

# Tasteology

TRENDS, PRODUCTS AND MORE FROM NEWLY WEDS FOODS

MARCH 2016

## CULINARY SPOTLIGHT

### Peasant Fare Climbing Up The Menu Hierarchy

Peasant foods are dishes from a particular culture, made from inexpensive ingredients, and typically heavily seasoned to make them more palatable. With the soaring prices of meat proteins & focus on food waste, chefs have found a way to exert their creativity and stretch their budgets while still providing a great meal for their customers. Thus... enter the rise of peasant fare. Chefs are embracing reinvention by utilizing meat trimmings normally thrown away -- grinding them up into sausage, meat balls and other delicious comfort foods, making elevated peasant fare a key trend to watch in 2016, according to market research done by Technomic.

No longer considered plain, mainstream fare, the staples below have been experiencing new interest, spiking on menus over the past four years:



- Meatball mentions +39.7%
- Sausage mentions +14.2%
- Bao Bun mentions +61.5%

Newly Weds Foods global network of chefs is prepared to help you capture this growing market, with experts in almost every corner of the world, all well versed on their local peasant fare favorites. From Thailand street-food to Eastern European pierogis to American breakfast sausages, let Newly Weds Foods help you find that authentic ethnic seasoning to make your product stand out from the crowd.

As special treat, we have been allowed to share some family secrets...some family peasant fare recipes that is. Please, turn to page two show-casing a few from the Newly Weds Foods R&D team members....

Source: Technomic 2016; Datassential 2016



INTRODUCING



## DefenStat™

*The first clean label breakthrough against E.coli and Salmonella*

In January 2016, we announced the addition of DefenStat™ to our IsoStat™ Products Group portfolio of food safety products. This clean label ingredient for raw meat and poultry is the only product of its kind, protecting against the three systemic failures leading to *E. Coli* and *Salmonella* outbreaks.

DefenStat inhibits pathogen proliferation throughout product processing and distribution, substantially reduces potential for cross-contamination and enhances *E.coli* and *Salmonella* susceptibility to heat. This new and revolutionary intervention gives processors, retailers, foodservice operators and consumers an added level of defense against these food safety concerns.

DefenStat was developed exclusively by Newly Weds Foods.

All ingredients are "safe and suitable" and Generally Recognized As Safe (GRAS) by the FDA. The product has also received a Letter of No Objection from the USDA.

Contact your Newly Weds Foods salesperson to learn more about the newest addition to our food safety products group.



## Susie's Yeast Rolls

**Compliments of Susie Wright  
Newly Weds Foods  
Director, Seasoning R&D**

When I came to this country 40 plus years ago, I did not know anything about American cooking. An older lady in my church took me under her wing and taught me to cook some good old southern cooking like coconut cake, pecan pies, German chocolate cake, pound cake, biscuit and gravy... and many other recipes. I did make some minor changes to the original recipe, but everyone still seems to enjoy them.

1 packet of Yeast (dissolve in 1/4 warm water)

Mix together the following:

2 1/4 cups milk  
1/2 cup sugar  
1/2 cup shortening  
Heat until shortening melts (do not boil)

Sift together the following:

4 cups all purpose flour  
1 tsp salt  
1 tsp baking power  
1/2 tsp baking soda

- Combine yeast, milk mixture and flour mixture and mix well. Let sit until dough doubles in size (about an hour)
- Punch it down and let rise again Refrigerate 6-8 hours or over night
- Roll out the dough and cut with small biscuit cutter (less than 1/2" thick) and brush with oil.
- Let the rolls rise two hours
- Bake at 425 for 8 to 9 minutes.

I like to top the biscuit with honey butter or strawberry butter while they are still hot.

One thing to remember, this dough is very wet and little hard to roll out. Use plenty of flour to keep from sticking.

Enjoy !!!!!!!!!!!!!

## The Taconi Praline

**Compliments of Tommy Rutherford, Newly Weds Foods Food Scientist**

The maternal side of my family has been making these little pralines ("praw-lean" in my speak : in your speak it may be a "pray-lean", which is incorrect) for at least 125 years. There was a time when my great great grandmother and great grandmother even sold them to local area restaurants. That was a time before me. I remember them as a Christmas time treat, along with divinity, fudge, brownies, sugar cookies, Italian fig cookies (cuccidati), Italian sesame seed cookies, nutty fingers, chocolate covered marshmallows with pecans ("pe-kahn" in my speak : in your speak it may be a "pee-can", which is incorrect), and pecan cookies. The chocolate covered marshmallows with pecans are always my favorite. The candy making undertaking for baby Jesus' birthday was, and is a family affair. Now my Aunt "T" helps my granny. I guess maybe I should learn so the tradition can continue. All the treats are made over the weeks leading to Christmas, and then shared with the family. Usually placed into tins. Many of these tins are older than me. Unlike a favorite dessert, I do not have a favorite tin. The pralines are a huge hit, and in high demand. I bring some to work and share them. Hence the request for the original recipe.

