FOOD MAGAZINE

from RAPS UK



Winter 2024

Welcome

Welcome to our 1st edition of the new year, and to what promises to be an exciting 2024! The first few weeks of January brought positive industry news, with major food retailers reporting bumper Christmas grocery sales across the board. It seemed that they had thrown all sales strategies into the aisle this year - from encouraging early-buys and offering price matches to boosting the top tier ranges and rewarding loyalty card holders. Our seasonal review highlighted how retailers rationalised the choice of centre pieces, whilst focusing more on party food and frozen products. Although many retailers will be signing off the 2024 briefs by now, if you would like to look at any additional flavour and format ideas, do get in touch.

Bombarded with adverts and posts on Veganuary, dry or damp January, gut health and focus on eating more protein than an elite sportsperson, we are gladly focusing our attention on Spring Summer and beyond. The maps are out and the tickets are uploaded as we head around the country to find the next season must-have dishes, flavours and formats – no calories will be counted and we can assure you all food groups will receive equal ratings!



Back at base, we have an additional reason to be excited, as we look forward to celebrating our centenary year. RAPS GmbH & Co was established in Hamburg in August 1924, initially as a spice trader and then grew and developed to be a global player in the supply of 'flavour and functionality' for all sectors of the food and beverage sectors. With 7 production plants, worldwide subsidiaries and agencies, and over 900 employees, it's going to be one big party. We have lots of fun events to share with you along the way, so watch this space.

In this season's edition

Retail and Market Focus

What is new in the retailers and where and what to eat this season.

04.

Cuisine Focus - TASTE KOREA

A look into the rich culture around the Korean diet and learning how to cook some popular dishes

06.

Product Focus - MICRO-ENCAPSULATION

Looking at the key attributes of micro-encapsulation and advantages to processors across the categories.

13.

Socials

What to watch and who to follow

15.

What's new?

In Retailers and Out & About

There is nothing like a Limited Time Offer (LTO) to get consumers rushing to the shelves; and for the retailers, a good way to test flavours and formats. Aligning themselves with popular QSRs, the new Grab-n-Go meal deals are covering off many of our favourite cuisine fusions: Sainsburys are blending Mexican and Middle Eastern flavours in its Chipotle Sweet Potato and Feta Wrap. Waitrose has a similar leaning towards North African cuisine with its Chicken Shawarma Wrap whilst Tesco's Limited Edition range goes further afield a Shakshuka Egg & Chorizo Wrap, Tonkatsu Style Pulled Pork Wrap and Malaysian Style Chicken & Coconut Laksa Sandwich.



It wouldn't be January without the customary launches of those 'healthy-cure-all' bowls of goodness. Asda's The Health Menu range includes On-The-Go sandwiches and salads, as well as complete ready meals presented in a poke bowl style, covering most of the current popular cuisines - Jerk, Harissa and Thai Chicken, Teriyaki Beef and Korean Pork to name a few. M&S have jumped on the protein-craze with single portioned ready meals, such as Thai Green Salmon, Chicken Shawarma and Pasta & Meatballs. Lidl too have launched visibly 'High Protein' ranges from yoghurts, puddings, drinks, cheese and ready meals through the Chef Select brand: BBQ Chicken with Quinoa, Chicken Tikka Masala and Beef and Lentil Bolognese.

One brand that seems to be creeping more into mainstream retailers is the Thai based Sriracha sauce producer, Flying Goose. Renowned for its Red Spicy Chilli sauce, there are now a host of different flavours available. Look out for variants such as Sriracha with Lemongrass; Hemp Seed Oil; Wasabi and Yuzu. We have been following the rise in popularity of these flavours and have created a family of sauces easily adaptable to chilled and frozen meals. If this is an area of interest to you, please do get in touch. Another rising star to keep an eye on is The Woolfs Kitchen, which is now more widely available in Coop. Though its roots are in Far East Asian cuisine, the ingredients and flavour combinations are suited to Indian and Central American dishes. Its range of cooking pastes include Umami Bang, Firecracker, Chilli Crunch and a Thai Nam Prik Pow; and the pouring condiments such as Tamarind Ketchup, Hot & Sour and Jalapeno & Lime are suitable at any dining table.



