

Summer 2017

# Tasteology

TRENDS, PRODUCTS AND MORE FROM NEWLY WEDS® FOODS

## EUROPE

## Where there is smoke, there is fire!?



**A**s the BBQ season is upon us and the Great British Summer is in full swing (ok, maybe not quite!), we still find ourselves wishing to enjoy some alfresco cooking and dining.



There is something about man and fire, that whenever it comes to firing up the BBQ they are more than happy to get stuck in! However, there is more to lighting the coals and throwing a few bangers on the barbie. Today BBQ has become far more

sophisticated and culinary than ever before.



Newly Weds Foods recently hosted a BBQ Pitmaster class at its Head Office in Ossett. This event was to celebrate the 20th National BBQ week and even the great British weather played ball!

We welcomed Chef Mat Freistadt, (pictured left) from our Chicago office who has over 16 years competitive BBQ experience. He also competes in the annual Memphis in May BBQ Championships.

Chef Mat alongside Chef Dan Bell (pictured right), cooked up some truly authentic American style BBQ meats and sauces. The session was heavily focused on the use of different types of smokers and woods as well as the meat cuts and sauces they are paired with.



### NRA '17 Predictions

#### Preparation methods

- 1 Pickling
- 2 Fermenting
- 3 Smoking
- 4 Sous vide
- 5 Fire roasting

**"38% OF CONSUMERS LOVE SMOKE FLAVOURED BBQ SAUCES..."**

## SMOKING IS THE NEW GRILLING

There's something quite compelling about the whiff and taste of fire in our food and the use of smoking is on the increase.

"Smoking" is easy, once you've understood some basic principles and chosen a suitable smoker. Chef Mat shared his knowledge in the art of smoking, right down

to the type of smokers such as the Texas Offset Pit, (a.k.a Stick Burner!, pictured right), the Vertical Smoker (below) and the fuel used.

Chefs, retailers and manufacturers have embraced this psychology and are continuing to tempt us with culinary delights with smoked notes. In fact, Amazon sales of home smokers have increased by 200% in the last year!



**"Vertical Smoker"  
A.K.A  
Bullet  
Style**



## The Main Show



**BEEF BRISKET**

In **Texas**, **beef** is king, especially beef brisket which is the national food of the Republic of Texas. It comes moist and smoky and tender enough to tear apart, thanks to Pitmasters like Mat who spend years perfecting the



**BURNT ENDS**

right combination of smoke, heat and time. **Burnt ends** are a traditional part of Kansas City BBQ. These delicious pieces of meat are cut from the "point" half of a



**CHICKEN THIGHS**

True **competition chicken** is cooked fast and hot then beautifully presented in a herb filled box. Ultimately, it should aim to deliver as much flavour in one tender bite as possible.



**PORK RIBS**



**PULLED PORK BUTT**

**Pork ribs** are always a showstopper in Memphis BBQ. As the fat melts it bastes the meat while the bones also impart a rich flavour. Memphis style ribs favour dry rubs and Mat used a signature competition blend.

**Pork butt** a.k.a pork shoulder is popular in Alabama and both North and South Carolina. Cooked low and slow it should pull easily apart.

## The Sides!

No BBQ is complete without the sides (and of course the beer, even if it's Becks Blue!)

So to accompany the meat feast, Chef Dan rustled up some typical American BBQ sides from different regions. These included Charred Corn on the Cob and Classic American Coleslaw, alongside Pit Beans and Corn Bread.

If there was any room after the main event, dessert was Newly Weds bread pudding with sticky Bourbon glaze!





# Regional American BBQ

When we are talking about American BBQ in the UK, we are not simply referring to the one you pull out on a Sunday afternoon when the weather is fine!

American BBQ has become a popular fast food option and, has increased presence in the UK retail scene too.

There are many different regional sauces and listed



## KANSAS CITY

Kansas City popular style of BBQ sauce is a true, rich, sweet-tart, tomato-based sauce sweetened with brown sugar or molasses and balanced with the tartness of vinegar.

## Alabama

The infamous white BBQ sauce, with a blend of mayonnaise, vinegar, salt and coarsely ground pepper.

## TENNESSEE

The most distinctive sauce in the nation: a blend of yellow mustard, vinegar, sugar and spices.

## TEXAS

The star of the United States – traditional Texas BBQ sauce is a sweet and spicy mixture of tomato, spices and vegetables.

## MEMPHIS

Memphis BBQ sauce is sweet with molasses and brown sugar, but is cut with acidity from apple cider vinegar and Worcestershire sauce.

## SOUTH CAROLINA

The birthplace of BBQ features a traditional sauce made of mustard, vinegar, pepper and tomato.

above are some of the more popular ones.



Within the UK we are seeing regional BBQ sauces and pre marinade products on the

retail shelves as consumers demand more for their BBQ events.

Consumers are looking to get involved and they want to have a hand in the creation of their food. This has led to a flurry of NPD in marinades and sauces for the summer season allowing the

consumer to customise their food.



