

# TASTE

ISSUE #1



WE  
CAPTURE  
WHAT  
MOVES

 MANE

# IT'S ALL ABOUT TASTE!

*At MANE, flavour and ingredients divisions first mission is to deliver simply taste, good taste, respectful taste, transparent taste.*

*At a time when so many consumers are questioning themselves about where the taste they love is coming from, it is timely to communicate openly MANE commitment to its own taste delivery and culture.*

*Taste is personal, taste is driving emotion, taste is cultural, taste is intimate and therefore taste must be trustful.*

*Nature and cooking knowledge are endless sources of taste inspiration and, like Chefs, our taste makers also called flavourists need to design their flavours, seasonings, stocks respecting the core ingredients and flavouring preparations they have in their hands, understanding their origin and the way they have been processed through MANE's various technologies within our factories around the world.*

*Chefs are the ambassadors of this taste relation with our customers and further our consumers by their creativity, their desire to embrace inspiring flavour diversity and complexity, and their wish to convey this passion to all of us.*

*This magazine is dedicated to give you insight on how we search new tastes, how we respect tastes' authenticity and people who have been cultivating them for generations, how we are protecting taste from adulteration, how we generate new taste through modern and traditional technologies and how we are learning from the intergenerational worldwide cuisine richness.*

*Taste is all yours as this magazine.*

*ERIC DAVODEAU, Savoury category Director*

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## LONDON STREET FOOD SAFARI

More than ever, time-pressure is affecting how we eat and drink globally.

51% of UK adults sometimes struggle to find time to eat as healthily as they would like to (Source: Mintel 2017).

There is a 1 hour and 9 minutes difference between daily mealtimes between Mexico and France. But even in France, 20 years ago we used to spend 1h30 to eat and now it is only 20 minutes.

Consequently, the street food movement is more popular than ever, with increasing numbers of people consuming a wide variety of dishes provided by food trucks and stalls.

From Borough market to the emblematic Whole food market, MANE UK team went to visit the hot spot in London to get inspired by the latest trend in streetfood.



Borough Market © 123RF

# LONDON STREET FOOD SAFARI

## WHITECROSS STREET MARKET

Whitecross Street, London EC1Y



## OLD SPITALFIELDS MARKET

Market Street, Spitafields



## WHOLE FOODS MARKET

63-97 Kensington High St, the Barkers Building



## BOROUGH MARKET

Southwark Street, London SE1 1TL



# ADDRESS BOOK

## BOROUGH MARKET

Southwark Street, London SE1 1TL

British, American, Asian, Middle Eastern, Italian, Mexican and Global cuisine.

### MANE Chef recommends:

- **B.O.B.'s Lobster.** VW Camper van serving "delightfully convenient bourgeois dining..."
- **Gourmet Goat.** East Mediterranean inspired kid goat meat dishes.
- **Horn Ok Please.** Authentic Indian Streetfood.
- **Arabica Food & Spice.** Falafel wraps, sharwama, Lebanese lemonade, baklava.
- **Mountains Boston Sausage.** Finest quality handmade Lincolnshire Sausages.
- **Portena Shop;** Argentinian street food.
- **ROK Kitchen.** Korean street food .
- **Scotchtails.** Gooley Scotch eggs – 15 varieties.
- **Borough Plates:** Opened last month, serves dishes created entirely from ingredients sold by traders from Borough Market. Borough Plates' menu will change weekly and will be prepared by a rota of top chefs who have worked at venues including Gordon Ramsay's Maze. Cuisine on opening night includes Cannon blood sausage with bacon jam and pickled mushrooms; poached red mullet with seared scallops and chard; and raw milk panna cotta.

## WHOLE FOODS MARKET

63-97 Kensington High St, the Barkers Building

Whole Foods Market was founded in 1980 in Austin, Texas, when four local business people decided the natural foods industry was ready for a supermarket format. It trades exclusively in foods without artificial ingredients. In 2004 Whole Foods entered the UK market and in 2007, it opened its first full sized store taking up 3 floors of the Barkers building on Kensington High Street.

