



P2-ABZ-511

A private sector Agro-Enterprises advice and assistance service  
to stimulate the successful development of agro-products, enterprises  
and export markets in Sri Lanka.

OCTOBER 1993

Issue No. 7 from AgEnt's business  
production, processing and  
marketing information center

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PART 1

COMPETITIVE MARKETING DATA COLLECTED  
AT THE ANUGA (Cologne, Germany)  
INTERNATIONAL FOOD FAIR  
(9/14 OCTOBER 1993)

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- \* INDIAN ETHNIC FOODS
- \* COCONUT PRODUCTS
- \* SHITAKE MUSHROOMS
- \* TROPICAL DRIED FRUITS
- \* DEHYDRATED VEGETABLES
- \* INDIAN CASHEWS
- \* THAI READY TO EAT/LONG LIFE  
RETORT POUCH MEALS
- \* PLUS 1992 EC HORTICULTURAL  
IMPORT PERFORMANCE

(Part II covers - Indian Spices, oils  
and oleoresins; company/product profile  
of the Fuchs Group, a large/integrated  
German Spices manufacturer and marketer)

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(\*) Includes GTZ/EC brochure titled  
"Transport and packaging of export  
fruits "

Plus Appendices A1 - A127

1. BACKGROUND, OBJECTIVES AND QUALIFICATIONS

AgEnt assisted 9 Sri Lankan identities to attend Anuga, 4 of whom had stand display/sales space on the Sri Lankan stand, whilst others went to evaluate/identify new product marketing opportunities.

Wherever possible, AgEnt's international marketing/agro-processing advisor sought to help exporters to secure "critically important competitive product positioning/price data and samples".

AgEnt also sought to identify/collect a wide range of competitive and/or new product marketing opportunity information of likely interest to many existing and potential clients.

Within this 2 part report we have reproduced illustrative competitive brochures/price data etc covering various product sectors, bearing in mind that AgEnt's marketing/agro-processing advisors will be most happy to expand further on each sector.

2. PRODUCT SECTORSAREAAPPENDICESa. Indian Ethnic Foods

Worldwide this sector is continuing to grow, particularly in the pickles /chutneys/curry sauces etc arena; with product packed in conventional glass jars/bottles and tin plate containers.

However, companies "who are making the running" in the export sector are mainly Indian owned and located /manufacturing brands in the United Kingdom !

The secret to success in this sector continues to lie in "on target branding/positioning, range mix, competitive (but not necessarily cheap) pricing, product quality and imaginative/dynamic marketing".

An excellent Sri Lankan export marketing opportunity continues to

exist in this sector for a number of Sri Lankan companies who can "put it all together and make it happen".

Illustrative product brochures and base pricing (where available) for a number of leading UK/Indian export brands have been reproduced on the following pages -

- United Kingdom

- East African Trading Company A1-A6

- Patak's A7-A25

- India

- M.M. Poonjiaji & Co A26-A35

- Mida & Company Pvt Ltd A36-A48

b. Coconut Products

Whilst Sri Lanka has been exporting a range of product configurations for quite some time, the information below is designed as more of an "update of competitive activities" i.e

. P.T. Sari Segar Husada (Indonesia)

As Indonesian companies are now "chasing hard" exports in the coconut cream sector in particular, we have included product mix /specification/price data for this line item (plus prices for desicated coconut).

A49-A55

This company has in recent years entered the "Nato de Coco" (coconut gel) sector, targeting mainly the volume Japanese market, where the product is widely used as a dessert topping.

. Capital Bloom Sdn Bhd (Malaysia)

Selected FOBUS\$ prices for the  
company's coconut cream/desicated  
coconut products.

A56

. Fiesta Brands Inc (Philippines)

One of 2 companies in the Philippines  
/internationally to move into coconut  
cream/water in a long life Tetra Pak  
retail presentation, which will both  
grow the worldwide coconut cream/water  
sectors and "put pressure" on other  
country suppliers to upgrade their  
packaging/presentation technology.

A57-A68

Illustrative Fiesta coconut cream  
/water Tetra Pak and aseptic bulk  
pack pricing and technical bulletins  
covering these sectors and coconut  
milk powder/desicated coconut  
products have also been included.

c. Shitake Mushrooms - Dried

As a number of Sri Lankan identities are either producing fresh Shitake for export or are intending to enter this sector, we obtained product brochure/pricing data for a Korean producer /marketer of dried Shitake, who stated that they are targeting the "high value end of the European restaurant trade for this product item." A69-A83

d. Tropicals Dried Fruits

Many of the leading Thai exporters of dried tropical fruits, with whom AgEnt's marketing/agro-processing advisors met with at the April 1993 Thailand Food Fair, were present at Anuga. Their product ranges/pricing remained virtually identical to those obtained in April. The majority stated "that they were writing sound business in a highly competitive environment".

One new dried tropical fruits retail packed brand - CARIBE - from Costa Rica was noted at Anuga positioned as a "100% natural/no sugar added/no preservatives brand". AgEnt's marketing/agro-processing advisor does not believe this brand will succeed at the "high price points" they are seeking to sell at an FOB US\$ level.

We have included within the report CARIBE quoted exporter pricing and a photocopy of the brand label and copy claims.

A84-A92

AgEnt is holding in the Business Information Center samples of the CARIBE product range.

We have also included the product range listings of a leading German and Dutch importer of dried and tropical fruits as this will illustrate to Sri Lankan exporters a). where tropical dried fruits fit within an importers

range, b). the major items they source from Asia.

AgEnt has also purchased a major German market study of the "dried fruits sector", and which contains a list of importers/brokers etc.

AgEnt's Business Information Center also regularly receives the latest European trade magazine on the nuts/dried fruit industry.

e. Dehydrated Vegetables

This is essentially a volume/commodity priced sector, where a number of well established (in an Asian context) Indian manufacturers have been "doing quite well in recent years".

A product brochure/price illustrations based on FCLs from a leading Indian producer of dehydrated vegetables has been included in this report.

A93-A98

AREAAPPENDICES

Samples of their product range may be sighted in the Business Information Center.

f. Indian Cashews

AgEnt has been issuing ongoing information and marketing advice to a number of clients in this sector, hence we thought it important to include the latest Cashew Export Promotion Council of India promotional brochure which "sells the industry /standards etc", and has sought to link the benefits of eating cashews under the umbrella of a fast developing world market aligned with Ayurveda philosophy and products.

A99-A108

g. Thai "Ready to Eat" /Long Life Retort Pouch Meals

The "Thai House" brand was first noted at the April 1993 Thailand Food Fair and was found to be selling

A109-A114

well at Anuga i.e. a further sign of the worldwide growth of precooked /packed ethnic meals utilizing well proven/basic technology.

Again, a sound opportunity exists for a number of Sri Lankan identities in this sector who "can put together an imaginatively positioned range supported by a low cost export marketing/promotional strategy".

h. 1992 EC Horticultural Import Performance etc

AgEnt thought that this recently compiled, simple summary of 1992 EC horticultural imports would be of interest to those identities either presently exporting fresh produce to the EC or seeking to evaluate/test market new possibilities. In a latter context, AgEnt can assist in many ways companies/entrepreneurs who can present a "viable production/marketing plan" to the project.

A115-A121

AREAAPPENDICES

AgEnt's Business Information Center regularly receives a number of leading horticultural trade journals, including EuroFruit, International Fruit World, EuroFood etc; plus a range of EC specific product sector marketing publications.

AgEnt believes (for a number of reasons) that sound export marketing opportunities could exist in selected EC markets for Kenya fine beans, sugar snap peas, snow peas, baby vegetables etc.

Guatemala (refer Prestigio SA company brochure) has started to do well in each of these sectors, whilst a number of African producers of fine beans and the like are continuing to under perform.

A122-A123

We have also included in the report a brief - but excellent - leaflet covering the "Transport and Packaging of Export Fruits " related to the EC market.

A124-A127

PART 11

Part 11 of this report is separately bound and titled -

- . INDIAN SPICES, OILS & OLEORESINS
  
- . COMPANY/PRODUCT PROFILE OF THE FUCHS  
GROUP, A LARGE/INTEGRATED GERMAN  
SPICES MANUFACTURER AND MARKETER

This data was collected in this form in response to a number of requests for such information from various AgEnt clients.

# EAST AFRICAN TRADING COMPANY

## PRICE LIST 1993

<u>PRODUCT</u>	<u>PACK SIZE</u>	<u>PACK PRICE</u> £
Simtom Pastes *	10oz x 6	5.28
	10oz x 12	10.56
Tintom Pickles **	10oz x 6	5.22
	10oz x 12	10.44
Tintom Chutneys #	10oz x 6	5.22
	10oz x 12	10.44
Tintom Chutneys ##	10oz x 6	6.00
	10oz x 12	12.00
Tintom Specialities \$	10oz x 6	6.00
	10oz x 12	12.00
Tintom Specialities \$\$	10oz x 6	6.60
	10oz x 12	13.20

\* Pastes: Biryani, Green Masala, Kebab, Kashmiri Masala, Madras, Curry Mild, Curry Extra Hot, Tandoori, Tikka, Vindaloo, Vegetarian.

\*\* Pickles: Gor Keri, Chilli, Lime & Chilli, Lime Mild, Lime Extra Hot, Mango & Lime, Mango Date & Gunda, Mango Mild, Mango Hot, Mango Extra Hot, Methia Keri, Mixed, Chana Keri, Carrot & Chilli.

# Chutneys: Chhundo, Garlic Mango, Sweet Mango, Kashmiri Mango.

## Chutneys: Katki Keri, Lime & Mango, Mixed Fruit & Nut.

\$ Specialities: Gondalia Marcha, Green Pepper Corns, Gunda, Kerda in Brine, Sweet Lime Pickle, Garlic Pickle, Karela Pickle, Stuff Red Chilli, Vadu Pickle, Brinjal Pickle, Ginger Pickle, Surti Pickle, Spicy Amba Haldar, Mexican Peppers Sliced, Dara Pickle, Hot Chilli Chutney, Garlic Chutney Hot.

\$\$ Specialities: Garmar in Brine, Amba Haldar.

NB PRICES FOR FAMILY AND CATERING SIZES AVAILABLE ON APPLICATION

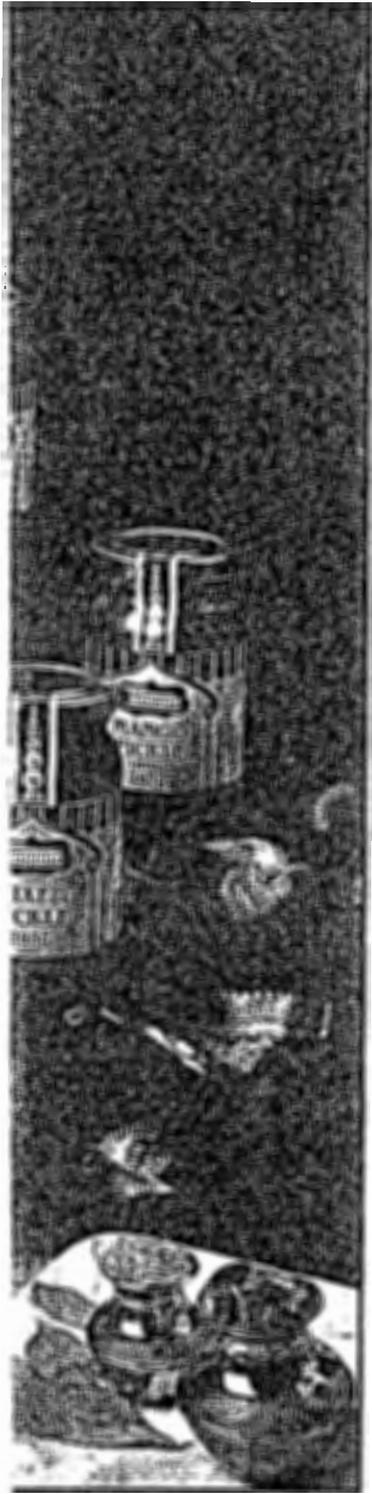


Unit 17, Merry Lees Industrial Estate, Leaside,  
Merry Lees, Near Desford, Leicestershire LE9 9FS. UK  
Telephone: (0530) 230776 Fax: (0530) 230018



# *Tasty people try a taste of Tintom*





East African Trading Company began as a family business in 1977 and developed into a sizeable company within a short space of time.

Due to the overwhelming demand for its products, the business was consolidated in a large factory unit in Leicestershire with the installation of a high speed packing line to improve efficiency.

The company has since grown into the national retail sector under its popular **TIMTOM** and **SIMTOM** brand names.

1987 saw the launch of a new and exciting range of curry pastes which turned into an overnight success, especially in the catering market.

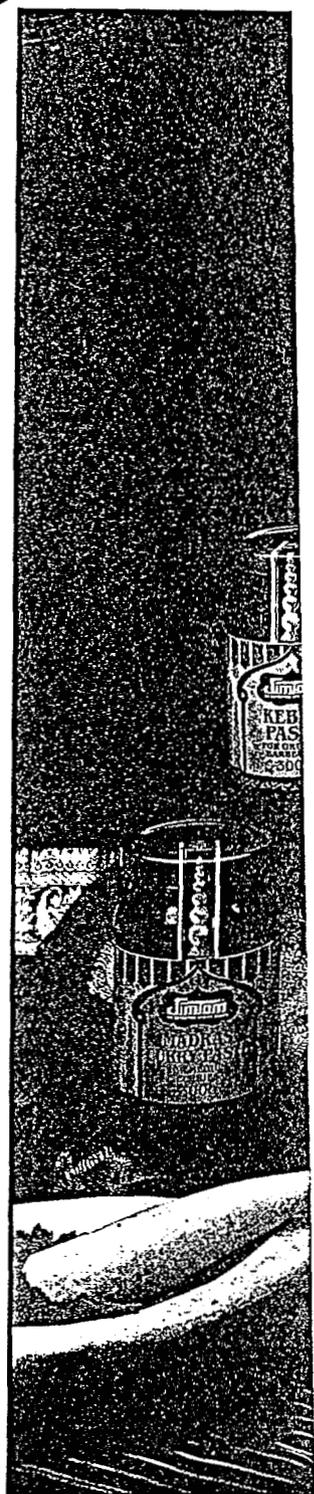
In 1990 the company witnessed a further re-location into a larger, purpose-built factory in Desford, to cater for the growing demand for its truly 'authentic Indian recipes'. The current portfolio of products include: 11 varieties of curry pastes, 50 varieties of Indian pickles and chutneys, 5 varieties of chilli sauces and a growing range of Indian health food drinks.

Our product development department is currently developing a range of exciting new products, especially for the Indian foods market.

**TASTY PEOPLE TRY A TASTE OF TIMTOM BECAUSE....**

- Our products are authentic Indian pickles and NOT relishes.
- All the ingredients are traditionally prepared to age old recipes.
- The **TIMTOM** and **SIMTOM** brand names are recognised as quality brands in the Indian foods market with a growing national distribution network.
- **TIMTOM** and **SIMTOM** products are competitively priced and poised to become the brand leaders in the retail and catering sectors.