It is somewhat unusual to see a cuisine-focused range launch this time of the year, but Tesco have introduced a a brightly coloured Tex-Mex collection of RTC and RTE dishes including Chicken Breast Fajita, Slow Cooked Smoky BBQ Ribs and Sweet BBQ Pulled Pork, along with sides of Jalapeno Cheese Bites, Sweetcorn Fritters, dips and soft tortilla. Nothing like a bit of sunshine in January!

Places to eat, books to read

Food inspiration surrounds our daily lives and there are plenty of avenues that we keep an eye on to see what our future trends are likely to be. Here are a few ideas you may like to try over the next few months - be it a visit to a restaurant or a peruse along the book shelves. We would love to hear your feedback!

For a bite...

London has and always will be the trailblazer in showcasing great food in the UK. When it comes to setting food standards and trends, here are our top 10 newest openings to look forward to

1. Aragawa - Mayfair
2. Tasha's - Battersea
3. Llama Inn - Shoreditch
4. Chishuru - Fitzrovia
5. Akara - Borough
6. Kinkally - Fitzrovia
7. Yopo - Fitzrovia
8. Bebe Bob - Soho/Mayfair
9. Papermoon @ OWO - Whitehall
10. Honey & Co Daily - Bloomsbury

*If you'd like more information or are interested in a trawl with us in London please don't hesitate to get in touch sales@raps.com



*Honey & Co Daily - Bloomsbury



*Tasha's Battersea



or a bit of light reading

The colder, shorter days in Winter are a great excuse to settle down and immerse yourself in fascinating cultures and recipes from far afield. We have chosen a few books you may consider. In the meantime, please sit back and enjoy our cuisine focus.

1. Vietnamese Made Easy - Thuy Diem Pham
2. Cocina Mexicana - Adriana Cavita
3. My Tel Aviv Table - Limor Chen
4. Eat More Plants - Daniel Humm
5. Simply Chinese Foods - Robert Downey Jr & Thomas Kostigen
6. Fish Butchery - Josh Niland

All About
Korean Cuisine

Korean food is far from being just about the food. To Koreans, the experience is far more important than the food itself. As with most Asian food offerings, we are building a strong affinity to the unique textures and mouth-watering combinations of Korean cuisine. It is now a staple in most food markets or street food events in the UK. We will certainly see this interest and understanding grow across our retail scene over the coming years.



Koreans understand that food is a benefit in three main columns 1. The nutritional benefits to the Body, 2. The mental wellbeing of a person, 3. The emotional connection and wellbeing between people. The fundamentals of Korean food theories and practices to deliver harmonious eating occasions at all times have been handed down the generations. Much like other Asian cuisines, such as Japanese for instance, the Koreans believe in five taste areas alongside the three main columns fully encompassing all that is needed to deliver their unique food style (spicy, sour, bitter, sweet and salty).



As well as understanding the holistic benefits and the theory of food being a medicine, Koreans are also well versed in the benefits of their foods being shared in a communal eating experience. Huge importance is given to food being shared as an act of giving. You will notice many Korean menus are made up of 'Side Dishes' or 'Korean Banchan'. These deliver a natural sharing eating occasion. Meal occasions regularly look like a large party is taking place due to the array of small dishes spread across the dinner table – full of variety and colour; from Meat, Fish, Kimchi, Pickles, Drinks, Desserts and flavourful Vegetable dishes. However, there is one rule – do not go back to the same Banchan twice – take what you need from each dish on your first visit and certainly do not double dip! In Korea itself and in more traditional restaurants in the UK you would not have to order Banchan that was made up from Vegetables, Kimchi or Carbohydrate – these would generally be provided by the host to pair with the core of the meal; a hot pot potentially of fish or meat, or a hot stone or communal grill to cook the main focal point on the table to enjoy with your complementary Banchan.

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One thing we are certainly more aware of with Korean food is the love of spice. We assume that Korean food has always been this way but this is not the case. Originally, Chilli was not prevalent in Korean dishes and it was only brought to Korea by the Portuguese in the 17th century. The most common variety used by the Koreans is Cheongyang Chilli - this is the chilli used in traditional Gochujang bases - a fiery red chilli that has a rating of 10,000 scoville units. In comparison to the usual Tabasco Hot Sauce rated at around 7,000 scoville units, the base of a lot of Korean dishes is hot! When dried, the chilli becomes a Gochugaru Chilli Powder, and when turned into a paste, Gochujang, but what you also get is pepper full of Capsaicin and packed full of vitamin C - both with huge benefits to your metabolism. The fiery peppers will have been eaten by many of us in Korean dishes such as Tteobokki (rice cakes with a hot chilli sauce), Jjambbong (Spicy noodle seafood broth) and Korean Buldak (Korean 'fire chicken) - enjoy the chili heat of Korean food but don't eat too much at once!



