

DID YOU KNOW?

Newly Weds Foods R & D Putting the 'Custom' in Customized Taste Technology

With one of the largest and most experienced R & D and technical staffs in the industry, Newly Weds Foods continues to provide the customer tailored innovation, growth, and support central to new product development.

Considered an essential resource, Newly Weds Foods has made a commitment over time to consistently invest in the Research and Development processes as the building blocks to a successful product line. With 17 of our 23 international plants, 11 of 15 in North America, staffed and equipped with fully operational R & D laboratories, Newly Weds Foods assures the responsiveness and direct customer contact necessary to oversee all new product production. From formulated seasonings to customized coatings, the tagline "*Customized Taste Technology*" is indicative of our ability to work with customers in a one-on-one manner to determine their exact needs early in the developmental stages of a project. In assessing these desires and limitations pre-production, our scientists, chefs, and technology experts produce a superior end product, consistent with the attention and supervision it receives throughout the development.

A staff of over 250, the Newly Weds Foods Research and Development group is comprised of an ever-growing team of dedicated coating and seasoning scientists, a classically trained Culinary Department, Technical Services Experts, a Regulatory & Technical Information Systems division, and a committed Quality Assurance and Food Safety team. Along with such an extensive list of personnel, the R & D department has state-of-the-art equipment, three culinary centers, and four comprehensive pilot processing plants all at our disposal.

Whether the customer needs new concepts or has already decided on a direction, Newly Weds' R&D makes that product idea a reality. With over 50% of our food scientists and managers having advanced

degrees, our highly qualified workforce administers all new product production. Working closely with the customer to make any and all necessary changes in areas such as formulation, flavor, and appearance, the team of developing scientists stays with the project from start to finish. Coming up with flavor ideas, builds, and projecting end product prototypes, our well-versed culinary staff works together with the scientists and the customers to make sure a quality product is being produced. All the while, our RTIS and QA departments are actively involved in order to ensure compliance, consistency, and feasibility.

Once a product has met the demands of a customer, our scientists, and our compliance and QA experts, offer pilot plant runs and technical service experts as value-added resources. In order for our customers to ensure that everything is to their expectations we are able to simulate line runs on a smaller scale to accurately predict what the finished product will resemble when coming off the processor line. Finally, when the product is ready for processing, Newly Weds Foods offers our Technical Services department to aid in the most efficient setup and line run for our product, on the processors' machinery. Thus, in the initial running of the product, we have already determined the most effective settings and preemptively eliminated any possible errors in the production process.

So, with everything from concept generation to technical assistance, the Newly Weds Foods R & D group works directly with the customer in all aspects of development, to make sure that the finished product is reflective of superior customer service, and is truly "*Customized Taste Technology*."

NEXT ON THE TABLE

Supporting Demand For Clean Label Ingredients

Developing natural and pantry-friendly alternatives to traditional binders, cures, accelerators and color extenders.



In 2008 the All-Natural segment of the meat industry grew by 22%, increasing the desire for alternatives to traditional binders, cures, accelerators and color extenders.

As this number continues to grow, so will the need for natural ingredients that maintain product quality and deliver flavor in processed meat, which makes up 60% of the meat industry.

To address this market situation, Newly Weds Foods created the *Protein Technology Group*. It exists to help processors support clean label initiatives and natural claims.

The current product portfolio includes natural alternatives to nitrites for processed meats such as hot dogs or bologna as well as functional blends that serve as alternatives to cures, natural binders and extenders in emulsion and whole muscle products.

Combined with the availability of natural seasoning blends and products with antioxidant properties, Newly Weds Foods offers a

single and highly experienced resource for meeting the requirements of processors' clean label efforts.

The two specific products covered below not only support clean label initiatives and natural claims, but require no special processing or the need to use lactic acid starter cultures.

Celery BasteAid: Functions as an alternative to nitrites and can be used in a variety of applications including sausages, hot dogs, hams and corned beef. It is approved for use in All-Natural USDA products and is available with naturally occurring nitrates or nitrites.