At Whole Foods Kensington you can look forward to:

- Kensington Express coffee and juice bar.
- In-house restaurant venues including pizza & calzones, Wok station, Texas BBQ, burritos, & tacos with vegetarian and vegan options.
- Omelette station .
- Made in-store pastries, breads, cakes, cupcakes, cookies, and sweet bars.
- Hand rolled Sushi made daily by Genji.
- Three salad bars, one hot bar and one soup bar.
- Temperature and moisture controlled cheese room with British and European Cheeses.
- Speciality charcuterie and bulk antipasti bar
- Wine Hub & bar with wines by the glass
- All-natural and organic produce.
- Monthly cheese, wine, and beer master classes.
- Weekly in-store tastings and events.

"Foodie heaven" as they call it. Enjoy!

# ADDRESS BOOK

## WHITECROSS MARKET

Whitecross Street, London EC1Y

Good for Asian, Italian, British, American and Middle Eastern cuisine.

### MANE Chef recommends:

- **The Wild Game Co.** Winner of "Best Street Food" by the Young British Foodies and a finalist in the BBC's Food & Farming Awards.
- **Luardos.** Mexican / Latin American. Fish Tacos, burritos and fresh salsa.
- **Hoxton Beach.** Lebanese / Palestinian Falafel.
- **Wholefood Heaven.** Think wholegrains and totally unprocessed ingredients. Winners of the British Streetfood Awards '11 Best Dish.
- **The Roast of Sherwood.** Finest British roast meat sandwiches.
- **Katsu.** Curry Katsu sandwiches.
- **Crêpes & Galettes.** Savoury buckwheat galettes.

## SPITAFIELDS MARKET

Market Street, Spitafields, London

American, British, Asian, Caribbean, Ethiopian, Italian and Mexican cuisine.

### MANE Chef recommends:

- **Smokoloco.** Smoked BBQ - "Blowing smoke though our vintage locomotive".
- **Merkamo.** Ethiopian vegan & vegetarian dishes.
- **The Duck Truck.** Everything duck!
- **Pulled Pork House.** Free range and native breed meats – slow roasted in a buttery brioche roll.
- **The Mac Factory.** Gourmet Mac n cheese specialists.
- **Makatcha.** Beef / chicken / vegan rendang.
- **Spit & Roast.** Free range rotisserie poultry, jerk pork belly topped poutine.
- **Bleecker St.** Bleecker is all about the meat: rare-breed, pasture-fed, dry-aged beef becomes juicy burgers with beautifully pink middles. Runner up in Time Out best streetfood awards.



**Smokoloco** serves smoked meat sandwiches bursting with flavours and aromas.

The meats are smoked for 6 hours in cherry wood and herbs. The fresh and fluffy flatbread is handmade, and sourced daily from a specialist Middle Eastern bread stall in Dalston market.

Add delicious grilled onions and there you have it: A succulent smoked meat.



# MANE PARTNERS WITH THE CULINARY ARTS ACADEMY SWITZERLAND

## INTERVIEW OF ALAIN MULLER, PROGRAM MANAGER OF THE CULINARY ARTS ACADEMY

▪ Could you introduce César Ritz Colleges Switzerland in few words?

Dr. W.D. Petri founded the César Ritz Colleges in 1982 and the Culinary Arts Academy Switzerland launched its first Bachelor of Arts Degree in Culinary Arts programme in October 2006 with 5 students. In 2011, both brands became part of the Swiss Education Group. Today, the Bouveret campus has 183 culinary students, excluding the Master students based at the Lucerne campus as well as those undertaking internships.

▪ Why did you sign a partnership with MANE? What is the added-value for your students?

When looking at today's food industry, we cannot overlook the fact that in order for our students to be employable, we must be directly in contact with the industry. The partnership with MANE gives the opportunity to our students to discover a whole different side of the food industry. This relationship also reinforces the emphasis on our Food development module through workshops hosted by MANE professionals.

▪ How do your students perceive the link between cooking and chemistry?