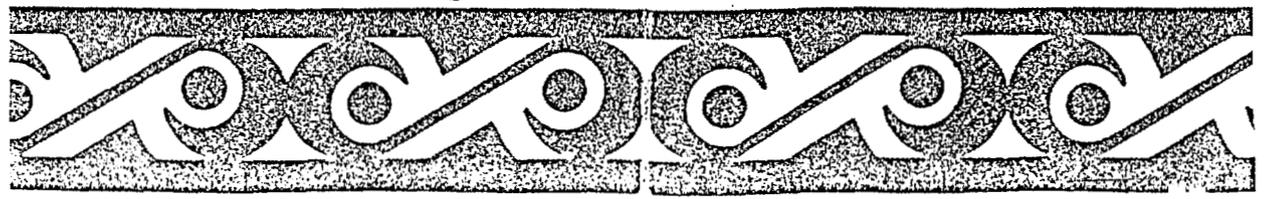
**TRY THEM FOR TASTE....**

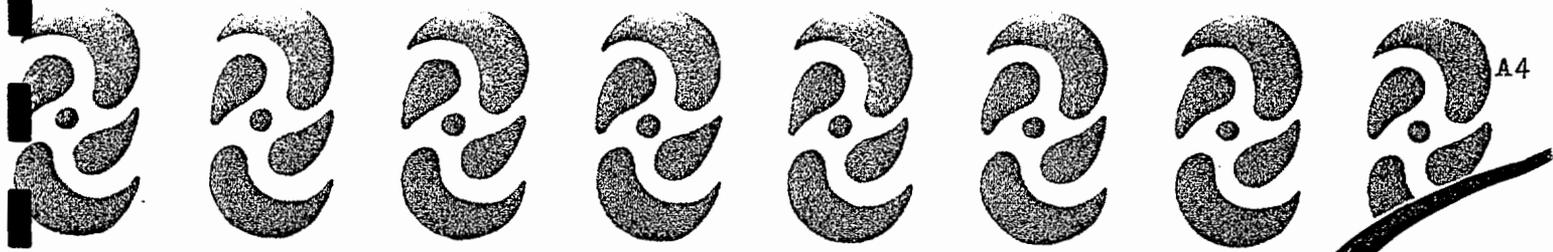


Left Cover: Timtom Specialities

Right Cover: Simtom Curry Paste

...le try a taste





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Due to the over  
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**TASTY PEOPLE  
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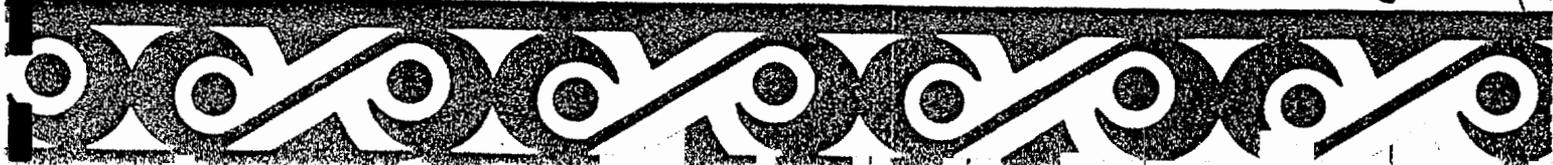
- Our products  
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**TRY THEM**

Above: Tintom Pickles

Front Cover: Tintom Specialities

*Tasty people try*



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**TRY A TASTE  
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**TASTE....**



Above: Simtom Curry Paste

Back Cover: Timtom & Simtom Family

*taste of Timtom*



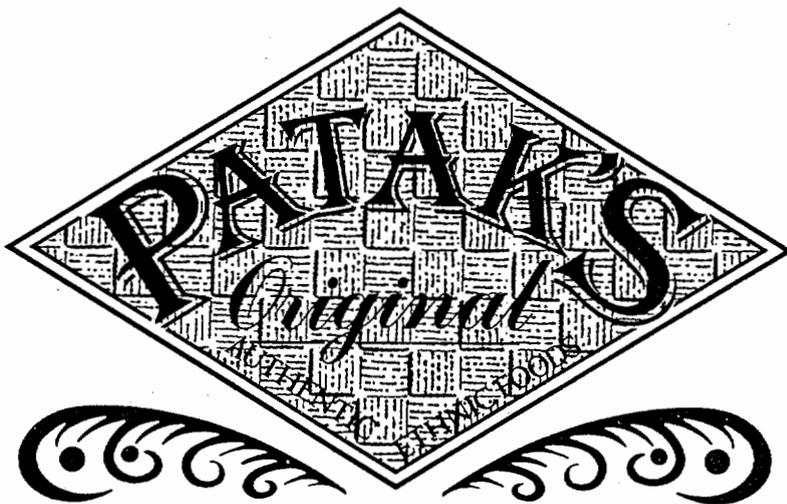
# Tasty people try a taste of Tintom



EAST AFRICAN TRADING COMPANY

Unit 17, The Lees Industrial Estate, Leaside,  
Merry Lees, Near Desford, Leicestershire LE9 9FS, UK  
Telephone: (0530) 230776 Fax: (0530) 230018





THE TRUE TASTE OF  
ETHNIC FOODS

**P**ATAK'S ARE BRAND LEADERS IN THE  
ETHNIC FOOD MARKET.

Your customers can now enjoy the delights and true taste of exotic foods from around the world that offer mouth watering delicacies created from ethnic recipes, lovingly handed down from generation to generation.

PATAK'S have captured the 'True Taste' of these authentic recipes, tastes guaranteed to satisfy the most discerning palate.

The PATAK family have, for three generations, produced some of the finest quality ethnic cuisine on the market.

PATAK'S success is based upon faithful adherence to the very best traditional recipes and intimate knowledge of exotic spices, fruits and vegetables.

Our integrity has earned us an international reputation for consistently producing superb quality products and for maintaining the highest of manufacturing standards.

PATAK'S test kitchens are continually developing new products as part of our commitment to giving consumers a greater choice of 'true tasting' exotic foods from around the world.

PATAK'S offer you the 'true taste' to satisfy your customers demands.

REMEMBER! HALF THE SECRET IS IN THE  
RECIPE...THE OTHER HALF IS IN  
THE PATAK'S JAR.



# Indian Pastes



THE TRUE TASTE OF INDIA

*Internationally acclaimed as manufacturers of the world's finest quality Indian foods.*



28

# Indian Pastes

PATAK'S AUTHENTIC INDIAN PASTES are made using only the finest ingredients available. Fresh spices and herbs are meticulously ground and blended to allow your customers to consistently reproduce the True Taste of India at home. Among our range of 14 pastes there is a selection of flavours to suit all tastes. To complete the meal, serve with PATAK'S CHUTNEY or PICKLE.

Mild Curry Paste  
Extra Hot Curry Paste  
Madras Curry Paste (Medium Hot)  
Vindaloo Curry Paste (Hot)  
Rogan Josh Curry Paste (Medium)

Tikka Paste  
Tandoori Paste  
Kebab Paste  
Pasanda Curry Paste (Mild)  
Kashmiri Masala

Bhuna Paste (Mild)  
Biryani Paste  
Green Masala Curry Paste  
Garam Masala Curry Paste

PATAK'S AUTHENTISCHE INDISCHE PASTEN werden nur mit den feinsten zur Verfügung stehenden Zutaten hergestellt. Frische Gewürze und Kräuter werden mit größter Sorgfalt gemahlen und gemischt, das gestattet Ihren Kunden, immer den Echten Geschmack Indiens zu Hause wieder herzustellen. Aus unserer Serie von 14 Produkten gibt es eine Auswahl von Geschmacksrichtungen, um jedem Geschmack gerecht zu werden. Um die Mahlzeit abzurunden, servieren Sie sie mit PATAK'S CHUTNEY oder PICKLES.

Milde Curry Paste  
Extrascharfe Curry Paste  
Madras Curry Paste (Mittelscharf)  
Vindaloo Curry Paste (Scharf)  
Rogan Josh Curry Paste (Mittel)

Tikka Paste  
Tandoori Paste  
Kebab Paste  
Paşandra Curry Paste (Mild)  
Kashmiri Masala

Bhuna Paste (Mild)  
Biryani Paste  
Grüne Masala Curry Paste  
Garam Masala Curry Paste

LES CONCENTRES PATAK DE SAUCES INDIENNES AUTHENTIQUES sont préparés avec les ingrédients les meilleurs sur le marché. Des épices et des fines herbes fraîches sont soigneusement broyées et mélangées pour permettre à vos clients de reproduire à chaque fois chez eux le Goût Indien Véritable. Parmi notre gamme de 14 concentrés, il est offert un choix de saveurs pour convenir à tous les goûts. Pour rehausser vos mets, servez-les avec les CHUTNEYS ou les PICKLES de PATAK.

Concentré au Curry Doux  
Concentré au Curry Extra Fort  
Concentré au Curry Madras (Moyen)  
Concentré au Curry Vindaloo (Fort)  
Concentré au Curry Rogan Josh (Moyen)

Concentré Tikka  
Concentré Tandoori  
Concentré Kebab  
Concentré au Curry Pasanda (Doux)  
Kashmiri Masala

Concentré Bhuna (Doux)  
Concentré Biryani  
Concentré au Curry Masala Vert  
Concentré au Curry Garam Masala

LAS PASTAS AUTENTICAMENTE INDIAS se confeccionan utilizando sólo los mejores ingredientes. Se muelen condimentos y hierbas frescas y a continuación se las mezcla con toda meticulosidad de tal modo que el consumidor pueda reproducir en su cocina el verdadero sabor de la India. Nuestra gama de 14 pastas abarca toda clase de sabores. De adobo, sirva CHUTNEYS o ENCURTIDOS PATAK.

Pasta de Curry Suave  
Pasta de Curry Muy Picante  
Pasta de Curry Madras (Semipicante)  
Pasta de Curry Vindaloo (Picante)  
Pasta de Rogan Josh (Semipicante)

Pasta Tikka  
Pasta Tandoori  
Pasta Kebab  
Pasta de Curry Pasanda (Suave)  
Masala de Cachemira

Pasta Bhuna (Suave)  
Pasta Biryani  
Pasta de Curry Masala Verde  
Pasta de Curry Garam Masala

For UK and Export enquiries and details of the latest product range contact:  
Patak (Spices) Ltd., Kiriana House, Haydock Lane, Haydock, Lancs., WA 11 9UZ  
Tel: Haydock (0942) 272 300 Telex: 67368 Fax: Haydock (0942) 272 500

THE TRUE TASTE  
OF INDIA



# Indian Pickles

NEW Style PACKAGING



THE TRUE TASTE OF INDIA



*Internationally acclaimed as manufacturers of the world's finest quality Indian foods.*

# Indian Pickles

PATAK'S AUTHENTIC INDIAN PICKLES are blends of exotic fruits or vegetables, herbs and spices which are preserved by cooking in sugar, salt, oil and vinegar. Although traditionally served with Indian Breads their uses outside of Indian food are limited only by the imagination of your customers. Among our range of 14 products there is a selection of flavours and pungencies to suit all tastes from hot and tangy to sweet and sour.

Mango Pickle Mild  
Mango Pickle Extra Hot  
Sweet Mango Pickle (Gorkeri)  
Lime Pickle Mild  
Lime Pickle Extra Hot

Mango and Lime Pickle  
Chilli Pickle  
Mango and Chilli Pickle  
Mixed Pickle  
Sweet Lime Pickle

Garlic Pickle  
Brinjal Pickle (Egg Plant)  
Ginger Pickle  
Prawn Balichow

PATAK'S AUTHENTISCHE INDISCHE PICKLES sind Zubereitungen exotischer Früchte oder Gemüse, Kräuter und Gewürze, die durch Kochen in Zucker, Salz, Öl und Essig konserviert werden. Wenn sie auch traditionsgemäß mit indischem Broten serviert werden, sind ihre Anwendungen außerhalb indischer Gerichte lediglich durch die Phantasie Ihrer Kunden begrenzt. Aus unserer Serie von 14 Produkten gibt es eine Auswahl von Geschmacksrichtungen und Stärken, um jedem Geschmack gerecht zu werden, und zwar von scharf und nachhaltig bis süßsauer.

Milde Mango Pickles  
Extrascharfe Mango Pickles  
Süße Mango Pickles  
Milde Limonen Pickles  
Extrascharfe Limonen Pickles

Mango und Limonen Pickles  
Chilli Pickles  
Mango und Chilli Pickles  
Mixed Pickles  
Süße Limonen Pickles

Knoblauch Pickles  
Brinjal Pickles (Aubergine)  
Ingwer Pickles  
Krabben Balichow

LES PICKLES DE PATAK VERITABLEMENT INDIENS sont des mélanges de fruits ou de légumes exotiques, d'herbes et d'épices qui sont préparés pour la conservation par une cuisson au sucre, sel, huile et vinaigre. Bien que par tradition ils soient servis avec les pains indiens, ils peuvent être servis avec d'autres mets qui ne sont pas indiens et leur emploi n'est limité que par l'imagination de vos clients. Parmi notre gamme de 14 produits, il est offert un choix d'arômes et de saveur piquante qui peut convenir à tous les goûts du très épicé et piquant à l'aigre- doux.

Pickles Moyen aux Mangues  
Pickles Extra Fort aux Mangues  
Pickles Doux aux Mangues (Gorkeri)  
Pickles Moyen aux Citrons Verts  
Pickles Extra Fort aux Citrons Verts

Pickles aux Mangues et Citrons Verts  
Pickles au Piment  
Pickles aux Mangues et au Piment  
Pickles Mixte  
Pickles aux Limettes Douces

Pickles à L'ail  
Pickles au Brinjal (Aubergine)  
Pickles au Gingembre  
Crevette Rose Balichow

LOS ENCURTIDOS AUTENTICAMENTE INDIOS PATAK se hacen con frutas o legumbres exóticas, hierbas y especias que se cocinan con azúcar, sal, aceite y vinagre para su conservación. Aunque tradicionalmente se sirven con panes indios, el límite de sus aplicaciones fuera de la cocina india no tiene otro límite que el que fije la imaginación del consumidor. Nuestra gama abarca 14 productos entre los que se encuentra una amplia selección de sabores, de picantes a agrídulces, capaz de satisfacer cualquier gusto.

Encurtido Suave de Mango  
Encurtido de Mango Muy Picante  
Encurtido Dulce de Mango (Gorkeri)  
Encurtido Suave de Limón Sutil  
Encurtido de Limón Sutil Muy Picante

Encurtido de Limón Sutil y Mango  
Encurtido de Pimiento Picante  
Encurtido de Mango y Pimiento Picante  
Encurtido Mixto  
Encurtido Dulce de Limón Sutil

Encurtido de Ajo  
Encurtido de Brinjal (Berenjena)  
Encurtido de Jengibre  
Balichow de Gambas

For UK and Export enquiries and details of the latest product range contact:

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THE TRUE TASTE  
OF INDIA



# Indian Chutneys

NEW Style PACKAGING



THE TRUE TASTE OF INDIA

*Internationally acclaimed as manufacturers of the world's finest quality Indian foods.*



# Indian Chutneys

PATAK'S PREMIUM QUALITY INDIAN CHUTNEYS are preparations of exotic fruits or vegetables, sugar and spices blended to authentic Indian recipes. Chutney, although traditionally served as an Indian main meal accompaniment is extremely versatile with its uses outside of Indian food being limited only by the imagination of your customers. Our range of 8 chutneys caters for every possible taste from hot and tangy to sweet and sour.

Sweet Mango Chutney

Hot Mango Chutney

Major Grey Mango Chutney

Sweet Chunda Chutney

Sweet Lime Chutney

Mango and Lime Chutney

Tropical Fruit and Nut Chutney

Curried Fruit Chutney

PATAK'S INDISCHE CHUTNEYS HÖCHSTER QUALITÄT sind Zubereitungen exotischer Früchte oder Gemüse, Zucker, und Gewürze, die nach authentischen indischen Rezepten gemischt werden. Wenn Chutney auch traditionsgemäß als Begleitung zu einem indischen Hauptgericht serviert wird, ist es dennoch äußerst vielseitig in seinen Verwendungen außerhalb indischer Gerichte, wobei ihm lediglich die Phantasie Ihrer Kunden Grenzen setzt. Unsere Serie von 8 Chutneys bietet jeder möglichen Geschmacksrichtung etwas, und zwar von scharf und nachhaltig bis süßsauer.

