

FLAVOR INTROSPECTIVE

Gochujang - The New "IT" Condiment

Food trendologists project the "it" condiment will be gochujang (pronounced go-chew-jong), and has been identified as the next sriracha. It is the go to condiment in Korea from where it originated. With an intense flavor, gochujang is one of the backbone ingredients of its native cuisine. Ethnic condiments are a low risk way for consumers to experiment with exotic cuisines and as a result, popularity is booming around the globe.

What is it? Gochujang (hot pepper paste) is believed to have been first used in Korea in the late 18th century, after 16th century trade with Europe, Japan, China and the Ryukyu Islands introduced chili peppers and fermented soy paste to the region. Gochujang is made from powdered red chilies, glutinous rice, soybeans, salt and occasionally sweetened with honey or sugar. Traditionally, gochujang is prepared

by aging in earthenware pots under the sun for more than a year. Sunchang County in Korea is famous for its gochujang. The fermentation process develops a savory (almost earthy) flavor that makes this ethnic condiment unique. It features all of the most craveable flavor attributes; smoky, sweet, salty, varying levels of heat from mild to fiery, as well as a bit of umami. (Many packages utilize a heat scale to give consumers a heads up).

Gochujang is not only Korea's ketchup – it is frequently used as a staple ingredient in numerous traditional dishes such as kimchi or bibimbap (a rice dish). But gochujang is not limited to the traditional Korean domain. The rich flavor pairs incredibly well with a variety of meats, vegetables, eggs and carbohydrates. Innovative chefs are introducing gochujang to the masses with creative additions to the menu.

Source: Wikipedia

RECIPE

Gochujang Fried Chicken (Serves 2 - 4)

Ingredients:

Canola oil, for frying
5 cloves garlic
1 (1½") piece peeled ginger
3 tbsp. soy sauce
3 tbsp. gochujang (Korean chili paste)
1½ tbsp. rice vinegar
1 tbsp. Asian sesame oil
1 tbsp. honey
¾ cup flour
1 tbsp. cornstarch
16 chicken wings (about 1½ lbs.)

Instructions:

1. Pour oil into a 6qt. pot to a depth of 2". Heat over medium high heat until a thermometer reads 350°. Chop garlic and ginger in a food processor. Add soy, gochujang, vinegar, sesame oil, and honey; purée. Put sauce into a bowl.
2. Whisk flour, cornstarch, and ¾ cup water in another bowl. Add chicken; toss. Working in 3 batches, fry chicken until golden, 6–8 minutes. Drain on paper towels. Return oil to 350°. Fry chicken until crisp, 6–8 minutes more. Drain again. Toss chicken in sauce.

RECIPE

Bibimbap (Serves 4)

Ingredients:

2 cups rice (short grain preferred)
1 bunch of spinach, rinsed
1 carrot, cut into matchsticks
1 large cucumber, cut into matchsticks
1 packet of bean sprouts, rinsed (the big ones)
1/2 pound of pork, sliced to bite-size
Gochujang (to taste)
6 cloves garlic, minced
1 tsp. gochugaru (red pepper powder)
Sesame oil, to taste
Soy sauce, to taste
Salt, to taste
4 eggs

Method:

First, cook the rice in a rice cooker. Prepare the vegetables. Boil the bean sprouts for about 15 minutes in a soup pot with a pinch of salt. While the bean sprouts are cooking, start cutting other vegetables.

Remove the bean sprouts and drain as much water as possible. Place in a bowl and add 1 tsp. of soy sauce, 1/2 tsp. of sesame oil and 1 clove of minced garlic. Mix well with hands (wear plastic gloves). Set aside.

Blanch the spinach in boiling water until it wilts -about 1 or 2 minutes. Remove and squeeze out as much water as you can (use tongs). Drain well. Add 1 clove of minced garlic, 1 tsp. of soy sauce and a 1/2 tsp. of sesame oil. Mix well with hands. Set aside.

Stir-fry the carrot matchsticks for about 30 seconds or until it softens a little. Dish out and place on a platter.

Stir-fry the cucumber matchsticks with a pinch of salt until they turn slightly translucent. Dish out and place on a platter.

Sauté the rest of the minced garlic in 1 tbsp. of cooking oil. Add 1 tbsp. of gochujang and stir until fragrant. Add pork. Add 1 tsp. of gochugaru (hot pepper powder) and stir around till well-mixed. Stir fry till the pork is cooked. Dish out and place on platter.

Prepare 4 eggs sunny side up.

Assemble bibimbap. Spoon rice into individual serving bowls. Place one sunny side up egg in the centre of the rice. Arrange the vegetables section by section on top of the rice. Spoon a portion of the pork on the rice. Finally, add about 2 tsps of gochujang (or more!) on top of the ingredients. Mix well with your spoon. Add about 1-2 drops of sesame oil (or more according to your preference) before eating

INSIDE STORY

Newly Weds Foods Produces Premium Capsicum Products

Newly Weds Foods is a committed leader in capsicum production with the best and most consistent products in the industry. We never speculate on capsicum purchases and base our forecasts on our customers' specific needs, making them our first priority.

