

# THE MAIN INGREDIENT

SUMMER 2025



## MALABAR ORGANIC BLENDING!

**Malabar Ingredients now offers organic blending, providing the same high-quality, custom solutions our clients trust now with certified organic options.**

**Our state-of-the-art facility ensures allergen control, precise traceability, and flexible packaging options from small jars and pouches to bulk formats. With BRC AA certification and a commitment to sourcing premium organic ingredients, Malabar makes it easy to create consistent, organic blends tailored to your needs.**

Whether in need of a small-batch custom blend or large-scale production, our expert team works closely with you to ensure optimal flavour, functionality and consistency. We take the guesswork out of organic formulation, plus, our rigorous quality assurance processes guarantee that every batch meets the highest industry standards, giving you the confidence to bring clean-label, organic products to market with ease.

Organic ingredients are becoming a priority for consumers seeking transparency and healthier options, and Malabar is committed to helping businesses stay ahead of this trend. With the increasing demand for organic, non-GMO, and clean-label products, our customized organic blending solutions provide a seamless way to integrate these benefits into your offerings while maintaining superior taste and performance.





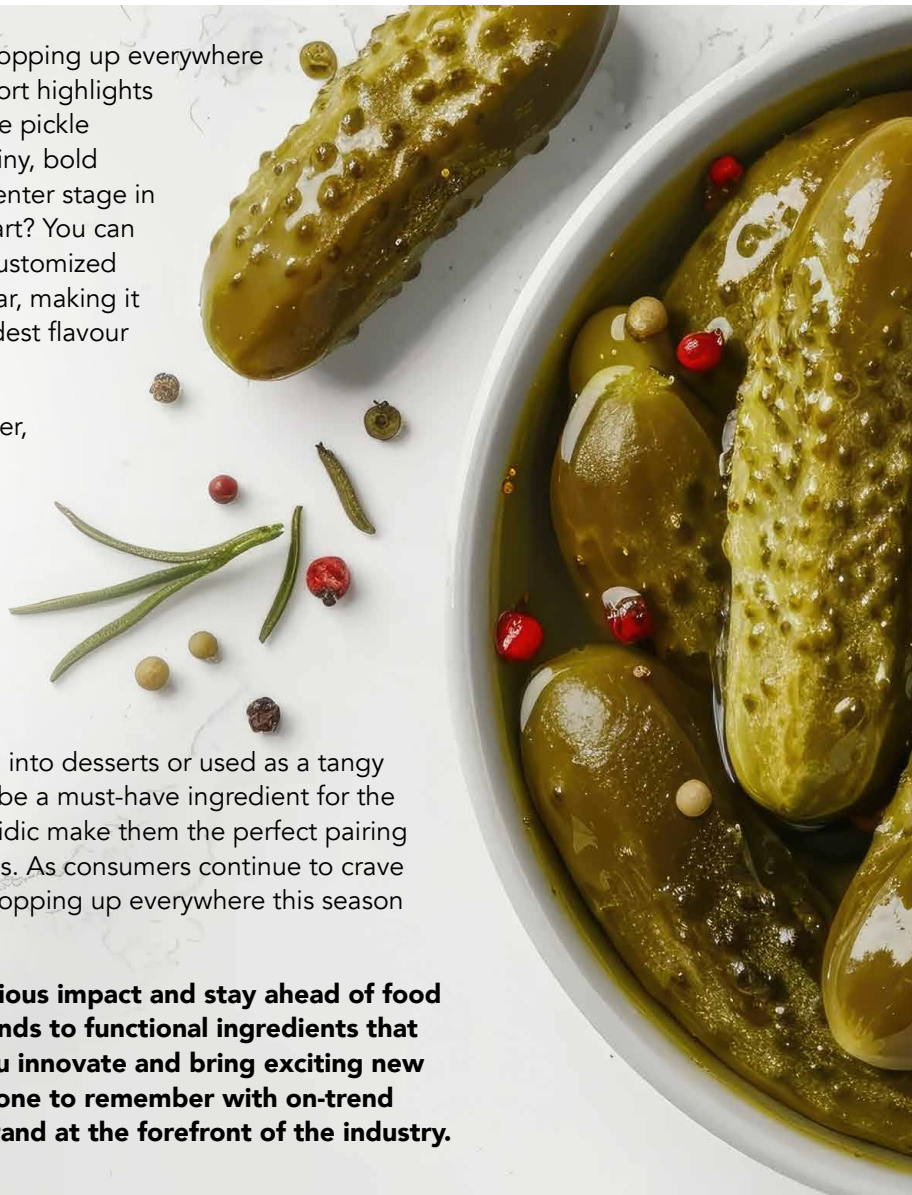
# Summer FLAVOUR TRENDS

Pickles are set to be a major flavour trend in 2025, popping up everywhere from cocktails to desserts. Pinterest's 2025 trend report highlights a growing obsession with pickle-infused creations like pickle margaritas, fried pickle dip, and