Our culinary students are more and more confronted by the scientific side of cooking with the molecular cooking movement that started in the late 80's and the modern chefs that have labs instead of kitchens as well as famous chefs working side by side with chemists. All these aspects influence young culinary students. We see here at the Culinary Arts Academy that students cannot overlook that cooking is constantly related with either physics or chemistry and therefore, this aspect of cooking is well integrated into certain modules.

▪ How do you anticipate the profession of a Chef will change in the coming years?

Today's chefs, and the chefs of the future, are much more inclined and focused on the constantly growing environmental issues. The focus on the product is essential and more and more concerns such as sustainability and sourcing are becoming more apparent.

▪ You have students coming from many countries around the world, do you see some trends or differences in terms of ingredients or cooking techniques emerging from one region to another?

Beyond particular ingredients, we would be more inclined to say that there is a fusion between these and the preparation methods that evolve within the culinary field. The cultural diversity of our students in relation to classical European Cuisine, which they learn here at the Culinary Arts Academy Switzerland, will strongly influence the result of their creations as they blend multiple cultures together.



Culinary Arts Academy Switzerland



## TIMUR PEPPER

### A CONSCIOUS STORY IN THE EPIC MOUNTAINS OF NEPAL

MANE has established a new sourcing partnership with awe-inspiring communities in Nepal. Despite its name, Timur Pepper belongs to the citrus family. Its unique aroma is neither hot nor pungent like peppers, but has slight grapefruit overtones and creates a tingly numbness in the mouth.

#### ▪ THE TIMUR JOURNEY BEGINS WITH THE PEACEFUL COMMUNITIES OF THE SURKHET DISTRICT

After hours of driving through epic mountains, we arrive in one of the secluded communities that produce Timur. The village is surrounded by beautiful and breathtaking mountains at an altitude of around 1,200 meters. Timur Pepper has been grown for decades in remote lands throughout Nepal. It is probably because the supply chain was handled by India for their domestic market and because it is mainly produced by lower castes in the country that it has taken so long to discover and commercialize this ingredient. MANE has been working on this project, which has only been recently presented at the 2016 WPC in Miami, since early 2015. Timur Pepper has multiple uses: cooking, medicine and cosmetics.

#### ▪ HARVEST

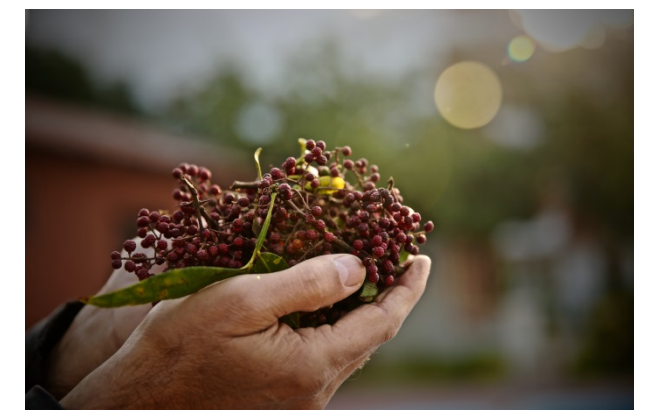
Timur is a berry that grows in trees with paired spines. Once collected, the fruits are left to dry in the sun for a few days. Women will then shake the fruits in baskets to remove the branches and seeds. The aromatic berries are stored in bags in their homes until they are brought to the village to be traded.

The berries' olfactive note is extracted via the Jungle Essence™ process at MANE's facilities of Le Bar-sur-Loup, France. This extraction process, which brings unmatched fidelity to the original olfactive profile of the raw materials, is the best way to capture this Timur Pepper's sparkling grapefruit top note

#### TIMUR PEPPER PURE JUNGLE ESSENCE™

*Zanthoxylum armatum (syn. Zanthoxylum alatum)*

- Components: Linalool, Limonene,  $\beta$ -Phellandren, Sabinene, Myrcen
- CAS #91770-90-0 GRAS
- NATURAL status worldwide, COSMOS, INCI registered English/Chinese
- KOSHER certification on request, in compliance with HALAL requirements
- Soluble in alcohol/oil at 10%
- Headnote - tenacity 3 to 6 hrs
- SECURED SOURCING, STABLE PRICE





## CITRUS

### MANE EXPLORES TASTE DIVERSITY

Native to Asia, citrus fruits started their journeys West to places like Florida, California and Brazil, that built entire economies around these fruits. All the oranges, lemons, limes and grapefruits consumed nowadays are hybrids created by crossing just a few primary species: citrons, pomelos and mandarins. Around the world, thousands of varieties now exist on the market to cater to local consumers' taste preferences.

