

Tasteology

OCTOBER 2009

TRENDS, PRODUCTS AND MORE FROM NEWLY WEDS® FOODS

PRODUCT SNAPSHOT

BEER – “He was a wise man who invented Beer” – Plato

This time of year, with all its Oktoberfest celebrations, makes us ponder the origins of this golden libation. But beer goes back well before the first German oompapa tones were ever made.

Beer is one of the world’s oldest beverages with historical references indicating some form of beer making and consumption dating as far back as the 6th millennium BC. Written accounts of actual beer recipes have been found in ancient Iraq and in the Orient, “beer” being a substance containing carbohydrates, sugar or starch that naturally underwent a fermentation stage. The Sumarians discovered the fermentation process by chance, most likely from a wet piece of forgotten bread that had fermented. They were also the first civilized culture to be able to repeat this process. The Babylonians were the next in line to ferment grain into a beverage. They had not mastered the filtering process so they invented a version of the modern day “Drinking Straw” to get the sweet nectar under the fermented grain. They then established their government around the laws that were created specifically to address the brewing and serving of beer. Beer historically has been seen as more than just a beverage. It has been used as a main dietary staple, as wages, as an offering to the Gods, and as a reason to celebrate. Egyptians used to receive daily wages paid in grain in order to make two dietary staples—bread and beer. In the Middle Ages, monasteries started brewing as a means to supplement their fasting. The drinking of liquid was not considered a breaking of their “fast” so the monks were allowed a 5 liter of beer ration per day. The monks also started adding hops and other flavoring agents to the beer to make it taste better.

Brewing stayed relatively consistent for a few centuries until two inventions changed the scope of beer: the steam engine and artificial cooling. There was plenty of scientific evidence showing that beer was best when produced at specific temperatures and thus was mainly manufactured in winter. However, the advent of these new inventions

meant beer could now be made year round with consistent quality. During the Industrial Revolution, distribution became easier, and larger breweries were formed. Modern day beer has not changed much since.

A beer’s aroma is as important, if not more so, than its taste. And one of the most noticeable aromas comes from the malt. Malt gives beer its sweet caramel-like quality. We invite you to experience both the taste and aroma of beer as an ingredient in the following recipes Newly Weds Foods Culinary has prepared especially for you. Beer’s unique flavor contribution is complemented by other components with these featured customized coating and seasoning systems to deliver a memorable taste experience in some familiar and maybe not so familiar applications.

**By Newly Weds
Foods Culinary**

Beer Onion Rings

Beer can be categorized into 3 main varieties:
Ales, Lagers and Specialty Beers

Ales:

Ale yeast is called top-fermenting yeast because of its tendency to gather at the top of the brew the first few days before settling to the bottom. To brew ale, fermentation must take place in warmer temperatures for the yeast to multiply and do its magic. Ales are usually higher in alcohol and will be noticeably more complex in flavor.

- Barley Wine
- Pale Ale
- English Bitter
- Porter
- Imperial Stout

Lagers:

This is the most common beer type sold in the U.S. Lager yeast simply floats around in the brew (not at the surface) before eventually settling to the bottom to do its job. Therefore it is known as bottom-fermenting. Lager yeasts need cooler temperatures during fermentation. This type tends to be lighter in color and taste drier than ales. They are also generally less alcoholic and complex.

- American Lager
- Pilsner
- Bock
- Oktoberfest
- Helles
- Dunkel

Specialty Beers:

Specialty beers are either ales, lagers or a hybrid of the two containing other ingredients that cause it not to fit into a true ale or lager style.

- Weizenbier
- Smoked Beer



RECIPES

CHEESE AND BEER SOUP

- 1000 g Water
- 200 g NWF Cheese and Beer Soup Mix #G48344
- 1 cup Grilled Smoked Sausage – Diced for Garnish

1. Mix water and NWF Cheese and Beer Soup Mix in a medium saucepan.
2. Heat until boiling, reduce to simmer, simmer until thickened
3. Add smoked sausage



BEER RINGS

- 200 g NWF Beer Batter #A20668
- 100 g NWF Crumb #60141
- 200 g Water
- 2 ea. Large Yellow Onions

1. Cut onions in rings, about 1 inch thick
2. Hydrate 100 g dry batter with 200 g water, reserving 100 g for a predest
3. Set up your breading line with 100 g predest, batter, crumb
4. Pass through the batter – shake off excess. Pass ring through the predest – shake off excess. Pass through the batter again – shake off excess. Finally coat with bread crumb
5. Fry in oil at 350°F for 3-4 min.