As well as chilli heat in dishes, one of the biggest current exports from Korean cuisine is a staple of their diet. Kimchi. Did you know it was listed as a Unesco intangible cultural heritage product? Korea is by far the world leader in the production of fermented vegetables. From a product born out of necessity to store vegetables grown and harvested in the spring and summer to last through the cold winters to avoid starvation, the fermentation process was the ultimate way to lock in the nutritional benefits and even enhance them with the good bacteria that is developed during the fermentation process.

Although spicy food often dominate in the Korean kitchen, there are dishes that do deliver great flavour without turning up the heat on your tastebuds. Kimbap, Bulgogi (Sweet and salty marinated meats - usually beef), Pajeon (Korean pancakes with spring onion) and Japchae (Sweet potato noodles).

Korean cuisine is one that is great to explore in more depth with a growing understanding of what it has to offer. We will certainly enjoy developing our understanding and showcasing our findings in the future.



Worth a Read

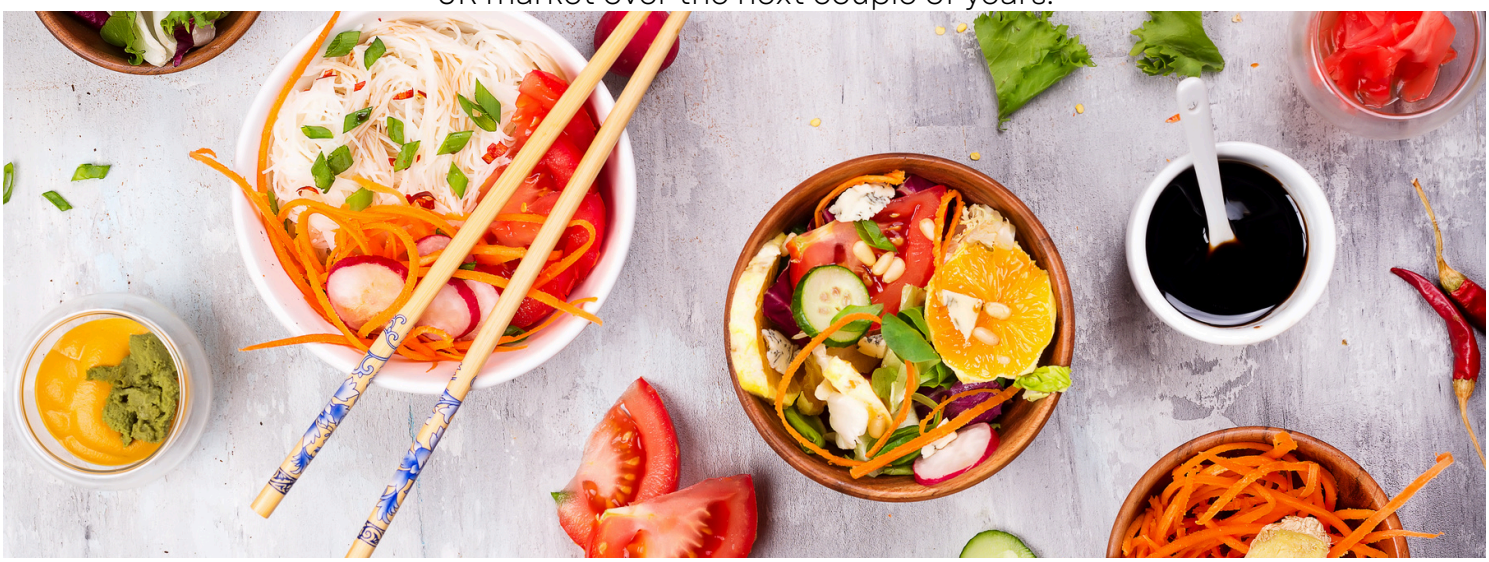
Korean Home Cooking
by Jina Jung

Jina Jung, born in Seoul Korea honed her skills passed down by her Grandmother and Mother to deliver her passion and knowledge of her homeland. Korean food sometimes has a tendency to be seen as over complicated or complex for a home cook. However, Korean food can be and generally is relatively simple. As per Jina Jung's book Korean Home Cooking, Korean food is split into main categories: Rice Dishes, Noodle Dishes, Pancake and Fritters, Kimchi and Pickles, Desserts, Meat, Fish and Drinks – simple right?

