ASTA ANNUAL MEETING
APRIL 17-20, 2005

"Uncommon Grounds"

Spices in the New World

TOM SADLER

“Food is our common ground, a universal experience”

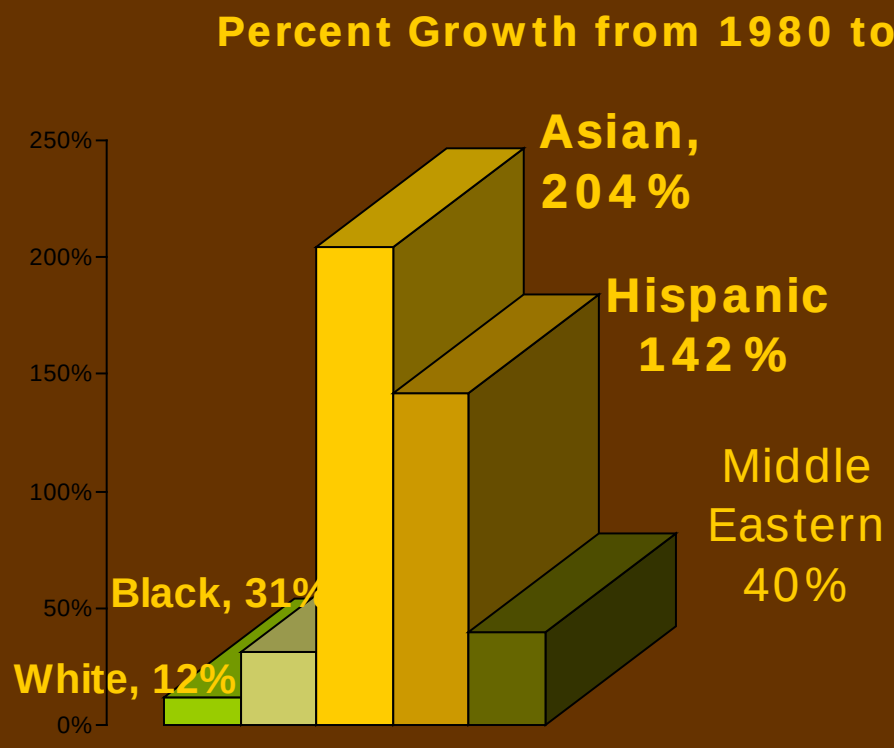
James Beard

Today's Agenda

- The Changing Culinary Landscape
  - Recent food trends and their effect on our spice pantry
- Spice Affinities
  - Organizing your spice rack
  - Flavor Development –Think 3D, Not Linear
- Uncommon Grounds
  - Examples of current foods utilizing unique spice combinations and/or emerging new spices
- Then We Eat

National Demographic Trends

Hispanic & Asian are the fastest growing populations by far.



Source-US Census Bureau

National Demographic Trends

Ethnic minority populations are expected to continue to grow faster than the national average

- Change in Asian population from 2002-2007 is 23%
- Change in Hispanic population from 2002-2007 is 29%
- Change in multiracial population from 2002-2007 is 7%

Source-US Census Bureau

Old World Food in the U.S.

- Largely European
  - French
  - German
  - Spanish
  - Nordic or Slavic
- American Regional
  - Cajun
  - Southern
  - Tex-Mex
  - Etc.

New World Food in the U.S.

- Mediterranean
  - Middle Eastern
  - Moroccan
  - Turkish
  - Syrian
  - Israeli
- Hispanic
  - Indo-Hispanic
  - Euro-Hispanic
  - Afro-Hispanic
- Asian
  - Regional Differentiation
  - Indian

Common Grounds-Old World Pantry

- Allspice, ground and whole
- Basil
- Bay leaves
- Chili powder
- Cinnamon, ground and sticks
- Cloves, ground and whole
- Coriander, ground
- Cream of tartar
- Cumin, ground
- Curry powder
- Dill Weed
- Fennel seeds
- Chinese Five Spice
- Garlic Powder powder
- Ginger, ground
- Marjoram, dried
- Mint
- Mustard, dried ground
- Nutmeg
- Onion powder
- Oregano, dried
- Paprika, Hungarian sweet
- Pepper, cayenne, dried red flakes
- Peppercorns, dried black
- Poppy seeds
- Rosemary, dried
- Sage, dried and rubbed
- Salt, table and Kosher
- Sesame seeds
- Tarragon, dried
- Thyme, ground and dried
- Turmeric
- Vanilla extract