HONEY GINGER BEER GLAZE PORK LOIN

- 3 lb Pork Loin, cleaned
- 150 g NWF Honey Ginger Beer Glaze #G48346
- 50 g Water—warm

1. Mix warm water with Honey Ginger Beer Glaze
2. Place pork roast on roasting rack and place in oven at 325°F
3. While pork is roasting, brush on a layer of glaze. Repeat process every 10 min. until pork has reached an internal temperature of 165°F
4. Remove from oven and let meat rest for 10 min. before slicing
5. Suggested accompaniments include mashed potatoes and broccoli



CAJUN DIP (served with Beer Rings)

- 100 g Sour Cream
- 10 g NWF Cajun Dip Mix #G28994

1. Mix all in a medium bowl
2. Chill until flavor blooms and mix again



INSIDE STORY

Newly Weds Foods “Across The Pond”

Newly Weds Foods has had a European presence since 1979. Today, our manufacturing operations in Europe consist of two plants in the United Kingdom (Ossett & Corby) as well as one in Helmond, Holland.

Our plant facility in Ossett consists of a bakehouse with two manufacturing lines plus a blending facility. One of the manufacturing lines produces sheeted products that include Rusk and Crackermeal. These flat sheets of dough are baked before kibbling and drying to reduce moisture levels. For those unfamiliar, Rusk is often used for binding and moisture absorption in English sausages. The second line produces a traditional style breadcrumb like that found on fish fingers. It is a continuous process with long loaves baked in tins prior to grinding and drying.

The blending facility at Ossett has the capability of manufacturing not only pre-dusts, batters and breaders but also seasonings, glazes, marinades, stuffings and much more. Packaging capabilities include poly sacks in various sizes to meet customer requirements, from 1000 kg down to a 40 g sachet. Ossett also serves as Newly Weds Foods European Headquarters.

Our plant at Corby in Northamptonshire produces Japanese-style breadcrumb, making Newly Weds Foods the only European manufacturer of this unique style crumb product. The Corby plant is highly automated and the dough is baked as individual loaves weighing about 10kg. The dough is deposited into a cell (without proofing) before being baked in a process called OHMIC baking, using electrical current rather than a conventional oven! Loaves are staled and then ground down to a variety of granulations and dried. This unique process creates a product with no crust formation and also gives rise to sliver-type crumbs that deliver a crisp bite and melt in the mouth.

Product ranges from a basic clean label recipe to complex recipes with bread improvers and sugars, and can be customized to meet a customer's requirements. Japanese-style breadcrumb is used by poultry and fish processors and is considered a more premium-style breadcrumb compared to traditional & American-style breadcrumbs (ABC).

Products manufactured at the Ossett & Corby facilities are distributed to customers throughout the UK & Europe.

The Helmond, Holland plant manufactures American-style breadcrumb (ABC) or continental style crumb, on 2 production lines. The process is different from the other manufacturing sites, as it bakes individual loaves – essentially like a bakery! The ABC can vary from high dense fine product to low dense coarse product with numerous colour variations such as very white (without crust), yellow, orange, red and the various mixes of these colours

Key customers for Helmond are chicken, fish, meat & potato processors. The site exports throughout continental Europe (from Ukraine to Norway to France) with a small piece finding its way to the United States. Helmond also acts as a point for warehousing/distribution of Ossett products required by our European customers.

In short, Newly Weds Foods European manufacturing facilities produce numerous products and have the ability to customize them in meeting our customers' expectations and servicing their needs across the entire European market.

Stuffing vs. Dressing – The Great Debate Rages On



Chicken Stuffing or Dressing?

With crisp autumn days looming ahead, one can't help but think of fall food favorites – bratwurst and beer, heaping bowls of cheddar-topped chili and cranberry stuffing...

or is it cranberry dressing? Is there a difference between stuffing and dressing?

Many bread crumb scholars believe that the difference is a matter of north versus south – rather than that of a specific recipe or ingredients. South of the Mason Dixon line the blended, seasoned bread dish usually featuring a regional accent is steadfastly called dressing. Elsewhere, more theoretical cooks look to the cooking method (inside the bird, fish, meat or vegetable – stuffing) versus a serving method (along side a center of plate item - dressing) as the distinction.

Regardless of your stuffing ideology, thousands of traditional and unique varieties of stuffing/dressing have been enjoyed world wide for longer than you may think. In fact, the dish commonly thought of as an American (holiday) classic does not find its origins in the states. The Roman cookbook, Marcus Apicius' "De Re Coquinaria", published sometime during the first century AD, included dozens of

stuffing recipes and may be the earliest reference to the product as we know it.