pickle fries. From briny, bold flavours to unexpected pairings, pickles are taking center stage in innovative food and beverage creations. The best part? You can find a selection of premium functional ingredients, customized blends and unitized premixes conveniently at Malabar, making it easy to jump on this tangy trend and bring your boldest flavour creations to life.

Cherries are also set to be a big flavour of the summer, bringing a sweet-tart punch to all menu items, even savoury dishes. From cherry-glazed meats to cherry compotes and sauces, their versatility is driving a surge in cherry-inspired recipes across the board. Pinterest's 2025 trend report highlights the growing love for cherry flavours, and major brands are introducing cherry-infused products to meet demand.

Whether blended into summer refreshments, swirled into desserts or used as a tangy contrast in barbecue sauces, cherries are proving to be a must-have ingredient for the season. Their natural balance between sweet and acidic make them the perfect pairing for both classic and unexpected flavour combinations. As consumers continue to crave bold and nostalgic flavours, expect to see cherries popping up everywhere this season because this juicy trend is only just getting started!

**Malabar has everything you need to make a delicious impact and stay ahead of food trends this summer. From premium seasoning blends to functional ingredients that enhance texture and taste, we're here to help you innovate and bring exciting new flavours to your market. Let's make this summer one to remember with on-trend flavours that delight consumers and keep your brand at the forefront of the industry.**