Süßes Mango Chutney

Scharfes Mango Chutney

Major Grey Mango Chutney

Süßes Chunda Chutney

Süßes Limonen Chutney

Mango und Limonen Chutney

Tropische Früchte und Nuß Chutney

Curry Frucht Chutney

LES CHUTNEYS INDIENS DE QUALITE SUPERIEURE DE PATAK sont des préparations de fruits ou de légumes exotiques, de sucre et d'épices, combinés selon des recettes indiennes authentiques. Les Chutneys, quoique servis traditionnellement pour accompagner les plats du repas principal, sont très versatiles, ils peuvent être servis avec d'autres mets qui ne sont pas indiens et leur emploi n'est limité que par l'imagination de vos clients. Notre gamme de 8 chutneys peut satisfaire tous les goûts possibles, du très épicé et piquant à l'aigre-doux.

Chutney Sucré aux Mangues

Chutney Fort aux Mangues

Chutney aux Mangues Major Grey

Chutney Sucré Chunda

Chutney Sucré aux Citrons Verts

Chutney aux Mangues et Citrons Verts

Chutney aux Fruits Tropicaux et aux Noix

Chutney aux Fruits Assaisonnés au Curry

LOS CHUTNEYS INDIOS DE ALTA CALIDAD PATAK consisten en condimentos hechos con frutas o legumbres exóticas, azúcar y especias siguiendo recetas auténticamente indias. El chutney, aunque tradicionalmente se sirve de adobo con el plato principal, se presta a muchos usos. Fuera de la cocina india, sus aplicaciones no tienen otro límite que el que supone la imaginación del consumidor. Nuestra gama consiste en 8 chutneys que abarcan todos los gustos, desde fuerte y picante hasta agridulce.

Chutney Dulce de Mango

Chutney Picante de Mango

Chutney de Major Grey

Chutney Dulce de Chunda

Chutney Dulce de Limón Sutil

Chutney de Limón Sutil y Mango

Chutney de Frutas Tropicales y Frutos Secos

Chutney de Fruta al Curry

*For UK and Export enquiries and details of the latest product range contact:*

*Patak (Spices) Ltd., Kiriana House, Haydock Lane, Haydock, Lancs., WA 11 9UZ*

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THE TRUE TASTE  
OF INDIA



27

# Indian Cooking Sauces



THE TRUE TASTE OF INDIA



*Internationally acclaimed as manufacturers of the world's finest quality Indian foods.*

# Indian Cooking Sauces

Patak's Cooking Sauces in Glass deliver the ultimate combination of authenticity and convenience. Each product provides four ample servings, all that is needed in addition to the sauce is meat, poultry or vegetables, whichever is preferred. Traditionally served with Basmati Rice and Naan Bread.

- KABULI:** A medium spiced recipe originally from Afghanistan.  
**MAKHANI:** A medium spiced sauce from Central India.  
**DOPIAZA:** A mildly spiced recipe from Northern India.  
**JALFREZI:** A Kashmiri preparation of sweet peppers and coconut.

Patak's Kochsoßen im Glas liefern die endgültige Kombination von Echtheit und Bequemlichkeit. Jedes Produkt ergibt vier reichliche Portionen, außer der Soße brauchen Sie nur noch Fleisch, Geflügel oder Gemüse, was Sie jeweils vorziehen. Es ist Tradition, dazu Basmati Reis und Naan Brot zu reichen.

- KABULI:** Ein mittelscharf gewürztes Rezept, ursprünglich aus Afghanistan.  
**MAKHANI:** Eine mittelscharf gewürzte Soße aus Zentralindien.  
**DOPIAZA:** Ein mild gewürztes Rezept aus Nordindien.  
**JALFREZI:** Eine Kashmiri Zubereitung aus Gemüsepaprika und Kokosnuß.

Les sauces de cuisson Patak en verres apportent la combinaison absolue de l'authenticité et de la pratique. Chaque produit est prévu pour quatre portions généreuses, il suffit d'y ajouter la viande, la volaille ou les légumes à votre choix. Par tradition, les plats sont servis avec du riz Basmati et du pain Naan.

- KABULI:** Une recette moyennement épicée qui a son origine en Afghanistan.  
**MAKHANI:** Une sauce moyennement épicée qui a son origine en Inde Centrale.  
**DOPIAZA:** Une recette doucement épicée venant du nord de l'Inde.  
**JALFREZI:** Une préparation originaire du Cachemire contenant des poivrons doux et de la noix de coco.

Las Salsas de Cocinar en Cristal Patak son auténticas y convenientes a la vez. Cada producto contiene cantidades suficientes para servir a cuatro personas con amplitud, sólo se necesita añadir carne, pollo o verduras, según se prefiera. Es tradicional servirla con arroz basmati y pan naan.

- KABULI:** Receta originaria de Afganistán, medio picante.  
**MAKHANI:** Salsa medio picante de la región central de la India.  
**DOPIAZA:** Receta poco picante de la región norte de la India.  
**JALFREZI:** Preparado de coco y pimientos, originario de Cachemira.

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THE TRUE TASTE  
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# Indian Pappadums



THE TRUE TASTE OF INDIA



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# Indian Pappadums

PATAK'S PAPPADUMS are thin lentil crackers and the most popular starter or accompaniment to any meal, enjoyable on their own, with PATAK'S PICKLES and CHUTNEYS or as a snack. PATAK'S GENUINE INDIAN PAPPADUMS are sun dried in the traditional way to preserve the delicate flavour of lentils and spices. Your customers will find them easy to make. Simply microwave, or deep fry for three seconds until crispy (they expand to nearly twice their size in frying). Clear instructions are on the packs, which are available in **Plain, Mild or Hot** varieties.

Also included in the PATAK range of Authentic Indian Foods are: Canned Curry Sauces, Indian Pickles, Indian Pastes, Indian Chutneys, Savoury Snacks, Indian Mixes & Rice, Canned Ready Meals.

**REMEMBER; HALF THE SECRET IS IN THE RECIPE - THE OTHER HALF IS TO BE EXPERIENCED IN THE TRUE TASTE OF PATAK'S PRODUCTS.**

Internationally acclaimed as manufacturers of the world's finest quality ethnic foods.

PATAK'S PAPPADUMS sind dünne Kekse aus Linsen und sind zu Beginn jeder Mahlzeit oder als Beigabe sehr beliebt. Sie sind auch für sich allein mit PATAK'S PICKLES und CHUTNEY ein Genuß oder auch als ein Knabbergebäck. PATAK'S ECHTE INDISCHE PAPPADUMS werden auf traditionelle Weise in der Sonne getrocknet, um den köstlichen Geschmack von Linsen und Gewürzen zu erhalten.

Ihre Kunden werden finden, daß sie leicht zuzubereiten sind: einfach im Mikrowellenherd, oder drei Sekunden lang in schwimmendem Fett backen, bis sie knusprig werden (beim Backen verdoppeln sie sich fast).

Übersichtliche Gebrauchsanweisungen befinden sich auf den Verpackungen, die in den Geschmacksrichtungen: **Einfach, Mittelscharf oder Sehr Scharf** erhältlich sind.

Ebenfalls im PATAK-SORTIMENT echter indischer Eßwaren finden Sie: Currysoßen in Dosen, Indische Pickles, Indische Pasten, Indisches Chutney, Pikantes zum Knabbern, Indische Mischungen & Reis, Fertiggerichte in Dosen.

**DENKEN SIE DARAN: DAS HALBE GEHEIMNIS LIEGT IM REZEPT - DIE ANDERE HALFTE MÜSSEN SIE IM ECHTEN GESCHMACK DER PATAK PRODUKTE ERLEBEN.**

International als Hersteller ethnischer Eßwaren von feinsten Qualität anerkannt.

LES PAPPADUMS DE PATAK sont de minces craquelins de lentilles servis en hors-d'oeuvre, choix très populaire, ou pour accompagner les repas. Ils peuvent également être consommés seuls, ou avec les PICKLES et CHUTNEYS de PATAK ou encore comme snacks. LES PAPPADUMS INDIENS AUTHENTIQUES DE PATAK sont séchés au soleil à la manière traditionnelle afin de conserver intacte la saveur délicate des lentilles et des épices.

Vos clients les trouveront faciles à faire: Mettez-les simplement au micro-ondes, ou plongez-les dans la friture pendant trois secondes jusqu'à ce qu'ils soient croquants (fris, ils doublent presque de volume). Des instructions précises se trouvent sur les paquets, et trois variétés sont offertes: **Douce, Moyenne ou Forte**. La gamme d'aliments Indiens Authentiques de PATAK comprend également des Sauces au Curry, des Pickles Indiens, des Pâtes Indiennes, des Chutneys Indiens, des Snacks Salés, des Mélanges Indiens avec Riz, des repas prêts à servir.

**N'OUBLIEZ PAS: LA MOITIE DU SECRET RESIDE DANS LA RECETTE - L'AUTRE MOITIE CONSISTE A FAIRE L'EXPERIENCE DU GOUT AUTHENTIQUE DES PRODUITS PATAK.**

Reconnus dans le monde entier comme les fabricants de la première qualité d'aliments ethniques.

LOS PAPPADUMS DE PATAK son pequeñas frutas crujientes de sartén hechas de lenteja, que como entrada, para acompañar a cualquier clase de comida o como refrigerio con ENCURTIDOS y CHUTNEYS condimentos hindúes a base de fruta - son muy apreciadas. Los GENUINOS PAPPADUMS HINDUES DE PATAK se secan al sol de la manera tradicional para preservar el delicado sabor de las lentejas y especias. Son fáciles de hacer. Simplemente se ponen en el microonda, o se los frie en harto aceite durante tres segundos hasta que estén crujientes (al freirlos se doblan de tamaño). Los paquetes llevan instrucciones claras y se ofrecen en tres variedades: **Normal, Suave y Picante**. LA GAMA PATAK de Auténticos Alimentos Hindúes también incluye: Salsas curry en lata, Encurtidos Hindúes, Purés Hindúes, Chutneys Hindúes, Aperitivos, Arroces y Mixturas Hindúes, Comidas preparadas en lata.

**RECUERDE: LA MITAD DEL SECRETO RESIDE EN LA RECETA; LA OTRA MITAD SE MANIFIESTA AL PROBAR EL AUTENTICO SABOR DE LOS PRODUCTOS PATAK.**

Fabricantes internacionalmente aclamados de los alimentos de origen étnico de la mejor calidad.

THE TRUE TASTE  
OF INDIA

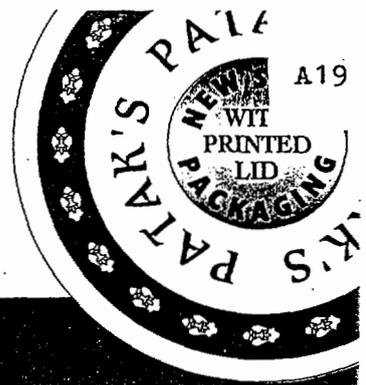


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# Indian Cooking Curry Sauces



THE TRUE TASTE  
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*Internationally acclaimed as manufacturers of the  
world's finest quality Indian foods.*



# Indian Cooking Curry Sauces

PATAK'S CANNED CURRY SAUCES are the simplest introduction for your customers to the True Taste of India. PATAK'S family expertise ensures there is a range of flavours and pungencies to suit all palates. Just see the labels for which are mild, medium or hot. There is a recipe on the label of each can. (Each can is enough sauce for a dish for four people.) All that is needed in addition to the can is meat, poultry or vegetables. To complete the meal serve PATAK'S PILAU BASMATI RICE, or a PATAK'S INDIAN BREAD MIX with PATAK'S CHUTNEY or PICKLE, and the dish becomes an authentic Indian meal.

**Korma:** From Kashmir in the North, mild and delicate in taste, especially liked by those new to Indian cuisine.  
**Delhi:** Also mild, from North Central India.  
**Moglai:** Aromatic, containing fennel and the fabulous saffron, a dish of Emperors, of medium pungency.  
**Rogan Josh:** A medium sauce with tomato and cummin for 'Josh' which means lamb.  
**Tikka Masala:** Classic North Indian dish, flavoured with ginger and turmeric, of medium pungency.  
**Madras:** Hot, from the South Eastern city of Madras.  
**Vindaloo:** Very hot, from the coastal state of Goa.

PATAK'S CURRY-SOSEN IN DOSEN sind für Ihre Kunden die einfachste Einführung in den echten Geschmack Indiens. Die Fachkenntnisse der Familie PATAK gewährleisten, daß für jeden Gaumen ein Sortiment an Geschmacks- und Schärfestufen bereitsteht. Sie brauchen nur die Etiketten anzusehen um festzustellen, welche mild, mittelscharf oder sehr scharf sind. Auf jeder Dose ist ein Rezept angegeben. (Die Menge in jeder Dose reicht aus für ein Gericht für vier Personen.) Neben der Dose brauchen Sie nur Fleisch, Geflügel oder Gemüse. Zur Beigabe servieren Sie PATAK'S PILAU BASMATI REIS oder eine INDISCHE BROT MISCHUNG von PATAK zusammen mit PATAK'S CHUTNEY oder PICKLE und schon wird es eine echtes indisches Gericht.

**Korma:** Von Kaschmir im Norden, mild und delikat im Geschmack, gefällt besonders denjenigen, denen die indische Küche neu ist.  
**Delhi:** Ebenfalls milde, aus dem nördlichen Zentralindien.  
**Moglai:** Aromatisch, enthält Fenchel und das fabelhafte Safran, ein Gericht für Kaiser, mittlere Schärfe.  
**Rogan Josh:** Eine mittlere Soße mit Tomaten, Kümmel (Cummin) für 'Josh', was Lamm heißt.  
**Tikka Masala:** Klassisches nordindisches Gericht, mit Ingwer und Gelbwurz (Curkuma) gewürzt, mittelscharf.  
**Madras:** Scharf, aus der südöstlichen Stadt Madras.  
**Vindaloo:** Sehr scharf, aus dem Küstenstaat Goa.

La manière la plus simple d'initier vos clients à la saveur authentique de l'Inde est par l'intermédiaire DES SAUCES AU CURRY DE PATAK: l'expertise de la famille PATAK assure une gamme de parfums et de piquants propre à satisfaire tous les palais. Vérifiez simplement les étiquettes pour choisir ce qui vous convient: doux, moyen ou fort. Vous trouverez une recette sur l'étiquette de chaque boîte. (Chacune contient assez de sauce pour un plat de quatre personnes.) Il suffit d'ajouter au contenu de la viande, de la volaille ou des légumes. En complément, servez LE PILAF BASMATI DE PATAK ou une préparation PATAK pour PAIN INDIEN avec LA SAUCE CHUTNEY ou des PICKLES PATAK, et vous obtiendrez ainsi un repas authentiquement indien.