Uncommon Grounds-New World Pantry

Indian

- Cardamom
- Fenugreek
- Garam Masala
- Amchur Powder
- Black Cumin

Asian

- Malaysian Curry
- Kaffir Lime Leaves
- Galangal
- Cassia
- Lemongrass
- Star Anise

Uncommon Grounds-New World Pantry

Mediterranean

- Aleppo pepper
- Loomi
- Sumac
- Spearmint
- Cubeb
- Rose Petals
- Kebsa Spice
- Ras el Hanout
- Zatar

Hispanic

- Epazote
- Avocado Leaves
- Peruvian Aji Peppers
- Habenero
- Canella
- Achiote
- Culantro
- Dried Chiles-Ancho, Guajillo, chipotle, Chile de Arbol

Uncommon Grounds-New World Pantry

Other

- Hawaiian Sea Salt
- Lavender
- Alder Smoked Salt

Traditional Uses for New World Spices

Epazote is a pungent herb with pointed serrated leaves, a native of tropical America. Epazote is essential for making Mexican bean dishes, with a unique flavor best described as aromatic and pungent, slightly citrus and bitter.

Hispanic

- **Epazote**
- Avocado Leaves
- Peruvian Aji Peppers
- Habenero
- Canella
- Achiote
- Culantro
- Dried Chiles-Ancho, Guajillo, chipotle, Chile de Arbol

Traditional Uses for New World Spices

Avocado leaves can be used whole, though we recommend toasting them slightly in a pan, then grind with a mortar and pestle to release their subtle fragrance of anise and hazelnut. Use in moles, stews, and chicken or fish dishes.

Hispanic

- Epazote
- **Avocado Leaves**
- Peruvian Aji Peppers
- Habenero
- Canella
- Achiote
- Culantro
- Dried Chiles-Ancho, Guajillo, chipotle, Chile de Arbol

Traditional Uses for New World Spices

Mediterranean

- Aleppo pepper
- **Loomi**
- Sumac
- Spearmint
- Cubeb
- Rose Petals
- Kebsa Spice
- Ras el Hanout
- Zatar

In Iraq and Oman, ripe limes are boiled in salt water and sun-dried until their interior turns dark. The resulting spice, called loomi, is often used to impart a distinct citrus odor and a sour tang to legumes and meat dishes. In Iran powdered loomi is also used to flavor basmati rice.

Traditional Uses for New World Spices

Mediterranean

- Aleppo pepper
- Loomi
- Sumac
- Spearmint
- Cubeb
- Rose Petals
- Kebsa Spice
- Ras el Hanout
- **Zatar**

In Jordan, a spice mixture called zatar is a popular condiment and used to season fried and barbecued meats. It combines the nutty taste of sesame with sumac and dried thyme. Similar mixtures are reported from Syria and Israel. Zatar is often mixed with olive oil and spread on pita bread.

Traditional Uses for New World Spices

Indian

- Cardamom
- **Fenugreek**
- Garam Masala
- Amchur Powder
- Black Cumin

When roasted, fenugreek seed tastes vaguely like maple syrup. Its pleasant bitter flavor lends itself to curry blends, chutneys and rich vegetarian stews.

Traditional Uses for New World Spices

Indian

- Cardamom
- Fenugreek
- Garam Masala
- **Amchur Powder**
- Black Cumin

Unripe mangoes are dried and ground to make a powder which is used to give a sour tang to many dishes including meats, vegetables and curries. It is also called simply mango powder.

Traditional Uses for New World Spices

Has the peppery hotness of ginger but not the sweetness. Use it to flavor Indonesian sambals or in fish dishes with coconut milk. Also known as Laos (Indonesian) and kha (Thailand).

Asian

- Malaysian Curry
- Kaffir Lime Leaves
- **Galangal**
- Cassia
- Lemongrass
- Star Anise

Traditional Uses for New World Spices

Unlike ordinary citrus leaves, kaffir lime leaves have a pronounced flavor and fragrance that combines well with rich coconut milk and hot chili spices. Very good with fish

Asian

- Malaysian Curry
- **Kaffir Lime Leaves**
- Galangal
- Cassia
- Lemongrass
- Star Anise

Flavor & Product Development using these new found flavors

Organizing your mind's virtual spice rack

Getting into the mix.

A 3D Approach

- Practical Affinities-Drawing upon experiences.

