

FOOD STORIES

NUMBER 2



NOVEMBER - DECEMBER 2020

SPICES AND SOURCES, THE WINNING TEAM!

Like an echo of our consumers' expectations of simplicity and naturalness, this second number of Food Stories goes back to our sources, refocusing on the finest ingredients, by which we mean **EXCEPTIONAL PEPPERS**.

At the junction of two underlying trends, between the quest for "legible" unprocessed ingredients and those telling few words that say everything about the source of a product, we bring you a selection of exceptional spices.

We hardly need to remind you that the core business of Colin Ingrédients is the sourcing and processing of spices! More than 50 years' expertise in plant-sourced raw materials which truly comes into its own today in the "back to basics" concept!

DISCOVER OUR RANGE
OF EXCEPTIONAL PEPPERS
WITH A **SPECIAL OFFER**



TRENDS

TASTE, AUTHENTICITY, GOOD SENSE!

Protéines XTC, a watchdog and innovation bureau with which Colin Ingrédients has been working for many years, analyses the 3 points of leverage which are currently decisive in the act of buying a food product.* * Future Food 2020-2022



TASTE

The obvious sometimes needs to be restated: **pleasure** continues to be fundamental when it comes to food. It constitutes the focus of innovation most frequently cited by the industry and accounts for nearly half of the world's innovative new product offers. **Strong, intense and natural flavours** are at the top of the list of what the consumer wants. Individual choice is firmly asserted and consensual taste is less important.

AUTHENTICITY

The simplicity of a list of ingredients is already a sales pitch in its own right. Enhancing flavour by adding a **spice** or a **"natural" ingredient** is an aim clearly espoused by many in the industry.

GOOD SENSE

Sourcing the ingredients, identifying the producers, quality endorsement labels, animal well-being and organic food all take their place in the growing search for good sense in what we eat.

At Colin Ingrédients, this quest for authenticity and simplicity in ingredients inspires us and brings us back to the basics of our business.

Indeed, after more than 50 years of know-how, our core business is still based on our unique expertise in selecting and sorting plant-sourced raw materials.

Involved in the cultivation of any number of vegetables, herbs and spices from the outset, **we have developed close relationships with our producers.** Our regular visits to the places where the raw materials are cultivated enable us to guarantee a high level of quality in our supply throughout the year.



DISCOVER OUR RANGE

4 EXCEPTIONAL PEPPERS

Thanks to the fabric of the relationships woven with our producers over the years, Colin Ingrédients is now their go-to contact. This is how Benoît Winstel, our Sourcing and Buying Director, can close **exclusive deals** with farmers, like for the organic pepper, for instance, from Mocajuba in Brazil. We thus work very closely alongside the producers, striving for an equitable model based on the sharing of knowledge and respect for human values.



ORGANIC BLACK PEPPER FROM MOCAJUBA

EXCLUSIVE TO COLIN

This pepper, dried in the sun, is balanced but assertive, with a dominant smokiness that add to its character.



BRAZIL

The organic pepper from Mocajuba that we have selected is cultivated on the banks of the Tocantins River in the Amazon, following the tenets of eco-responsible agriculture, in harmony with the local ecosystem (eco-friendly weed control, natural sun protection, mixture of organic materials used as fertilisers).



SPICY
3,5/5



FLORAL
1,5/5



MUSKY
3,5/5



BLACK PEPPER FROM SARAWAK

The pepper from Sarawak brings us its **powerful, openly musky flavour**. Cultivated and processed on the island of Borneo, this fine, delicate pepper deserves its considerable reputation. Its rarity and its unique taste make it a spice of choice.



MALAYSIA

The pepper from Sarawak is harvested by hand and has enjoyed **Protected Geographical Indication (PGI)** status since 2003. This label, issued by the European Union, designates a product whose quality is linked to the place in which it is produced. This is a bona fide guarantee of the source of the product.



SPICY
3/5



FLORAL
3/5



MUSKY
4,5/5



UNTIL 31ST JANUARY 2021

SPECIAL OFFER

-5%

OFF ON THIS SELECTION OF PEPPERS

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RED PEPPER FROM KAMPOT

This red pepper from Kampot is considered an exceptional pepper and has an intense yet sweet flavour, with very fresh notes against a floral, fruity base note.

These selected peppercorns are harvested by hand at optimum ripeness. They are scalded and then immediately dried to preserve their lovely characteristic red colour. This method and the land in which it is cultivated give this pepper its very specific properties.

Two certificates apply to this product: Protected Designation of Origin (PDO) and Protected Geographical Indication (PGI). It is the first farmed product in Cambodia to have been granted PGI, which was awarded on 2nd April 2010.



CAMBODIA



SPICY
4/5



FLORAL
2/5



MUSKY
2/5



WHITE PEPPER FROM MUNTOK

The white pepper from Muntok exudes very spicy, musky, camphor flavours, with notes of scorched minty herbs.

From the village of Muntok on the island of Bangka in Indonesia, this pepper comes from "heavy" black peppercorns, harvested at optimum ripeness, and then steeped in water to relieve them of their husk, before being dried in the sun.

It is particularly appreciated in recipes that need no edible markers (white sauces, certain cold cuts, cheeses, etc.).



INDONESIA



SPICY
2/5



FLORAL
2/5



MUSKY
4/5



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