# BBQ Diversifies

## ALCOHOL

Alcoholic flavours are versatile and can be skilfully employed to attract different segments of the adult audience.

They lend an air of sophistication sure to appeal to Millennial's, Gen X and Baby Boomers looking for indulgence. Alcohol infusion elevates products to a premium

status often desired for a BBQ occasion.

Applying alcohols



like bourbon to the acidic or savoury combinations of BBQ sauces adds depth of flavour and also a layer of sweetness which the more sophisticated palette is demanding.

**"40% OF UK DINERS SAY THEY LIKE TO TRY DISHES THEY HAVEN'T HAD BEFORE" MINTEL**

flavours in BBQ while Brazilian churrasco has also been gaining momentum.

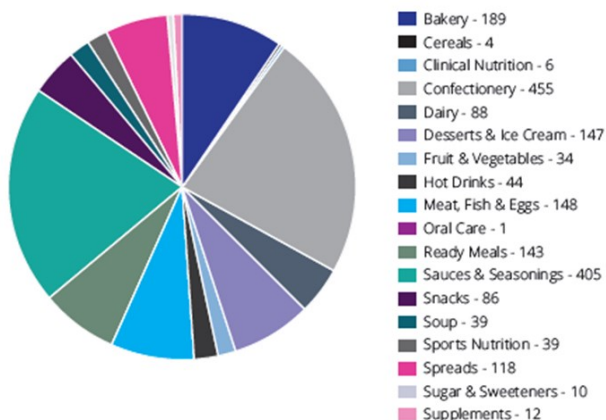
Experimenting with different sauce fusions or lesser known ethnic ingredients can help bring an upscale, gourmet-like feeling.



## ALCOHOLIC FLAVORS CREATE SOPHISTICATED INDULGENCE

Alcoholic flavors have long been popular in premium chocolate confectionery, and what we are now seeing is a more extensive penetration into other food and beverage categories.

### Product Launches with Alcohol Flavors by Category (last 18 months up to April 2017)



Source: Innova Market Insights

## ETHNIC INFLUENCES

Our increasing ethnic diversity and broader travel horizons have inspired consumers to embrace new ethnic flavours. Chinese, Korean and Mexican are among the most popular ethnic



## Restaurant Reviews *by Chef Dan*



**THE SMOKING GOAT** arrived on Denmark Street in Soho back in 2014. Chef Seb Holmes marries Thai flavours with a “hefty thwack of smoke” for a delicious introduction to global barbeque. The signature dish has to be the Smoked Goat Shoulder with sweet soy but I decided to try the Bavette ‘Waterfall Beef’ Nahm Dtok with lemongrass & chilli. Bavette is flank steak (popular in France) and has appeared in our BBQ Review via Waitrose’s smoked bavette steaks for the last two years. Although, usually a tough cut, this was deliciously tender, cooked hot and fast as well as a great example of the freshly smoked flavours you can expect to try here. Definitely well worth a visit!



### PROFILE: CHEF DANIEL BELL

Dan fell in love with cooking while travelling in Australia. He studied at the Culinary School of Arts in Oxford and worked for multiple 5 star hotels up to 3AA Rosette level. Having cooked around the world for a Formula 1 Team, he went on to become the Head Chef at the Malmaison hotel in Oxford. Dan has now been with Newly Weds for 3 years and brings a wealth of culinary expertise to the research and development team. His interest in experiencing new restaurants and staying on top of the latest trends provides great inspiration for his work in the kitchen. This ensures Newly Weds creates innovative products for our customers with a truly culinary flair!

## American Pit Beans

6 slices streaky bacon or pancetta  
125g chopped onion  
1 clove garlic, minced  
1 (400g) tin pinto beans  
1 (400g) tin cannellini beans  
1 (400g) tin haricot blanc  
1 (400g) tin red kidney beans  
1 (400g) tin chickpeas  
4 tbsp. soft brown sugar  
2 tbsp. Worcestershire sauce  
1 tbsp. French’s classic yellow mustard  
0.5 tsp black pepper  
**NWF BBQ Pit Bean Seasoning**  
Smoked Water

1. Preheat oven to 190c/gas mark 5
2. Place bacon in a large, deep frying pan. Cook over medium high heat until evenly brown. Drain, reserving 2 tbsp. of dripping. Chop and put in a bowl.
3. Cook the onion and garlic in the drippings until onion is tender; drain any excess grease and transfer to the bowl with bacon.
4. To the bacon and onion add all of the drained beans and then stir in the remaining ingredients, mix well and transfer to a casserole dish (23x30cm)
5. Cover and bake in the oven for 1 hour.

## Newly Weds Marketing: BBQ Category Review

The Marketing Team are pleased to announce that their annual BBQ/Summer eating review is now complete. Here are a few snippets to get you fired up! If you would like to see a copy, then please contact your Account Manager or sam at the email address below.



### TRENDING FLAVOURS 2017

**Middle Eastern** **Bourbon**

**Kansas City** **Jamaican Jerk**

**Korean** **BBQ** **Tennessee**

**Caribbean** **Chimichurri**

**Brazilian** **Smokey Texan**

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