**Korma:** En provenance du Cachemire dans le Nord, au goût doux et délicat, particulièrement apprécié par les nouveaux amateurs de cuisine indienne.  
**Delhi:** Saveur douce également, originaire de la région au Nord de l'Inde centrale.  
**Moglai:** Aromatique, à l'assaisonnement moyen, contient du fenouil et le merveilleux safran, un plat digne d'un empereur.  
**Rogan Josh:** Une sauce à assaisonnement moyen, avec tomate et cumin, qui convient au 'Josh', c. à d. à l'agneau.  
**Tikka Masala:** Un plat classique du nord de l'Inde, épicé de gingembre et de curcuma, à assaisonnement moyen.  
**Madras:** Un plat fort de la ville de Madras au sud-est de l'Inde.  
**Vindaloo:** Plat très fort, de l'Etat côtier de Goa.

La mejor forma de presentar verdaderos sabores hindúes a su clientela consiste en utilizar latas de salsa CURRY MARCA PATAK. Los conocimientos y habilidad de la familia PATAK garantizan una amplia gama de sabores y condimentos poco o muy picantes para poder satisfacer todos los gustos. Las etiquetas indican si el contenido es suave (mild), medio picante (medium), o picante (hot). Hay una receta en cada etiqueta. (Cada lata contiene suficiente salsa para hacer un plato para cuatro personas). Lo único que se requiere además de la salsa es carne, pollo o legumbres. Para que la comida esté completa, y que sea auténticamente hindú, sirva ARROZ BASMATI DE PATAK, o un pan hindú hecho con el BREAD MIX DE PATAK acompañado de uno de los CHUTNEYS o ENCURTIDOS MARCA PATAK.

**Korma:** De Cachemira, en el norte de sabor suave y delicado, especialmente recomendada para quienes todavía no hayan probado la cocina hindú.  
**Delhi:** También suave, de la parte central del norte de la India.  
**Moglai:** Salsa aromática, condimentada con hinojo y azafrán; para hacer platos dignos de reyes, poco picantes.  
**Rogan Josh:** Salsa no muy picante con tomate y comino para 'Josh', que significa cordero.  
**Tikka Masala:** Salsa clásica del norte de la India, condimentada con jengibre y cúrcuma, poco picante.  
**Madras:** Picante, proveniente de la ciudad de Madras en el sudeste de la India.  
**Vindaloo:** Muy picante, originaria del territorio costero de Goa.

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THE TRUE TASTE  
OF INDIA



# Indian Pastes, Pickles & Chutneys

CATERING RANGE

NEW  
PET. PLASTIC  
2.5 KGS  
CATERING  
JARS



THE TRUE TASTE  
OF INDIA



*Internationally acclaimed as manufacturers of the  
world's finest quality Indian foods.*

# Indian Pastes, Pickles & Chutneys

## CATERING RANGE

PATAK'S range of catering products provide you with the opportunity to consistently reproduce the "True Taste of India". The products have been developed specifically for the caterer, based on authentic Indian recipes which have been passed down from generation to generation of the Patak family. For extra safety and convenience, the range is packed in 2.5kg tamper-evident P.E.T. plastic jars.

PATAK'S - The No.1 supplier of Indian Pastes, Pickles and Chutneys to the U.K. catering trade.

### THE RANGE

PASTES:	Quick curry (Extra hot)	Tikka	Madras
	Quick curry (Mild)	Tandoori	Kashmiri Masala
	Vindaloo	Biryani	Kebab
PICKLES:	Mango (Extra hot)	Lime (Extra hot)	Chilli
	Mango (Mild)	Lime (Mild)	Mixed
CHUTNEY:	Sweet Mango chutney		

PATAK'S Sortiment für das Gaststättengewerbe bietet Ihnen die Möglichkeit, stets gleichwertig den "Echten Geschmack Indiens" zu reproduzieren. Die Produkte sind spezifisch für den Gastwirt auf der Basis authentischer indischer Rezepte entwickelt worden, die schon seit Generationen in der Familie Patak weitergereicht wurden. Zur zusätzlichen Sicherheit und Bequemlichkeit wird das Sortiment in 2,5kg. P.E.T. Kunststoffbehältern so verpackt, daß unbefugter Eingriff deutlich sichtbar wird.

PATAK'S - an erster Stelle als Lieferant indischer Pasten, Pickles und Chutneys an das Gaststättengewerbe in GB.

### DAS SORTIMENT

PASTEN:	Schneller Curry (Extra scharf)	Tikka	Madras
	Schneller Curry (Mild)	Tandoori	Kashmiri Masala
	Vindaloo	Biryani	Kebab
PICKLES:	Mango (Extra scharf)	Limone (Extra scharf)	Chilli
	Mango (Mild)	Limone (Mild)	Gemischt
CHUTNEY:	Süßer Mango-Chutney		

La gamme Patak de produits de restauration vous fournit la possibilité de reproduire à chaque fois et avec constance la "Saveur Véritable de l'Inde". Les produits ont été spécialement mis au point pour le restaurateur, en se basant sur des recettes authentiques de l'Inde, transmises d'une génération à l'autre dans la famille Patak. Pour des raisons pratiques et de sécurité, la gamme est conditionnée en récipients anti-adultération en plastique P.E.T. de 2,5 kg.

PATAK - Le premier fournisseur de sauces concentrées, pickles et chutney indiens dans le domaine de la restauration au Royaume Uni.

### LA GAMME

CONCENTRES:	Curry rapide (Très fort)	Tikka	Madras
	Curry rapide (Moyen)	Tandoori	Kashmiri Masala
	Vindaloo	Biryani	Kebab
PICKLES:	Mangue (Très fort)	Lime (Très fort)	Chili
	Mangue (Moyen)	Lime (Moyen)	Mixte
CHUTNEY:	Chutney de mangue douce		

La serie de productos PATAK para la hostelería y servicio de comidas le brinda la oportunidad de reproducir de forma permanente "El Sabor de la India". Estos productos se han creado para el servicio de comidas, basándose en genuinas recetas hindúes, que se han transmitido en la familia Patak de generación en generación. Para mayor seguridad y comodidad, toda la serie de productos está envasada en frascos de plástico P.E.T. de 2,5 kg. que evidencian si han sido abiertos.

PATAK - El primer proveedor de productos hindúes en pasta, conserva y chutney para el comercio británico.

### LA SERIE

EN PASTA:	Curry rápido (extrapicante)	Tikka	Madras
	Curry rápido (suave)	Tandoori	Masala de Cachemira
	Vindaloo	Biryani	Kebab
CONSERVAS:	Mango (extrapicante)	Lima(extrapicante)	Chile
	Mango (suave)	Lima(suave)	Combinado
CHUTNEY:	Mango chutney dulce		

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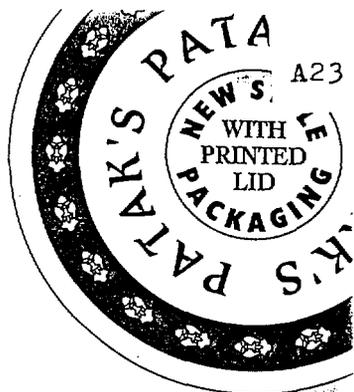


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# Dhals & Vegetable Curries



THE TRUE TASTE OF INDIA



Internationally acclaimed as manufacturers of the world's finest quality Indian foods.

# Dhals & Vegetable Curries

PATAK'S DHALS AND VEGETABLE CURRIES are canned ready meals and meal accompaniments which combine authenticity with convenience. Each is made from a traditional Indian recipe and contains only the finest ingredients. Patak's Dhals contain a delicious assortment of pulses and aromatic herbs and spices. Patak's Vegetable Curries combine the finest fresh vegetables with exotic herbs and spices. All the products are suitable for vegetarians and are ideal as a main meal or meal accompaniment. Serve with Patak's Pilau and Biryani Rice, Naan Bread, Pickles and Chutneys.

## Patak's Dhals

- Lobhia : A spicy blackeyed bean recipe originating from Northern India  
Kabli Chana : A tangy dhal from South East India containing chick peas, herbs and spices  
Moong : A unique blend of mung beans and aromatic spices from Central India

## Patak's Vegetable Curries

- Aloo Mattar Sabzi : A mildly spiced potato and pea curry from Eastern India  
Sabzi Tarkari : An aromatic, medium spiced vegetable curry originating from Central India  
Tikka Masala : A unique vegetable curry from Northern India with a mild flavour

DIE DAHLS VON PATAK UND DIE GEMÜSECURRY GERICHTE sind Büchsenfertiggerichte und Beigerichte die Echtheit und Bequemlichkeit verbinden. Jedes Gericht ist gemaess einem traditionellen Indischen Rezept vorbereitet und enthält nur die feinsten Zutaten. Die Dahls von Patak enthalten eine leckere Auswahl von Hülsenfrüchten und aromatischen Kräutern und Gewürzen. Die Gemüsecurrygerichte von Patak vereinigen die feinsten Frischgemüsen mit exotischen Kraetern und Gewürzen. Sämtliche Produkte sind für Vegetariern geeignet und sind ideal als Haupt-oder Beigericht. Mit Pilau und Biryani Reis von Patak, Naanbrot, Eingepökelttes und Chutney servieren.

## Die Dahls von Patak

- Lobbia : Ein würziges Rezept aus Adjukübohnen mit Herkunft im Norden Indiens  
Kabli Chana : Ein scharfer Dhal aus dem Suedosten Indiens zusammengesetzt aus Kichererbse, Kraeutern und Gewuerzen  
Moong : Eine einzigartige Mischung aus Mungbohnen und aromatischen Gewürzen aus Zentralindien

## Gemüsecurrygerichte von Patak

- Aloo Mattar Sabzi : Ein mild gewuerztes Kartoffel-und Erbsencurrygericht aus dem Osten Indiens  
Sabzi Tarkari : Ein aromatisches, mittel gewürztes Currygericht mit Herkunft aus Zentralindien  
Tikka Masala : Ein einzigartiges Gemuesecurrygericht aus dem Norden Indiens mit mildem Geschmack

LES DHALS DE PATAK ET LES CARIS AUX LÉGUMES sont des repas préparés d'avance et mis en conserves ainsi que des garnitures qui sont à la fois authentique et commode. Chacun est préparé selon une recette indienne traditionnelle et avec des ingrédients de première qualité uniquement. Les Dhals de Patak contiennent un assortiment délicieux de légumes à gousse, des herbes et des épices aromatiques. Les Caris aux Légumes de Patak unissent des légumes fraîches de première qualité avec des herbes et des épices exotiques. Tous les produits sont convenables aux végétariens et sont l'idéal comme repas principal ou comme garniture. Servir avec les Riz Pilaf et Biryani de Patak, le Pain Naan, des Pickles et des Condiments à base de fruits.

## Les Dhals de Patak

- Lobbia : Une recette épicée d'haricots adjukii en provenance de Nord des Indes  
Kabli Chana : Un Dhal piquant provenant du Sud Est des Indes contenant des pois chiche, des herbes et des épices  
Moong : Une mélange unique d'haricots mung et épices aromatiques provenant des Indes centrales

## Les Caris aux Légumes de Patak

- Aloo Mattar Sabzi : Un cari de pommes de terre et de petits pois légèrement épicé en provenance des Indes de l'Est  
Sabzi Tarkari : Un cari aromatique, épicé moyennement en provenance des Indes centrales  
Tikka Masala : Un cari aux légumes unique avec une saveur pas trop pimenté en provenance des Indes du Nord

LOS DHALES Y CURRIES VEGETALES DE PATAK son comidas enlatadas ya preparadas y acompañamientos de platos principales que combinan autenticidad con la conveniencia. Cada una está hecha según una receta tradicional de la India y solo contiene los mejores ingredientes. Los Dhales de Patak contienen un delicioso surtido de legumbres, hierbas aromáticas y especias. Los Curries Vegetales de Patak combinan las mejores legumbres frescas con hierbas y especias exóticas. Todos los productos son aptos para vegetarianos y son ideales como plato principal o para acompañar a otro plato. Se sirven con el Arroz Pilau o Biryani de Patak, Pan de Naan, Encurtidos y Chutneys.

## Los Dhales de Patak

- Lobhia : Una receta picante con habichuelas "blackeye", original del Norte de la India.  
Kabli Chana : Un dhal aromático del Sureste de la India que contiene garbanzos, hierbas y especias.  
Moong : Una combinación única de habichuelas "mung" y especias aromáticas de la India Central.

## Los Curries Vegetales de Patak

- Aloo Mattar Sabzi : Un curry de especias suaves con patatas y guisantes, procedente del Este de la India.  
Sabzi Tarkari : Un curry vegetal aromático, medio picante, original de la India Central.  
Tikka Masala : Un extraordinario curry vegetal del Norte de la India con sabor suave.

For further information contact:

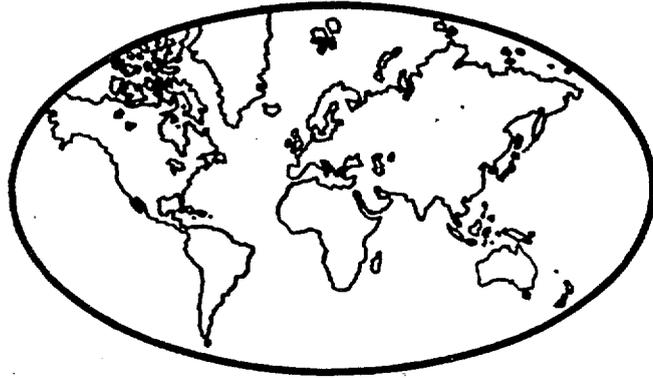
Patak (Spices) Ltd, Kiriana House, Haydock Lane, Haydock, Lancashire, WA11 9UZ, UK.

UK - Tel: 0942 272 300 Fax: 0942 272 500 Telex: 67368

International - Tel: 44 942 272 300 Fax 44 942 272 500 Telex: 51 67368

THE TRUE TASTE  
OF INDIA





Internationally acclaimed as manufacturers of the world's  
finest quality Indian Pickles, Pastes and Chutneys.

The Sign of Quality  
and the true taste of  
Ethnic Foods.



Patak (Spices) Limited, Park Lane, Abram, Wigan, Lancs. UK. WN2 5XJ. Tel: Wigan (0942) 861316 Telex: 67368 KIRCOM G.

**PATAK'S**<sup>®</sup>

2012412  
 FAX NO. : 91-22-2082774  
 TELEGRAM : "PRESERVE"  
 BANKERS : INDIAN BANK  
 MARIMAN POINT BRANCH  
 BOMBAY 400 021, INDIA.

BY APPOINTMENT TO  
 H. H. THE GOVERNOR GENERAL OF BOMBAY  
  
**M. M. POONJIAJI & CO.**  
 MANUFACTURERS & EXPORTERS  
 "SHIP BRAND" GREEN LABEL" INDIAN CONDIMENTS  
 MANGO CHUTNEY-CURRY POWDER-PICKLES, ETC., ETC.

ESTABLISHED : 1883

42, ANNADAL PODAR MARG.,  
 BOMBAY 400 002, INDIA.