Simple, foundational combinations.

  - Salt & pepper
  - Garlic & Lemon
  - Chocolate & Vanilla

The Discovery Channel

- Cultural/ Ethic Affinities-Classic, foundational combinations within a specific region or cuisine.

Tomato & Basil

Garlic & Ginger

Curry & Coconut

Jalapeño & Lime

Cultural Respect

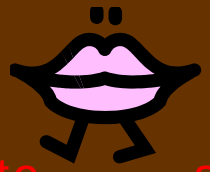
- Many Spices and flavors have a cultural and/or healing affinity with certain rituals and traditions

Mood Food-A Fun Sidebar

- Many Spices and flavors have an emotional "fingerprint" as well.

Hot Chilies…..Desire

Vanilla…..romantic



Chocolate……..sensual

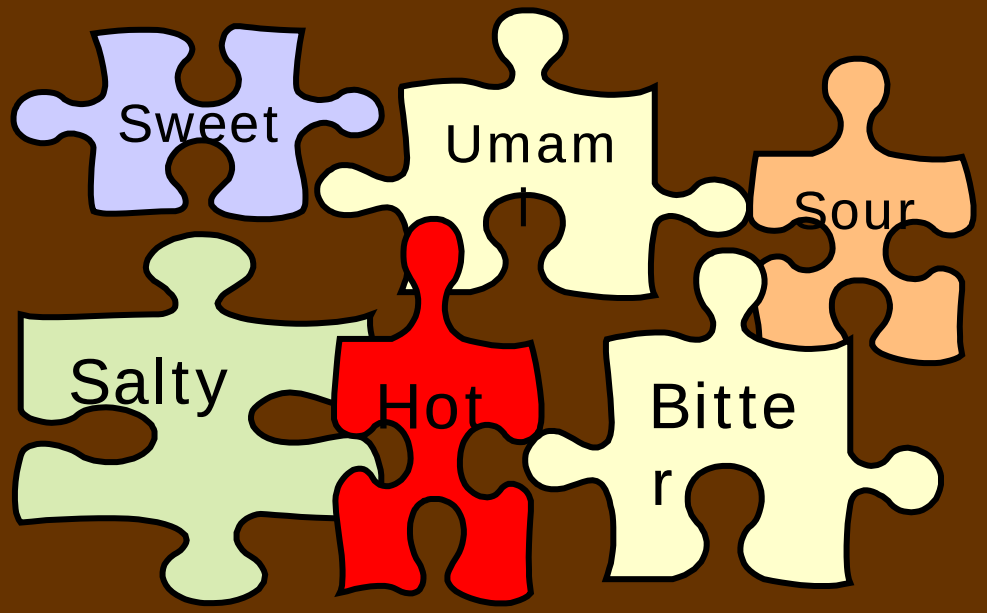
Cinnamon & Nutmeg……..Contentment

The New Ingredient Statement

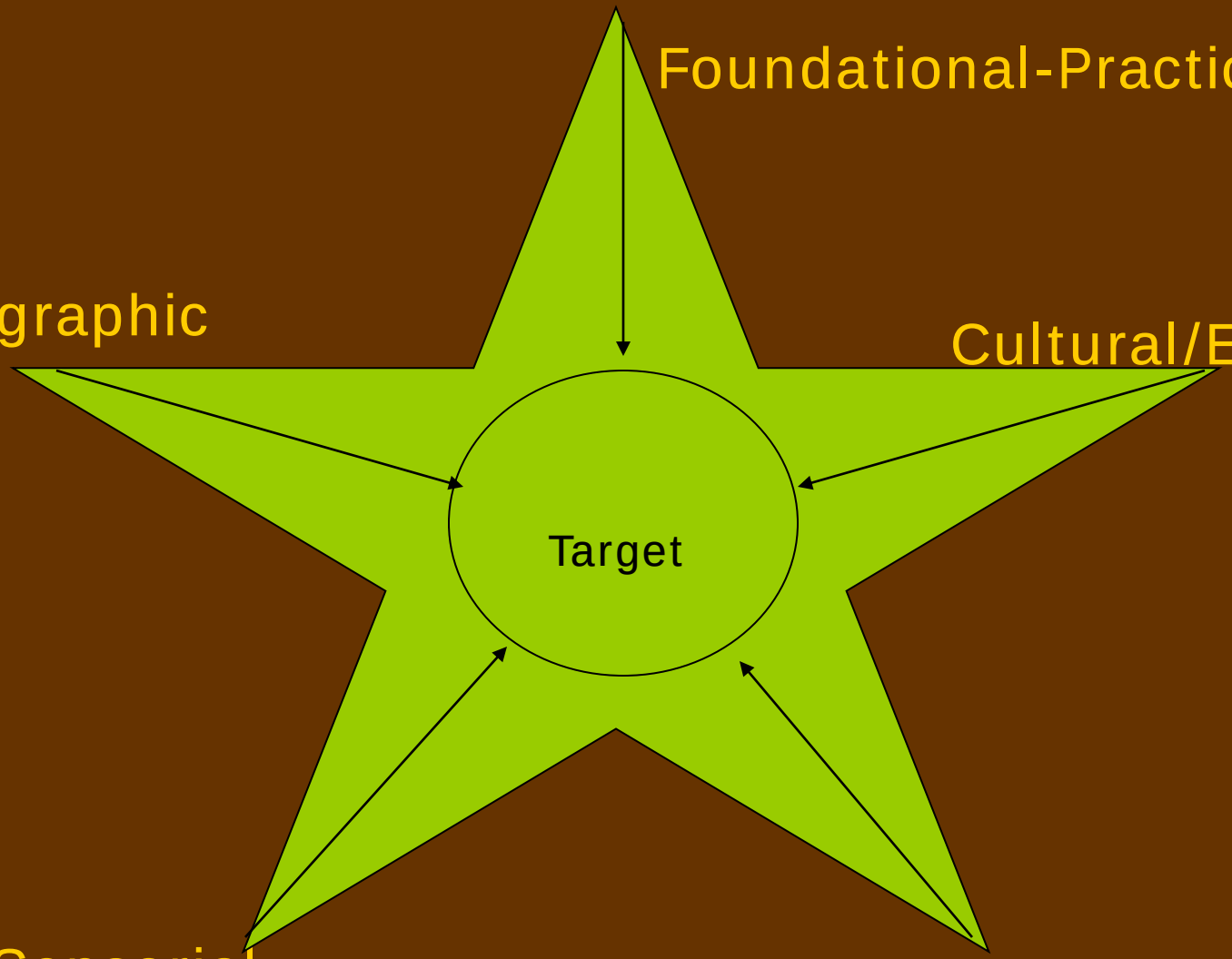
- Ingredients: contentment, romance, love, peace and desire, less than 2% of the following; envy, anger, irritability, fear, disappointment and grief

