

Tasteology

TRENDS, PRODUCTS AND MORE FROM NEWLY WEDS FOODS

August 2015

FLAVOR INTROSPECTIVE

Making Lemonade Out of Lemons

On a steamy August day nothing quite hits the spot like a cool refreshing glass of lemonade. Am I right? That begs the question. Is it the cool freshness, the tart sweetness or the lively flavor that lends such brightness to citrus spiked foods and beverages?

Creative chefs are squeezing citrus flavors such as Meyer lemon, lime, blood orange and grapefruit to add a pop of excitement or zing to traditional appetizers, entrees, desserts and beverages - cocktail or otherwise. Citrus flavors are remarkably versatile – adding freshness and taste to dishes in a healthful manner. Often, citrus goes unmentioned as an ingredient.

Until now. According to the Datassential MenuTrends Database, menu items with the term “citrus” used in the description have increased in menu penetration 26.2% since 2010. Varietal citrus fruits are catching even more of a buzz:



- ◆ Blood Orange: +237.5%
- ◆ Meyer Lemon: +71.4%
- ◆ Kaffir Lime: +27.3%



Consumers of all ages and walks of life are expressing interest in fresher, cleaner options for meal and snacktime. Adding a touch of citrus can deliver extraordinary zest and depth to traditional recipes – livening them up in the process. Do you want to add some citrus tang to your recipe catalog? Check out our chef’s citrus inspired recipes.

Source: Datassential MenuTrends database

RECIPE

Scallop Kabosu Ceviche

1 pound sea scallops, thinly sliced
1/3 cup fresh lime juice
2/3 cup Japanese kabosu juice
2 tsp. jalapeño, minced
2/3 cup English cucumber, small diced
2/3 cup radishes, sliced
1 small garlic clove, minced
1 Tbsp. cilantro, chopped
1 Tbsp. parsley, minced
1 Tbsp. mint, minced
1/2 Tbsp. canola oil
To taste Kosher salt
Tostadas or tortilla chips, for serving

In a glass bowl, toss the scallops with the citrus juices. Cover and refrigerate for about 45 minutes, stirring occasionally, until the scallops just start to turn opaque.

Meanwhile, in a medium bowl, combine the jalapeño with the cucumber, radishes, garlic, cilantro, parsley, mint, and oil.

Combine the scallop mixture into the bowl with cucumbers. Season with salt.

Spoon into bowls or glasses and serve with tostadas or tortilla chips.

RECIPES

Chicken Tajine with Preserved Lemon and Olives

4 Tbsp. olive oil
1 cup yellow onion, small diced
4 cloves garlic, minced
1 tsp. fresh ginger, minced
2 tsp. ground cinnamon
1 tsp. ground black pepper
1 tsp. ground cumin
1 tsp. sweet paprika
1 tsp. red pepper flakes
1/4 tsp. ground clove
1 large pinch saffron
1 ½ pounds chicken thighs, boneless/skinless, cut into large chunks
To taste Kosher salt and freshly ground black pepper
1/3 cup fresh cilantro leaves, chopped
2 Tbsp. preserved lemon, chopped
1/2 cup green olives, halved
2 cups chicken stock

Heat oil in a large skillet over medium heat. Add onions and cook, stirring, until they are well caramelized, about 6-7 minutes. Add garlic and ginger to the pan and cook for about 1 minute or until it becomes fragrant. Add all seasonings and cook to incorporate into the oil.

Add chicken to the pan and coat completely with spices. Season with salt and pepper. Add remaining ingredients to the skillet and bring to boil. Reduce heat to simmer and cover. Simmer chicken for about 25 minutes, or until tender.

Serve chicken tajine over steamed rice or couscous.

Tequila Citrus Summer Refresher

1 ½ oz. (light) Tequila
3 oz. Grapefruit juice
¼ oz. Agave
Juice of 1 lime
Splash grapefruit soda
1 grapefruit slice, garnish
1 Luxardo cherry, garnish

Combine tequila, grapefruit and lime juice in a shaker. Add ice, shake thoroughly. Pour over ice in a rocks glass Add a splash of grapefruit soda Garnish with slice of grapefruit and Luxardo cherry.