Cherry BasteAid: Can be used in traditionally cured products from hot dogs to corned beef. It acts as a cure accelerator providing an alternative to products such as sodium erythorbate.

The *Protein Technology Group* is continuing to focus on and develop additional natural and pantry-friendly alternatives to meet the ever increasing demand for these types of products.

Hot Dog
Natural Nitrite
Alternative &
Accelerator

Tasteology

AUGUST 2009

TRENDS, PRODUCTS AND MORE FROM NEWLY WEDS® FOODS

PRODUCT SNAPSHOT

GARAM MASALA An Experience of Flavor and Warmth

From a country of just over 1.1 billion people, in the small Northwest state of Punjab, there originated a spice blend called Garam Masala.

To understand the spice, we need to understand its origins. The Punjab region is largely agricultural. It is the biggest single provider of grain to all of India and generally considered the breadbasket of the country. The region nestles up against the Himalayas to the north, then stretches into fertile plains, eventually becoming desert toward the south. Many, if not most of India's mainstream culinary creations have come from Punjab and its other northern provinces.

Garam Masala, like most curries, is a blend of spices with its main components consisting of coriander, cardamom, cinnamon, cumin and black pepper. The words 'Garam Masala' translate into 'Hot Spice'. The denotation of 'hot' does not come from the perceived heat level in one's mouth, but from the processing of the spices. Each of the components is toasted in its whole form prior to grinding. This step brings out and accentuates the spices' natural flavors, adding a touch of nuttiness to the blend. The Indian people truly believe that Garam Masala warms you from the inside, not making you sweat in an effort to cool you much the way chilies do.

Historically, preparation details for food dishes are not written down in India. Recipes are passed verbally from family member to family member with adjustments being made along the way to accommodate individual tastes. So, additions are often made to the core group of components

mentioned previously. This creates many variations of Garam Masala with unique combinations of other spices that could include saffron, nutmeg, fenugreek, cloves, mace and dried chilies. These blends vary between families and regions of India.

Garam Masala is best produced and used in small batches, as the volatile oils dissipate over time and the intensity of the spice is lost. As with most spices, it is best to add it to a dish towards the end of the cooking process, providing just enough time to activate the essential oils and release flavor, but not too much time to cook any flavor out. During the last 20 minutes of cooking is the ideal time to add Garam Masala to the dish. It is this careful timing of the addition of spices that distinguishes an expert cook from an average one. Try it the next time you are cooking and the difference will be very apparent.

We developed a few easy recipes to help you experience the flavors of Garam Masala. Enjoy...

1. Garam Masala Breaded Shrimp
2. Garam Masala Roast Chicken
3. Garam Masala Peach Tart

Newly Weds Foods Culinary



Garam Masala Breaded Shrimp 20 each 21-25 Shrimp-thawed, peeled and de-veined

BATTER

311 g Batter Mix NWF#B21544

622 g Water
-Mix well

PREDUST

268 g Predust NWF#B31495

4.18 g Garam Masala
NWF#G45399

8.8 g Salt NWF#45986
-Mix well

BREADER

200 g JBC NWF#B6010

5.5 g Garam Masala
NWF#G45399

Processing:

- Coat the shrimp (batter, predust, batter, bread) a 22% projected pickup.

- Pan fry for 30 seconds at 395°F and freeze

- Reconstitute at 350°F for 2 min-until an internal temperature of 165°F is achieved.

Suggested Serving:

- Goes great with an avocado puree, or spicy chili dipping sauce.

Garam Masala Breaded Shrimp

TREND SETTERS

What's the Beef?

Beef really is "what's for dinner"... and breakfast and lunch too for that matter when it comes to American restaurant menus. Despite today's global economic woes, beef has taken center stage in foodservice as the most frequently menued protein overall. The 2009 FlavorTrak® database reports that beef trumped chicken with 356 additional new menu options in 2009 for a total of 9,945 from 699 Chain and Independent Restaurant menus. Following closely behind — chicken is the second most frequently menued protein with 9,845 options (showing marginal growth).

