

THE MAIN INGREDIENT

FALL 2025



TREND WATCH

Understanding shifts in snacking and the hot honey craze

Snacking continues to evolve from indulgent treats to purposeful, flavour-forward moments throughout the day. The pressure to prioritize freshness and perceived health benefits in snacking is becoming increasingly important to younger demographics. Malabar Ingredients offers a range of ingredient solutions to meet this demand. One standout trend catching fire across menus and grocery aisles is Hot Honey! A spicy-sweet combination that adds depth and contrast to both savoury and sweet products. Whether it's enhancing flavour or putting a twist on classic dishes, this recognizable flavour combines indulgence and innovation. The versatility offered by this condiment is one of the reasons why it's getting serious attention in the comfort food space. Drizzled on pizza, tossed with fried chicken, or mixed into a cocktail, hot honey can easily be integrated into almost any product offering.

For manufacturers, this opens the door to hybrid flavours and expanded heat profiles using ingredients like cayenne, habanero, and infused syrups. Expect hot honey to continue making its way into seasoning blends, glazes, and snack coatings as consumers look for unexpected flavour fusion.





SUPPLIER HIGHLIGHT

WHAT YOU NEED TO KNOW ABOUT Nutek for Clean Label



As the clean label movement matures, Malabar is proud to highlight NuTek Natural Ingredients, a partner driving innovation in natural food technology. They aim to transform the food industry with natural, simple, and recognizable ingredients.

NuTek's solutions, especially in clean-label sodium reduction, MSG replacement, texturizing solutions, and preservatives, align with evolving regulations and consumer demand. Their patented technologies offer functionality comparable to traditional ingredients, while maintaining transparency and label simplicity. From plant-based proteins or shelf-stable seasonings, NuTek is leading the way in formulating for flavour, performance, and peace of mind.





TRADE SHOW TAKEAWAYS

HAVING A HUNGER FOR KNOWLEDGE

Our team was on the ground at IDDBA, Bakery Showcase, and SNAXPO, exploring what's next in food manufacturing. Staying informed is essential for smart ingredient selection and adapting to what's next in food innovation.

IDDBA (International Dairy Deli Bakery Association) revealed strong momentum in global flavour mashups and ready-to-eat innovations, many with a strong sustainability message.

At Bakery Showcase, enhanced texture technologies, gluten-free inclusivity, and natural colourants were trending, with vendors highlighting ingredient traceability from field to fork.

SNAXPO was ablaze with excitement for global heat, especially spicy snack coatings, including gochujang, Thai chilli lime, and hot honey. Snack format experimentation (e.g., chips made from legumes, cheese, or chicken skin) is growing as consumers look for protein-rich crunch.

The big message across the board? Flavour expansion must meet consumer wellness goals and ingredient integrity. Our team at Malabar Ingredients is uniquely positioned with product knowledge to guide your business through this call for innovation.

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SNAXPO27

IDDBA INTERNATIONAL
DAIRY DELI BAKERY
ASSOCIATION



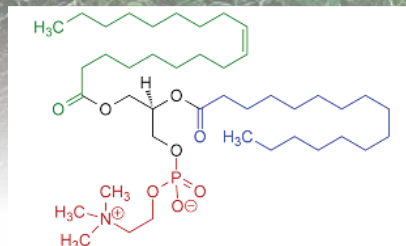
TECHNICAL DEEP DIVE

THE ATTRIBUTES AND APPLICATIONS OF LECITHIN [AS AN EMULSIFIER]

Often sourced from soybeans, sunflower seeds, or eggs, lecithin is primarily used as an emulsifier, allowing oil and water to blend smoothly in complex food systems. It gives structure and stability to a range of products, including baked goods, sauces, chocolate, and plant-based applications.

Beyond emulsification, lecithin prevents ingredient separation and increases the dispersion of flavours. This is essential to extending shelf-life and improving the texture and mouthfeel of food products. The multifunctional, naturally derived properties of lecithin are essential in both traditional

and clean-label formulations. Using lecithin can reduce reliance on synthetic additives while enhancing formulation performance. Some key functions are preventing breakage in waffles, pan release agent for bars, and as a supplement in sports nutrition beverages. For manufacturers looking to streamline ingredients without sacrificing performance, lecithin offers a natural, cost-effective solution that's widely accepted by global regulatory bodies. As developers pursue clean, functional labels, lecithin remains a trusted, natural emulsifier for creating high-quality, stable products.



***** 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 Winter edition in Fall 2025

Malabar Ingredients, Unit 1 – 3570 Platinum Drive, Mississauga, ON L5M2R7 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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