INSIDE STORY

Pardon Our Dust!

Our chefs are the keepers of the gold standard at Newly Weds Foods charged with inspiring new tastes every day. It has been said that an enriched environment stimulates creativity. This fall the Newly Weds Foods Chicago Culinary Department will be moving into a 3150 square foot state of the art culinary center in the corporate headquarters facility. The center will be a showcase, highlighting the talents of our culinary team and facilitating productive on-site customer meetings. Carved out of our manufacturing plant and just steps away from both our seasoning and batter/breading labs, the entire space creates an environment custom-built for collaboration.

Adjacent to the kitchen is a new conference room equipped with all the amenities for that perfect work session. Pocket doors allow privacy for meetings or

open the up the room to an ideation area featuring the building's original vaulted ceilings with skylights added for natural light. Counter seating provides an excellent place for cooking demonstrations or



one-on-one interaction with chefs. In order to better understand our customers' needs, the hot-line area has a full line of equipment consistent with the back of the house in most commercial restaurants.

The prep area will feature all the kitchen essentials including:

- ◇ Impingement Oven
- ◇ TurboChef®
- ◇ Ovention® Oven
- ◇ Smokehouse
- ◇ Combi Oven
- ◇ Steam-Jacketed Kettle

A walk through cooler leads to a walk in freezer, while stylish, yet functional shelving keeps all the ingredients and small wears our chefs need close at hand. And when they need to get online to research new ingredients or check email to communicate with customers, their new office suite is there waiting for them.

We look forward to working with you in our new culinary center, scheduled to be completed in September.

MARKET VIEW

The New Face of Food Service – In Store Delis

The landscape of the dining experience is evolving faster than ever. In 2015, the lines between traditional segments continue to blur as restaurants adapt to the challenging environment and create new concepts that meld characteristics from multiple operator types: limited service operators borrowing from full service. Full service is adopting more casual serving styles.

The overlapping of segments goes beyond restaurants, as convenience stores, supermarket delis, and even retail stores continue to establish and elevate their foodservice programs. Alternative dining out options are popping up all over. On site fresh spots in traditional grocery retailers, c-stores with customizable offerings, food trucks and department stores are capturing market share from the restaurant industry. What and where we eat is more plentiful than ever. The definition

of in-store dining has forever been altered. Following the 2008 recession, there was a paradigm shift from food service visits to retail for meals on the go – hot or cold. What ignited was the opportunity to bring the convenience of prepared foods to the consumer. Hot bars with soups, entrees, and sides started to emerge as did the expansion of rotisserie chicken and breaded fried chicken. Contemporary salad bars and ready to go sandwiches started gaining traction as did catering to a more health conscious consumer with prepared or made to order sushi. Designated eating areas also started to expand within those sections truly making the in store deli area a destination. Supermarkets have been competing with restaurants for market share of lunch and dinner. Some now offer breakfast on-the-go options as well. According to NPD*, data indicates that retail prepared foods purchases experienced the strongest growth at lunch, up by 29%,

and dinner up by 9% from 2008-2013. As a leader in food ingredients, Newly Weds Foods plays an important role in supporting the growth of in store delis through innovative and high quality products. At the June 2015 IDDBA Show, Newly Weds Foods showcased what we are known for in the industry by offering creative solutions and systems consistent in bringing success to your operation and meeting your customer's expectations. We offer everything from shake on seasonings for rotisserie chicken, to Pizza Panko™ that acts as a texture modifier in pizza dough delivering crispiness to every bite, to breading systems & training programs for making the best fried chicken. That is just a small example of how Newly Weds Foods can assist in your success. Give us a call or visit www.newlywedsfoods.com to see how we continue to make your in-store delis a true destination.

