



# CENTRE OF PLATE VEGETARIAN

Hela Spice Canada (Winter 2020/2021)



# THE HOTTEST EMERGING TREND FOR 2021

*Vegetarian is generally recognized as the newest and fastest growing food segment that customers are embracing. The marketplace is flooded with burgers, sausages, grounds and nuggets. After assisting to launch the initial wave of products, Hela Spice Canada is already working on furthering the range of finished products to encompass many more eating occasions and styles. We have been working on roasts, deli products, shreds, slices, fermented products, snacks, dips, spreads and desserts - concepts are ready and waiting for processors.*

**We have extensive experience working with these and other vegetarian concepts and would be glad to develop custom products with you that will delight your consumers:**

- Any Vegetable Protein or Protein Blend
- Non-GMO Project Verified available upon request
- Creative Global Product Concepts
- Innovative Tastes and Appearances
- Fruit and Vegetable Inclusions
- Even Dry Fermented Sausages, Sticks and Jerkies





# PLANT-BASED ENTRÉES FOR DINNER

*Some of the latest consumer surveys are showing that over 50% of the average consumers want to reduce their meat consumption. The opportunity is to provide the consumer with products that allow them to have the same eating experiences as meat. Hela Spice Canada is mining the latest ingredient technology and has the knowledge and capability to provide the products your customers are demanding.*

The technical solutions range from the traditional and extremely functional soy proteins to emerging plant proteins and the latest functional technologies based on novel vegetables. We can achieve end products that consumers are looking for and have developed a line of non-meat products based on dairy ingredients. If you can imagine it, we can make it happen.

- Sliceable loaf that provides all of the eating experiences as a beef pastrami
- Nduja style spreadable sausage made in a plant-based format
- Corn meal rolled plant-based breakfast slice that offers the nutritional, flavour and bite experience of eating Canadian back bacon
- Delicious vegetable protein blends, formed like chicken breasts, golden outside and lightly flavoured with that delicious rotisserie taste
- Sliced ham-like steak carved from a roast made from 100% vegetable proteins and other plant-based ingredients
- BBQ plant-based kebobs that will satisfy anyone





# PLANT-BASED SNACKING

*One of the fastest growing segments in the food industry is the whole snack food range of products. Snack foods allow a company to be extremely creative and the only rules are that the product needs to taste great, be convenient and be hand-held. Helela Spice Canada is ready to develop snacks based on your ideas or we can provide concepts that would be exciting additions to this growing category.*

We have already been developing delicious conceptual products that meet consumers' snacking habits. The products range from chips with meat-like flavours all the way to fermented and dried shelf-stable jerkies and sticks. We have also developed these products to be nutritious and in some cases even with added fibres, fruits and vegetables.

How about one of these great ideas:

- Dried and fermented salami-style slices with the flavours of a dried salami, blended with dried green apple pieces and dietary fibre
- Fermented plant-based pepperettes containing sour cherry pieces and ancient grains
- Plant-based dried teriyaki beef-style jerky shreds
- Plant-based bacon-style chips
- BBQ chicken-style plant protein puffs





# FLEXITARIAN PRODUCTS

*Flexitarian products were launched into the Canadian marketplace over 10 years ago. When done right, they have a great track record of sales and consumer acceptance. Hela Spice Canada has gained a superior level of experience in the development of a wide range of products that offer great visuals, flavour and value in emulsified, coarse ground, chopped and formed products.*

Use our experience with these products to help you get to market faster and meet your goals. Depending on the plant protein that is used, many of these products can be produced allergen free as well. How about these types of products:

- Fully dried pepperoni reduced in fat, lower in cost and has all the taste, nutrition and texture
- Raw beef, pork or chicken blend, perfect for home cooking options
- Roasts
- Smoked sausages and dinner sausages, developed with lower fat, full flavour, full texture and reduced cook losses
- Deli products like summer sausage or kielbasa made with great flavour, texture and appearance, but reduced meat content





# MEAT, GRAIN, SEED AND VEGETABLE COMBINATIONS

*You do not need to be limited to just using vegetable proteins. A great way to add consumer value to blended products is to use exciting grains, seeds and highly visible vegetables - flavour, texture and nutrition all wrapped up in a healthy, beautiful and delicious product.*

Here are some interesting product ideas that are sure to add excitement to traditional products.

- Delicious chicken nuggets containing fire roasted vegetables and pea fibre in a gluten free breading
- Mouth-watering prime rib beef burgers, blended with chunks of grilled onions, fried mushrooms and Canadian grown red lentils
- Fully cooked and smoked Italian sausage filled with delicious vegetables like red pepper, onion, zucchini and olives - all the goodness combined with a healthy cooked quinoa blend
- Turn breakfast into an occasion with pork-based patties combined with onions, red pepper, potato and bacon pieces, blended with steel cut oats to create full flavour, texture and fibre which adds up to a wonderful way to start your day





**What Makes Hela Spice Canada  
Your Preferred Plant-based Partner?**



# OUR TECHNICAL CAPABILITIES

## Equipment and facilities

We have the right tools for the job

- Pilot plant dedicated to food processing
  - Vacuum stuffer, brine injectors, bowl cutter and blender, meat grinders and slicers, vacuum tumblers, smoke house and combi ovens, deep fryers and grills, walk-in coolers.
- Newly upgraded top of the line, fully equipped smokehouse ready and capable of meeting any customer needs from flexible smoke cycles, slow cooking, steaming, fermenting and more!
- Flexible and ready to use
- Customer engagement and collaborative development approach





# WHY HELA SPICE CANADA FOR YOUR VEGETABLE PROTEIN PROJECTS?

- Almost 30 years of experience in the vegetarian marketplace
- R&D team experienced in many different vegetable protein bases
- Ability to create products based on your ideas
- Ability to bring new product ideas and fully developed concepts for review
- Real plant production experience that enables us to create an easy-to-produce system of blends and raw materials including processing instructions, to make processing simple for companies just entering the marketplace
- We can adapt procedures to best utilize available plant processing equipment





# More products and concepts available!

## Contact us for further information

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