Recipe provided by Peggy Monti Rutherford in honor of Evelyn Taconi Monti - Jan 2016:

1st ingredient is Patience, 2nd, Patience, and 3rd, Patience.

It is best to get everything ready before you start. Especially if you are by yourself.

Please read thru first and prepare as much as possible before you start. It is just easier. A heavy wooden spoon does really well to mix with. Cut the wax paper for wrapping while pralines are drying.

**First mixture** -- Put in 3 quart heavy saucepan:

3 cups sugar  
1 cup milk, you could use half cream and half water if desired  
1/4 teaspoon salt

**Second mixture (melted sugar)** -- use a heavy skillet:

1 cup sugar  
Melt and brown slowly in heavy skillet -- do NOT stir but shake pan to keep from burning -- this has to be done slowly -- very slowly

Both mixtures are put on the stove at the same time -- both slow/low heat -- first mixture should be just coming to a boil when sugar in skillet is melted.

Add melted sugar to first mixture, pouring and mixing very, very slowly. This will boil up and over if not added slowly.

After melted sugar is mixed in, let cook slowly about 15 minutes or until a small amount forms a soft ball in cold water. "We never had no candy thermometer, HUN"

When finished cooking, add 4 cups pecan pieces (go thru for shells), 1 teaspoon butter, and 2 teaspoons vanilla, and mix in. Remove pot from stove and let cool enough to put your hand on bottom of pot. Mix until creamy or getting hard.

Put out by tablespoon full onto wax paper, on top of thick newspaper, on a table, or you can use cookie sheets with wax paper on cookie sheet racks to cool. This makes about 36 pralines.

If praline gets too hard while putting out, you can put it back on stove and melt some.

After pralines are dry (they should pull off the wax paper pretty easily), you need to wrap each one in wax paper to make like a package, with paper folded in fan shape on top for about 2 folds then fold under each end. When they are completely cool, put in a tin lined with wax paper with enough left over to cover top. They keep well in the tin, if they last that long.

AND DON'T FORGET THE PATIENCE



## TRENDSSETTERS

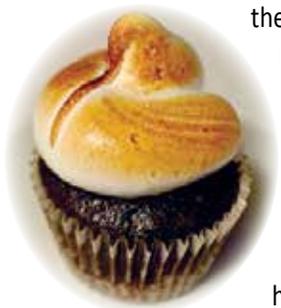
### Feel The Burn Charred Food Is A Top Trend

One of the top ten food trends for 2016 is the “burned movement”—including all types of smoked, charred and burnt items. Market research from Technomic shows a 61% rise in use of the word burned and a 19% rise in use of the word smoked on restaurant menus.

This trend is not reserved to just meats, as items menued include eclectic desserts with burnt sugar toppings and cocktails with smoked ice, smoked salt, or smoky syrups. Far and away the most significant use of this trend on menus is with burnt vegetables. This ties into another trend for 2016...vegetables as the main dish.

With the elevation of the vegetable to the main plate, chefs have started to use the same care and preparation methods that they normally reserved for meat. Gone are the soggy sides of green beans swimming in butter, now replaced with fresh, caramelized charred asparagus, lightly seasoned. Or, enjoy a delicious ear of yellow corn with seasoned butter dripping across the dark grill marks.

The opportunities are endless and while vegetables are the main focus of this trend the possibilities for other courses abound for this searing hot trend.



### Bugs – Slowly Creeping Into Consumer Acceptance

Almost 1/3 of the global population consumes insects on a regular basis, but very few in the United States. Slowly, trendier menus are starting to put this great protein source on their menus. Fitness nuts have been munching on bars infused with cricket flour for a few years but that’s nothing like what’s available overseas.

Chef Brian, our Thailand transplant, had this to say about his insect experiences: “I’ve had my fair share of mealworms and fried crickets, which if done right go very well with a Singha beer. Sometimes you will find red ant eggs which I’ll occasionally get for fun—they taste like spicy tapioca balls. I’ve even gone so far as to try a bee nest with bee larva inside. This one was a little odd for me but I tried out of curiosity.”

Beyond the “unique” factor that goes along with this trend, there are major nutritional and environmental benefits. Pound for pound, mealworms have as much unsaturated omega-3 fats as fish, and a pound of locusts has more iron than a pound of beef. Additionally insects are sustainable, requiring less land and water than traditional meats. Insects also emit lower amounts of greenhouse gasses and ammonia.