Newly Weds Foods has long-term relationships with well-established growers and dehydrators who work hand-in-hand with our production staff in Gerald, Missouri. With several decades of experience throughout the entire process, our capsicum products will consistently deliver the specified taste and color. Newly Weds Foods contracts only domestic chilies from the Mesilla and Pecos Valley regions of New Mexico as well as parts of eastern Arizona. These

regions carry a global reputation for their capsicum-friendly climate, delivering the highest quality raw material available. Our crops are planted in a precise



rotation to prevent and protect against problems with disease. During the growing season, our staff ensures a quality crop by regularly monitoring pesticide application and irrigation practices.

Newly Weds Foods takes advantage of natural storage using concrete lined caves located in Missouri. Storing dried capsicum in caves maintains consistent temperature and humidity levels year round, ensuring there is no fluctuation in color, flavor or heat in our capsicum. Being the only Midwest capsicum processor offers a freight advantage for many of our customers.

Our involvement with the growing of the crop, our location and our relationships are just a few reasons that, as a Newly Weds' customer, you'll be able to count on the highest quality and the most consistent and competitive supply of domestic capsicum products for all your company's current and future needs.

MARKET VIEW

Our Trend Trackers Are Everywhere...

Newly Weds Foods Team members are excited by food with an insatiable appetite for evaluating new food trends to keep our customers on top of the latest news impacting new product development initiatives. Participating in industry trade shows is one way we continue to inspire new tastes. Here are some of the shows we've attended during the first quarter of 2015.

Winter Fancy Food Show – January 2015

Each year in San Francisco the 17,000+ Winter Fancy Food Show attendees discover more than 80,000 products featuring the world's finest foods and beverages from 35+ countries. This show caters to the specialty foods industry but is also a great food trend indicator for food service, consumer brands, and club stores. A team from our R&D, Culinary, Sales and Marketing departments embarked on a scavenger hunt to find interesting new products, flavors and forms. We identified more than 180 concepts to stimulate thinking in a variety of categories. Contact your sales representative to learn more about our findings.

International Pizza Expo – March 2015

New Weds Foods was one of 470 exhibiting companies at this year's International Pizza Expo, attracting 7,500 attendees, including pizza operators, distributors, buyers and manufacturers, all looking for new ideas. This was our second year showcasing the benefits of Pizza Panko™. In side-by-side product comparisons we demonstrated how this special crumb can add crispness to a pizza crust, as well as how sprinkling Pizza Panko™ on top of the cheese before adding veggies and meat toppings can keep moisture & oils from pooling on the pizza surface or from migrating to the crust or pizza box.

Research Chefs Conference – March 2015

Newly Foods has exhibited in the Culinology Expo at the Research Chefs Annual Conference from its beginning. Our unique tabletop presentation of different styles and textures of breadcrumb offerings as well colorful and interesting seasoning blends grabs a great deal of attention from expo participants, creating a great opportunity to talk about all the things Newly Weds Foods has in our portfolio from products to support services. Our booth also featured a video presentation talking about New Weds Foods' Kitchencounters program that allows us to connect (in real time) our chefs and culinary centers around the world with customers to provide global inspiration to their product development efforts.

Pour On The Heat!

Condiments are prevalent throughout all global cuisines...adding a little more flavor to each dish via sweetness, sour or what we will be focusing on in this article, HEAT in the form of hot sauce. The majority of hot sauces come from warmer climates, due to the availability of capsicum in the region. Another point is that consuming hot sauce or even spicy foods in warmer climates actually helps make one's body temperature rise so the body can sweat and cool off in the hot and humid weather environments... nature's natural cooling system.

There are additional health benefits attributed to consuming hot sauces. Capsicum peppers contain large amounts of Vitamin C and are known to be a great antioxidant and for increasing metabolism, strengthening the immune system and reducing inflammation. For well-being, spicy foods react with the pain receptors in one's mouth sending a signal to the brain to release pain killing endorphins (similar to a runner's high) which can make one feel happy. With this knowledge, it gives us a better understanding of why some chili fanatics continue to seek out peppers that are higher and higher on the Scoville heat index.

Hot sauces are prepared in several different ways. A traditional hot sauce from



Louisiana stems from a specific varietal of capsicum pepper mash combined with salt and aged up to three years in oak barrels, then bottled with vinegar and fermented several weeks. Other recipes from around the world might incorporate vinegar, garlic, soybeans, rice or other ingredients to complement the capsicums from that region and create a unique flavor profile such as sriracha. Sriracha is fermented mashed red chilies with vinegar and garlic that give a fresh bright heat that one experiences the moment they taste it. A relative newcomer to the U.S. market from Korean cuisine is gochujang – mashed red chilies with soybeans, glutinous rice, salt and sometimes sweetened with honey or sugar then fermented to deliver a savory, pungent, grounded heat delivering a slower burn once eaten. Chipotle and cayenne capsicum varietal hot sauce bases have been in the U.S. market for over several decades. As more consumers seek out interesting global cuisine from warmer regions one can be assured that hot sauces overall are here to stay. Expect to see new ones gaining more popularity in the coming years from other parts of the globe like the North African version peri peri. The phrase “some like it hot” seems to be an understatement. On the contrary, a lot of consumers like it hot...with hot sauces that is.

