

Tasteology

TRENDS, PRODUCTS AND MORE FROM NEWLY WEDS FOODS

SUMMER 2016

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Fire It Up - Time to Get Your Grill On!

Aah summertime...with warmer weather and the sun shining how can anyone not be in a happy mood!?! Happy moods usually go hand and hand with happy times... and this time of year that could mean a summertime favorite...Grilling. Our culinary team has come up with a variety of "Grilling Inspirations" that will fill up your summertime menu.

At Newly Weds Foods, because we love grilling with friends and family so much, we actively track globally the culinary, flavor and ingredient trends related to this cooking form. From our research we have found that "grilled" or "charred" preparation and flavors are growing. Grilled items have a 79.8% menu penetration according to Datassentials. However, charred preparation/flavor has increased by 157.5% on menu call outs over the last 4 years. From a retail perspective sourced from Mintel GNPD, grilled/charred flavor call outs increased by 68% on U.S. new product launches from 2013-2015. That extends one of the flavors of summer to a year round event.

To learn more about grilling and BBQ from around the globe, reach out to Newly Weds Foods and ask about our Global BBQ "Deep Dives". We highlight BBQ/grilling concepts from flavors and proteins to more than 25 preparation methods from a worldwide perspective. All with the intent to inspire our customers with new flavor profiles for future new products.

For now though, savor the idea of enjoying summer with some of these grilling ideas for all eating occasions!

Enjoy And Happy Grilling From The Newly Weds Team!



RECIPES

Pork Spare Ribs With Orange Marinade

1kg Pork Spare Ribs (see tip)
Rocket, Radish and Celery Salad (to serve)
Orange Marinade
½ Cup (80ml) Teriyaki Sauce
2 Tbsp Maple Syrup
1 Tbsp Grated Ginger
Grated Rind of ½ Orange
Juice of 1 Orange
4 Green Onions (shallots), finely chopped
1 Tbsp Rice Bran Oil

- To Make Orange Marinade, combine all ingredients and place in a shallow bowl. Add ribs and turn to coat. Cover and refrigerate overnight to marinate, turning pork several times. Stand pork at room temperature for 30 minutes before ready to cook.
- Preheat a covered barbecue on medium. Drain ribs from marinade and cook for 30-40 minutes, brushing regularly with marinade and turning frequently, until cooked.
- To serve, cut ribs between short bones and serve with rocket, radish and celery salad.

*Tip: Ask the butcher to cut across the ribs so the bones are about 5 cm long

S'mores Popcorn

¼ Cup Popcorn Kernels
1 Tbsp Vegetable Oil
Salt To Taste
2 Tbsp Cocoa Powder
¼ Cup Confectioner's Sugar
¼ Cup Crushed Graham Crackers
¼ Cup Mini Marshmallows

- Make Popcorn: Combine 1 Tbsp vegetable oil and ¼ cup popcorn kernels in a disposable pie pan. Seal the pan in foil, making a dome shape on top. (Use 2 sheets of foil, if needed, to cover.)
- Grill over high heat, shaking, until the popping stops, about 8 minutes.
- Season with salt.
- Toss popcorn in a bowl with 2 Tbsp cocoa powder and ¼ cup each confectioner's sugar, crushed graham crackers and mini marshmallows.

Wet Marinades

Even very good meat, poultry and seafood can benefit from the addition of a marinade. They were originally conceived to both preserve and tenderize tough proteins, but today are designed to deliver textural and flavor attributes. And, most wet marinades work across all proteins as well as vegetables.

A marinade should consist of at least one of each of these ingredients.

- Tenderizer (orange juice, lemon juice, etc.)
- Oils (olive oil, sesame oil)
- Fresh and Dry aromatics (rosemary, basil, mint)
- Spices

How much marinade should you use? A simple rule of thumb (when using a plastic bag to marinade in) is 1 cup of marinade for each pound of meat. Double the marinade if you are using a flat baking dish to soak. Using this method, you'll want to evenly and completely cover the food. The final, most important piece of the puzzle is, how long do you marinate? Fish needs the least amount of time, followed by chicken, then pork, then beef. Be careful in using acid when marinating fish. You could end up cooking the fish instead of flavoring it. Also, reduce the acid if planning a long marination (with any protein). Add it in more toward the end of the process.

