

Summer 2016

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Tasteology

TRENDS, PRODUCTS AND MORE FROM NEWLY WEDS® FOODS

EUROPE

St Leonard's Primary School & Newly Weds Foods Deconstruct and Create Fish Fingers!

Inside this issue:

Community initiatives	1
Smoking	1
High Protein	2
Mediterranean	2
Food Apps	3
Vegan	3
BBQ 2016	4
Recipe: smoke and ras el hanout!	4

As part of our commitment to the local communities surrounding the various sites

around the UK, colleagues at the site in Banbury have been assisting the children from St Leonard's Primary School with their Year 2 'Learn about Food' topic.

The children had the opportunity to learn about the products produced at the Banbury site, the origins of food via an interactive presentation and to deconstruct

a fish finger under the guidance of Plant Manager, John Butcher and Senior Research &

Development Manager, Libby Henry.



"It has been great fun and a pleasure to work with the children from St Leonard's. Everyone concerned enjoyed the practical 'hands on' approach. Since our original visit, we set the children a

challenge of designing a fish finger and were very impressed with their ideas" says Libby

Henry.

Newly Weds Foods returned to St Leonard's along with the winning entries, which were made into fish fingers at the Banbury site. A pizza fish finger and one that looked and tasted of the sea were deemed the winners and both children were awarded certificates and gift vouchers.

Various other community initiatives are in the pipeline and Newly Weds Foods looks forward to educating, raising awareness and sharing their passion for all things food!

Watch this space...

Smoking is the New Grilling!

We are all aware of the huge popularity that the global al fresco dining revolution has enjoyed over recent years. By creating an outdoor cooking theatre for friends and family alike whether that's cooking the increasingly popular marinated and succulent slow cooked pulled pork, or a whole brisket smoked and infused using wood chips, we have learned to savour those smoky flavours.



There's something quite compelling about the whiff and taste of fire in our food. Perhaps a primeval instinct is aroused and the smell of wood smoke is linked to fire, not only providing a source of heat to cook but to keep us warm too, it's almost comforting and cocooning.

Chefs, retailers and manufacturers have embraced this psychology and are continuing to tempt us with culinary delights such as Heston Blumenthal's revamped menu at the Fat Duck including dishes such as smoked caviar with crab and a twister lolly made with tea smoked salmon. Professional chefs aren't the only ones who



have caught the smoking bug, according to Amazon, the sale of home smokers have increased by 200% in the last year! If smoking your own array of foods sounds too ambitious, look around your local deli or supermarket for smoke infused offerings. In addition to meat, fish and cheese you'll come across more unusual options including; water, butter and olive oil!

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Protein Fever

No longer is high protein consumption the domain of muscle bound body builders! It's widely recognised as a key component of being healthy and plays a significant part in maintaining a healthy lifestyle. A shift away from calorie counting, the definition of health is ever evolving and protein plays a major part in this.



42% of people consider protein to be important for staying healthy by helping you feel fuller for longer and in managing weight (Mintel 2016).

With an ever increasing amount of high protein claim products on the market and a growing consumer appetite to match, the



on the go/ snack market is the perfect vehicle to inject that little bit more protein into the diet. From Arla's Protein Drink to Weetabix's Protein Crunch breakfast cereal, Yushoi's green pea and rice snacks to Asian organic soybean spaghetti, they are all examples of how manufacturers continue to employ ingenious ways of introducing more protein into our foods.

In 2012, 523 products made 'high protein' claims and by 2015 that number had doubled to 1057 (Mintel 2016).



The Global Picture

With the current interest in protein, the growth in flexitarian, vegan and vegetarian diets, and the long-term concerns of having sufficient protein to meet global consumption, it's not surprising that experimental proteins have attracted a good deal of media attention. **Algae** sources are now more widely used in Asia with seaweed used as a snack and in meals. **Spirulina** (blue-green algae) is already used in many fruit-based drinks for its general nutritional value and interest in insect protein in the form of cricket flour has already been incorporated in



foods by some start-up manufacturers. In late 2013, the world's first laboratory-created hamburger was cooked and eaten in London. It cost in the region of 250,000 Euros and was financed by one of the founders of Google.

Although the technology to scale and achieve commercialisation is still decades away, proof of concept has been shown and if it can be incorporated into our lives as quickly as other Google products have, no one should be surprised when Google releases G-meat!



Watch this space for Newly Weds Foods Panko coated crickets!!!

On Trend: Mediterranean

It's not a diet... It's a lifestyle!

