

Winter 2013

Tasteology

TRENDS, PRODUCTS AND MORE FROM NEWLY WEDS® FOODS

UK

Special points of interest:

- * World of Great Taste
- * Arthur Pipkins
- * Haute Dogs
- * Waste Not Want Not!

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Announcing...Our World of Great Taste!

We are proud to announce the launch of our new loyalty club, known as 'The World Of Great Taste' which has been created with the independent butcher and small to medium processor in mind. Joining The World Of Great Taste allows our members direct access to invaluable technical, marketing and development information via our newly launched

website. Members are encouraged to make contact via email or to simply pick up the phone and speak to one of the team. A butchers' blog will go live soon and this will include recipe ideas, reviews, industry news, as well as a little lighthearted humour! Initially, we will focus on increasing customer footfall and generating more customer spend and profit.

Details of the loyalty scheme will be announced in the early New Year and will be the first of its kind in the industry.

Our new website can be accessed at
www.newlywedsfoods.co.uk



A Warm Welcome to Arthur Pipkins!

We acquired Phoenix Select Foods and the Arthur Pipkins brand back in May this year. The Arthur Pipkins brand is synonymous with quality, value for money and innovation. Our exciting plans for the Arthur Pipkins range include; promotional activity, range extensions and free product samples are available on request. This premium

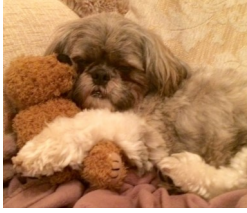
yet competitively priced range offers butchers an extensive selection of hand finished quality sausage and burger

mixes that not only deliver on functionality and appearance but also guarantee to taste exactly how they should! Gluten free variants are also available and all products are free from artificial colours and flavours. So whether it's a quality Lincolnshire sausage mix or for the more adventurous, a festive Cranberry & Apple mix, we're confident that they'll go off with a bang!



Posh Dog

The term 'posh dog',



conjures up images of a cute dog being carried in an expensive designer handbag! Well, the food industry also has its fair share of posh dogs, but you will be relieved to hear that this is not a Shih Tzu sandwiched between two slices of artisan bread! Hot dogs were once perceived to be a poor quality value menu item but have recently been

propelled to celebrity status! Haute dogs are becoming the nation's fastest growing menu item. Indeed, according to a Horizon report, they have pushed their way in to the top 20 most frequently menued items, edging out scampi and chips! The research also claims that hot dogs, albeit it with a gourmet twist, are now featured on 85% more menus than they were last year! Posh dogs are finding their way into smart restaurants too. Offering just Champagne and hot dogs, the restaurant

Bubbledogs (<http://www.bubbledogs.co.uk/>) recently opened in London. The menu



features a wide selection of bubbles, homemade buns, ten types of hot dog and a range of dressings that include a truffle mayonnaise. Equally, the pub chains have recognised the strength of this trend and launched hot dogs on their menus.

This trend is not restricted to the foodservice industry. Earlier this year M&S launched their posh dog. Reports so far indicate that the product has been a top seller and no doubt we will see a range extension soon. Hot dogs have long been a firm favourite and a comfort food. This new lease of life has reinvigorated consumers' interest as well as gaining a new demographic of buyers.

Locavorism

'Horsegate' has helped the locavorism movement to gain popularity in Europe. Initially a trend from the US, it has become very popular in everyday life as interest in sustainability and eco consciousness has increased and become more accessible. In essence, a locavore is someone who primarily eats foods from their locality or region often 100-250 miles from their home. By eating locally grown produce, most locavores hope to create a greater connection between themselves and what they eat whilst supporting their local economy.

Beauty is in the Eye of the Beholder...

Two popular Parisian restaurants; Le Georges (Pompidou Centre) and Café Marly (The Louvre) have reportedly seated diners according to their

looks as reported by the investigative magazine, Le Canard Enchaîné. The article claimed unattractive diners were seated in darker corners,

almost hidden away whilst 'beautiful people' got the best tables!

Rise and Shine!

Breakfast; Considered to be the most important meal of the day yet we often seem to skip it. In Great Britain over 11 million people miss out on breakfast, compared to the Spanish who eat breakfast 93% of mornings according to Kellogg's research. Despite this, there has been a surge in those grabbing breakfast outside of the home with an 8.4% increase in 2012. The majority of this growth has been in the

QSR sector, including coffee chains and fast food outlets increasing by 10.5%. The breakfast category is more than just an egg and bacon sandwich these days with QSR's offering variety and healthier options to lure those time-poor consumers. Starbucks offer a wide range from Greek style yoghurt with imaginative fruit blend toppings to smoked salmon and soft cheese bagels. In terms of fast food

outlets, the USA has been far more innovative in terms of NPD. Bruegger's (USA) launched earlier this year a spicy Sriracha Egg Sandwich. McDonald's (USA) rolled out their Egg White McMuffin nationwide as part of a drive to give consumers healthier options at breakfast. Breakfast is the trending daypart and we're sure to see it

Great Glutton!

We are fortunate in that we can eat pretty much what we want, when we want. It seems almost impossible to imagine it any different. Yet it was only 60 years ago that Britain was under a state of food rationing. It seems absurd considering that today food and grocery accounts for 83p in every £1 of retail spending.

So we spend all this money on food, but instead of actually eating it, we're throwing the majority of it away!

A recent report from

WRAP (Waste & Resources Action Programme) found that 4.4 million tonnes of avoidable food and drink was wasted in the UK in 2012. That's the equivalent

to £12.5 BILLION and to narrow it down further, that's the

average UK family wasting nearly £60 a month by throwing away almost an entire meal every day!