American Traditional cuisine items continue to dominate in the land of beef with 31% of total menu share with beef although the strong position is weakening a bit. Mexican, Italian, Continental and American BBQ round out the top 5 cuisines found with beef. However, keep your eye on these up-and-coming cuisines with beef: Cajun, Thai, Greek and its kin, Mediterranean.

Red meat's growth is being driven by several surprising menu positions. Proving that portability and convenience are still top of mind and carry great importance for consumers and restaurateurs alike — sandwiches, both hot and cold, saw a 3 percentage point increase over 2004 data for a collective 21% of menu share. The shareable and miniaturized craze continues on menus with the significant growth (+2 percentage points) of the phenomenon that is "Sliders". Appetizers featuring beef also increased menu share to 5% (+1 percentage point) of overall beef menu options. Salads topped with beef also experienced a mild increase on menus while Prepared Entrees and Center of Plate items (with beef) as well as Burgers, lost menu share.

The FlavorTrak® database is a comprehensive menu tracking database developed by Newly Weds Foods in conjunction with the Foodservice Research Institute in 1997.

The system profiles and tracks menu mentions of 699 restaurant chains and independents. The database details, quantifies, tracks, and trends what America is eating. It is a unique resource, beneficial to product and portfolio development.

Garam Masala Roast Chicken

4 each Half Chickens, spine removed

MARINADE

10 g NWF#G21922 Rotisserie
Marinade

90 g Water

RUB

2% by weight Garam Masala Rub
NWF#G08042

Processing:

- Inject chicken with up to 10% by weight marinade, vacuum seal and tumble for 20 min.

- Remove from bag and rub with 1-2% (by weight) Garam Masala Rub
- Place in oven roasting bag and cook at 350°F for 45-60 min. until internal temp reads 160°F

Suggested Serving:

- Goes great with oven roasted potatoes seasoned with Sweet Onion and Garlic MicRoasted™ Seasoning NWF#G37663
- Mango Chutney



Garam Masala Peach Tart

CRUST

124 g Flour NWF#21011 55ash
114 g Butter, unsalted
15 g Sour Cream

Processing

- Pulse in food processor
- Press into tart pan
- Blind bake at 375°F for 15-20 min. until light brown

FILLING

6 ea Peaches, sliced thin
3 ea Egg Yolks
90 g Sour Cream
143 g Sugar, granulated
24.8 g Flour NWF#21011 55ash
3 g Garam Masala NWF#G45399

Processing:

- Arrange the peaches in concentric circles around the crust
- Combine the yolks, sour cream, sugar, flour and Garam Masala; beat until well combined
- Pour over peaches
- Bake at 350°F approx. 1 hr. until custard sets

GLAZE

½ c Peach Preserves
10 oz Frozen OJ Concentrate

Processing:

- Mix and lightly brush over the warm tart

Serving Suggestions:

- Goes great with fresh whipped cream

INSIDE STORY

Newly Weds Foods Experts in Panko!

Each week, more and more new breaded products are offered in the retail and foodservice industry.



Newly Weds' coating formulations, in the billions of pounds, are used worldwide by the largest, best known processors of shrimp, chicken, seafood, meats and vegetables to add value. One of Newly Weds' most successful lines has been the highly popular Japanese Style Bread Crumbs or Panko (the Japanese word for "bread crumbs").

Japanese Style Bread Crumbs, Panko, are also commonly referred to as gourmet bread crumbs. This item is yeast leavened dough, which is proofed, electrically baked, staled, ground, and dried. Drying is controlled for either regular or toasted product. Japanese Style Bread Crumbs are used on a variety of premium and gourmet items, which include pre-fried, raw-breaded, oven and microwave-reconstituted products.

The distinguishable characteristics of Panko play a key role in its recent popularity. The Newly Weds gourmet Japanese Style Bread Crumb is whiter and lighter weight with a crispier, more tender bite than a standard bread crumb. Panko has an elongated sliver appearance, is free of brown crust and offers a more porous, light, needle-like structure. This cellular structure allows the crumb to offer a longer cooking tolerance in the fryer and improved heat

lamp stability. Panko Bread Crumbs tend to stay crisper longer than standard breadcrumb because they don't absorb as much oil. They also have a coarser texture than ordinary breadcrumbs, and make for a much lighter and crunchier casserole topping and coating for deep-fried foods.