From delivering talks and showcasing Korean cuisine around the world, Jina combines the above to create delicious yet simple dishes which really elevate Korean food from Hot Korean Gochujang BBQ sauce to a more rounded and deep cuisine. Take for instance the staple white rice, top it with some fiery kimchi and a fried egg to create a rich bowl of flavourful food or take her simple homemade Tteok (Rice Cakes) - fry them with a Black Bean Chilli paste and create a well known Korean street food Tteokbokki or finally take the same Tteok, skewer them and cover them in a rich Korean sweet and sour sauce. The possibilities are endless – simple core products, different combinations, different levels of heat and a well rounded understanding of Korean recipes.

If you want a great introduction to Korean cuisine and are a little anxious about how to really deliver traditional dishes, these elegantly simple, big on flavour and comforting recipes with well versed step by step instructions will give you just that. Uncomplicated Bitimbap, rich Pork Bulgogi and the ultimate guide to creating the much loved Kimchi but utilizing more than just cabbage.

A great book to learn more about a cuisine we will see becoming more prevalent throughout the UK market over the next couple of years.



Inspiration from our Kitchen

Taste Korea

Tteokbokki with Black Bean Paste

A fiery stir fry of rice cakes, packed full of crisp vegetables and slow cooked pork belly. Seasoned with a rich salty fish paste.

01.

Beef Jangjorim

Spiced shredded slow cooked beef brisket. Rich in umami depth and a rich pepper heat.

02.

Cucumber Kimchi

A fermented side of hot baby cucumbers fermented with anchovy and gochugaru chilli.

03.

01.

Tteokbokki with Black Bean Paste

Serves: 4 people Preparation: 40 minutes Cooking: 30 minutes

Ingredients

300g dried tteokbokki tteok
150ml water
3 tbsp sugar
150g white cabbage
1/3 carrot
½ red onion
1 spring onion
2cm piece of Leek
150g pork belly, precooked & diced
150g fish paste
2 tbsp vegetable oil
50g black bean paste
1 tbsp soy sauce
1 tbsp ginger puree

Method

Boil the tteokbokki tteok for 5 minutes then soak in the cooking water and sugar for 20 minutes. Slice the carrot, leek, onion and spring onion into thin strips, then dice the cabbage into 1cm wide pieces.

Add the vegetable oil to the pan and stir fry the vegetables for 3-4 minutes before adding the pork belly and the tteokbokki tteok. Cook for 5 minutes whilst preparing the sauce. For the sauce, whisk the shrimp paste, black bean paste, ginger and soy sauce together until you have a smooth paste . Add the sauce to the pan and cook for a further 5-10 minutes before serving.



02.

Beef Jangjorim

Makes: 750ml Preparation: 25 minutes Resting: 90 minutes Cooking: 3.5 hours

Ingredients

1kg beef brisket
2 litres water
100ml soju
3 leek leaves
1 onion
20 black peppercorns
50g garlic cloves
10g fresh ginger
200ml soy sauce
50g sugar

Method

Cut the meat into 15cm wide sections. Pour the 2 litres of water and the soju in to a pot and add the leek leaves, onion, peppercorns, garlic and peeled ginger. Stir together and bring to the boil before adding the meat and leaving to simmer for 3 hours.

After the three hours, separate the meat and the broth allowing both to cool. Once the broth is cool, pass it through a fine mesh sieve to remove the solidified fat and any particulates. Shred the meat with your hands in the direction of the muscle fibre until the strips are 5mm thick.

Bring the broth, soy sauce, sugar and meat to the boil and cook for a further 25 minutes over a medium heat. Pour the meat and juice into a sterilised jar and allow to cool to room temperature. Store chilled, ready to reheat.



03.

Cucumber Kimchi

Makes: 1.5kg Preparation: 50 minutes Resting: 6 hours + 24 hours

Ingredients

Ingredients for the brine
15 baby cucumbers
100g sea salt
1 litre water

Ingredients for the marinade
60g rice flour soup
80g chives
2 spring onions
50g garlic paste
50g gochugaru chilli powder
sea salt, to season

Method

Prepare the baby cucumbers by washing the skins and removing the ends before cutting them lengthways into quarters. Mix the sea salt with the water and pour into a large bowl with the cucumbers. Leave to stand for 6 hours, tumbling the cucumbers every 2 hours. After 6 hours has passed, wash the cucumbers off and pat them dry.