A recent consumer study conducted by MANE revealed that in France, the UK and Germany, the top 5 most renowned fruits include orange, lemon and grapefruit. As a fresh fruit, orange is the most consumed citrus across all countries, with the highest consumption in Germany.

Despite not being massively consumed as fresh fruits, lemon and lime belong to the most popular citrus flavours as well. In Sicily, Spain and Brazil, citrus fruits evoke sunny and warm travel destinations.

Chefs as well are interested in citrus biodiversity, with each chef having their variety and origin preferences. They are rediscovering and promoting ancient or specific varieties to bring their own signature to their dishes.



Kaffir lime © Fotolia





# CITRUS

## INTERVIEW WITH MARGAUX CAVAILLES, MANE FLAVOURIST IN CHARGE OF THE CITRUS PROJECT

**Why MANE decided to make a focus on citrus fruits?**

In beverages, dairy, bakery as well as in chips and ready meals, citrus flavours are part of our daily life from morning to evening.

This flavour is on one side commonly used in a large range of applications globally and on the other, so diverse that it opens a wide field of creativity and innovation.

**Why have you chosen the INRA-CIRAD research institute as a partner?**

Two years ago, we decided to work together with the research institute of San Giuliano as their citrus genetic resources are known and recognized worldwide. With nearly 1,200 accessions, it is one of the richest collections in the world especially in the group of mandarin trees. They have got as well authentic primal varieties, a key point to guarantee the true taste of a variety.

**What are the objectives of this partnership?**

The partnership is based on mutual skills exchange.

MANE has a unique ability to capture and describe not only what people like, but also what deeply moves. To do so, MANE has continuously invested in the last decades in advanced analytical skills with state-of-the-art equipment and high-level competencies human resources.

The INRA-CIRAD research institute has a comprehensive experience and knowledge in genetics and the agronomy of citrus fruit trees. They have a large number of new promising varieties as well as original ones, essential to building a comprehensive flavour work on citrus.

**What is MANE's intentions in Citrus?**

MANE already has strong expertise in citrus and aims to go a step further to know more about molecules providing specific tastes and sensations.

MANE wants to be the reference in citrus flavours with the creation of added-value solutions, based on the fantastic natural biodiversity of the citrus family.

## CHEFS RECIPES

### SCALLOPS WITH CORIANDER ESPUMA, RHUBARB CHUTNEY AND ANGEL HAIR PASTA, BY CHEF CHRISTIAN LHOMME



© Christian Lhomme

#### ▪ STEP 1 - CORIANDER & VINEGAR SPONGE

300g whole egg + 75g ginger paste + 20 g tomato vinegar + 2g salt + 1g green color.

+ **0.8 g MANE Coriander M\_0062519**

Mix all ingredients, strain using a sieve, put in mold and cook in the micro-waves (600w for 1'30).

#### ▪ STEP 2 - RHUBARB CHUTNEY

100g Nar Eksisi + 150g sugar + 100g water + 100g orange juice + 200g rhubarb dices.

+ **15g MANE Tarragon M\_0058364**

Make a caramel with Nar-Eksisi, sugar and water. Deglaze with orange juice, reduce till it takes a nice consistence. Add the rhubarb and cook till the rhubarb is al-dente.

#### ▪ STEP 3 - CORIANDER ECUME

300g vegetable stock + 300g cream + 40g roux (flour & butter) + 20 g fresh coriander leaf +

2g soya lecithin + **10g Vegetable MANE Native Stock M\_0059695** + **2.5g MANE Coriander M\_0062519**.