It begs the question of why? How could we be so frivolous when it comes to



food? 45% claim that they hadn't used it in time whilst 33% served or prepared too much.

With food prices rising and consumers becoming

more cash conscious than ever, here lies an opportunity to shine by giving hints and tips on what to do with the leftovers and provide some extra handy packaging.

Our Celebrity Chefs are already endorsing the idea like Jamie Oliver's *"Save with Jamie: Shop*

Smart, Cook Clever, Waste Less" new cookbook, which suggests recipe ideas on what to do with the leftovers!

It's not only our pockets we need to think about but also our future. At this rate we'll be unable to feed the global population as it's set to boom adding another 2-3 billion people by 2050.

So let's act to save our planet now!

Christmas is Branching Out...New Flavour Combinations!

Have you noticed that each year the supermarkets seem to stock their shelves earlier and earlier with Christmas paraphernalia? The shelves were adorned with non-food items as early as August in an attempt to help cash strapped consumers spread the cost of Christmas in the run up to the big day.

The food based festive products have started to hit the shelves and so far there certainly seems to be an array of wild and wacky delights on offer, some probably best consumed after the third glass of sherry! However, it is fair to say that consumers are driving the demand for the use of sweet ingredients in savoury applications and

savoury ingredients in sweet! So if you wish to impress or shock your Christmas visitors, foods to look out for this festive season include...

Limited edition Pringles; Mint Choc and Cinnamon flavoured crisps to add

some fun and



intrigue to the festive season appealing to consumers' curiosity and increased desire to experiment with foods and flavours.

Surprise surprise – what's

inside?? Christmas puds take on a new dimension with hidden melting middles such as Heston's Christmas pud with a molten chocolate middle. For the more traditionalists, there is a Hidden Sauce Figgy

pudding with oozing sticky toffee sauce. Consumers experiencing time famine are continually seeking convenience foods and short cuts. This is no truer

than during the busy festive season. Those who are strapped for time or indeed for the adventurous, then why not try out the Christmas Dinner Cake!? Yes, it's a cake! It includes Brussels sprouts, parsnips, cranberries, chestnuts and carrots and is available on-line via Ocado for £18. This cake was created by business woman Allison Whitmarsh who secured £50,000 funding through the BBC2 program Dragon's Den. You never know, maybe Levi Roots might just spice up Christmas 2014 with a Reggae Reggae pudding? Bon Appetite!

EU Corporate Culinary Chef Tests McGrath's Latest Venture

Dylan McGrath appears to do no wrong at the moment. He seems to have found the knack of opening restaurants where not only is the food superb but where people want to be seen. Fade Street Social has been packing in customers ever since it opened in August last year.

The overall decor throughout is urban-chic. Brick walls with quality light tan leather seating. The first floor houses a very large clubby bar-lounge for drinks. The ground floor has two eateries. A sleek global tapas bar serving a dazzling array of stylish, inexpensive small

dishes from their open plan kitchen. Backing on to this is an awesome contemporary brasserie style space. In the tapas bar customers can perch at the counter, lounge on a banquette or be sociable at communal high tables in between.

The menu is broken into sections; Grill Charred, Snacks, Carpaccio, Coated and Fried, Tapas from the Garden and Pastries. Prices run from €3.50 - €10. Some of the items can be ordered as a larger portion, ranging from €16 - €20.

We road tested it by kicking off with a mini world tour! Japanese style tempura, made with sesame spiced flour, which coated the soft shell crab served with miso mayo and a lemongrass and chilli dip. Spanish style

octopus was rolled flat with herbs, morels and lardo di Collonata. A beautiful rosemary salt cured ham from the marble caves littered around Tuscany. An American style unctuous poached lobster, bound in béarnaise sauce and filled into a sweet brioche style bun, one of the greatest hot dogs I have ever tasted. Pumpkin macaroni with spring onion and parmesan was light and delicate, served with cut buccatini as opposed to macaroni. Moving on to charred skate wing with rich garlic mayo, intense, sweet and smoky fish that flaked off the bone. The meal was finished with a wonderful coconut rice pudding, a lemongrass sorbet and ginger mousse which was, fluffy, creamy and elegant with the acidity of the sorbet cutting through the richness of the entire meal. A great way to end what was a truly memorable dining occasion. Booking is definitely advisable as it is extremely busy particularly at the weekends.



Fade Street Social
 Fade Street
 Dublin 2
 Tel: 00 353 1 604 0066

Spicy Winter Warmer with Chef Pat Clifford

- Caribbean Squash Soup -

Ingredients

- Unsalted butter (45g)
- 2 finely chopped onions
- Pinch of salt
- 2 cloves of pureed garlic
- 1 butternut squash—diced
- 1 tbs of Jerk seasoning
- 1 small glass of dry white wine
- 2 drops of Tabasco Sauce
- 2 stock cubes (chicken or vegetable)

Method

1. Melt the butter in a large pan 'sweat' the onions with the salt for 5 mins.
2. Add the garlic, stir in the squash & then add the jerk seasoning.
3. Cook this for a further 5 mins & then turn up the heat & add the wine.
4. Reduce by half, add the stock & turn down the heat to simmer.
5. Cook until the squash is soft (approx. 20 mins).

6. Gradually ladle half the mixture into a blender and liquidise until smooth.
7. Using the back of the ladle, push through a coarse sieve.
8. Repeat until all the mixture has been liquidised and sieved.
9. Pour the soup back into a pan, reheat & serve.

Other suggestions

You can change the flavour by adding a different type of seasoning. We suggest smoked paprika (hot or sweet variety), Thai paste or pesto.

If butternut squash is not available—use another squash or a pumpkin.

To tone down the heat if it's a little spicy—add a spoonful of sour cream or crème fraîche.