Japanese Style Bread Crumbs are available in several varieties; a standard white crumb, orange, yellow, caramel, single-toasted and double-toasted. These crumbs can be combined with complementary flavored prebatters and batters to make possible profiles like teriyaki, coconut and chipotle, as well as a host of other popular ethnic tastes. Newly Weds has also created a specialty line of flavored Japanese Style Bread Crumbs that consists of lemon, lime, pineapple/coconut, orange and honey. These flavors are baked directly into the crumb and do not "flash off" during the frying process. Extensive research has provided the ability to produce Japanese Style regular hard crumb and a soft crumb. Each has its own special textural attributes to meet different manufacturer and consumer preferences.

Newly Weds' history with this unique bread crumb dates back to the early 1970s following overseas travels by the company's management team. Charles Angell, Newly Weds' President, visited Japan in 1976 and brought back equipment designs and the highly specialized technology involved in making Japanese



Style crumbs. Through the years this technology has been further automated and the manufacturing process improved. Currently, Newly Weds has five North American facilities that manufacture Japanese Style Bread Crumbs and six manufacturing facilities overseas that produce this popular product.

Newly Weds Japanese Style Coating Systems are a unique and superior part of a breading system that has grown in popularity worldwide since being introduced in the United States almost forty years ago. Newly Weds' R&D and Culinary Professionals are able to work with customers in customizing a system that utilizes Panko that will meet specific flavor profiles, will work within functional and manufacturing equipment parameters and provide an outstanding product!

MARKET VIEW

BBQ Is So HOT!

Americans – If you haven't broken out the tongs and grilled yet this summer, you are way behind.

We are smack dab in the middle of BBQ Season. The word barbecue with its various spellings means many things to many people. To some, barbecue is a sauce, to others it's a flavor or cooking method and to still others, it's an outdoor gathering. The flavor of "BBQ" is personal as well as the subject of often heated debate among those in certain regions of the U.S. and certainly even more within some families. In Kansas City they revel in sweet molasses, ketchup and garlicky ribs. In Texas, beef brisket on white bread reigns supreme. In parts of the Carolina's the 'cue is pulled pork in a home-style mustard based sauce.

Barbecue of all varieties has long been a staple on restaurant menus but a floundering economy has prompted a consumer departure from experimentation with exotic ethnic cuisines and back to the security of hearty and familiar comfort foods. Chain and independent restaurant concepts are responding in kind.

Just five years ago there were 987 menu records for BBQ. Today the 2009 FlavorTrak® database boasts 1729 menu records, with barbecue from 567 restaurant menus. 55% of all restaurant chains have one or more barbecue menu items on the menu. Mid-Scale chains lead the pack with an average of 6.4 menu items. Casual Dining ranks shortly behind that with an average of 5.2 menu items. Once reserved for Center of the Plate position on menus, barbecue menu items are now venturing beyond those borders. Although the Center of the Plate still holds the lions share of barbecue with 46% of

menued items – Appetizers, Burgers, Sandwiches and Pizzas are getting in the barbecue game.

Chicken trumps pork as the protein most commonly found menued with barbecue with 40% of all menu records – a reversal of roles from earlier this decade. Pork is a close second at 37% and beef weighs in at 19%. Don't count shrimp and finfish out just yet. While not the powerhouse proteins commonly found with barbecue, these are the proteins that have posted actual growth in menu share with a 1% point increase in new menu mentions. While the chains are answering America's call for more 'cue on the menu, regionals and independents are taking a slightly more aggressive approach. BBQ joints are surfacing on America's landscape at an unprecedented rate. 11% of all restaurants offer 10 or more barbecue menu items.

Enjoy some "old-time" barbecue. You'll be right on-trend today!

Newly Weds Foods has the sauce and seasoning expertise for whatever kind of 'cue you prefer.