The benefits and virtues of the Mediterranean diet continues to be big news in 2016. A report published in the Annals of Internal Medicine in 2013 examined the dietary habits of more than 10,000 women in their mid 50's to mid 60's and compared how healthy the

women were fifteen years later. The results were conclusive!

Participants who followed a healthy Mediterranean - style diet were more than 40% more likely to live past 70 years, have fewer chronic illnesses, physical limitations and mental

degenerative diseases associated with ageing. These findings were no surprise to doctors and dieticians who have recommended eating foods associated with a Mediterranean diet for many years. The diet could help an ageing world population fighting serious health issues like diabetes and obesity.

So what's a Mediterranean Diet?

The Mediterranean Diet is not a diet per se. It's just a way of life! Inspired by African, European and Middle Eastern cuisines, it's as diverse and as interesting as the people who occupy its lands.

Plant-based foods are the focus of every meal. Typically, people in the Mediterranean region average six or more

wine, bursting with antioxidants, a glass or two is the perfect accompaniment to a Mediterranean meal!



Mediterranean menus are full of flavourful, healthy choices to satisfy both diners and doctors. The health benefits are well-documented and address some of the most prevalent health problems in the country.

servings of fruits and vegetables per day, a consumption level that the most health conscious aspire to.

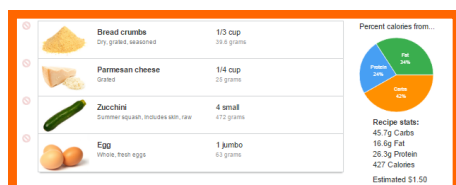
Nuts, seeds, beans, whole grains, fish, lean meats, pasta, olive oil and bread are part of the daily diet. Complemented by a good 'heart healthy' red

According to Mintel 2016 there have been over 1134 retail product launches inspired by Mediterranean cuisine in Europe in the last two years. Newly Weds Foods predicts an explosion of Mediterranean inspired flavours!



A day in the life of ...food apps!

8am – Can't decide what to cook for breakfast? **'Eat this much'** will offer suggestions; caramelised onion frittata 367kcal - don't fancy it? Then, simply swipe until you've created a meal plan you're happy with. Helping you to meet diet goals, adjusting to food preferences, budget and schedule, it even provides a grocery list for that week's menu.



Government's **'Sugar Smart'** app has recently been launched. Scan any barcode and it reveals the amount of sugar in it, in the form of sugar cubes, e.g. can of coke 6 cubes of sugar. Easy and quick to use, this can show you how much total sugar is in that chocolate bar and help



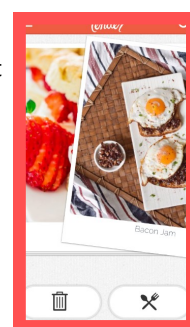
you to make

healthier choices.

Lunch – Not sure where to go? Try Foursquare. You can search on foods, places of interest, locations, prices and reviews. With over 60 million short reviews from local experts and

handy tips, searches can be tailored to your tastes, past ratings and picks from friends, helping you find the best places to eat, drink, shop or explore locally.

6pm, Dinner time, finally! Feeling experimental and looking for meal time inspiration? **'Tender'** is a light hearted app that matches you with your perfect meal. With it's easy swipe-to-save interface, recipes can be easily filtered and saved by swiping right; or banished by swiping left. Rhubarb and cherry pie - right, spam cheesecake- LEFT!



Recipe found but missing the right ingredients at home? See if **'Substitutions'** can help, offering alternative substitutions for every day kitchen ingredients. Out of minced beef? Use cooked mashed peas or lentils; out of grilled beef steak? Try seared sesame tofu. With substitution sections on

everything from alcohol to dairy, herbs to spices and many more, the alternatives are limitless. Good for when you're looking for alternative ingredients or simply some cooking inspiration!

Meat alternatives: The Vegan Way

Last year, Veganuary, a campaign to encourage people to eat vegan during January was launched with 3,300 participants. This year there were 12,800, with 51% planning to stay vegan (The Guardian, 2016). Thanks to a new army of celebrity followers and super-bloggers, veganism is now **glamorous**! Comparing the 653 products in 2011 making 'vegan claims' to the staggering 4028 products by 2015 demonstrates how this trend is growing (Mintel 2016). Even Beyoncé and Jay Z are getting in on the act, being partners in a vegan food company founded by their personal trainer, Marco Borges!



This is not just a celebrity trend either, according to The Vegan Society. The number of vegans in the UK has doubled in the last nine years from 150,000 to around 300,000.

