



## "All The Taste" – Plant Based and Blended Entrees







## Flexitarian Vegetarian Vegan

### "The" Next Emerging Trend 2020

*Last year, right about this time, we were projecting that the consumer marketplace was speaking and companies were going to have to offer flexitarian, vegetarian and vegan options to meet this rapidly growing demand. Since then, a wave of products have entered the market and been accepted by mainstream consumers, retailers and many QSR's. Consumer expectations have increased, and companies are now being pushed to continue to innovate as the boundaries have shifted. Many of the functional constraints are being overcome and it is time for the creative companies to shine!*

Hela Spice Canada has the experience and expertise to spark the ideas and accelerate the development process to convert ideas into retail products:

- any protein or protein blend
- creative global product concepts
- innovative tastes and visuals
- fruit and vegetable inclusions

We have the capabilities to create blended meat and vegetable products and straight vegan products ranging from snack sticks to nuggets to patties to sausages, including center-of-plate entrees.





# Vegan Meal Solutions

*Are you concerned that your company doesn't have the technical capabilities to access this marketplace? Fortunately, Hela Spice Canada does. We have the technical expertise to develop products using a wide range of vegetable protein sources. We are working with pea, wheat, hemp, faba, chickpea, rice, potato, lentil and, of course, the workhorse soy. We are developing snack foods, BBQ items, deli meats, balls, nuggets, sausages, hot dogs and finally and most exciting, center-of-plate entrees.*

Our R&D team can work with your team to quickly bring these product categories to market:

- **Patties** (beef / pork / chicken flavours)
- **Deli products** (pepperoni / salami / bologna / back bacon / roast beef, pastrami / smoked meat flavours)
- **Plant-based snack sticks** (pepperettes / snack sticks)
- **Pizza toppings** (pepperoni, sausage, ham slices and crumbles)
- **Salads** (chicken, tuna, ham, salmon, crab flavours)
- **Seafood style products** (nuggets, cakes, balls, patties, fingers)
- **Balls** (bake, fry or retort / cook in bag stable - in beef, pork and chicken flavours)
- **Shaved / shredded meat style products** (steak, beef, pork and chicken flavours)
- **Sausages / hot dogs** (beef, pork or chicken flavours)
- **Roasts** (turkey, chicken, beef and ham flavours)
- **Formed steaks and breasts** (chicken and beef flavours)





# Plant-based Entrees for Dinner

*Consumer surveys are showing that the majority want to reduce their meat consumption. The challenge for the food industry is to provide familiar products with vegan bases that allow them to have the same or better eating experiences. Entrees have been the challenge. Creating products like roasts using smaller textured pieces and powders have been difficult. Also, how can you create the richness of flavour and the caramelization of the outside skin in a plant-based product? Hela Spice Canada is at the forefront of this technology and has the latest ingredients to provide these products that are sure to be popular now and in the future.*

The improved technical solutions that are being developed for plant-based meat analogues are being released at a rapid rate. We have been working with an innovative global supply base with the goal of being able to provide exciting end products.

- Formed and netted prime rib flavoured and styled baked roast in a sliceable plant-based format
- Netted carver style brown sugar and honey flavoured ham baked to provide a complete traditional eating experience
- Shaveable gyro or shawarma style plant-based roast.
- Roast chicken or turkey flavoured roast, in a net - golden brown and filled with a delicious stuffing and ready for a center-of-plate eating occasion
- Formed plant-based steak or chicken breast ready for the BBQ





## Blended or Flexitarian Products

Blended meat and plant protein products have been made for hundreds of years. What is different today is that thanks to innovations that we have seen in plant-based products, we are able to replace a higher percentage of the meat protein and still retain all the flavour and eating experience people have grown accustomed. Hela Spice Canada has a new twist on the traditional entree by using our knowledge to create end products that provide a complete and familiar eating experience, while still reducing the requirements for meat protein.

The types of products that we can produce are on the next page, using the following proteins:

- Chicken and turkey
- Beef and pork
- Many types of seafood





# Full Flavoured Blended Products

*The list of products that we have already developed are below. It is very similar to the Vegan Meal Solutions section earlier. However, these products have the full taste and eating experience of a regular meat product.*

We have a wide range of capabilities and technology to develop products that fulfill consumer cravings. How about one of these great ideas:

- **Patties** (beef / pork / chicken flavours)
- **Deli products** (pepperoni / salami / bologna / back bacon / roast beef, pastrami / smoked meat flavours)
- **Plant-based snack sticks** (pepperettes / snack sticks)
- **Pizza toppings** (pepperoni, sausage, ham slices and crumbles)
- **Salads** (chicken, tuna, ham, salmon, crab flavours)
- **Seafood style products** (nuggets, cakes, balls, patties, fingers)
- **Balls** (bake, fry or retort / cook in bag stable - in beef, pork and chicken flavours)
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# 31<sup>st</sup> Annual SUPPLIERS' NIGHT TABLETOP EXHIBITION

## CIFST 31<sup>st</sup> Annual Supplier's Night

*Come see some samples of these products at the Toronto CIFST Tabletop Show November 12, 2019.*

- Plant-based gyro with protein pitas
- Plant-based Philly Cheesesteaks
- Plant-based eggnog ice cream
- Blended Turkey Breast Roast dinner
- Carne Asada Beef jerky

### Date

Tuesday, November 12 , 2019  
2:00 to 6:00 p.m

### Location

The International Centre, Hall 5  
6900 Airport Road, Mississauga, ON

# More Products and Concepts Available!

Contact us for further information

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