

Tasteology

TRENDS, PRODUCTS AND MORE FROM NEWLY WEDS FOODS

March 2015

DID YOU KNOW?

A New Look For Newly Weds Foods

The Newly Weds Foods logo has been a long standing and recognizable symbol of the company. However, it went through some change last year as part of an overall reimagining effort. After reviewing a number of iterations, the decision was made to retain those elements that so strongly represent the history and tradition of the company.

The interlocking rings inside the diamond as well as the unique logotype used in the Newly Weds' name have been a part of the company since its beginnings. Keeping them intact was felt to be imperative as they reflect on Newly Weds Foods stability as a company and, as a trusted ingredient supplier with a commitment to the customer. The logo change can be seen with the insertion of "inspiring new tastes" as the new position line. The message conveyed in this wording better represents all that Newly Weds Foods has to offer. Beyond technical capabilities, the company has all the resources in place to provide the kind of inspired thinking necessary to support successful taste innovation and overall product development activity.

We launched a brand new website as well. The site not only showcases a new technical prowess, but it mirrors the look and feel of the new logo. The website is more expansive and has a greater depth of information than before. The landscape of the internet has changed. It's a content driven place and the new website fits into



that landscape very well. It is constantly evolving to better represent what we do here at Newly Weds Foods. There's a lot we offer and are putting more emphasis behind all those facets of the company. A major highlight of the reimagining is the introduction of our new program *Kitchencounters™*.

Kitchencounters™, is a real-time, online digital kitchen, where any of our chefs worldwide can communicate directly with you, sharing the latest trend information from around the globe. It could be a simple interactive presentation of a new idea or a full blown ideation session to take your new product development initiatives to the next level.

Beyond the digital kitchen aspect, the program showcases our knowledge and innovation in many ways. The on-demand trend newsletters, videos, and articles are available to everyone on our website. The information we are sharing with you is a culmination of all our research and insights keeping in touch with the pulse of world wide trends.

Newly Weds Foods continues to demonstrate an ability to inspire new tastes in all facets of product development.

NEWS

GLOBAL EXPANSION

NEWLY WEDS FOODS OPENS TWO NEW PLANTS

Newly Weds Foods opened two new manufacturing facilities in 2014; Erlanger, Kentucky and Auckland, New Zealand.

The Erlanger facility is our 16th North American location, encompassing 326,000 square ft. Production of Japanese Style Bread Crumb started Sept. 15th, 2014. A blending line went live on November 1st and future plans include Crackermeal production. This new facility also maintains a fully staffed and equipped R&D lab.

The Erlanger facility employs 52 people and will continue to grow as production increases. While the facility may be brand new, the practices and traditions of Newly Weds Foods that makes us a global leader in food ingredients is not a new concept to the Erlanger team. Plant Manager, Bart Pilarski, along with 66% of the management team transferred their knowledge and expertise from other Newly Weds Foods plants. In order to maintain the consistency of quality that customers expect from Newly Weds Foods, more than 90 percent of the staff completed their initial training at other locations throughout the country.

North America is not the only part of the globe to see Newly Weds Foods expand. In June, Newly Weds Foods Asia Pacific opened a new plant in Auckland, New Zealand. Newly Weds Foods has maintained a sales presence in New Zealand since 1995, however the new 9,100 square foot plant will feature blending lines for both seasoning and breadings. The facility will also include a culinary center to help expand Newly Weds Foods global perspective on market trends.

Pizza Panko™ Makes Pizza Perfect!

Newly Weds Foods introduced Pizza Panko™ to the industry at the 2014 Pizza Expo in Las Vegas to rave reviews.

Pizza Panko is a Japanese-style bread crumb that acts as a texture modifier on pizza crusts, providing beneficial attributes including the crispness that consumers are looking for.



Pizza Panko is a versatile bread crumb that can be used in a number of ways. For a par-baked pizza crust, Pizza Panko is applied directly to the bottom of the crusts before sheeting or pressing. This process is ideal for sheeted dough where crumb can be applied evenly to the bottom of the dough and pressed in by rollers. The addition of Pizza Panko has an inherent docking effect on the dough which assists in delivering a more evenly baked crust and maintains overall crust integrity.

Pizza Panko works great on fresh pizza dough as well. When forming a pizza shell by hand, the dough is pressed into a bed of Pizza Panko, creating a layer of crumb only on the bottom. The use of Pizza Panko helps prevent the bottom of the crust from burning and gives the pizza a perfect crispy texture. Testing has shown that Pizza Panko performs well after extended hold times in a delivery box and even after 45 minutes under a heat lamp.

Additional uses for Pizza Panko:

- Applying Pizza Panko between the cheese and toppings absorbs the oils and moisture produced from the cooking process. This prevents pooling of the liquids on top of the pizza as well as migration to the crust and delivery box, making a high quality and appetizing pizza presentation.
- An alternative to other release agents (semolina, cornmeal or oils); contributing textural and mouth-feel benefits that others can't deliver, but at a similar cost.
- Works perfectly in all cooking platforms used for pizza including deck and brick ovens.
- Made from clean label, non-GMO ingredients.

Pizza Panko may be just the ingredient you've been looking for to create a crispier crust.

TRENDSSETTERS

Sriracha: Many Factors Ignite The Obsession

Today the younger generation is being exposed to spicier foods at an even earlier age and loving it. Their desire for gastronomic fun is fueling America's increased popularity for "hotter" foods.

In addition to the growth of the Asian and Hispanic communities, the accessibility of ethnic cuisine in all restaurant segments allows consumers to experience and experiment with spicy flavors. International travel, the exposure to celebrity chef cooking shows, and the sharing of culinary creations through social media, such as Twitter, Facebook, Pinterest and Instagram are also important contributing factors.