Perhaps Americans are finally realizing what global stuffing fans have known all along. Stuffing or dressing is a terrific and economical meal, side or ingredient option year-round. It is the original comfort food and continues to evolve and grow in demand during economic uncertainty. The landscape of the grocery aisle is changing with the additions of exciting new products in single-serve and microwaveable packaging featuring regional flavor favorites. Foodservice and institutional restaurant operators are getting on board by creating unique product builds using signature stuffings not just as an accompaniment but as an ingredient to add dimension to menus.

Newly Weds Foods' interest in stuffing goes beyond it being just the time of year. Many of you may not know our bread crumb manufacturing capabilities include stuffing crumb and our product portfolio offers a full line of shredded and cubed varieties from white, to white and brown, to cornbread (yellow) to white and yellow. We are a major supplier to both foodservice operators and retail product manufacturers. So, take advantage of Newly Weds Foods' crumb manufacturing expertise and, the growing interest in stuffing as part of the heightened demand for all things "comfort food."



Seasoned Breadsticks

MARKET VIEW

Newly Weds Seasonings – Shakin' Things Up!

Newly Weds Foods offers customized seasoning blends that can be topically applied to almost any food product from breads and pastas to appetizers, salty snacks and desserts as a means of enhancing visual appeal, flavor and texture. All that's needed is a quick shake of seasonings and ordinary food is transformed into an exciting taste sensation!

Shake-On Seasonings can be designed to adhere to base products as a dry seasoning or convert to a sauce or glaze. They can be sprinkled on at a restaurant in the back of the house or by the customer at the table and at home. A "shake" can deliver the exact amount of product and flavor according to your specifications or allow your customers to individually apply their desired level of flavor. Being able to customize food selections is a significant consumer trend and these products directly address that preference in a very simple but effective way. The potential for Shake-On Seasonings is unlimited!

Shake-On Seasonings can be used in a wide variety of food applications along with delivering a world full of flavor and visual options. They can

Seasoned Popcorn

enhance the grill flavors on meats and vegetables and bring out the "real" meaty taste of any number of beef cuts from burgers to steaks. Topical Seasonings can be designed specifically to work perfectly on all types of snacks including popcorn, chips and nuts. A loaded baked potato seasoning consisting of bacon, cheese and butter notes works great on potatoes, chips or homestyle fries. An Italian herb Shake-On Seasoning can be used in spaghetti sauces, tomato soup, vegetables and even on breadsticks! A lemon basil Shake-On perfectly complements seafood and can deliver an aesthetically appealing sauce feature. The versatility of Shake-On Seasonings is also demonstrated by shaking seasonings into and mixing with sour cream, yogurt or mayonnaise. A sun-dried tomato Shake-On would add a lot more life to plain old mayonnaise as a dip or sandwich spread.

Newly Weds Foods Shake-On Seasonings are a convenient and easy way to add interest and flavor to almost any food. They can be applied back of house to build variety off of a core product or by the consumer to customize a flavor profile and manage flavor intensity. Let Newly Weds Foods assist you in "shakin' up" your menu or product portfolio with unique topical seasonings.

Appetizing Prospects

Finger-foods, hors d'oeuvres, snacks, starters, appetizers – call them what you will. Shareable morsels and lighter bites continue to be a growing staple on menus as well as grocers' freezers and shelves. In fact, the incidence of the word "snack" on menus has increased 500% since 2005 (from 15 to 75) according to Mintel Research. In the 2009 FlavorTrak database, the total number of menued appetizer records increased 14% in just one calendar year. This growth is certainly not an accident. Appetizers are a great way for consumers to frugally indulge and experiment while dining out as well as an economical tactic to drive sales opportunities and maintain traffic for operators during thrifty times.

So what's happening on the left side of the menu? According to FlavorTrak there are 5,239 menu records for appetizers (excluding stand-alone dips like spinach dip or hummus) from 564 chain, independent and cutting edge restaurant menus. There are 218 menu records for dips positioned as appetizers. And dipping sauces are no stranger to the appetizer segment as 45% of all appetizers on U.S. menus today are paired with at least one dipping sauce.

The 2009 FlavorTrak database also shows 82% of all menued appetizers are served hot, and deep fried is still the most commonly used cooking method with 30% of menu mentions. However, (newer) cold options like sashimi and ceviche have increased menu share by 3 percentage points since 2004. Almost 75% of all appetizers consist of a protein-based platform. Longtime category leader chicken has succumbed to the growth of seafood on menus. The two are now tied at the helm of the appetizer menu with 27% menu share each. Shrimp maintains third place status with no growth or loss, while fish and beef climb slowly in menu share.

Italian and Mexican cuisines are still among the fan favorites with 15% and 13% of menu share respectively. Cuisines on the climb are American Traditional (think mac and cheese bites and sliders) as well as an assortment of Asian profiles.