Ancient Eastern Lessons in the New West -Piecing Together Flavor

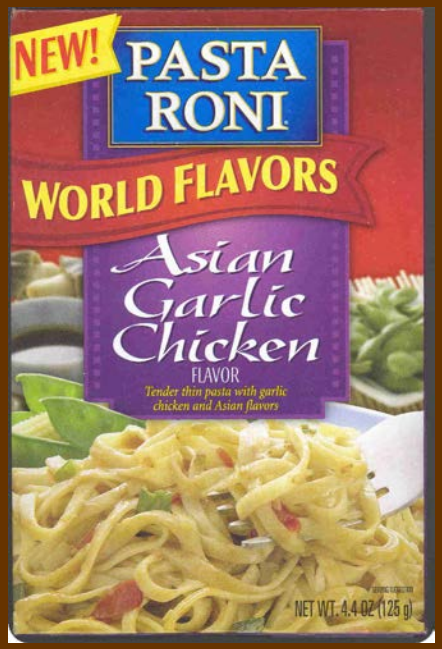
- Sensorial Methodology-Honing in on creating the best balance of flavors based on senses. Sweet, salty, sour, bitter and umami. More experimental.



Exploring Spice Affinities



Uncommon Grounds in the Current Marketplace



Uncommon Grounds in the Current Marketplace

Garam Masala

Uncommon Grounds in the Current Marketplace

Galangal, Kaffir Lime Peel

Uncommon Grounds in the Current Marketplace

Epazote, Cardamom, Fenugreek

Uncommon Grounds in the Current Marketplace

New World Products Tasting

- Oaxaca Chilatta-A chilled blend of coffee, chilies,canella,nutmeg, chocolate and cream
- Spicy Island Cured Salmon with Curry Crème Friache. A salt cured salmon with vanilla, curry, habenero peppers, and citrus
- Vegetables with Zatar Ranch Dressing

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THANK YOU!

TOM SADLER

QUESTIONS