Some consumers simply prefer spicy flavors as a healthy menu alternative to salt. Regardless of the reason, industry experts cannot deny that America's torrid affair with spicy foods can only grow stronger.



Food Safety Is Top Priority

At Newly Weds Foods, quality and food safety is top priority. We have strict procedures to ensure the delivery of the highest quality and safest wholesome products possible. Every step of the process is monitored, from supplier to customer, “farm to fork”.

Our commitment to food safety is reflected in the company’s programs supporting Quality and Food Safety/Regulatory as well as Supplier Quality Management and Foreign Material Prevention. All Newly Weds Foods facilities have received food safety certification against the British Retail Consortium (BRC) GFSI-benchmarked scheme. To guide our continuous improvement in the area of food safety, Newly Weds Foods has adopted the Food Safety Modernization Act (FSMA) guidelines for good manufacturing practices (GMP’s) to further develop preventive controls and strengthen our HACCP Program.

In addition, each facility undergoes an internal corporate quality audit which focuses on the review of receiving, storage and shipping programs, food safety programs, manufacturing process systems, finished product testing, good manufacturing practices and quality system documentation. Newly Weds Foods comprehensive food safety program meets or exceeds US regulatory requirements; as well as adheres to international food safety inspection agencies.

Our supply chain management programs extend quality and food safety expectations to our suppliers around the world. Each domestic and international supplier undergoes an in-depth approval process which includes a multi-step review and risk assessment.

Suppliers receive a Newly Weds Foods Expectations Manual and audits are performed to ensure ongoing quality and food safety ingredient compliance.

Supply chain management provides global support to our international facilities located in Canada, Europe, China, Thailand, Australia, New Zealand and the Philippines. Updates concerning globally approved or disqualified suppliers, individual supplier audit scores, change in supplier status and supplier ingredient issues is communicated monthly to each international facility.

Supply chain management also focuses on emerging trends in the food industry.

Foreign material (glass, plastic, metal, etc.) is the major single cause of customer complaints received by food manufacturers, retailers, and enforcement authorities.

Foreign material prevention is a major initiative for us.

Recent attempts to reduce foreign material contamination in Newly Weds Foods products include the Ingredient Sifting Project and Factory Foreign Material Prevention and Control. The systematic approach used by Newly Weds Foods to combat foreign material contamination uses Failure Mode and Effect Analysis (FMEA). FMEA is a factory based program designed to identify all potential foreign material risk and identify control measures.

At Newly Weds Foods, we believe that it’s our responsibility as a food company, and collectively as an industry, to ensure the highest quality ingredients. As Newly Weds Foods mission statement implies, “Our goal is to provide quality products and services that meet our customers’ requirements and expectations at all times.” These goals are accomplished with our dedicated commitment to product quality and safety.

“Our goal is to provide quality products and services that meet our customers’ requirements and expectations at all times.”

***Newly Weds Foods’
Mission Statement***

Snack Rap: Consumers Love Their Mini Meals

Snack, graze, take tea, mezze, nibble. Whatever your term of choice, contemporary consumers love their mini meals. Increasingly busy lifestyles, on the go activities and even the pursuit of health and wellness have had an impact on the way consumers eat. While younger consumers (18-34) are the people who snack most often they are not the only ones. Twenty percent of those age 35-54 snack, followed by 16.8% of 45-54 year olds. (Technomic Snacking Report).



Mintel's U.S. Snack Consumption Study indicates:



- Nearly two thirds (64%) of all consumers say they often snack between meals and 61% snack to tide themselves over between meals.
- Slightly more than two in five (44%) consumers eat at least one snack while on the go.
- Nearly one third (30%) of consumers tend to snack throughout the day while they are at home.
- 25% of consumers believe it's healthier to have several small snacks throughout the day
- 66% of consumers snack to satisfy a craving

Snack evolution: What once was simply the occasional bite between meals has now broadened to encompass a much wider variety of food than it used to. The lines between meals are becoming quite blurred. Snacking occasions will continue to evolve as the trend of five to six small snacks a day reaches critical mass.

While busy lifestyles affect snacking style, there has also been a shift of focus on health and wellness. When making snack decisions – now more than ever – consumers are thinking broader than just chips. As a result the landscape of the snack food aisle has changed. Meat snacks, frozen (appetizer-style) snacks, single portioned yogurt and energy bars (among others) are increasingly joining the category as a new product introduction or a re-positioned food item in the retail environment. The most popular away-from-home snacks include items such as cereal bars and snack bars (59%), meat snacks (56%), and salty snacks (53%), which are easy to eat because of their format. (Mintel) Snacking isn't just for the on-the-go consumer anymore. In fact 28% of snackers out of home use the occasion to indulge. In kind, Foodservice operators have recognized the opportunity to drive ancillary sales during non-peak day parts by offering snack-like options beyond appetizers – often in the form of petite bakery items, desserts or savory small plates.

There are countless opportunities to target niche markets and capitalize on snack food, flavor and texture trends to appeal to this diverse and rich consumer behavior. Snack opportunities are not limited by the clock (daypart). Consumers in all age groups enjoy snacking any time of day – breakfast, mid-morning, lunch, mid-afternoon, dinner or late night. Sweet or savory – the snack food industry continues to increase its share of stomach in the U.S. and around the globe. Already a \$34 Billion industry in the U.S., manufacturers are poised to continue to grow the category. Want to be inspired with some snack food concepts for your product portfolio?

Contact Newly Weds Foods for some fun, on trend or cutting edge ideas!



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