississauga, ON L5M2R7 [www.malabaringredients.com](http://www.malabaringredients.com)  
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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