Cook the flour with the butter to make a roux. Add vegetable broth and bring to boil. Add the cream and bring to boil again. Add coriander leaf mix, strain and add lecithin to make an emulsion.

#### ▪ STEP 4 - SWEET POTATO CAKE

200g angel hair pasta + 100g butter + 200g sweet potato + 1g mustard seed + 25g honey.

Place on a tray, a layer of Angel Hair Pasta and add melted butter, precook the sweet potato, strain and add a second layer. Add honey and mustard roast and finish with a layer of Angel Hair Pasta plus butter. Cook till it turns golden/light brown.

**Pan-fry the scallops in some butter and assemble the dish.**

## CHEFS RECIPES

### BITTER CHOCOLATE TEXTURES WITH SALT AND PEPPER BY CHEF CHRIS RANDLE-BISSELL



© Chris Randle

#### ▪ STEP 1 - GANACHE

250g Dark Chocolate minimum 55% Cocoa + 450ml Double Cream 47.0% Fat + **1.4g MANE TIMUR PEPPER M\_0062324**.

Put the chocolate into a bowl with the Timur pepper, pour the cream into a saucepan and bring to the boil, once boiled pour over the chocolate and mix to a silky smooth texture and check that the pepper is present. Put in the fridge to set.

#### • STEP 2 - CHOCOLATE CHANTILLY

450g Dark Chocolate minimum 55% Cocoa + 400ml Boiling water + Ice.

Put the chocolate into a bowl and pour over the boiling water, mix to a smooth liquid and then whisk over a bowl of ice until it forms the texture of whipped cream.

#### • STEP 3 - CHOCOLATE SOIL

200g sugar + 200g Ground almonds + 120g Plain flour + 100g Coco Powder + 135g melted butter.

Mix all the ingredients together, spread out on a baking tray and bake at 160° Celsius for 20 minutes, stir the soil at 5 minute intervals.

#### • STEP 4 - ICE CREAM

6 Egg yolks + 20g Sugar + 40g Malt + 200ml Buttermilk + **60g MANE Salted Caramel topping L0002331**.

Place the egg yolks, sugar, malt and 40gm of the caramel topping into a bowl and mix. Put the milk into a pan and bring to the boil, once boiled pour over the egg and sugar mixture and mix well. Place into the ice cream machine and churn, then place into a container and ripple in the remaining caramel topping.

#### • STEP 5 - CHOCOLATE CAKE

100g Dark Chocolate minimum 55% Cocoa + 100g Caster sugar + 4 Eggs separated into yolks and whites Pre-heat the oven to 180oc.

Melt the chocolate in a bowl over a pan of boiling water and once melted leave to cool. Whisk the egg whites until stiff, whisk the egg yolks and sugar until pale and aerated. Mix the melted chocolate into the egg and sugar mix and stir to incorporate, then fold in the whipped egg whites and bake for 15-20 minutes until cooked.

**Assemble the dish.**

# WHAT'S NEW AT MANE?

## FRESH HERBS



Basil leaves © Fotolia

Commonly used by chefs, fresh herbs can bring a delicate and fresh note to dishes, or they can convey the full identity of a meal, providing its culinary signature.

As fresh herbs are really sensitive, their taste changes during the industrial process and we lose the freshness and the original flavour profile of each species.

Reproducing genuine, fresh herb flavours is a challenge because of the complexity of each profile. To be as close as possible to the natural source, MANE uses two different technologies: extraction and analysis. The analysis of the extracts gave precious information to the flavourists to create the perfect flavour for a more tasty and authentic final product.