### PRICE LIST

EFFECTIVE:1/10/1993

S.NO	PRODUCT	PACKING	PRICE PER DOZEN	PRICE PER CARTON
			US \$	US \$
<b>A) CHUTNEYS :</b>				
1.	MAJOR GREY'S MANGO CHUTNEY	24 X 250 GMS., BOTTLES	5.00	10.00
2.	SWEET SLICED MANGO CHUTNEY	24 X 500 GMS., BOTTLES	8.00	16.00
3.	HOT MANGO CHUTNEY	12 X 1000 GMS., BOTTLES	14.00	14.00
4.	COL. SKINNER'S MANGO CHUTNEY			
5.	CASHMERE CHUTNEY	24 X 250 GMS., BOTTLES	7.00	14.00
6.	MIX FRUIT CHUTNEY	24 X 500 GMS., BOTTLES	10.00	20.00
		12 X 1000 GMS., BOTTLES	18.00	18.00
<b>B) PICKLES :</b>				
7.	SLICED MANGO PICKLE IN VINEGAR	24 X 250 GMS., BOTTLES	4.80	9.60
		24 X 500 GMS., BOTTLES	7.50	15.00
		12 X 1000 GMS., BOTTLES	12.00	12.00
8.	MANGO PICKLE IN OIL	24 X 250 GMS., BOTTLES	5.00	10.00
9.	LIME PICKLE IN OIL	24 X 500 GMS., BOTTLES	7.75	15.50
10.	CHILLI PICKLE IN OIL	12 X 1000 GMS., BOTTLES	13.00	13.00
11.	MIX PICKLE IN OIL			
<b>C) VINEGAR :</b>				
12.	SUGAR CANE VINEGAR	12 X 680 ML., BOTTLES	6.50	6.50

### TERMS & CONDITIONS

- PRICES : A) ARE QUOTED IN US \$. THESE CAN BE CONVERTED TO ANY CURRENCY AS PER YOUR REQUIREMENTS. HOWEVER, INCREASE, DECREASE IN \$. VIS-A-VIS THE CURRENCY OF YOUR CHOICE SHALL BE TO YOUR ACCOUNT. THE ABOVE QUOTED PRICES ARE VALID FOR 30 DAYS ONLY.
- B) THE PRICES QUOTED ABOVE ARE FREE ALONGSIDE SHIP (F.A.S) BOMBAY. TERMINAL HANDLING CHARGES, APPX. \$.200 PER 20' CONTAINER (FCL), SHALL BE TO YOUR ACCOUNT.
- PAYMENT : SHIPMENT AGAINST IRREVOCABLE L/C FROM WELL KNOWN BANKS OR 25 % ADVANCE WITH ORDER AND BALANCE 75 % CASH ON DELIVERY. L/C MAY BE OPENED WITH INDIAN BANK, MARIMAN POINT BRANCH, BOMBAY 400 021, INDIA.
- DELIVERY : DELIVERY WITHIN 8 WEEKS AFTER RECEIPT OF COMMERCIAL CLEAR ORDER.
- NUMBER OF : ABOUT 1500 CARTONS OF 24 X 250 GMS. BOTTLES OR  
 CARTONS : ABOUT 850 CARTONS OF 24 X 500 GMS. BOTTLES OR  
 PER : ABOUT 950 CARTONS OF 12 X 1000 GMS. BOTTLES OF  
 CONTAINER : PICKLES/CHUTNEYS CAN BE STUFFED IN A 20' CONTAINER.
- PACKING : THE SIZE OF THE CARTON CAN BE CHANGED TO SUIT YOUR REQUIREMENT i.e 12/36 BOTTLES OF 250/500 GMS PICKLES/CHUTNEYS PER CARTON.

TELEPHONE : 2082774/2012412  
 FAX NO. : 91-22-2082774  
 TELEGRAM : " PRESERVE "  
 BANKERS : INDIAN BANK  
 NARIMAN POINT BRANCH  
 BOMBAY 400 021, INDIA

BY APPOINTMENT TO  
 H. E. THE GOVERNOR OF BOMBAY  
  
**M. M. POONJIAJI & CO.**  
 MANUFACTURERS & EXPORTERS  
 "SHIP BRAND" GREEN LABEL" INDIAN CONDIMENTS  
 MANGO CHUTNEY-CURRY POWDER-PICKLES, ETC., ETC.

SUBJECT TO BOMBAY JURISDICTION  
 ESTABLISHED : 1883

42, ANANDILAL PODAR MARG,  
 BOMBAY 400 002, INDIA

**SHIP BRAND  
 GREEN LABEL**

**P R O D U C T R A N G E**

**A) C H U T N E Y S :**

1. MAJOR GREY'S MANGO CHUTNEY
2. SWEET SLICED MANGO CHUTNEY
3. H O T MANGO CHUTNEY
4. BENGAL CLUB CHUTNEY
5. H O T BENGAL CHUTNEY
6. CASHMERE CHUTNEY
7. MIX FRUIT CHUTNEY
8. COL. SKINNER'S CHUTNEY
9. MANGO JEERA CHUTNEY

**C) P A S T E S :**

1. TANDOORI PASTE
2. BIRYANI PASTE
3. MADRAS CURRY PASTE
4. TIKKA PASTE
5. GARLIC PASTE
6. GINGER GARLIC PASTE
7. GINGER GARLIC CHILLI PASTE

**E) READY TO USE**

**SPICE MIXES (MASALAS)**

1. TANDOORI MASALA
2. KASHMIRI MASALA
3. BIRYANI MASALA
4. KADHAI MASALA
5. CHAAT MASALA
6. GARAM MASALA
7. MADRAS CURRY POWDER

**B) P I C K L E S :**

1. SLICED MANGO PICKLE IN VINEGAR
2. MANGO PICKLE IN OIL
3. LIME PICKLE IN OIL
4. CHILLI PICKLE IN OIL
5. MIXED PICKLE IN OIL

**D) P O W D E R E D**

**S P I C E S**

1. WHITE PEPPER POWDER
2. BLACK PEPPER POWDER
3. CORIANDER POWDER
4. CHILLY POWDER
5. CUMIN POWDER
6. TURMERIC POWDER
7. MUSTARD POWDER

**F) V I N E G A R :**

1. SUGAR CANE VINEGAR

2012412  
 FAX NO. : 91-22-2082774  
 TELEGRAM : "PRESERVE"  
 BANKERS : INDIAN BANK  
 MARINAH POINT BRANCH  
 BOMBAY 400 021, INDIA.

BY APPOINTMENT TO  
 H. H. THE GOVERNOR OF BOMBAY  
  
**M. M. POONJIAJI & CO.**  
 MANUFACTURERS & EXPORTERS  
 "SHIP BRAND" GREEN LABEL INDIAN CONDIMENTS  
 MANGO CHUTNEY-CURRY POWDER-PICKLES, ETC., ETC.

SUBJECT TO BOMBAY JURISDICTION  
 ESTABLISHED : 1883  
 42, ANANDILAL PODAR MARG.,  
 BOMBAY 400 002, INDIA.

### PRICE LIST

EFFECTIVE:1/10/1993

S.NO	PRODUCT	PACKING	PRICE PER DOZEN US \$	PRICE PER CARTON US \$
<b>A) POWDERS :</b>				
1.	MADRAS CURRY POWDER	72 X 125 GMS., T I N S	5.50	33.00
		72 X 250 GMS., T I N S	8.50	51.00
		36 X 500 GMS., T I N S	14.50	43.50
		72 X 100 GMS., PACKETS	3.50	21.00
		36 X 250 GMS., PACKETS	6.25	18.75
2.	BLACK PEPPER POWDER	24 X 100 GMS., BOTTLES	5.75	11.50
3.	MUSTARD POWDER	24 X 100 GMS., BOTTLES	4.50	9.00
<b>B) READY TO USE MASALA'S :</b>				
4.	CHAAT MASALA	72 X 100 GMS., PACKETS	5.50	33.00
		36 X 250 GMS., PACKETS	10.50	31.50
5.	GARAM MASALA	72 X 100 GMS., PACKETS	8.50	51.00
6.	BIRYANI MASALA	72 X 100 GMS., PACKETS	4.25	25.50
		36 X 250 GMS., PACKETS	8.00	24.00
7.	KADHAI MASALA	72 X 100 GMS., PACKETS	3.75	22.50
8.	TANDOORI MASALA	36 X 250 GMS., PACKETS	7.50	22.50
9.	KASHMIRI MASALA			

#### TERMS & CONDITIONS

- PRICES : A) ARE QUOTED IN US \$. THESE CAN BE CONVERTED TO ANY CURRENCY AS PER YOUR REQUIREMENTS. HOWEVER, INCREASE, DECREASE IN \$. VIS-A-VIS THE CURRENCY OF YOUR CHOICE SHALL BE TO YOUR ACCOUNT. THE ABOVE QUOTED PRICES ARE VALID FOR 30 DAYS.
- B) THE PRICES QUOTED ABOVE ARE FREE ALONGSIDE SHIP (F.A.S) BOMBAY. TERMINAL HANDLING CHARGES, APPX. \$ .200 PER 20' CONTAINER (FCL), SHALL BE TO YOUR ACCOUNT.
- PAYMENT : SHIPMENT AGAINST IRREVOCABLE L/C FROM WELL KNOWN BANKS OR 25 % ADVANCE WITH ORDER AND BALANCE 75 % CASH ON DELIVERY. L/C MAY BE OPENED WITH INDIAN BANK, MARINAH POINT BRANCH, BOMBAY 400 021, INDIA.
- DELIVERY : DELIVERY WITHIN 8 WEEKS AFTER COMMERCIAL CLEAR ORDER.
- NUMBER OF : ABOUT 1100 CARTONS 72 X 125 GMS., T I N S OR 650 CARTONS 72 X 250 GMS./36 X 500 GMS. T I N S OF  
 PACKAGES : MADRAS CURRY POWDER OR ABOUT 2100 CARTONS 24 X 100 GMS., BOTTLES OF BLACK PEPPER/MUSTARD POWDER  
 PER : OR ABOUT 1100 CARTONS 72 X 100 GMS., PACKETS OR ABOUT 650 CARTONS 36 X 250 GMS., PACKETS OF MASALA  
 CONTAINER : CAN BE STUFFED IN A 20' CONTAINER

2012412  
 FAX NO. : 91-22-2082774  
 TELEGRAM : " PRESERVE "  
 BANKER'S : INDIAN BANK  
 HARIHAR POINT BRANCH,  
 BOMBAY 400 021, INDIA

THE GOVERNOR OF BOMBAY  
  
**M. M. POONJIAJI & CO.**  
 MANUFACTURERS & EXPORTERS  
 "SHIP BRAND" GREEN LABEL" INDIAN CONDIMENTS  
 MANGO CHUTNEY-CURRY POWDER-PICKLES, ETC., ETC.

ESTABLISHED : 1883

42, ANANDILAL PODAR MARG.,  
 BOMBAY 400 002, I N D I A

**PRICE LIST**

NEW LUG CAP BOTTLES

EFFECTIVE : 1-10-1993

S.NO	PRODUCT	PACKING	PRICE PER DOZEN US \$
<b>A) CHUTNEYS :</b>			
1.	MAJOR GREY'S MANGO CHUTNEY		
2.	SWEET SLICED MANGO CHUTNEY	12 X 360 GMS., BOTTLES	7.25
3.	HOT MANGO CHUTNEY		
4.	CASHMERE CHUTNEY		
5.	MIX FRUIT CHUTNEY	12 X 360 GMS., BOTTLES	9.50
6.	MANGO JEERA CHUTNEY	12 X 360 GMS., BOTTLES	9.00
7.	BENGAL CLUB CHUTNEY	12 X 360 GMS., BOTTLES	7.50
8.	HOT BENGAL CHUTNEY		
<b>B) PICKLES :</b>			
9.	SLICED MANGO PICKLE IN VINEGAR	12 X 325 GMS., BOTTLES	6.25
10.	MANGO PICKLE IN OIL		
11.	LIME PICKLE IN OIL	12 X 325 GMS., BOTTLES	6.75
12.	CHILLI PICKLE IN OIL		
13.	MIX PICKLE IN OIL		
<b>C) PASTES :</b>			
14.	MADRAS CURRY PASTE		
15.	TANDOORI PASTE	12 X 312 GMS., BOTTLES	8.25
16.	BIRYANI PASTE		
17.	TIKKA PASTE	12 X 312 GMS., BOTTLES	9.75
18.	GARLIC PASTE		
19.	GINGER GARLIC PASTE	12 X 283 GMS., BOTTLES	10.00
20.	GINGER GARLIC CHILLI PASTE		

**TERMS & CONDITIONS**

PRICES : A) ARE QUOTED IN US \$. THESE CAN BE CONVERTED TO ANY CURRENCY AS PER YOUR REQUIREMENTS. HOWEVER, INCREASE, DECREASE IN \$. VIS-A-VIS THE CURRENCY OF YOUR CHOICE SHALL BE TO YOUR ACCOUNT. THE PRICES QUOTED ABOVE ARE VALID FOR 30 DAYS ONLY.

B) THE PRICES QUOTED ABOVE ARE FREE ALONGSIDE SHIP (F.A.S) BOMBAY. TERMINAL HANDLING CHARGES, APPX. \$.200 PER 20' CONTAINER (FCL), SHALL BE TO YOUR ACCOUNT.

PAYMENT : SHIPMENT AGAINST IRREVOCABLE L/C FROM WELL KNOWN BANKS OR 25 % ADVANCE WITH ORDER AND BALANCE 75 % CASH ON DELIVERY. L/C MAY BE OPENED WITH INDIAN BANK, HARIHAR POINT BRANCH, BOMBAY 400 021, INDIA.

DELIVERY : DELIVERY WITHIN 8 WEEKS AFTER RECEIPT OF COMMERCIAL CLEAR ORDER.

NUMBER OF : ABOUT 3000 CARTONS / SHRINK WRAP  
 PACKAGES : OF PICKLES / CHUTNEYS / PASTES  
 PER : CAN BE STUFFED IN A 20' CONTAINER.

Some experience cannot  
be described....

It can only be relished.

170 YEARS OLD RECIPE OF SUCCESS

ESTD-1883



PICKLES • CHUTNEY • CURRY POWDER • CURRY PASTE

M.M. POONJIA & CO.

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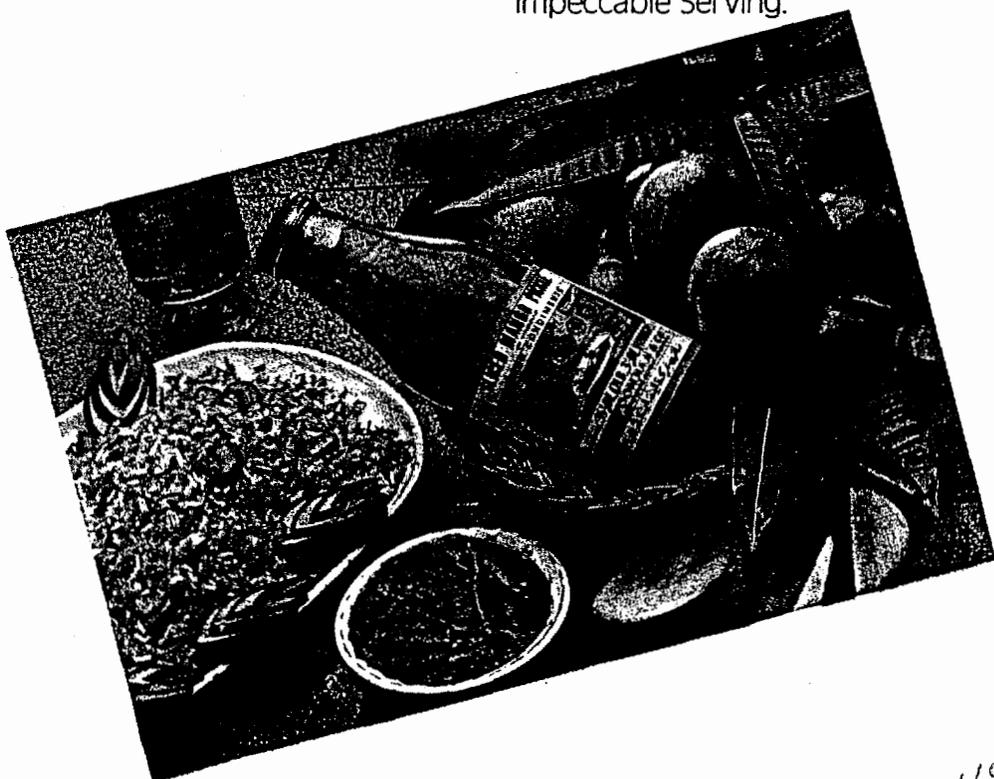
**M.M. POONJIAJI**  
**The man who cultivated**  
**the culinary tastes**  
**of three generations**  
**all over the world.**

As the fresh breeze blows in from across the seven seas, take a sniff. And there within its gentle whiff you'll discover the presence of a spicy aroma. And no wonder. Down the centuries and across the continents, riding on the trade winds, flowed the spices and the culture of the great orient.