Adding Fuel To The Fire

As a first step, determine the cooking method for that optimal grilling experience. More traditional grilling tends to call for the use of charcoal briquettes because of consistency and quick prep time. Pit-masters and barbecue enthusiasts like to try their hand with hardwood to add desired flavor characteristics from the smoke to their barbecuing masterpiece.

Interesting Facts:

Charcoal Briquettes:

Invented by Henry Ford as a by-product of making fuel to run his factory. They are manufactured by burning wood product in the absence of oxygen until the wood is reduced to carbon and starch binders, then ground coal is added. The result is the formation of briquettes.



Hardwood Lump Charcoal:

Additive free charcoal that comes in irregular shapes, also known as pure charcoal. Hardwood is burned in closed containers with very little oxygen, until it is turned into carbon. Using Hardwood Lump Charcoal creates a hotter fire, burns clean, holds heat longer, and responds to oxygen more quickly allowing for greater control of the fire.



Hardwood:

Can be difficult to cook with because of the irregularities in size, consistency and moisture, even within the same log. Resin and knots within the wood will affect the burn. This method of fuel requires a longer set up time to cook correctly, and should be noted that only woods that are seasoned and aged are recommended for use.

Grilled Bread Salads

Bread Ingredients

4 Flat Breads (naan, pita, etc.)
1 Tbsp Olive Oil
2 tsp Granulated Garlic
Season lightly with Sea Salt and Cracked Pepper

Bread Directions

- Get your grill "Hot"!!!
- Keep your flat breads whole
- Brush with olive oil and season with granulated garlic, salt and black pepper
- Brush and season both sides
- Place the flat bread direct over the hottest spots
- Char both sides quickly
- Remove once charred, let cool then chop to desired size. A large chop, will stay crispy when tossed with the salad and dressing



Romaine Ingredients

3 Heads of Romaine lettuce, sliced lengthwise
1 Tbsp Olive Oil
2 tsp Granulated Garlic
Season lightly with Sea Salt and Cracked Pepper

Romaine Directions

- Get your grill "Hot"!!!
- Remove the leafy outer leaves of each head of romaine, clean with cold water
- Slice down the center lengthwise, leaving the bottom attached
- Brush with olive oil and season with granulated garlic, salt and black pepper
- Brush and season both sides
- Place the lettuce direct over the hottest spots
- Char both sides quickly
- Remove once charred, let cool chop to desired

Unwrapping The Secret to Great Grilling

Trendy Things To Grill In Foil

One grilling method often overlooked is the use of foil pouches. It is a versatile and easy way to cook a variety of different and tasty flavor combinations. The light, sturdy and compact construction makes it a perfect device for use with gas and charcoal grills or even in a campfire. Despite their utilitarian nature, they can help make any and everything you put inside smell, taste and look wonderful. Here are just a few examples of trendy things that turn out great when cooked in foil.

How to make a foil packet:

1. Lay a large sheet of heavy-duty foil or a double layer of regular foil on a flat surface
2. Put the ingredients in the center of the foil. Bring the short ends of the foil together and fold twice to seal; fold in the sides to seal leaving room for steam. Grill as directed.

Shishito Peppers

Toss ½ pound shishito or Padron peppers, a drizzle of olive oil and ¼ teaspoon paprika on a sheet of foil. Form a packet. Grill over medium high heat, 7 minutes, sprinkle with coarse sea salt.

Sesame Bok Choy

Toss 1 pound baby bok choy, 1 Tbsp sesame oil and 1 teaspoon each grated ginger and sesame seeds on a sheet of foil. Arrange in a single layer and form a packet. Grill over medium high heat. 15 minutes.

Grilled Peach & Ginger Whiskey Sour

8 Peaches, Halved and Pitted
 ½ Cup Fresh Lemon Juice
 12oz Whiskey
 8, 12oz Cans Ginger Beer
 Ice to Garnish
 Mint Sprigs To Garnish

- Preheat grill to medium low. Grill peaches, flesh side down, for about 4-5 minutes or until they begin to caramelize. Transfer all the peaches to blend and blend until very smooth.
- Completely cool peach puree in the refrigerator. Mix lemon juice into the peach puree.



- Evenly distribute peach puree among 8 tall glasses. Top peach puree with whiskey.
- Add ice cubes to the glasses; then top with ginger beer.
- Garnish with mint leaves.

