

March 2018



Tasteology

TRENDS, PRODUCTS AND MORE FROM NEWLY WEDS® FOODS

EUROPE

The Unstoppable Rise of Vegan

Reports suggest there are now over 540,000 vegans in the UK (rising 350% in the last 10 years), 1.3m in Germany and 60,000 in Italy, with the main drivers being health and environmental concerns. In 2018 over 168,000 people signed up to Veganuary, the consumer pledge for the month of January, up from 60,000 last year. During this 5th year, the recipe book "How to Go Vegan" was released providing inspiration for dinner. 50% of participants were from the UK, with the rest from around the world. Many retailers and operators are seeing the potential in this trend, with Tesco launching their Wicked Kitchen range of ready meals and food to go, while Sainsbury's has launched Sweet and Smoky BBQ Pulled Jackfruit, the meat free alternative to pulled pork taking the world by storm. Pret a Manger has forged ahead with it's Veggie Pret, with the third location due to open later this year. Hopefully, new products will allay fears of the 9/10 vegans who struggle to find food to go options. Key flavours for vegan launches are set to include Korean, Filipino, smoke and pickled or fermented flavours. If you're thinking that vegan food means missing out on indulgent comfort food, think again. There's been a rise in vegan junk food, as everyone needs it sometimes! Cue vendors like Biff's Jack Shack in London's Kerb street food market or TGI Fridays in the USA offering Beyond Meat's Beyond Burger; who incidentally, have also released a Beyond Sausage! And as a more mainstream option, McDonald's have launched the McVegan into select countries across Europe, including Finland and Sweden. Newly Weds® Foods has experience of working across many meat free substrates, so get in touch if you're looking for a partner in development. Our marketing, culinary and R&D teams will work with you to develop concepts that work. Look out for inspiration during National Vegetarian Week 14-20th May!

Vegan, Gluten Free Mac 'n' Cheese Recipe

Rich, indulgent, vegan and wheat comfort food! This delicious and decadent treat is quick and easy to make with no compromise on taste.

Ingredients

50g Gluten Free bread, cut into small chunks
100g dairy-free margarine
350g Gluten Free spiral or other short pasta
1 Garlic clove, finely chopped
1 tsp English mustard powder
3 tbsp cornflour
500ml Soya milk
10ml Olive oil
50g Vegan cheese

Method

Heat the oven to 200°C/fan 180°C/gas 6. Spread the chunks of bread over a baking sheet, drizzle with the olive oil and season with salt, pepper and mixed herbs. Bake for 6 mins until crisp, then set aside. Boil the pasta in salted water for 2 mins less than stated on the pack.

Meanwhile, melt the dairy-free margarine in a saucepan and add the garlic and mustard, cook for 1 min, then stir in the cornflour. Cook for 1 min more, then gradually whisk in the soya milk until you have a lump-free sauce. Simmer for 5 mins, whisking all the time until thickened.

Take off the heat, then stir in the vegan cheese. Stir in the pasta and add some salt and pepper into the cheesy sauce. Tip into a large ovenproof dish, or 4 individual dishes. Scatter over the bread and then bake for 20 mins until the top is crispy and golden brown.



Christmas Grocery Spend Rises as Retailers Continue to Innovate

Our Christmas review found that the average household shrugged off any economic worries to spend a record £1,054 on groceries over the three months including the Christmas Period. Despite tightening household budgets, shoppers continued to trade up to more expensive options: a record £469 million was spent on premium own label lines in December alone.

In terms of Value Added (VAD) Joints within our review, Turkey was the popular substrate, unsurprisingly. We also saw a spike in Pork, with 30% of VAD

joints featuring it as the main protein.

Interestingly our review found an



increase in consumers purchasing cuts such as Silverside, Topside & Guard of Honour, although Whole Birds and Joints predictably remained the most popular formats. Alcohol infused food products

were a popular novelty over Christmas.