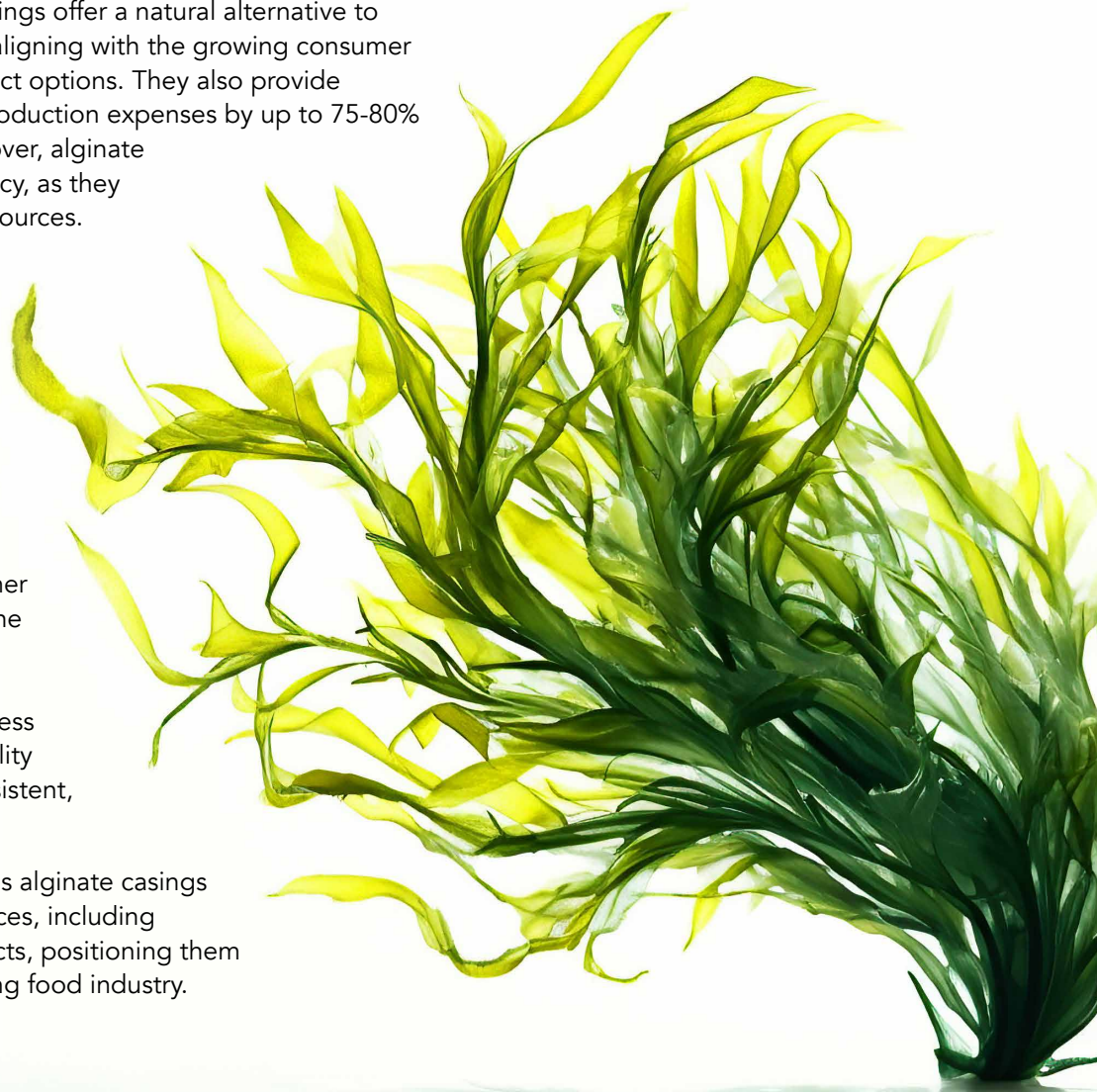
# The casings of the future: **Why Alginate is the sausage casing of the future.**

**Algae-based (alginate) sausage casings are emerging as the future of food packaging due to their sustainability, cost-effectiveness, and versatility.**

Derived from seaweed, alginate casings offer a natural alternative to traditional animal-derived options, aligning with the growing consumer demand for more sustainable product options. They also provide significant cost savings, reducing production expenses by up to 75-80% compared to natural casings. Moreover, alginate casings enhance production efficiency, as they require less processing time and resources.

Beyond their economic and environmental advantages, alginate casings are highly adaptable, making them an excellent choice for manufacturers looking to differentiate their products. They offer exceptional flexibility in colour, size and flavour customization, allowing manufacturers to create products tailored to specific consumer preferences. These casings streamline processing, requiring less handling and improving efficiency in high-speed production lines. Their seamless application, uniform texture and ability to maintain moisture result in a consistent, high-quality final product.

Additionally, their adaptability makes alginate casings suitable for various dietary preferences, including vegetarian, halal, and kosher products, positioning them as a versatile solution for the evolving food industry.



# INTRODUCTION TO VP of Sales and Director of Procurement

Welcome  
to the  
TEAM



**Malabar Ingredients is thrilled to welcome Kevin Shannon** as our new Vice President of Sales. With nearly 20 years of leadership experience in the bakery and snack sector across North America, Kevin brings a strong track record in driving revenue growth and market expansion. His strategic expertise will be key as we scale our business. His strategic expertise will be key as we scale our business, develop innovative product offerings, and strengthen relationships with our valued partners. Kevin's passion for customer-centric solutions aligns perfectly with Malabar's commitment to delivering the highest quality ingredients and blends.



**We're also excited to introduce Kim Vines** as our new Director of Procurement. With over 15 years of experience in strategic sourcing and supplier management, Kim is known for her collaborative approach and focus on sustainability. She'll lead procurement operations and drive efficiencies to support our growth goals, ensuring that we continue to source the finest ingredients from trusted sources worldwide. Kim's expertise in optimizing supply chains and fostering strong supplier relationships will be instrumental in maintaining Malabar's commitment to quality, sustainability and innovation.



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

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