Coffee and Chile Rubbed Skirt Steak Kabobs

¼ Cup Espresso Coffee, finely ground
 ¼ Cup Dark Brown sugar, firmly packed
 2 tsp Kosher Salt
 2 tsp Chili Powder
 ½ tsp Ground Cinnamon
 ½ tsp Ground Ginger
 ½ tsp Cocoa Powder
 ½ tsp Ground Black Pepper
 ½ tsp Smoked Paprika
 Pinch Cayenne Pepper
 1 Tbsp Olive Oil
 2 ½ lbs Skirt Steak, cut into thin slices

- Heat grill to high.
- Combine all dry ingredients for the spice blend.
- Rub steak with oil, and sprinkle with rub. Massage rub into meat, and then thread onto wooden skewers.
- Grill until charred and medium-rare, 2 to 4 minutes per side or until cooked to desired doneness. Serve immediately.

Dry Rubs & Pastes

Sometimes you already have that perfectly tender piece of meat, but it could use a little flavor enhancement. Enter the dry rub. It forgoes the acids normally used to break down connective tissue in the protein, and instead focuses on dry components like aromatics and spices to add taste and visual appeal.

Another benefit is that the dry rub will form a crust, adding a great texture to the eating experience. You can add in an oil or soy sauce too, forming a paste if desired, but in either case application is the same. Gently apply the rub or paste and evenly coat the protein. The best way is to just use your hands.

Unlike a marinade, you can apply a rub just before cooking and get the same great taste benefit. However, if you want to get the rub flavor deeper into the muscle, wrap the meat in plastic wrap and place it in the refrigerator for a few hours. Careful! You don't need a lot of rub to get that flavor. A little goes a long way and you could overpower that delicious cut of meat.



CULINARY SPOTLIGHT

Team Disruptive Q Takes First Place

Our Culinary team has been working overtime. When Chef Matthew Freistadt joined our company late last year, he brought with him 16 years of competitive BBQ passion. That passion caught on with our other team members and the result is “Disruptive Q”, a competitive BBQ team comprised almost entirely of Newly Weds Foods Chefs.

Our culinary group has taken it upon themselves, in their free time, to deep dive on BBQ, one of the more long standing and prominent trends in the food industry. They have spent weekends honing and perfecting their culinary techniques in exploring everything this hot cuisine has to offer.

Chef Mathew (AKA Pit Master Mat) and team members have already participated in two competitions this summer. Masters in May in Appleton, WI, provided knowledge and a better idea of what to expect for our less experienced BBQ aficionados and helped prepare them for

competition #2 at Red, White & BBQ in Westmont, IL. They are planning to participate in other Midwest events this summer and into the fall as they follow their quest for a Grand Championship and the ultimate goal of an invitation to the World Championships hosted at The Jack Daniel’s Distillery in Lynchburg, TN.



At the Westmont Red White and BBQ event, the team was awarded a first place prize for their pulled pork. The pork was slowly cooked all day and brushed with a thick Kansas City style sauce, then seasoned with a specially formulated blend of spices and honey crystals created by Chef Mathew. That certainly gave the hometown crowd

for the Chicago based team something to cheer about. “It was an amazing gathering of Newly Weds employees and families who showed outstanding support” said Chef Mathew.

The purpose and mission of “Disruptive Q” is to have fun while cooking and competing. Why disruptive Q you may ask? Chef Mathew says, “The idea is not to do the same thing the others are doing. Win with our own flavors and techniques.” Each flavor and ingredient used while cooking BBQ is hand crafted and formulated by Chef Mathew and the Team to deliver a specific profile, and most of all a big smile on the faces of the judges when they taste.

We couldn’t be more proud of our culinary team, and look forward to cheering them on at their next competition; Heritage Days in Belvidere, IL in late June.



KEEP IT HOT

Don’t forget; always cook food to its minimum safe temperature to prevent foodborne illness.

- Ground beef, pork, and lamb – 160°F
- Poultry – 165°F
- Fresh beef, pork, or lamb – 145°F

Cooking to a safe temperature is your first line of defense against foodborne illness but, Newly Weds Foods’ DefenStat can provide a further layer of protection from E. coli and Salmonella in raw meat and poultry if and when minimum temperatures are not achieved. Contact your Newly Weds Foods sales representative to find out more.



LOOK FOR US AT...

Come see what’s new in Newly Weds Foods’ product portfolio of Food Coatings, Seasonings and Food Safety products at:

IFT, July 17 - 19,
Chicago, IL Booth #3616



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