Indeed, VAD joints saw alcohol included within 20 products, with Gin proving the most popular amongst these SKUs! 50% of these products included a stuffing, making it the most popular feature within the category, 37% of products included a topper of some sort, bacon being the most popular while 26% of SKUs included a fresh addition. Popular fresh additions included bay leaves, rosemary and orange slices, giving the centrepiece a fresh and premium feel.

Chef's Christmas Special by Chris McGowan

Newly Weds Foods Culinary Development Chef, Chris McGowan has produced a highly innovative and fun Christmas concept. His inspiration draws on a number of the trends we have cited, including premiumisation and the use of alcohol in the form of vodka battered prawns, served with a Bloody Mary dressing! Chef Chris worked on converting the authentic Bloody Mary recipe into a Newly Weds Seasoning formulation, which delivers the

same attributes as the fresh sauce.

Chris has always had an interest in food and completed a City & Guilds qualification in Culinary Arts. He held several Head Chef positions before moving into development work with companies like TopGolf.

Chris regularly visits restaurants to keep up to date with the latest trends in food service which helps ensure Newly Weds creates innovative products for our customers with a culinary flair.

Prawns

150 g seasoned rice flour, 21 x 31/40 peeled and deveined prawns, 150g plain flour, 150g white rice flour (for dusting) 1 tbsp baking powder, 300ml vodka, 300ml lager, 2-3 litres cooking oil (for frying), 1 x whisk.

Bloody Mary Dipping Sauce

18g celery salt (for the rim), 1 x inner stalk of celery with leaf on for garnish, 1 x lemon twist for garnish, 1 x 250g tomato ketchup, 1 x 8ml celery juice fresh (juice and allow to clear), 1 x 8 ml cucumber juice, 1 x 5 ml malt vinegar, 1 tbsp horseradish (fresh grated), 1 x 10ml Worcestershire sauce, 1 x 10ml fresh lemon juice, 1 x 7ml chipotle tabasco, 1 x 5g Maldon sea salt, ½ tsp ground black pepper, 1 - 2 shots of vodka.

1. In a mixing bowl combine the Self raising flour and rice flour.
2. Add the vodka and beer
3. Refrigerate for at least 30 mins
4. Heat the cooking oil in a large pan until it is approx. 220°C
5. Dust the prawns and the seasoned flour, then dip the prawns in the batter
6. Fry the prawns in small batches until they are light brown and crispy, drizzling a small amount of raw batter onto the prawns to create an extra crispy texture .
7. Drain on kitchen paper before serving
8. Place ketchup in a bowl.
9. Add remaining ingredients and whisk together.
10. Place mixture in an open tupperware container, at least three times the volume of sauce.



Celebrating Real Bread Week 26th Feb - 4th March

The UK Bakery market is worth £3.6 billion and it is estimated that Artisan bakers now take 5% of this value and about 3% of total volumes (www.fob.uk.com).

The popularity of artisan bread is not a new thing. However, this trend has grown at a rapid pace over the last decade. Over 200 different kinds of bread are produced in the UK, from butter rich brioche and crisp baguettes to farmhouse loaves, focaccia, ciabatta, sourdough and flaky croissants! Newly Weds Foods manufactures breadcrumb for the coatings industry using three different techniques. We can make Artisan breads such as sourdough to tin baked loaves and premium Japanese breadcrumb. Our culinary chefs celebrated Real Bread Week by sharing some of their favourite recipes. Head to our website for recipes based on artisan, provenance, premium and even gluten free breadcrumbs (no wheat, no problem, no compromise!). All of these can be used in different applications from crumble toppers to coated chicken mini fillets.



Restaurant Reviews by Chef Dan

Chef Dan Bell brings a wealth of experience to the Newly Weds Team in his role of Culinary Development Chef. Having joined the company four years ago, Dan continues to visit new and upcoming restaurants, both nationally and internationally, in order to keep up with the latest food trends and concepts, which in turn provide great inspiration for his development work in the kitchen. With the above in mind, Dan has reviewed two restaurants for this issue of Tasteology. The first of which is Harborne Kitchen, based in Birmingham, which prides itself on being 'Your Neighbourhood Restaurant, where Passion meets Finesse'. Dan has also reviewed Pujol, an award winning restaurant based in Mexico City. Enjoy his reviews!