India. The place where a feast was not just delicious food but an exotic indulgence. Realising this, a brilliant mind and a connoisseur to the core, set out to revive the splendour of the Indian cuisine in recent times. Appropriately what could be termed as the very spice of life.

The man and mind behind the dream was M.M. Poonjiaji. His vision took shape of the enterprise whose internationally acclaimed range of delectable spices and pickles have captured the hearts and homes the world over. With a reputation of good taste. For more than 109 fabulous years now.

Luxuriating Life and Pampering the  
Palate with Reliability and  
Impeccable Serving.



**M.M. POONJIAJI**  
**Found in some of the**  
**best shelves**  
**in the world.**

In a world that understands the joys of great cuisines and feasting, Poonjiaji created a whole range of delicious delights. Like Pickle to tickle the most cultivated tongues. Or Chutney, Curry powder, Curry paste & Powders. In fact a whole magnificent array of fantasy tangy concoctions from the mysterious Orient. So exclusive, so gracious, so luxurious... so perfect in the art and the science of a great cuisine that millions of homes and hearts savour their flavour. Across continents, cultures, preferences... and a whole century of celebration.

Endorsed for their wholesome and hygiene standards by FPO. Acclaimed and honoured with international awards from reputed organisations and authority.

A Tradition of Good Taste  
 symbolizing Deep Commitment to  
 Quality and Timely Delivery for over  
 109 years.



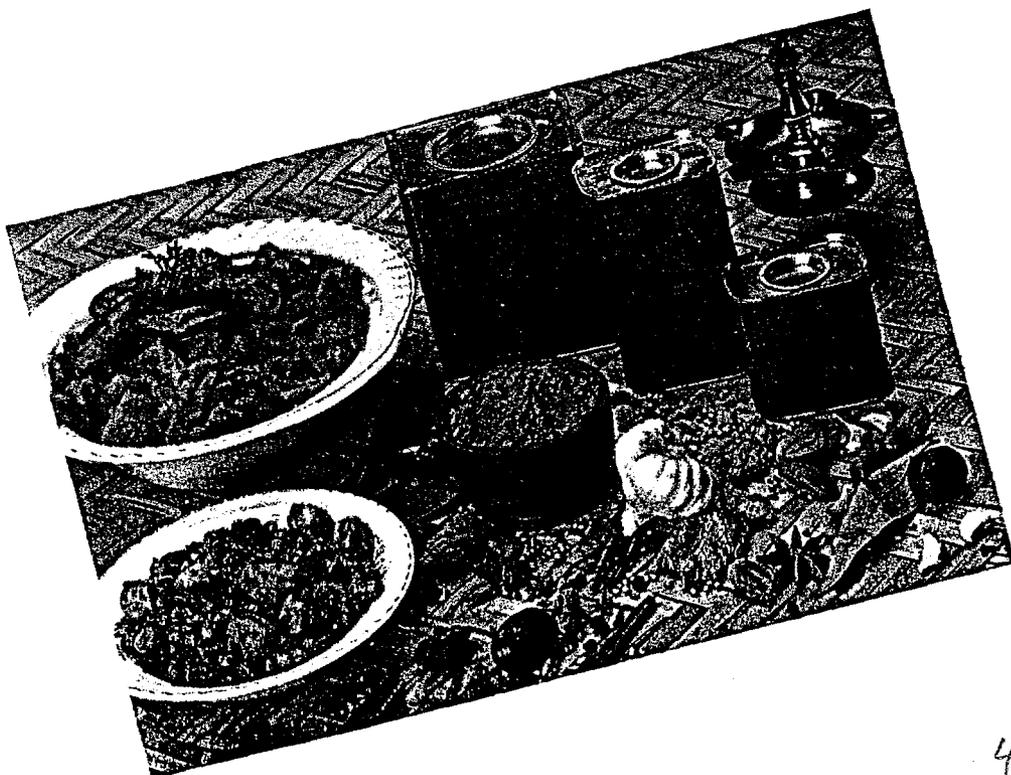
**M.M. POONJIAJI.**  
**The taste of**  
**spicy success.**

Because quality is not an accident. Only the hand picked lemons and mangoes and fresh fruits that have ripened gently in the tropical sunshine are chosen.

Blending of the right ingredients in the right proportions for right time span is sheer skill and expertise at Poonjiaji. Under the guidance of the seasoned experts, ingredients are sliced, soaked, cured, simmered, blended, matured and aged. Blending modern wholesome techniques with the skills of antiquity. Like wooden caskets left for ageing for a specific period of simmering followed up by 5 days to cool down.

With a lot of care to guard all its purity, to preserve its nutritive value. Stringent specifications followed to conform to rigid packing that ensures long shelf appeal and life.

Because man cannot live on Bread alone. A Legacy of good taste for more than 109 years.



**M.M. POONJIAJI**  
**Our strength**  
**is in details**

From raw materials, processing, blending, to packing in glass & tins, every product bearing our mark conjures up ancient culture and tradition, yet streamlines entire operations with modern management techniques. All along high peak standards are maintained. In hygiene. In long shelf life. In preserving delicious goodness. Besides being environmental-friendly.

Strategically located warehouses make sure that storage and preservation of the raw materials flow and routing of these to the plant satisfactorily meets shipping requirements.

At M.M. Poonjiagi the small things count. Like the size of the mango, the pungency of the chilly, the freshness of the lime. Even the quality of the oil, the quantum of maturing and the degree of temperature, all have a big role to play.

For goodness sake everything matters.



### M.M. POONJIAJI "SHIP BRAND" GREEN LABEL PRODUCT RANGE

#### CHUTNIES

MADRAS CHUTNEY  
MADRAS CHUTNEY

#### PICKLES

MADRAS PICKLE  
MADRAS PICKLE

#### PASTES

MADRAS PASTE  
MADRAS PASTE

#### POWDERED SPICES

MADRAS POWDER  
MADRAS POWDER

#### TEA

MADRAS TEA  
MADRAS TEA  
MADRAS TEA  
MADRAS TEA  
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MADRAS TEA  
MADRAS TEA  
MADRAS TEA  
MADRAS TEA

#### SUGAR AND VINEGAR

MADRAS SUGAR  
MADRAS SUGAR



M.M. POONJIAJI & CO.

42, Anandilal Podar Marg,  
Bombay-400 002; India, Tel.: 2012412, 2082774.  
Fax: 91-22-2082774; 91-22-2083184; 91-22-2062847.

# Mildan

**S. COMPANY PRIVATE LTD.**

MANUFACTURERS OF SPICES AND PICKLES

33, BIPLABI HASTIBEHARI HASU ROAD  
CALCUTTA - 700 001, INDIA  
POST BOX NO. 498, TELE. ADDRESS "SAISAKHIR" CALCUTTA  
PHONE : 26-6072, 25-3864, 25-7798 • Telex No., 21 4 33 M MLDIN  
FAX : ~~XXXXXXXX~~ 91 33 242 6092  
FACTORY :

MAHARAJA CHANDRA BANERJEE LANE, SONAGAR, HOORHAT  
PHONE : 44 1255

PRICE LIST IN U.S. DOLLAR

STANDARD PACKING  
PER CARTON

SWEET SLICED MANGO CHUTNEY	)	684g bot @ \$ 16.50 per dozen.	1 dozen.
HOT SLICED MANGO CHUTNEY	)	342g bot @ \$ 10.50 per dozen.	2 dozen.
MAJOR GREY'S MANGO CHUTNEY	)	200g bot @ \$ 7.40 per dozen.	2 dozen.
COLSKINNER'S MANGO CHUTNEY	)	100g bot @ \$ 5.50 per dozen.	4 dozen.
BENGAL CLUB MANGO CHUTNEY	)	*350g bot @ \$ 12.50 per dozen.	2 dozen.
CASHMERE MANGO CHUTNEY	)		
MIXED FRUIT CHUTNEY	)	342g bot @ \$ 11.00 per dozen.	2 dozen.
MANGO LIME CHUTNEY	)	*350g bot @ \$ 13.00 per dozen.	2 dozen.
BENGAL CHUTNEY SAUCE	-	255g bot @ \$ 6.45 per dozen.	2 dozen.
LA-ORIENT SAUCE	-	255g bot @ \$ 6.50 per dozen.	2 dozen.
CURRY SAUCE	-	255g bot @ \$ 6.70 per dozen.	2 dozen.
CHILLI SAUCE	)	200g bot @ \$ 8.80 per dozen.	2 dozen.
	)	100g bot @ \$ 6.00 per dozen.	4 dozen.
SOYA SAUCE	-	170g bot @ \$ 8.60 per dozen.	2 dozen.
WORCESTERSHIRE SAUCE	-	170g bot @ \$ 4.65 per dozen.	2 dozen.
HOT MANGO PICKLE IN OIL	)		
HOT LIME PICKLE IN OIL	)		
HOT CHILLI PICKLE IN OIL	)		
HOT LIME & CHILLI PICKLE	)	*300g bot @ \$ 12.70 per dozen.	2 dozen.
HOT MIXED PICKLE IN OIL	)	250g bot @ \$ 10.50 per dozen.	2 dozen.
HOT BRINJAL PICKLE IN OIL	)		
HOT MANGO KASONDIE IN OIL	)		
CURRY POWDER	)	454g tin @ \$ 20.30 per dozen.	2 dozen.
	)	350g bot @ \$ 18.55 per dozen.	1 dozen.
	)	200g bot @ \$ 13.80 per dozen.	2 dozen.
	)	100g bot @ \$ 9.90 per dozen.	2 dozen.
	)	50g bot @ \$ 7.55 per dozen.	4 dozen.
	)	*225g bot @ \$ 14.90 per dozen.	2 dozen.
CURRY PASTE	)		
VINDALOO PASTE	)		
BIRYANI PASTE	)		
TANDOORI PASTE	)	*300g bot @ \$ 16.50 per dozen.	2 dozen.
TIKKA PASTE	)	280g bot @ \$ 13.50 per dozen.	2 dozen.
KEBAB PASTE	)		
KASHMIRI MASALA PASTE	)		
MULIGATAWNY PASTE	)		

C & F. AUSTRALIAN MAIN PORTS.

Terms: LC valid for 3 months through ABN-AMRO Bank N.V., Calcutta.

\*PACKED IN TWIST OFF CAP BOT.

PRICES ARE SUBJECT TO CHANGE.

49

India's Finest  
Delicacies from  
**Mida's**

*Ambassadors of good taste*

The advertisement is enclosed in a decorative border with a repeating floral pattern. At the top center is a circular logo containing a stylized monogram. Below the logo, the text 'India's Finest Delicacies from Mida's' is displayed in a serif font. The central image shows two glass bottles, one taller and one shorter, standing on a dark, textured surface. At the bottom, a white banner with a black border contains the slogan 'Ambassadors of good taste' in an italicized serif font.



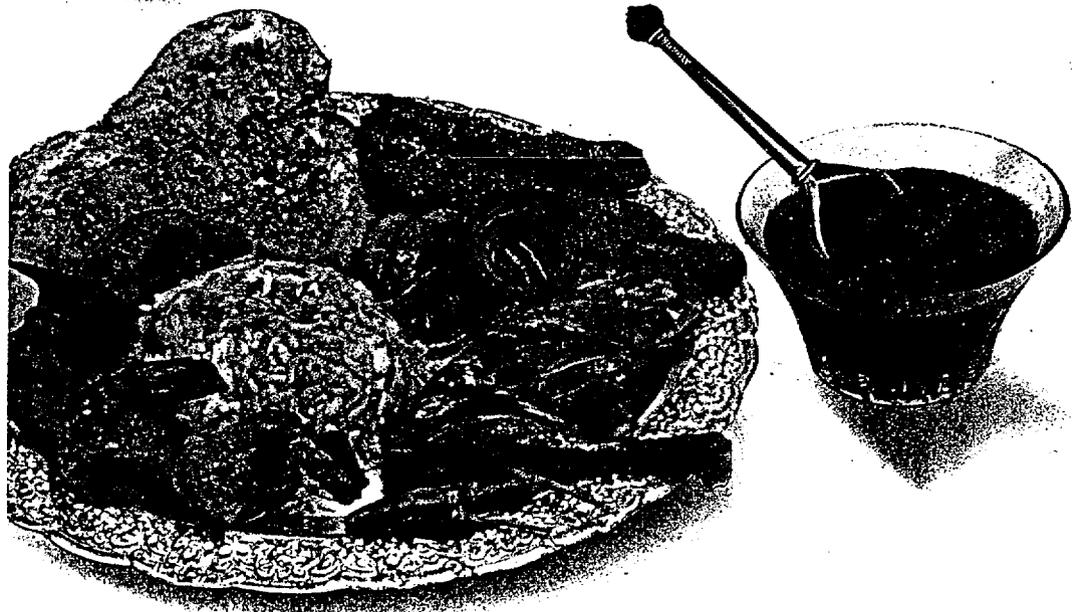
In 1928, the late S K Mitra, a humble Indian entrepreneur, spread a new spice in the life of Westerners. With chutneys, pickles, sauces and other condiments all the way from exotic India, Mida spread its wings far across the seven seas. This was made possible by self determination laying great stress on purity, an uncompromising attitude in maintaining high quality and wide travel all

over the world by this ever enthusiastic person. Today, Mida has expanded its range of enticing blends of mouth-watering fruits and spices, adding more variety and purity. These authentic traditional Indian recipes are bottled with care and hygiene and have the aroma and taste to brighten every meal. No wonder, Mida is an internationally famous name in Indian condiments.

## A Wide Range of Chutneys



*Mangoes—rich in nutrition, delectable in taste, alluring in fragrance—are the magic fruits of India. Mida has stolen the magic and put it in every one of its chutneys. Only the best quality mangoes are blended to perfection with sugar, rare spices and vinegar to ensure the special rich taste and the full-bodied flavour that only Mida's can offer.*



### Sweet Sliced

Finely sliced mangoes blended with exotic spices and sugar make this a sweet, tangy chutney with a delectable flavour. Tastes delicious with curried and cold meat, fish, vegetables; spreads well on crackers as cocktail snacks; a superb spread for sandwiches and salad dressings as well as a filling for omelettes and pancakes. It's a good accompaniment with plain or pilau rice too. It's irresistible.

### Hot Sliced

For those who relish their chutneys sweet yet mildly hot, this is a super hit. Adds on as a lip-smacking accompaniment with plain or pilau rice, curries, cold meat, fish and barbecued dishes.

### Major Grey's

Based on the exclusive recipe of Major Grey, this chutney is made from green mangoes sliced and mixed with crushed mustard seeds, adding zest to meats, lobsters, prawns and plain or pilau rice. It's a m...m...major demand in the U.S.