*Source: NPD "The Retail Prepared Food Market: Assessing the competition." September 2013

FLAVOR INTROSPECTIVE

Liquid Gold Rush - Bourbon's New Fame

From jerky, to BBQ Sauce to brownies and burgers, one of the hottest flavor trends in new products or on menus today is a boozy favorite: bourbon.

Throughout the 20th century the spirit led a fairly low profile existence with food. Today, bourbon has increased on U.S. menus by 68% since 2010. And while you may notice a wide variety of innovative, new cocktails featuring Kentucky's gold, where you will find the most noticeable presence of bourbon is as a food ingredient. In fact – on menus only 49.2% of the menu records containing bourbon are positioned as beverages.

In the retail space: there were 253 new products with bourbon as an ingredient in the U.S. since 2012.



Translation: spiked foods are gaining more momentum than plain ole shots.

(Interesting sidebar: It has been suggested that this bourbon-palooza is a by-product of the popularity of the bourbon swilling, AMC series Mad Men.) What sets bourbon apart from its other spirited comrades? Distinction. It takes a special whiskey to be a bourbon. There are several unique aspects to the manufacturing process that give bourbon the sweet, oak-y smoothness that makes it a great addition to entrees, desserts, sauces and snacks.

By law (seriously), bourbon must be:

- Produced in the U.S.
- Made of a grain mix containing 51% (at least) corn
- Distilled at 160 proof
- Contain no other additives other than water
- Aged in new, charred white oak barrels
- Aged for a minimum of 2 years

Source: Mintel GNPD; Datassential MenuTrends database

DID YOU KNOW?

Inspiring Your Private Labels

Remember when buying the store brand was totally uncool? Well retailers have really upped the ante, getting creative in product offerings and packaging.

According to Mintel GNPD, private label is becoming an increasingly prevalent sight on supermarket shelves. In the past five years the private label industry has increased from 18% of global food and drink introductions to 23%. Private label options are not only popping up in traditional grocers but in club stores, c-stores and drug stores as well.

Newly Weds Foods offers a wide array of product and packaging capabilities for private label that can help your business participate in this growing industry. Whether it's our breadcrumbs, batters, stuffing crumb, English muffins, croutons, dry seasoning blends, multi-ingredient systems or liquid sauces, we can help you to enhance your private

label programs. Our packaging capabilities include but are not limited to the following:

Pouches:

- ◇ Horizontal Form, Fill, Seal – 3 side seal envelope with or without gusset
- ◇ Vertical Form, Fill, Seal – top and bottom seal, finseal along the back length.
 - Reclosable ziplock style available.
 - Fill Weight Range: 5.0 oz. to 5.0 lb.
 - Pre-Made Four Side Seal

Jars/Bottles:

- ◇ Dry Seasoning Blends – Round plastic jars and larger square “handle” style jars
- ◇ Liquid Sauces – Glass or plastic square, round and oval shaped bottles
 - Size: 9.0 fl. Oz. to 32.0 fl. Oz.
 - 1 gallon to 55 gallon bulk drums.

PRODUCT SPOTLIGHT

MicRoasted™ Seasonings

Seasoning Blends Inspired By On-Trend Flavors Delivering A Complementary Roasted Look On Beef, Poultry, Pork, Seafood Or Vegetables Right Out Of The Microwave

Longer work hours, after school activities, stuck in traffic... hectic consumer lifestyles are creating a time crunch that is having an impact on mealtime, for families and individuals. Given that this country has more two-income and single-parent households than ever before, it is no surprise that we have become a more time-starved nation. And that impacts the way we eat – in and out of home. According to IRI, consumers consider convenience very heavily when evaluating their food and beverage options. Two-thirds of U.S. consumers look for foods that are quick and easy to prepare. And what's easier and more convenient than a microwave?

Newly Weds Foods has developed an easy and delicious solution to the dreaded “time crunch/delicious meal at home dilemma” with MicRoasted™ Seasonings.