Restaurants and supermarkets are responding in kind with innovative and exciting ideas, gone are the days of the sad, soggy stuffed mushroom - not that there's anything wrong with that, but why not try **Foodforfriends** - Brighton's original vegetarian restaurant since 1982. Serving up satay tempeh skewers, sweet tofu pockets or a carrot, green lentil and almond terrine, their menu is bound to have something to tempt the seasoned vegan as well as the budding novice.



being treated as a real viable option rather than an

afterthought, vegan dishes are turning up all over the place. Take for example Wetherspoons' Sweet potato, chickpea, and spinach curry – an award winning dish fried and tossed in a rich coconut sauce.

You might even choose the spiced carrot and chickpea wellington at your local Toby Carvery - described as a flavourful blend of chickpeas, carrots and lentils spiced with crushed chillies, delicately hand wrapped in wholegrain ruff puff pastry and topped with a coronation squash & almond compote!



recently been launched...

Chorizo Seitan in Crumbles, organic Soyrito and smoky tempeh strips... From Tuscan Veggie Sausages to Tofu Basilico, Asian inspired Teriyaki Veggie Burgers or Vegan Bombay Patties, vegan inspiration is everywhere!

And then there's the vegan seafood alternatives; why not try breaded vegan shrimp, crab cake or calamari?

With so many varieties of vegan friendly foods, the world is truly your vegan oyster (...or, crab cake!)



The trend is rising on the back of an increased focus on health and sustainability (Innova Market insights 2015)

Similarly in supermarkets it's not all meekly

spiralised courgettes and carrots. Take a look at some of the products that have

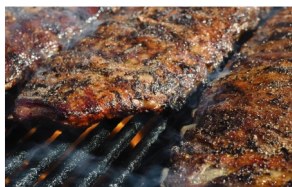
Inspiration for the BBQ Season

BBQ season is upon us and so far the weather largely hasn't been compliant, much like the previous few



years!! As Brits are keen to make the most of the sunny weekends (or indeed any sunshine!), the majority of retailers launched their BBQ ranges a few weeks after the relatively early Easter. One notable and surprising exception was the Co-op, not launching their BBQ range until the final May Bank

Holiday weekend. With the spontaneity of BBQs, it was surprising that the convenience retailer delayed their range release, potentially missing some sunny weekends.



For those wanting to enjoy the summer season keeping healthy eating in mind, Iceland have an

exclusive Slimming World range, containing quarter pounders. Who says BBQs have to be unhealthy? However, for those consumers looking for a meat free option, there weren't many to

be found. Tesco launched portobello mushroom steaks and cauliflower steaks, each coming with a sauce packing a punch of flavour. With the rise in flexitarian diets and an increased interest in meat alternatives, it was surprising there weren't more options.

There have been some interesting retail products this season, with both new cuts and exciting flavours! Waitrose listed a **smoked** bavette steak, both a new cut

(a long fibrous cut that hangs from the underbelly, in case you're wondering) and a very on trend flavour! Morrisons listed a chuck steak burger - another forgotten meat cut! In terms of flavour, you can travel the globe with Asda's World

Flavour wings – Brazilian, Caribbean, Chinese & Tandoori. M&S have been inspired by Cuba with their Mojo Chicken Kebabs consisting of Cuban Lime & Coriander.



Diversity is a trend we're seeing across different criteria. BBQ formats are now at 30, suggesting consumers are enjoying the variety and novelty of different formats. New formats included sausage links, sausage wheels & twisters! Meanwhile,

flavour groups are rising year on year, with 41 in 2016. New flavours this year included Brazilian, Cuban & Mustard.

Food festivals and BBQ restaurants are very much still inspiring retail

BBQ, with the likes of Red's True Barbecue, Meatopia & Grillstock showcasing authentic BBQ techniques, cuts & flavours. Menu items such as Pitmaster Trays, Brisket Burnt Ends & St. Louis Ribs are whetting consumers' appetites!



Ras el Hanout Smoked Aubergine Recipe

Ingredients:

4 Whole aubergines

4 tsp of NWF's Ras el Hanout Seasoning 


Smoked oil for drizzling

Mint yogurt

Pomegranate seeds to serve



Method:

Wash and dry the aubergines. Leaving the aubergines whole, rub the smoked oil all over the skin and sprinkle with Newly Weds Foods Ras el Hanout seasoning. 

Wrap the aubergines individually in foil. Cook on the BBQ (indirect heat) or in the oven at 160 degrees Celsius/gas mark 3 for 2 hours or until soft to the touch. Slice across the top of the aubergine and gently squeeze the flesh upwards.

To Serve:

Top with mint yogurt and pomegranate seeds. Enjoy!

Bon Appetit!