### Col. Skinners

Col. Skinner reminds you of the colonial days. He liked his chutney with sliced mangoes and tangy, hot red chilly cubes. Ringing success the world over it can turn any ordinary meal into a feast to remember.

### Bengal Club

Made from sweetened cubes of mangoes to tingle your palate, this chutney tastes great with appetisers like soups and exotics like curried chicken, meat, lobsters, prawns, plain or pilau rice.

### Cashmere

This versatile chutney made of mango pulp, goes well as a jam on breakfast tables. Also blends perfectly as an ingredient with oriental recipes, sauces, canned meat or fish.

Chutneys do not end here. There are many more from Mida's to meet your very special tastes.

### Mango-Ginger Chutney

### Mango-Lime Chutney

### Fruit-Nut Chutney

### Mixed-Fruit Chutney

### Tomato Chutney

### Tamarind Chutney

### Tirhoot Mango Chutney

### Mango Pineapple

### Chutney



## Tickle Your Palate With Mida's Pickles

*Mida's now brings you a hamperful of tangy, tasty pickles. Buy a bottle today, pop a spoonful into your mouth and discover a whole new world of delightful taste. Display a wide range of assorted pickles for your guests and help them discover the key to a sumptuous meal.*

### Hot Mango Pickle in Oil

Consisting of mango, oil, vinegar, spices and salt, this pickle can be used as a garnish for curries, roasts, salads, sea foods and in sandwiches. Adds zest to even the simplest meal.

### Hot Lime Pickle in Oil

Made from the best quality lime, it adds a new piquant and aromatic

dimension to any cuisine.

### Hot Lime and Chilli Pickle in Oil

Here, chillies make the difference. A great hit with omelettes and pancakes, it can also be used with burgers, sausages, grilled meats and barbecues.

### Hot Mixed Pickle in Oil

Mixed fruits and vegetables in oil are a delicious addition to any curried or fried dish and even club sandwiches.

### Hot Brinjal Pickle in Oil

For those who love its taste, brinjal pickle is a superb accompaniment to rice, curries and pasta salads.

### Hot Mango Kasondie in Oil

The predominance of mustard mixed with mango and various other spices, is sure to make your palate tingle. Try it with all kinds of food. You'll love it.



## Quality Sauces from Mida's



*Mida's sauces like sauces from different countries, have their own distinguished taste. Sweet or sour, hot or mild only Mida's special touch can achieve its special aromatic dimensions.*

### **Bengal Chutney Sauce**

Made from mangoes, sugar, salt, spices and vinegar, this sauce is excellent. It can turn any meal into an out-of-this-world experience.

### **La Orient Sauce**

The mixture of mangoes and some very special spices, gives it the oriental touch. Try it with any fried dish, fish, poultry, burgers, cheese, salads. Wow!

### **Curry Sauce**

This exciting sauce made from fruit pulp, sugar, spices, ginger, onion, garlic, vinegar, salt is enough to pep up your dish. Add it to any curry while cooking and enjoy the different zesty flavour.

### **Worcestershire Sauce**

It's a favourite in the East and the West. It can work wonders with roasts, steaks, chops, soups and curries.

### **Chilli Sauce**

The aroma of red chillies can make any dish taste delicious. And Mida's have bottled it with love and care to give you the best. You cannot resist the temptation of its mouth-watering flavour.

### **Soya Sauce**

Common, yet special for that very special Mida's touch. Adds a distinct taste of its own, when added to any oriental or continental dish. Try it and taste the difference it makes.

## Mida's Spices Life

*The wide variety of Mida's spices is mind-boggling. Available in the form of powder or paste, it is a very convenient medium for cooking great exotics. A little addition to any dish will ensure a whole new experience. But, of course, Mida's alone will know the secret behind this very special taste.*

### Curry Paste

It is made from the same ingredients as curry powder with an addition of onion, oil and vinegar. The difference lies in its paste form. You may add it for the unique touch of the East.

### Biryani Paste

Curry Powder, edible oil, salt, seasoning, acetic acid make this paste an ingredient to prepare rice, pilau or biryani.

### Vindaloo Paste

Edible oil, turmeric, chillies, coriander, cumin seeds, acetic acid, ginger, garlic, curry leaves make this a

delicious paste. Try it with meat, fish fillets, prawns or small whole fish, poultry and other curries. Keep the secret behind the dish to yourself.

### Kashmiri Masala Paste

The aromatic splendour of poppy and mustard seeds mixed with coriander, chillies, mixed spices, vinegar, flavourings is enough to make your palate tingle. Besides curries and other non-vegetarian dishes, try it with different rice preparations. It's a delight.

### Kabab Paste

This delicious paste made from mixed spices, curry powder, edible oil, acetic acid, salt, seasoning is superb for preparing meat or fish grills and barbecues.

To add more flavour to your palate we have:

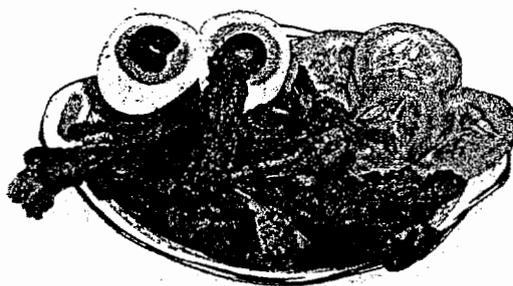
### Mulligatawny Paste

### Green Masala Paste

### Tandoori Paste

### Tikka Paste



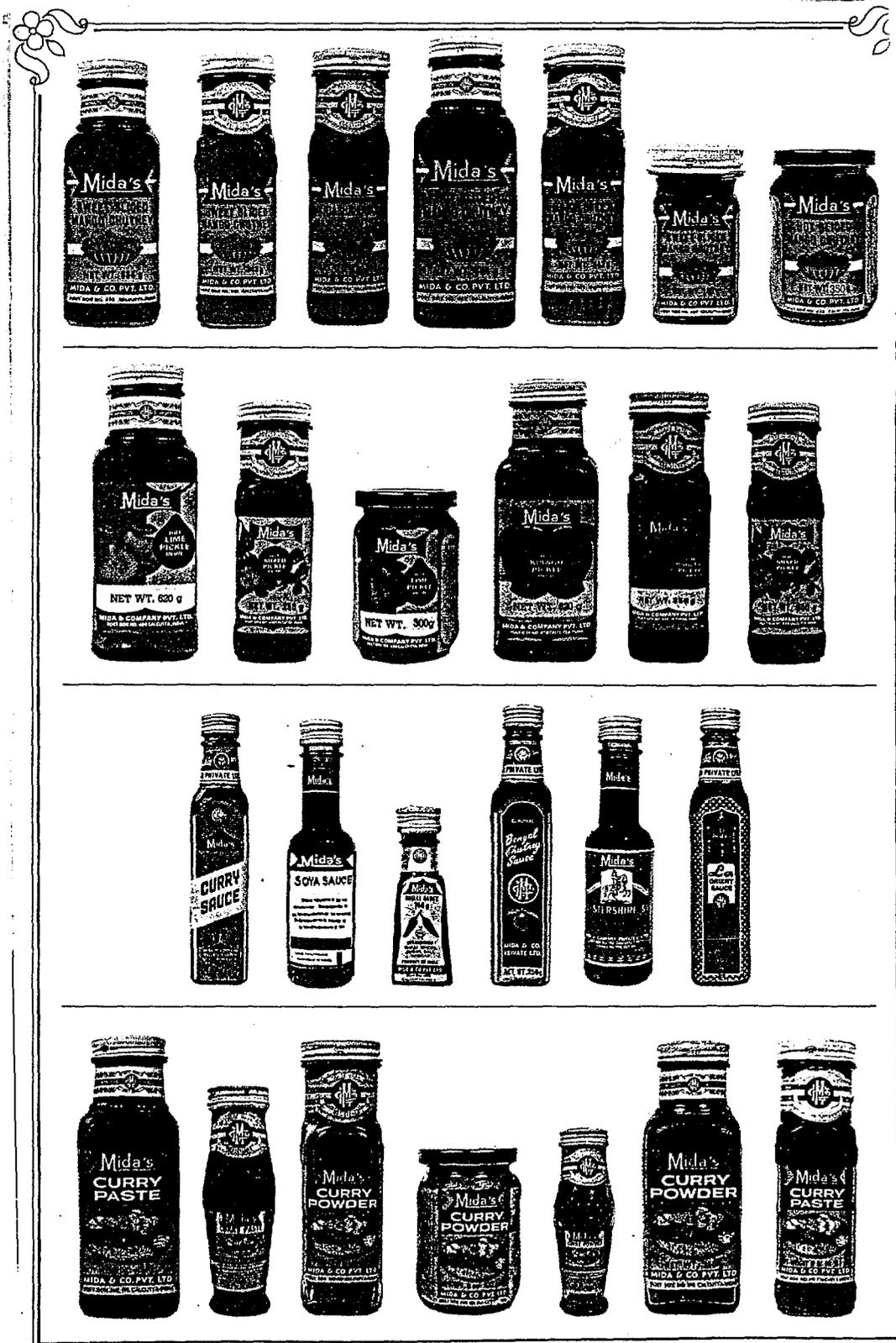


### Curry Powder

Robust and aromatic spices like coriander, turmeric, chillies, fenugreek, fennel seeds, cummin seeds, ginger, garlic, salt, cardamom cinnamon and cloves make this a very special ingredient for any Indian or Western delicacy. This powder is available in two forms—hot curry powder and mild curry powder.

Specialisation is the order of the day. Keeping it in mind, we have continuously endeavoured to improve our products experimenting with new concoctions. Our products are exported to the U.K., U.S.A., Canada, Australia, Fiji, Singapore, Malaysia, Hong Kong, Thailand, Japan, Scandinavia and other countries of Europe. Our mango chutneys and curry powder are used as ingredients for canned meat and fish products. Our products are also marketed in bulk packing to reputed organisations, manufacturers and packers the world over.

*Mida's adds spice to life,  
makes every meal an exotic delight.*





## List of products

**CHUTNEYS**

Sweet Sliced Mango  
Chutney  
Hot Sliced Mango Chutney  
Major Grey's Mango  
Chutney  
Col. Skinners Mango  
Chutney  
Bengal Club Mango  
Chutney  
Cashmere Mango Chutney  
Mango Ginger Chutney  
Mango Lime Chutney  
Fruit Nut Chutney  
Mixed Fruit Chutney  
Tomato Chutney  
Tamarind Chutney  
Tirhoot Mango Chutney  
Mango Pineapple Chutney

*(Available in 684 gm, 342 gm,  
200 gm, 100 gm, 350 gm,  
bottles; 118 kg, 73 kg, 50 kg, 40 kg  
Polylined wooden cask)*

**PICKLES**

Hot Mango Pickle in Oil  
Hot Lime Pickle in Oil  
Hot Lime and Chilli Pickle  
in Oil  
Hot Mixed Pickle in Oil  
Hot Brinjal Pickle in Oil  
Hot Mango Kasondie in Oil  
*(Available in 620 gm, 250 gm,  
300 gm, bottles; 36 kg carboy,  
cask)*

**SAUCES**

Bengal Chutney Sauce

La Orient Sauce  
Curry Sauce  
Worcestershire Sauce  
Chilli Sauce  
Soya Sauce

*(Available in : Bengal Chutney  
Sauce, La Orient Sauce, Curry  
Sauce, 255 gm bottles; Chilli  
Sauce, 200 gm and 100 gm  
bottles, Worcestershire Sauce and  
Soya Sauce, 170 gm bottles)*

**CURRY POWDERS**

Curry Powder  
Curry Powder—Hot  
*(Available in : 454 gm tin; 350  
gm, 200 gm, 100 gm, 50 gm,  
225 gm bottles and 12.5 kg tin)*

**PASTES**

Curry Paste  
Curry Paste—Hot  
Biryani Paste  
Vindaloo Paste  
Kashmiri Masala Paste  
Kabab Paste  
Mulligatawny Paste  
Green Masala Paste  
Tandoori Paste  
Tikka Paste

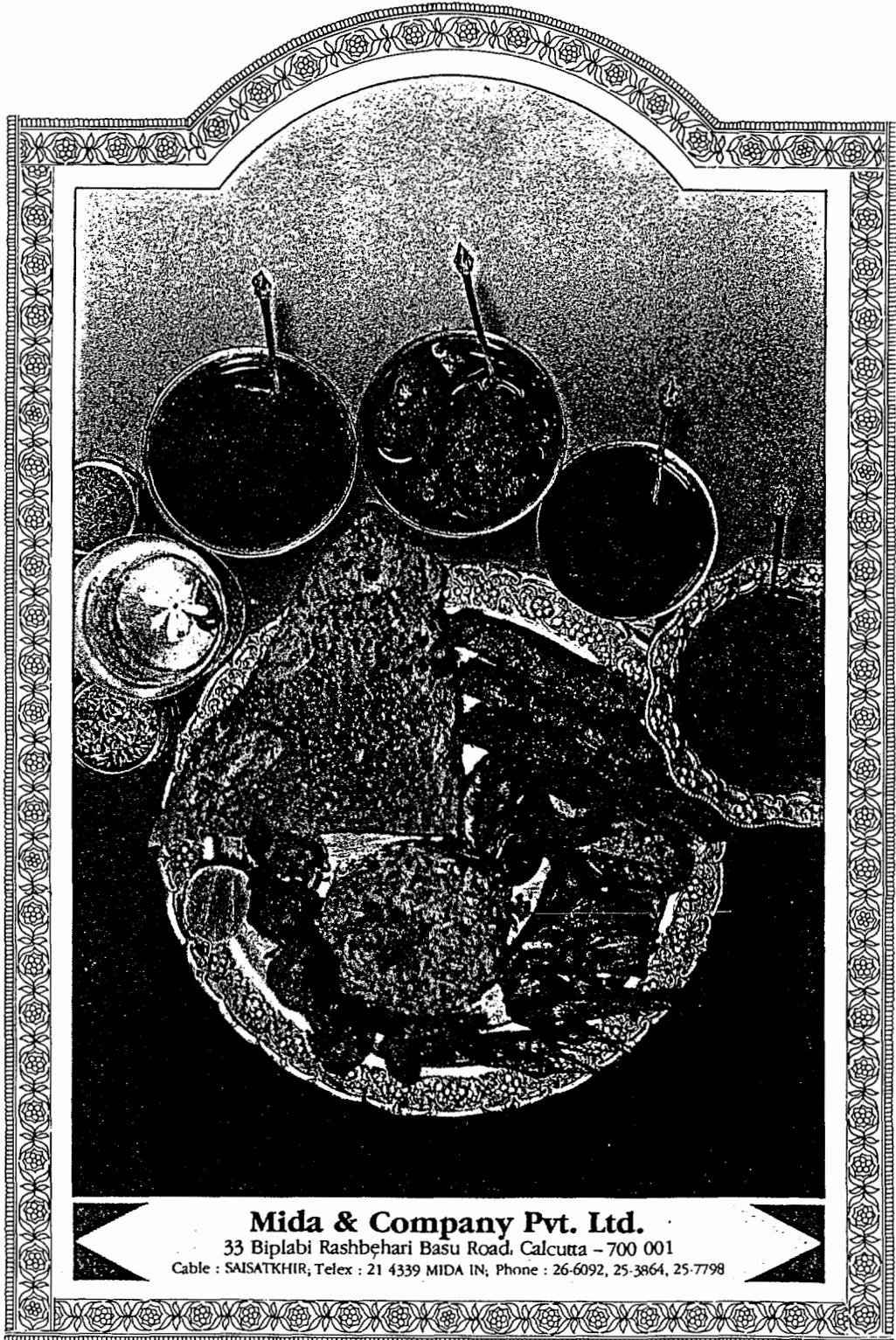
*(Available in 600 gm, 284 gm,  
170 gm, 85 gm, 300  
gm bottles)*

**SPICES**

Whole Ground

**POPPADUMS (PAPAD)**

Plain, Chilli, Black  
Peppercorn etc.



