ASTA ANNUAL MEETING APRIL 17-20, 2005



"Uncommon Grounds" Spices in the New World TOM SADLER

"Food is our common ground, a universal experience"

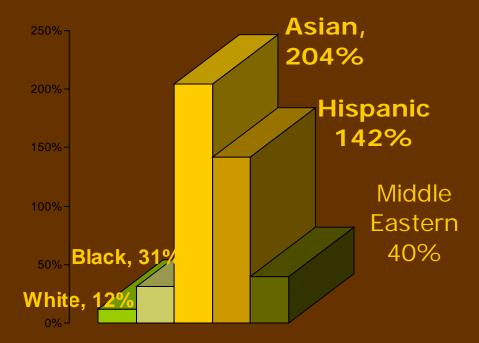
James Beard

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.



Percent Growth from 1980 to 2000

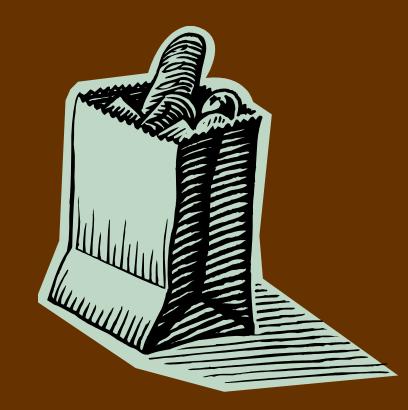
Source-US Census Bureau

National Demographic Trends

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

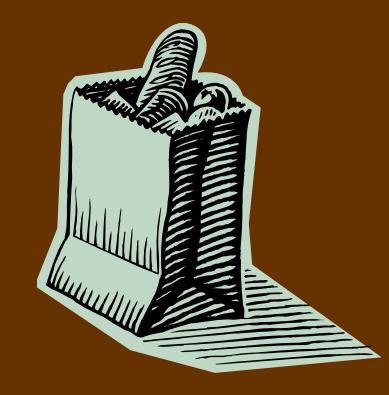
Change in Asian population from 2002-2007 is 23%
Change in Hispanic population from 2002-2007 is 29%
Change in multiracial population from 2002-2007 is 7%

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

<u>Indian</u>

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

<u>Asian</u>

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

Uncommon Grounds-New World Pantry

<u>Mediterranean</u>

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

<u>Hispanic</u>

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

Uncommon Grounds-New World Pantry

<u>Other</u>

- Hawaiian Sea Salt
- Lavender
- > Alder Smoked Salt

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.

<u>Hispanic</u>

> Epazote

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

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.

<u>Hispanic</u>

- Epazote
- > Avocado Leaves
- Peruvian Aji Peppers
- Habenero
- Canella
- > Achiote
- Culantro
- Dried Chiles-Ancho,
 Guajillo, chipotle,
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<u>Mediterranean</u>

- > Aleppo pepper
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- 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.

<u>Mediterranean</u>

- > 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.

<u>Indian</u>

- 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.

<u>Indian</u>

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.

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).

<u>Asian</u>

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

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

<u>Asian</u>

- 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.