Newly Weds Food loves to be ahead of the curve on all hot trends, not just hot sauce. Let us help you deliver these and other unique flavors, to keep your product initiatives right on trend.

Source:
The Atlantic “The Science behind Sriracha’s Good Burn”
Tabasco Home web page
CNN “The Health Benefits of Hot Sauce”

DID YOU KNOW

NEWLY WEDS FOODS 2.0

Newly Weds Foods has been making a push into the digital realm for the past year. It started with our new website, launched last year, and continues on with a more social approach. Newly Weds Foods is on Social Media, publishing digital articles and can bring our digital kitchen right to your desk or conference room.

LinkedIn & Facebook:

- Latest trend information
- Job listings
- Company news
- <http://www.linkedin.com/company/newly-weds-foods>
- <http://www.facebook.com/newly-wedsfoods>

Digital Publications available on www.newlywedsfoods.com

- *Trend E-book*
 - o Timely trend information all at once
 - o Easy to read PDF format or read right in your browser
- *Tasteology*
 - o What's new in trends and how Newly Weds Foods can help you with your product initiatives.
 - o Downloadable PDF
 - o <http://www.newlywedsfoods.com/company/tasteology/>

Kitchencounters

- Connect face to face with our chefs for ideation sessions
- Get the latest trends from around the world direct from our team of international chefs



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The Sweet Side of Snacking

Did you know that the word “snack” is derived from the Middle Dutch word “snacken” (sometimes snappen) meaning to bite? A snack by definition is a food portion that is often smaller than a regular meal, generally eaten between meals but sometimes used as a meal replacement.

Snacks come in all shapes, sizes, varieties and forms including packaged snack foods and other processed foods as well as items made from fresh ingredients at home. A snack can be taken at any time of the day and, really, can consist of any type of food. A giant ice cream sundae at midnight may be a snack to some while a smoothie mid-morning is a snack to others. With consumers progressively on the go manufacturers and retailers are developing products that can be mobile with them and fit any occasion. In fact, the snack space is where it’s at. According to IRI:

- Sales are projected to reach \$200 billion by 2020.
- The average U.S. consumer eats 2.6 snacks daily.
- 41% of consumers snack 3 times per day.
- Snacking happens more frequently in the afternoon and evening hours.
- More than a quarter (27%) of the total designated snack food sales are of the sweet variety.



Today’s busy consumers have various snacking styles – healthy, for fuel, to satisfy a craving or to replace a meal. But indulgence seems to be a key driver among snackers. In fact, 59% of Americans indicate they indulge when snacking, opting for sweets throughout the day.

Cookies, ice cream and cupcakes (oh, my) are no longer the sole drivers of this sweet snack segment. Yogurt - traditional, frozen, Greek, as an ingredient or yogurt dipped snacks – appears to be the rock star of the sweet snack aisle today. Snack bars, almonds and trail mixes are turning to confectionery ingredients like chocolate and peanut butter candies as well as dessert inspired flavor profiles. Even protein drinks feature dessert inspired flavors like chocolate, strawberry and vanilla. And category lines are blurring: traditional savory formats like potato chips are getting the sweet touch – chips dipped in chocolate or featuring sweet and savory flavor profiles are flooding the marketplace.

Manufacturers are leveraging indulgent trends with healthy products and health trends with indulgent products hoping to capture both occasions and consumer type. Will this distract consumers from healthier focus or attract non-healthy snackers to the category? Time will tell and in the meantime we have a lot of delicious snacking options to choose from. In any case, delicious things are happening in the snack food segment.



Source:
IRI
Mintel

TRENDSSETTERS

Global BBQ

Spring is finally here and after a long and chilly winter season our minds turn to outdoor activities like grilling out or barbecuing. But in reality true BBQ is an all-year affair and not just an American celebration.

BBQ is a cuisine family with a unique and storied history that exists in various forms from dozens of cultures around the world. While many of the components are similar from country to country, the true (delicious) magic comes from the smaller local details. Variations in preparation, proteins and protein cuts, cooking methods and equipment, sauces, seasonings, rubs and ingredients can all deliver distinct attributes and characteristics that make a regional BBQ style exceptional. Plus, it’s incredibly delicious!

From yakatori to bulgogi to barbacoa, we’ve got all the details and even some recipes on regional barbecues from around the world all in one place. Do you want to learn all about BBQ – from history to recipes – by continent and country? Contact your Newly Weds Foods sales representative for details and to participate in Newly Weds Food’s Global BBQ presentation and discussion. It covers all of the key ingredients, cooking methods and history of BBQ from each of the regional U.S styles as well as from 19 other countries. And you can get ready to get your ‘que on!