"Harborne kitchen serves up typical English food with a glamorous touch.

The menu regularly changes to include seasonal ingredients and it gives diners the option to eat from the 'Choice' menu or the six course tasting menu. A favourite aspect of mine within this neighbourhood restaurant was the ability and accessibility to view its open kitchen, with 10 guests

lucky enough to sit around the kitchen, allowing them to watch as chefs at the top their trade go about their business. The tasting menu included some outstanding dishes, full of exquisite flavours, colours and textures which were all executed to perfection. My favourites included a Chicken Liver Parfait with Pickled Onion, Honey and Fig; Sea Trout with Swiss Chard, Grapefruit and Buttermilk; Cod Cheek Curry and finally, Venison Haunch served with Sweetcorn, Coffee and Chocolate."

www.harbornekitchen.com





Pujol Restaurant—Mexico City

Restaurant Review by Chef Dan Bell

“Pujol Restaurant, rated No.20 in the World’s Best Restaurants is owned by Celebrity Chef Enrique Olvera, who has taken Mexican food from street to haute cuisine. Using everything from chichatana flying ants to octopus and suckling pig, he brings out all the wonderful flavours of Mexico. I recently travelled to Mexico for a holiday over the Christmas period of 2017 and earmarked this restaurant as somewhere I was particularly keen to visit during my time there.

Pujol’s signature is the Mole Madre, Mole Nuovo – Mother Mole Sauce and Mole New Sauce. The intricacies of mole recipes are elaborate and complicated, with over 6 different types that can include over 30 different ingredients. The combination of core native ingredients used to make mole include a variety of chilies, nuts, seeds, fruits and vegetables. Other ingredients used to establish its more regionally unique flavour include tomatoes, raisins, avocado leaves, and chocolate. Similar to aerating a mature red wine, allowing the flavours of mole to settle and blend together enhance the complex taste and intensify the delicious rich fragrance of the sauce.

This inspired me to create my own Mexican Chicken Mole which I hope you enjoy as much as I did!”

Chef Dan’s Mexican Chicken Mole Recipe

Ingredients

50g cup pork lard

1 onion, peeled and sliced

8 cloves fresh garlic

3 tomatoes, roasted and peeled

1 tablespoon dried Mexican oregano

Newly Weds Foods Mole Seasoning

12 guajillo chiles, soaked in hot water, skinned, stemmed and seeded

50g raisins, soaked in water to soften

50g prepared masa

250ml chicken broth

30g dark Chocolate

Toasted sesame seeds garnish (optional)

Method

Note: Traditional cooking methods call for grinding each ingredient by itself in a molcajete (mortar and pestle), but a blender will do the job just fine.

Heat the lard in a large saucepan. Add the onions and garlic and cook until onions are translucent. Set aside.

It’s great to use charred tomatoes, chillies and raisins in this recipe for the dark burnt taste that adds that extra flavour.

In a blender, purée the charred tomatoes. Add the oregano, the Newly Weds Foods mole seasoning and cocoa powder and blend to make a smooth paste.

Add the sautéed onions and garlic to the blender container and purée again. Add the chillies and raisins and blend into a smooth paste.

Pour all the chicken broth except for 50ml into a large cooking pot.

In a separate small bowl, make a roux by mixing the masa with the reserved chicken broth. Stir the roux into the broth and whisk until smooth.

Add the puréed ingredients to the pot. Simmer covered for 1 hour. Uncover and continue cooking until mole has thickened to your liking.

Adding dark chocolate to fold into the sauce while cooling will finish the sauce like a typical Mole Poblano.

Check consistency and season to taste.