While the landscape has changed a bit, a variety of classic favorites like fried cheeses, onion rings and artichoke dip are still steadfastly present – perhaps with a subtle yet contemporary twist and a couple new neighbors like bite-sized burgers and Cajun crabcakes.

DID YOU KNOW?

Making It Work

There will be times when a product formulation and/or manufacturing process needs to be modified or fine-tuned to improve productivity on the line.

Newly Weds Foods' Technical Services team is a unique group, having knowledge and capabilities in both ingredient formulation and finished product manufacturing processes. This enables them to identify problems in either area and determine the best possible resolution. In addition to problem solving and troubleshooting, the Technical Services group spends time at customers' plants conducting on-site training or plant assessments as well as assisting with new product runs.

"Our technical expertise is unparalleled in the industry," said Rob Bernas, Newly Weds Foods' Batter and Breeding Technical Services Manager. "We have the resources and experience to help our customers set key processing parameters. And, by maintaining a strong working relationship with customers as well as internal Newly Weds Foods departments, we have the ability to almost seamlessly take something from concept to full-scale production. Once our skilled R&D scientists prepare the formulation, Technical

Services steps in to help things transition from the bench top to the production line."

In the U.S., Rob's counterpart on the seasoning side is Bill Bossert. In addition to leading their respective teams, both oversee and manage Newly Weds Foods pilot processing plants. A batter and breading facility is located in Chicago, and a meat pilot plant is located in Horn Lake, Mississippi, just outside of Memphis. Newly Weds Foods also operates a meat pilot plant on-site at our Mississauga, Ontario Canada facility which is managed by Gerry Howse, Director of Meat Technology. When customers are unable to shut down a line to research a problem, we can replicate their process in one of our pilot locations. It can be a real time and money saver when they can look at things on a smaller scale but under the same key processing parameters. Newly Weds Foods Technical Service expertise is available to make sure product formulation and manufacturing work perfectly together.

NEXT ON THE TABLE

Newly Weds Foods English Muffins – Since 1958

Breakfast continues to grow as an influential retail and foodservice daypart segment providing ever increasing platform possibilities for Newly Weds Foods English Muffins – a mainstay of quality and variety for over 50 years.

Whether you find yourself at a fast-food restaurant, running a family diner, or just perusing the bread aisle at your local grocery store, English Muffins have long been a staple in the world of breakfast foods. Now, the foodservice industry is focusing even greater attention on "the most important meal of the day" as the breakfast daypart shows the most opportunity for growth. Those restaurant concepts already participating in the daypart are looking for ways to take more advantage of consumer demand and those not currently participating are looking for ways to get in. Breakfast clearly offers many opportunities for restaurant or convenience store operators and the English Muffin is, and will continue to be, a desirable stand-alone item, breakfast entrée accompaniment as well as stalwart carrier for many breakfast sandwich offerings. But, English Muffins are not just for breakfast anymore. Their popularity, heartiness, versatility and available flavor profiles make them a perfect alternative to burger buns and sandwich breads. Newly Weds Foods' English Muffins offer the quality and variety for any platform, at any time of day.

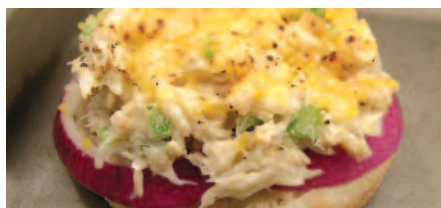
A long-time fixture, English Muffins have been rolling off the Newly Weds Foods production line since 1958. To accommodate

the wide array of potential applications, Newly Weds' offerings in this product category have grown to include Natural Grain, Raisin Cinnamon and Sourdough varieties in addition to the Original muffin style. Whether employed as a platform for a snack or appetizer, or simply a spread of preserves, the high quality of Newly Weds Foods' English Muffins has remained constant throughout the years. They have always provided a low fat, low calorie and more healthful alternative to other breads, as well as deep flavor pockets for maximum taste enjoyment alone or when paired with other products. Newly Weds' muffins are available in 2 and 2.5 oz. sizes, the latter being 25% larger than most competing muffin brands. The high quality family recipe combined with product variety in flavor and size will help Newly Weds Foods English Muffins continue to stand the test of time and stand up to almost any application.

So, if it's individual pizzas you're making, egg and cheese muffins you're selling, or just a Raisin Cinnamon English Muffin you're buttering, Newly Weds Foods looks forward to offering you the same high-quality, versatile products for another 50+ years.



English Muffins



Crab Salad on English Muffin



English Muffin Breakfast Sandwich