Vanilla....romantic



Hot Chilies.....Desire

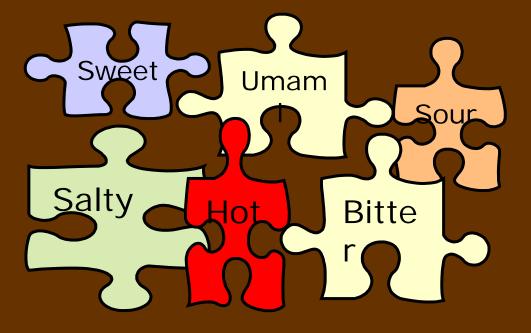


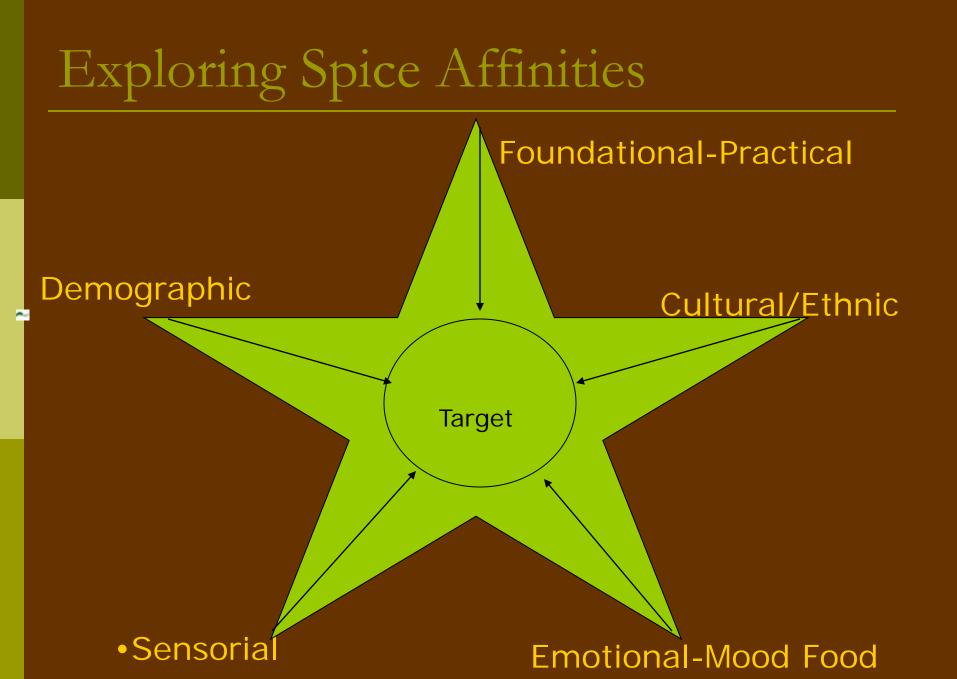


The New Ingredient Statement

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.







Cacao content: 74%









Garam Masala

Ethnic Gourmet

CHICKEN TIKKA MASALA

Indian cuisine is an aromatic marriage of rinh, exotic spices such as turmeric, gartic, ginger, cumin, and coriander. "Bilkul Theek", Indian for " ust right" occurs when these deeply flavorful spices are simmered together to create the wonder ful sauces that make Indian cuisine truly unique.

- Ethnic Gourmet proudly brings you delicious ethnic specialties that are free from artificial flavors, colors, and preservatives.
- Please try other great-tasting and authentic Ethnic Gourmet frozen entrees including Palak Paneer, Vegetable Korma and Chicken Tandoori with Spirach. Enjoy!



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% Daily	Value*
tal Fat 11g	17%
aturated Fat 3.5g	18%
olesterol 95mg	32%
dium 700mg	29%
tal Carbohydrate 37g	12%
Netary Fiber 7g	28%
lugars 5g	
otein 25g	
amin A 20% • Vitamin	C 15%

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 College







Galangal, Kaffir Lime Peel



Quick and Easy Steps



Nutrition Fat

elesterol 25mg

Distany Juber

Distributed by Co San Pedro, CA 90

COOK CHICKEN & VEGETABLES Heat 1 TBSP vegetable oil (or non-stick cooking spray) in a skillet over HIGH heat. Immediately add frozen chicken and vegetables. Sür-fys for 6 to 7 minutes. until thoroughly cooked.

one mail microwase over

CHICKEN & VEGETABLES
Thaw unopened sauce packet under warm ranning water.
Set aside.

Place frozen chicken and vegetables into a microwave-safe dish and cover. Microwave on HIGH for 4 minutes. Stir, re-cover, and microwave on HIGH for 3 to 4 minutes until thoroughly cooked.

Stir in sance, re-cover, and microwave on HIGH for 1 min Let stand for 1 minute before serving.

RICE Remove frozen rice from packet and place into a microwave-safe dish and cover.

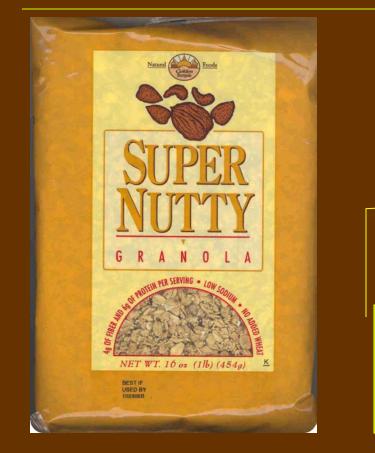
Cooking times and may pary

Microwave on HIGH for 2½ to 3 minutes, until hot. Let stand for 1 minute before serving with chicken and sego

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Interactional Processing and Construction of the Community Mills Community Mills (Community Mills Good), Benny Gauge (2004), Benny Gauge (2004)





Epazote, Cardamom, Fenugreek Ingredients: Organic Rolled Oats, Unaulfund Molasses, Expan-Proseed Canola Oli, Milled Rice, Brown Rice Syrup, Coconiz, Almonds, Walmuts, Chemers, Honey, Natural Vanilis Prave, Epacote, Prun Powder, Cardamon, Fernages, Henugrees, Nutrea

May contain trace amounts of peanuts, soybeans, wheat or dairy.

All of our ingredients are grown and processed without Genetically Modified Organisms.

Nutrition Facts Serving Size 1/2 cup (55g) Servings Per Container: 8

Calories 230 Calories from Fat 20 % Daily Value* Total Fat 50 12% Saturated Fat 1.50 8% Cholestered Org 0%





SUPER NUTTY GRANOLA

At Golden Temple, we make your good health and well-being a priority. That's why we create deliciously nutritious cereals. We begin by using the finest, freshest ingredients from the most abundant fields and orchards anywhere. Our organic oats are freshly milled just down the road from our facility. To benefit your health, we add a light sprinkling of ingredients like fennel, nutmeg, cardamom and eparote, which also help in the digestion of whole grains. Take care of your health by giving yourself every nutritional advantage. Start each morning right with a bowl of Golden Temple cereal.

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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

