

# FOOD STORIES

NUMBER 3



FEBRUARY - MARCH 2021

## BLENDS OF PURE SPICES FOR NATURAL SIMPLICITY!

The simplicity and naturalness of our products is a new key trend and represents a major purchasing lever in the same way as buying local or buying «green».

Simplicity extends as far as the actual lists of ingredients. We have all taken this trend on board and have been working with these priorities in mind for a number of years. But contrary to passing trends, this search for transparency has turned into a clear-cut demand from consumers and has become firmly established as one of the criteria used to select products. Consumers are now seeking consistency between their convictions (particularly in relation to the environment) and their purchases.

ACCORDING TO A KANTAR STUDY CONDUCTED IN 2020 FOR SIAL\*,

**91 %** OF CONSUMERS  
WOULD LIKE TO SEE MORE TRANSPARENCY  
AND CLARITY WITH REGARD TO INGREDIENTS

AND **63 %** BELIEVE THAT IT IS  
OUR SOCIAL RESPONSIBILITY TO CHOOSE  
THE RIGHT FOODS.



## TRENDS

In response to these high expectations in terms of naturalness and simplicity, Colin Ingrédients offers manufacturers a wide range of plant-based raw materials, spices and spice mixes with an approach that is firmly rooted in culinary traditions.

The pleasure that we derive from tasting a food product remains the main motivating factor behind decision to buy it. This has been systematically highlighted in the various studies conducted by XTC Protéines: **pleasure is still the main driving force behind innovation in the food sector worldwide, and even more so in France (more than 25% of innovations).**

This is closely followed by the trend for naturalness, which has been growing in recent years. This trend represents **over one fifth of innovative new product offers with more organic products and simplified recipes.**



The pleasure  
of **TASTE**



THE DRIVING FORCE BEHIND  
**INNOVATION**  
AROUND THE WORLD



Trend for  
**NATURALNESS**



**1/5<sup>e</sup>** OF  
**INNOVATIVE**  
NEW PRODUCTS



**RISE OF  
ORGANIC  
PRODUCTS**

**OUR PURE SPICES MIXES OFFER A TASTY AND CONSISTENT RESPONSE TO THESE MARKET EXPECTATIONS.**



## WHAT MAKES THE COLIN INGRÉDIENTS PURE SPICES MIXES UNIQUE?

- Our expertise with plant-based raw materials developed over more than 50 years has led us to work with selected producers all over the world. We have developed relationships with them over time which have granted us direct access to high-quality spices.
- Our spices are particularly rich in essential oils and provide strong flavours, which means that smaller quantities can be used
- Our quality system allows for a high degree of traceability right from the origin of the product
- The possibilities for creating blends are almost endless. Our culinary innovation centre provides a whole range of resources enabling us to create irresistible recipes!



DISCOVER OUR RANGE

EXTRACT FROM OUR RANGE OF

# PURE SPICES MIXES

Organic and 'French origin' products are fully integrated in the sourcing process used by Colin Ingrédients and highlighted whenever possible.

We are able to propose a wide product range based on these concepts.



## PURE SPICES FRENCH CURRY HINT OF FRESHNESS

This curry is 100% made from ingredients of French origin and will add a touch of freshness to your dishes.

It is an ideal accompaniment for rice, meat, fish, grain or raw vegetable salads and adds an original touch of freshness to your recipes.

**MAIN INGREDIENTS:**  
coriander, mint, caraway, fenugreek ...



## PURE SPICES HOME-COOKED CITRUS

This recipe offers a harmonious combination of delicious home-cooked products, bold citrus flavours and Timut pepper to create an overall freshness.

Perfect for hot or cold sauces or as an accompaniment for fish or white meat.

**MAIN INGREDIENTS:**  
shallots, garlic, lemon, orange, Timut pepper ...



## PURE SPICES TEX MEX

This distinctive but balanced creation brings with it a subtle Far West feel and a hint of smokiness.

Ideal for adding a naturally colourful, delicious touch and customising your recipes.

Can be used in dips, ready-cooked meals, aperitifs, etc.

**MAIN INGREDIENTS:**  
paprika, tomato, red pepper, sweet smoked paprika ...



## PURE SPICES

### ITALIAN ORGANIC

This seasoning made from organic peppers and tomatoes will add a typically Italian flavour to your dishes.

Perfect for customising your hot and cold sauces, bread, ready-meals or salads.

MAIN INGREDIENTS 100% ORGANIC:  
tomato, red pepper, garlic, oregano,  
basil ...



## PURE SPICES

### THAI ORGANIC

An ideal blend for creating a typically Asian flavour with the harmony of sweet hints of coconut, fresh lemongrass and hot pepper and spices.

Can be used in woks, ready-cooked meals, hot and cold sauces, etc.

MAIN INGREDIENTS 100% ORGANIC:  
turmeric, paprika, coconut milk powder,  
red pepper ...



## PURE SPICES

### GARDEN ORGANIC

A particularly fresh seasoning with striking hints of garlic, lemon zest, thyme, mint and parsley.

This herb-based blend is a perfect seasoning for vegetables, vinaigrettes, white meat and fish.

MAIN INGREDIENTS 100% ORGANIC:  
Coriander, onion, fennel, tarragon, mint,  
savory, lemon ...



**Colin** ingrédients  
LA SOLUTION CULINAIRE

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THE CULINARY SOLUTION

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