But most Americans associate bugs with bites, danger, and disease and those emotions are so universally ingrained that it’s going to take a while for them to accept this new protein. To fill the gap, insect flours have been creeping onto labels and menus.

Source: Psychology Today, Dec. 2015; Mintel 2016



### PULSES - Legumes Now At The Heart Of The Meal

What on earth are pulses you ask? Pulses are annual leguminous crops yielding between one and twelve grains or seeds of varying size, shape and color within a pod, used for both food and feed. They are crops harvested specifically for use as dry grains. No green crops or crops harvested for oils are allowed. Lentils, beans and chickpeas are great examples of pulses.

WHY are pulses highlighted as a food trend? With the rise of consumers wanting “better for you” food options, pulses deliver on that promise as part of a healthy diet that adds protein and fiber. By incorporating pulses in one’s meals it helps address obesity issues and preventing or managing chronic diseases like diabetes, heart conditions, and cancer.

The United Nations has declared 2016 the “International Year of Pulses,” in an effort to bring awareness to these legumes. Not that the crop needs any help.



According to Datassentials 2016 data, the chickpea has grown 8.9% in menu penetration over the past 10 years. The lentil enjoys an 8.3% lift over the same time frame and even the modest pinto bean has grown 4.6%. This upward trend is one of the many reasons to try and incorporate pulses into recipes and on menus.

Newly Weds Foods has a finger on the “pulse” of this trend and in response has developed many different concepts using yellow pea, garbanzo and pinto bean flour. Contact your sales representative today to see how Newly Weds Foods can enhance your development efforts with these nutritious ingredients.

Source: FAO of United Nations 2015, Datassentials 2016

## PRODUCT SPOTLIGHT

# Gluten Free Panko Crumb & Coating System

At Newly Weds Foods we are always looking to create the best possible solutions to help our customers address demands reflecting current trends in the consumer marketplace. Two of the biggest and fastest growing trends have been Panko bread crumbs and gluten-free products.

As a leader in the development and manufacturing of food coatings systems, we have combined these two trends, putting our knowledge and technical know-how to work in formulating a high quality gluten-free Panko. So, this crumb has all the unique attributes of a conventional Japanese Style Panko crumb including its slivered appearance, light & crispy bite and golden brown color.

Newly Weds Foods introduced Japanese style bread crumb to the U.S. in the 1970's so we have a very good understanding of what constitutes a top of the line product.



Contact your Newly Weds Foods salesperson to learn more about this coating system and other gluten-free solutions available.

In addition Newly Weds Foods has developed gluten-free pre-dust and batter components that are very complementary to this crumb and present a complete coating system with excellent adhesion, texture, and taste.

### **The Gluten-Free Panko crumb & coating system consists of:**

- ◇ Gluten-Free Pre-dust
- ◇ Gluten-Free Batter Mix
  - Two product applications/options
    - For Parfry/Oven Recon
    - For Raw Bread/Fry Recon
- ◇ Gluten-Free Panko Crumb
  - Two product application/options
    - For Parfry/Oven Recon
    - For Raw Bread/Fry Recon

## MARKET INSIGHT

# Fast Food Refresh

2016 is predicted to be the year of the fast food refresh. You have probably seen some of the writing on the wall with this trend, such as QSR's serving breakfast all day, or a rise in customizable dishes. Customers are looking for "better" fast food, and fast food restaurants are catering to that demand, creating a new segment called QSR+.

QSR+ leaders are growing fast, representing 9.2% of all sales collectively in 2015 according to research by Technomic. Behold those leading the pack:

- Culver's
- Freddy's Steakburgers
- El Pollo Loco
- In-n-Out Burger
- Pita Pit
- Potbelly

Another way QSR's are elevating the atmosphere is to include alcoholic beverages on their menu. This is something most higher end fast casual establishments have been doing for ages, but we are now starting to see it being tested and rolled out in places with traditionally lower prices and simple menus. Nothing goes better with a taco than a cold cerveza like Taco Bell is testing in some markets.

Newly Weds Foods has been in front of this trend helping companies reach their consumers with premium quality additions to their menus that have the authentic, high end taste they crave. Unique sauces and seasonings can add immense value to a product while keeping costs low. Let our food development experts help refresh your menu to meet today's market needs.

## LOOK FOR US AT...

*We await the opportunity to further discuss how Newly Weds Foods can meet Your Coatings, Seasoning And Food Safety needs. Come visit us at the following Industry events:*

**IDDBA, June 5 - 7, Houston TX Booth #1509**  
**IFT, July 17 - 19, Chicago, IL Booth #3616**



1-800-621-7521

[www.newlywedsfoods.com](http://www.newlywedsfoods.com)