Chop the chives into 1cm pieces and the spring onions into matchsticks. Add the chopped chives and spring onions into the rice soup along with the garlic and gochugaru powder. Season with sea salt if needed. Add the cucumbers to the marinade and tumble together until the cucumbers are fully coated. Put the mixture into an airtight container and leave to ferment for 24 hours.



*we have a wonderful array of Korean ingredients we can look to develop with for you and deliver some really authentic products.

Focus on
MICRO-ENCAPSULATION

If you work in the bakery and confectionary sector you will be familiar with the concept of encapsulated functional ingredients that release their 'functionality' at the desired point of the production process. Encapsulated malic or citric acid for example are commonly used in the production of flat breads and tortillas to control pH, help the texture and increase shelf-life – all without interfering with the bread's characteristics. The required timing of the functional release varies according to product and process. In our tortilla bread example, if malic acid was released too early, the resulting fall in pH levels would cause the tortilla dough to become 'tougher' and lose its malleability. The precise timing of functional release can be adjusted by using different levels or types of coating.



Functionality is one thing, but what if you want a flavour and/or odour (aroma) to be released at a specific point? Take chewing gum for example, you do not want the menthol aroma to overpower in the pack and fade over time, but you certainly would want the full flavour and aroma to be released once it is popped in the mouth and chewed. All this is possible by carefully micro-encapsulating the flavour in an appropriate coating that will melt and dissolve exactly when you need it, whilst maintaining flavour quality throughout shelf-life.

In short, micro-encapsulating flavours or functional ingredients generally serves 2 purposes – one is to protect it from the surrounding environment eg stopping salt crystals from melting on freshly baked pretzel rolls due to warmth or moisture in the environment. The other is to prevent the material from effecting other ingredients in the food product – we mentioned the importance of the time release of acids into bakery items but similarly the release of ingredients with strong colour or flavour profiles can be controlled. By micro-encapsulating tomato or paprika flakes for example in dairy or frozen foods one can prevent the 'leaching out' of the colour and flavour throughout shelf-life.

contd



Interesting trials have also been carried out by customers in an attempt to reduce salt content in bread by using micro-encapsulated salt. Taste panels were given a conventional slice of white bread to trial vs a slice of bread with varying reduced levels of micro-encapsulated salt. Because the micro-encapsulated salt only released its flavour in the mouth, it gave the taster a feeling that the whole slice contained the same amount of salt. Up to 20% reduced salt levels were achievable without any sensorical deviation from the original slice. The same principle is applicable to other products such as filled pasties, reformed meat products and snacks.

The applications of micro-encapsulated ingredients are multitudinous, from a production need for free-flowing ingredients and accurate dosage to a product design need for controlled release of functionality, colour and flavour, and product safety need for shelf-life stability and extension.

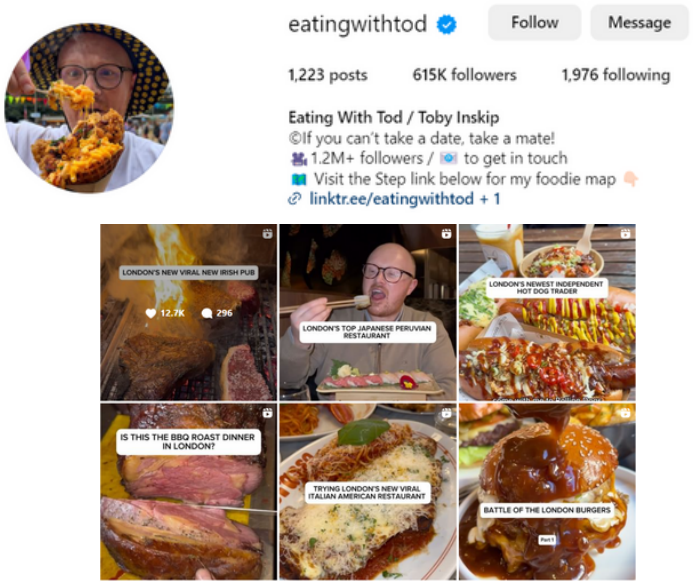
The technological advancements in this field are further pushing the boundaries of possibility. Conventional micro-encapsulation methods often use a fluidised bed process, where raw material particles are suspended in an upward stream of air and coated with a liquid fat, or a water soluble material. Experience has proven that this process can at times lead to clumping and uneven dispersion as well as limitations in terms of the size and type of materials that can be used. Over the past couple of years, we have moved to using a state-of-art air flow bed process, giving us greater flexibility in processing and product innovation. The new technology enables fragile, irregularly shaped carrier materials with grain sizes of between 100 µm and 12 mm to be evenly coated. We are also able to coat different materials of varying sizes and weights in one working step.