MicRoasted™ Seasonings are savory blends that provide a desirable “browned” appearance on many cook-in-the-bag microwaved foods and also deliver a variety of flavor profiles or a saucing capability to meats and vegetables. These seasonings perfectly complement consumer demand for the ease of microwave preparation combined with the appetizing and aesthetically pleasing benefits associated with oven roasting.

MicRoasted™ Seasonings would be a great value added offering at a retail meat or seafood counter. Contact your Newly Weds Foods Sales Manager for more information.



TRENDSSETTERS

In A Pickle? Fermented Foods On The Rise

Fermented and pickled foods are not just pickles and beer, they include all types of vegetables, teas, and yogurts. Foods of this type are skyrocketing in popularity.

Take for example the menu penetration for Greek yogurt and pickled vegetables where triple digit growth has been seen over the past four years according to Datassential's MenuTrends database.

There are many benefits to eating fermented foods and while most of them are health related, there are some monetary ones as well. They are high in probiotics that balance your gut to absorb more nutrients, while fermented foods themselves retain more of their nutrients than non-fermented types. This has opened up the flood gates of healthy probiotic rich foods and people are now more willing to try kombucha tea or seed cheese because of the healthy attributes they offer. Pickling and fermenting foods allows them to last longer, meaning you throw out less, saving you money. All this adds up to one thing. Consumers are seeking out these natural health benefits from new sources. Another contributing factor is the increased interest in Asian cuisines. Ethnic products like kimchi and miso are appearing on more shelves and menus as consumers have become more accustomed to these flavor profiles. The perks of fermented foods allow producers to make health claims. This in turn catches the consumer's eye and palette, growing the trend.



Any way you look at it, it's time to pucker up and try these fermented and pickled foods, either for health reasons or for their delicious additions to your favorite foods.

But what is the distinction between fermented and pickled foods? Fermented foods create their own self preserving, acidic liquid, while pickled foods are placed into an acidic medium like vinegar for preserving.

	Fermenting	Pickling
Definition	In the context of food, fermenting is the conversion of carbohydrates to alcohols and carbon dioxide or organic acids. The process also occurs in pickling.	Process of preserving foods by allowing it to anaerobically ferment in brine. Fermenting occurs during pickling.
Method	Fermentation is the biochemical process in which energy is extracted from sugar without the use of oxygen. Fermentation by yeast is the basis of alcoholic beverage manufacturing.	The jar and lid are first boiled in order to sterilize them. Fruits or vegetables are added to the jar along with brine or vinegar and are then allowed to ferment until desired taste is obtained.
Origin	Fermentation occurs naturally in fruits. Since ancient times, however, the earliest evidence of wine making dates from eight thousand years ago, in Georgia in the Caucasus area.	Pickling began as a way to preserve food for out-of-season use and long journeys.
Foods	Used in production of beer, wine or cider.	Vegetables and meats can be pickled for preservation.



Source: Datassential MenuTrends database, Diffen.com

MARKET INSIGHT

On Deck With Seafood

The global seafood industry is among the largest food commodities today. More than 200 countries supply the more than 800 species of finfish, crustaceans and squid to the global market with trade value exceeding an estimated \$60B per year. The projections indicate that consumption and demand will only continue to grow worldwide given the health halo that seafood naturally conveys and as consumer behavior shifts to more healthful lifestyles.

Seafood is a rather complex subject matter. Not only are there hundreds of species of both wild caught and aquaculture varieties, seafood is also positioned throughout the retail environment as shelf-stable, fresh, frozen or as an entrée or an appetizer in traditional and non-traditional food-service environments....sushi is sold in convenience stores!

Newly Weds Foods takes a deep dive (pun totally intended) into the world of seafood in our 2015 Global Seafood report. The presentation covers the five w's of this very complex market and discusses in-depth product trends in claims, convenience positioning, flavors, chef inspiration and more. Get this and much, much more during an upcoming webinar.

Your Newly Weds Foods Sales Manager will reach out to you to discuss the various industry and trend presentations that we have to offer.



1-800-621-7521
www.newlywedsfoods.com