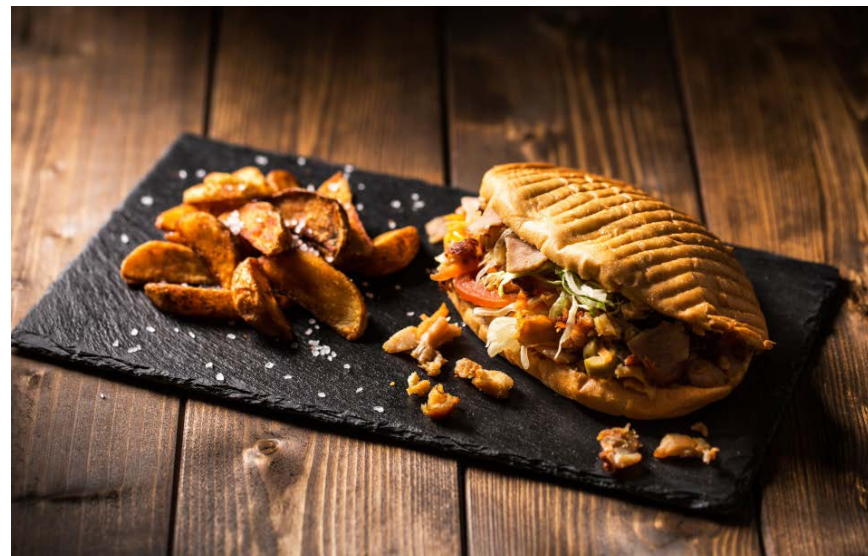
MANE developed natural flavours bringing the missing fresh note and characteristic aroma the consumers are looking for.

## KEBAB

Known as "Grec" in France, "Shaurma" in Russia, "Döner" in Turkey or "Souvlaki" and "Gyros" in Greece, kebab has become a staple meal in Europe and in the Middle-East region. Served in different types of bread, on skewers or in a plate, kebab continues to attract consumers.

Thanks to its knowledge and specificities of the market, MANE proposes new flavours for kebabs. The range consists of eight different seasonings, from the ever popular "Kebab" to on trend "Chimichurri" and "Souvlaki" profiles. All eight seasonings are compatible with both red and white meat, different formats and types of packaging.

MANE also proposes a solution for 100% vegetarian kebab.



Kebab Sandwich © Fotolia

# WHAT'S NEW AT MANE?

## SENSE CAPTURE™ SPICES



Herbs and spices © iStok

MANE's R&D teams imagined a new range of flavours called **SENSE CAPTURE™ Spices** which enables to reduce the usage of spices up to 50% in a savoury application. The collection consists in 14 flavour references (in natural version or not) with the profiles of the spices.

To develop the range, MANE relied on its in-house technologies as well as the ones of Kancor, one of India's most prominent extractors and manufacturers of spices, spices oils, essential oils and ingredients, a long-term supplier in which MANE took a majority stake in 2014.

The expertise of the 2 companies have been combined to develop **SENSE CAPTURE™ Spices**:

- Management of the agricultural source of the spices;
- Management of the transformation of the spices and valorisation into spice extracts;
- Management and knowledge of the extract composition and key molecules.

## CONCENTRATED VEGETABLE JUICES

MANE is launching this autumn a new range of concentrated vegetable juices, made with high quality fresh vegetables.

To produce this range, MANE has signed a strategic partnership with AGRIVAL, located in the northern part of Brittany in France. AGRIVAL is specialised in vegetable processing and as well a key partner to source qualitative vegetables such as onions, shallots and leeks.

Thanks to this partnership, MANE has a transparent access to information at all levels, enabling the definition of common guidelines with the production.

The concentrated vegetable juices offer easy to use, impactful and standardized solutions for the industry at any time of the year. Blanched or sautéed, different taste profiles have been elaborated being best adapted to a vast range of applications such as soups, ready meals, stocks and sauces.

From farm to fork, MANE is working every day, on all levels, to deliver trustful and tasty ingredients.



Leak © iStok

# COMING EVENTS

## Meet us at:

- Agroprod mash Moscow [www.agroprod mash-expo.ru/en](http://www.agroprod mash-expo.ru/en) 9/10 - 13/10/2018
- Gulf Food Dubai [www.gulfoodmanufacturing.com](http://www.gulfoodmanufacturing.com) 31/10 – 02/11/2017
- CFIA Rennes [www.cfiaexpo.com](http://www.cfiaexpo.com) 13/03 - 15/03/2018
- AgroFood Téhéran [www.iran-agro.com](http://www.iran-agro.com) 05/2018



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