From ensuring the salt crystals remain crunchy on a freshly oven baked pretzel to tortillas that holds their shape and softness, our team is constantly looking at ways to optimise flavour and functionality. Get in touch and see how.

Socials

Who to follow

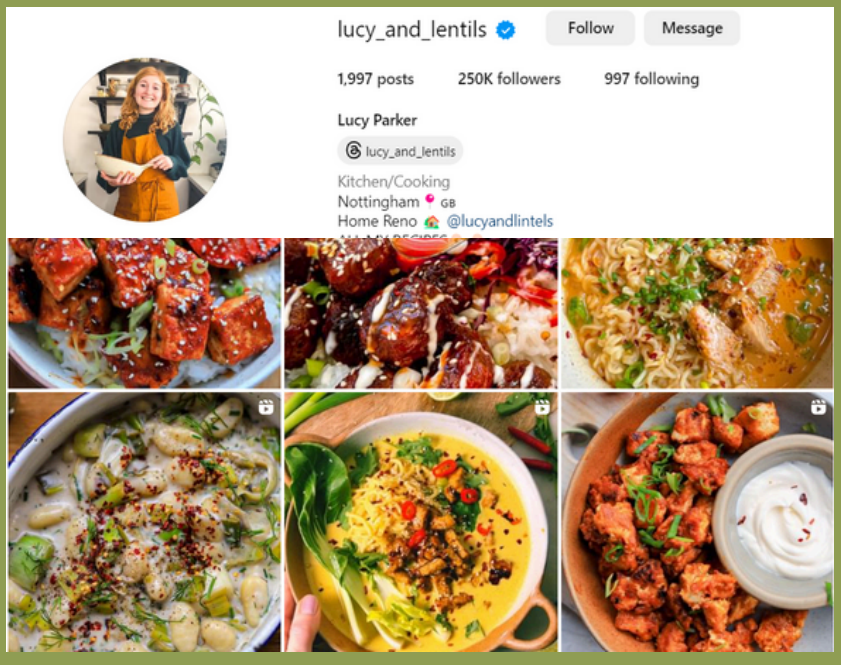
@Eatingwithtod



With his love for travel and food, @Eatingwithtod offers his followers recommendations on where to uncover on their next trip. Covering unusual, niche areas buried amongst UK cities, he highlights their unique cultures and cuisines, enticing over 500k followers. If you are looking for a creator with a genuine passion for rich, indulgent food, give @Eatingwithtod a follow.

@Lucy_and_lentils

Through her mouth-watering photography, @Lucy_and_lentils has captured an audience by demonstrating that you do not need to be a chef to create delicious meals. Using local, seasonal ingredients, Lucy demonstrates how to make food more affordable and sustainable through straight forward recipes, such as her massaman inspired curry or 15 minute courgette and orzo dish. If you are looking for some mid-week meal inspiration, look no further than @Lucy_and_lentils!



What to Watch

Big Zuu's 12 Dishes in 12 Hours (ITVX)

Fresh on the screen in 2024, Big Zuu takes you on a quest across Europe with an array of celebrity guests, sampling true flavour and the delights of the local delicacies through each city. From food markets to fine dining cuisine, the show explores some of Europe's most vibrant foodie destinations showcasing what they have to offer. If you are looking for an insight into traditional cuisine done well, Big Zuu is the perfect tour guide for you!





K Food Show: A Nation of Banchan (Netflix)

The K Food Show has released another two part series to add to the collection, A Nation of Banchan. This show features a glimpse into the World of banchan through a trip to traditional back street eateries whilst introducing you to the history of the Korean diet. Exploring everything from grains to traditional side dishes, this show will have you craving a trip to South Korea to see what all the fuss is about.

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