**Mida & Company Pvt. Ltd.**  
33 Biplabi Rashbehari Basu Road, Calcutta - 700 001  
Cable : SAISATKHIR; Telex : 21 4339 MIDA IN; Phone : 26-6092, 25-3864, 25-7798



# PT SARI SEGAR HUSADA

**Head Office :**

Jalan Ir. H. Juanda III/11 A Jakarta - Indonesia  
 Phone : 3452817, 3458570, 3846551, 376402, 376426  
 Fax : 0062-21-3841596  
 Telex : 44376 & 46241 ASTRA IA

**Factory :**

Jl. Raya Bakauheni, Tarahan  
 Lampung Selatan  
 Phone : 0721 - 31218, 31271

PRICE LIST

1. COCONUT WATER,	US\$ 5.80/CARTON	(250 ML - FOB JKT)
2. COCONUT WATER,	US\$ 11.55/CARTON	(500 ML - FOB JKT)
3. COCONUT JUICE,	US\$ 6.05/CARTON	(FOB JKT)
4. COCONUT CREAM,	US\$ 9.20/CARTON	(FOB JKT)
5. COCONUT CREAM,	US\$ 17.35/CARTON	(3 KG - FOB JKT)
6. NATA DE COCO,	US\$ 13.40/CARTON	(FOB JKT)
7. NATA DE COCO,	US\$ 27.30/CARTON	(3 KG - FOB JKT)
8. DESICCATED COCONUT FINE GRADE	US\$ 750/MT	(FOB LPG)
9. DESICCATED COCONUT MEDIUM GRADE	US\$ 800/MT	(FOB LPG)
10. BANANA CHIPS	US\$ 31.50/CARTON	(FOB JKT)
11. JACK FRUIT CHIPS	US\$ 23,65/CARTON	(FOB JKT)

PACKING :

- ITEM NO 1,3,4: IN 250 ML LITHOGRAPHIC CAN, ONE CARTON CONTAINS  
 24 CANS @ 250 ML.  
 1 FCL 20 FT CONTAINER = 2500 CARTONS.
- ITEM NO 2 : IN 500 ML LITHOGRAPHIC CAN, ONE CARTON CONTAINS  
 24 CANS @ 500 ML.  
 1 FCL 20 FT CONTAINER = 1250 CARTONS.
- ITEM NO 6 : IN 330 GM BOTTLES, ONE CARTON CONTAINS 24 BOTTLES  
 1 FCL 20 FT CONTAINER = 1250 CARTONS.
- ITEM NO 5,7 : IN 3 KG LITHOGRAPHIC CAN, ONE CARTON CONTAINS  
 6 CANS @ 3 KG.  
 1 FCL 20 FT CONTAINER = 1000 CARTONS
- ITEM NO 8-9 : IN 100 LBS PLASTIC INTERLINER WITH OUTER  
 MULTILAYER KRAFT PAPER BAG.  
 ONE FCL 20 FT CONTAINS 270 BAGS @ 100 LBS.
- ITEM NO 10 : IN 100 GR COMPOSITE CAN, ONE CARTON CONTAINS  
 24 PCS.
- ITEM NO 11 : IN 50 GR COMPOSITE CAN, ONE CARTON CONTAINS  
 24 PCS.



**PT. SARI SEGAR HUSADA**



# PT SARI SEGAR HUSADA

HEAD OFFICE :

Jl. Ir. H. Juanda III/11A  
 Jakarta - Indonesia  
 Phone : 352817, 358570

BRANCH OFFICE :

Jl. Ir. H. Juanda No. 10  
 Bandar Lampung - Indonesia  
 Phone : 31271, 45352, 61323

## REPORT OF ANALYSIS

Subject : COCONUT CREAM  
 Brand : DELCOCO  
 Packing : CAN 250 gr  
 Principal : PT. SARI SEGAR HUSADA  
 BANDAR LAMPUNG  
 Tested For : Organoleptic and Chemical Analysis  
 Result : Organoleptic

- Appearance : Viscous Liquid  
 - C o l o u r : Milky White  
 - Flavour/odour : Normal  
 - T a s t e : Normal

### Chemical Analysis

- Viscosity cps : 1000  
 - PH : 6,3 - 6,6  
 - Total Solid (%) : 30 - 32  
 - F a t (%) : 23 - 26  
 - Free Fatty Acid (%) : 1  
 - Preservatives : - NONE  
 - Art. Sweeteners : - VE  
 - Art. Colour : - VE

Bandar Lampung, August 01, 1993

MARJA ABRAM

All Analyses are carried out to the best of our knowledge and ability and our responsibility is limited to the correctness of the results.

RQ.0491  
 ssh/RA-MD

HOW COCONUT CAN HELP EXPAND YOUR BUSINESS

A51



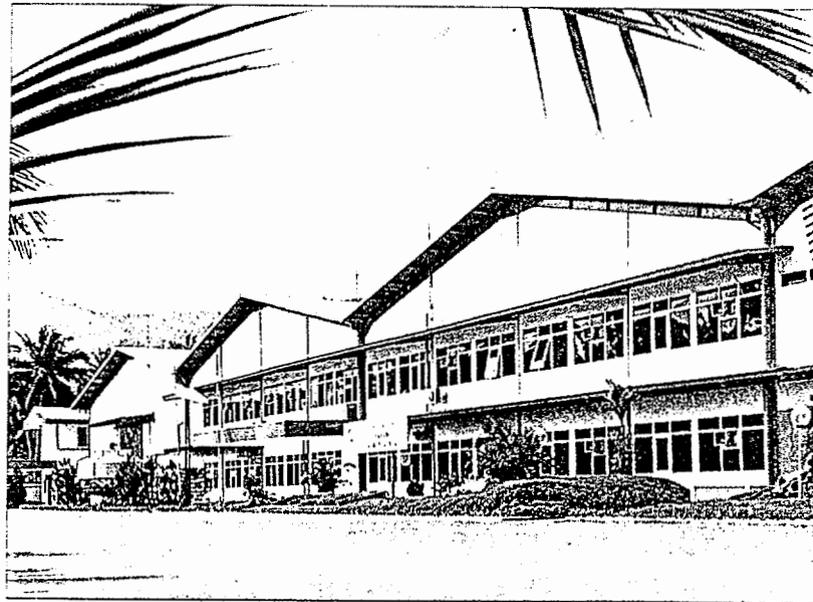
## *Phenomenal Growth*

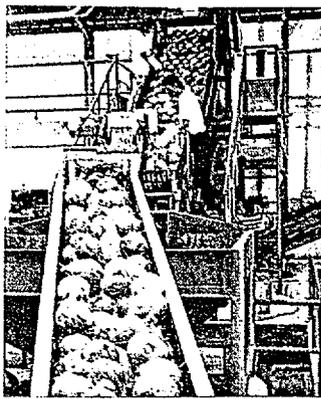
**S**ince 1986, when the company first entered the export market, healthy sales growth over the years have been responsible for making it one of Indonesia's largest producer of coconuts and coconut related products today.

Using advanced equipment and technology from the US and Europe, P.T. Sari Segar Husada exemplified the group's increasing diversification into higher value manufacturing.

P.T. Sari Segar Husada is competing internationally with products that are in demand anywhere in the world, and with new approaches now underway to broaden the company's international presence.

Key strengths are a dedication to coconut and coconut products manufacture, product and market diversification and a 2 decade long tradition of quality and service.

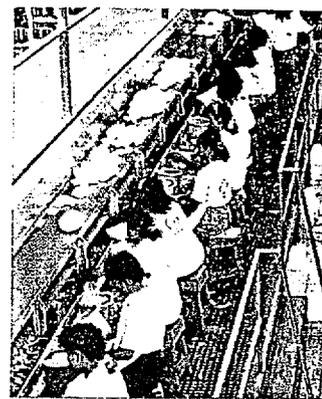




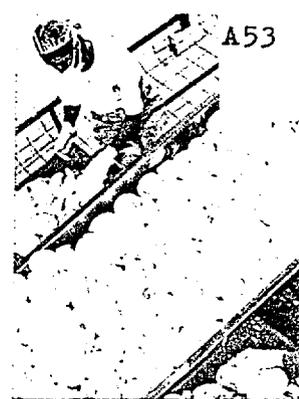
Freshly dehusked coconuts delivered directly from the plantation are individually inspected before being sent for processing.



Coconut is shelled by skilled and experienced hands.



The deshelled coconuts are then carefully pared.



The pared and washed coconuts then through another round of inspection in hygienically controlled room, before being sent for grating.

### A Commitment to Hygiene

Stringent quality control in all aspects of production paying attention to the highest standards of hygiene continue to be a priority at P.T. Sari Segar Husada.

Vast investments have been made on the latest equipment including water treatment plants to ensure the use of pure, filtered water for the various processes involved.

At crucial points in the various stages of production the output is quality tested and the whole process is run under stringent hygiene conditions. Apart from the inherent need for hygiene in the production of any form of food product, it is even more critical here due to the particularly sensitive nature of coconut products to the slightest presence of bacteria.

### Coconut Cream & Coconut based Drinks

The kernel when grated and squeezed, produces an oil and water emulsion which is referred to as coconut milk or cream. Due to the rapid rate of fermentation, it is particularly susceptible to contamination by bacteria and consequent loss of flavour and nutritional value. This thus necessitates the use of the cleanest and most efficient processing and packaging cycles at the group's factories.

Various methods of processing and packaging are carried out in order to meet the highest quality standards, such as cooling, pasteurising, UHT treatment and aseptic packaging.

The canning process was evolved and developed through years of research so that preservatives, which are not very suitable for coconut products are now not required. Instead, stabilisers and severe heat treatment are used.

### Coconut Water

The water of a tender coconut, technically the liquid endosperm, is perhaps the most pure, nutritious and wholesome beverage that nature has provided for the unscorched children of the tropics. It is in one of nature's most perfect packages and is said to keep the body cool, preventing prickly heat and summer boils.

The water is also rich in proteins, minerals, amino acids, vitamin C and calories. It ferments easily giving rise to alcohol and vinegar.

It is also well known for its growth promoting properties and is liberally used in tissue culturing techniques. Further medicinal properties include its use in products derived from it to kill intestinal worms, relieve stomach troubles, inhibiting nausea and as a skin wash which when used regularly reduces wrinkles.

The coconut water has also been successfully packed in UHT treatment and aseptic packaging.



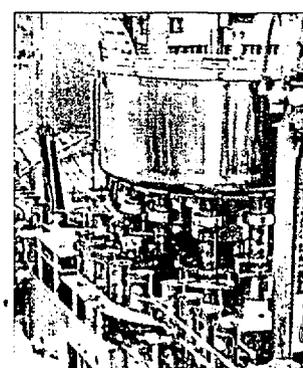
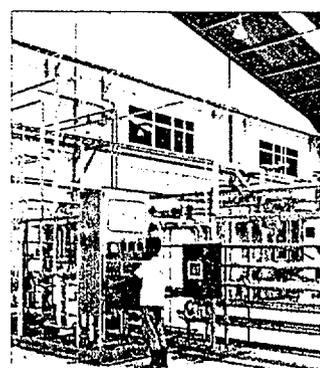
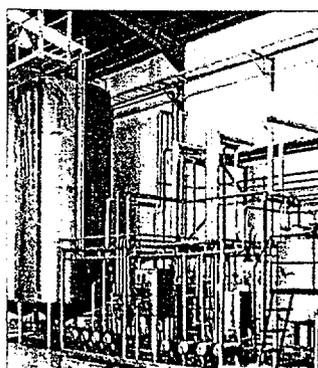
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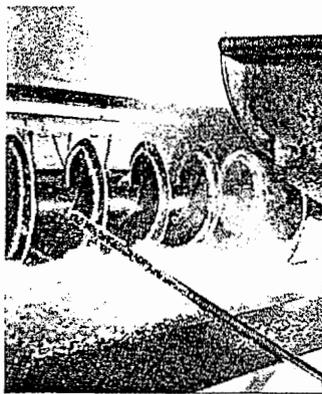
1. The UHT treatment make it possible to retain the natural flavour.

2. Prior to packaging or canning, the product is subject to UHT treatment, pasteurisation and sterilisation.

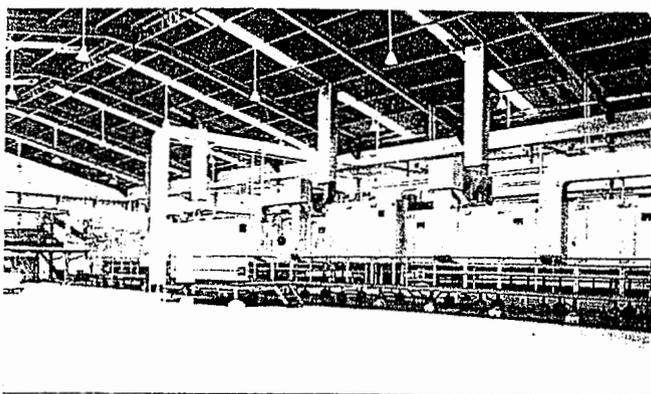
3. Modern canning equipment are used to keep in the freshness of the product.

4. The canned product then goes through the final stage of sterilisation at high temperature.





Modern equipment are used for the drying of the grated coconut.



The machine not only dries the coconut but also goes through a process of screening, sieving and cleaning.



The end product – the desiccated coconut is again checked for quality.

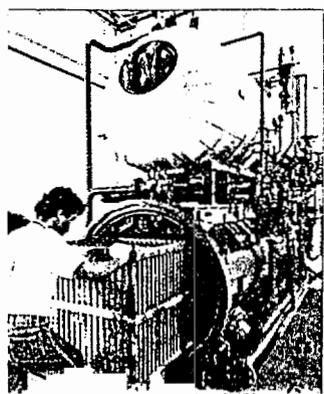


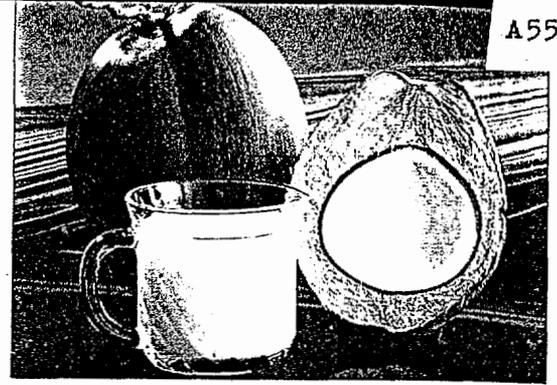
Hygiene is once again stressed during packing and at this stage a small sample is taken to be sent for a final laboratory test. At the laboratory a microbiological test is carried out to certify that the final product is ready for export.

### Desiccated Coconut

Desiccated coconut is derived from the drying process of grated meat from the kernel.

Dried desiccated coconut is doubly sieved to obtain separation of different sizes and shapes. Each individual cut is sampled and tested for moisture, free fatty acid, particle size distribution and microbiologically tested before being packed into polythene bags lined with 4 ply kraft paper.





### *Nature's Gift to Mankind*

**T**he coconut, which is rich in fibre, touches the lives of millions of people in the Asia-Pacific region and is fast gaining popularity in the West.

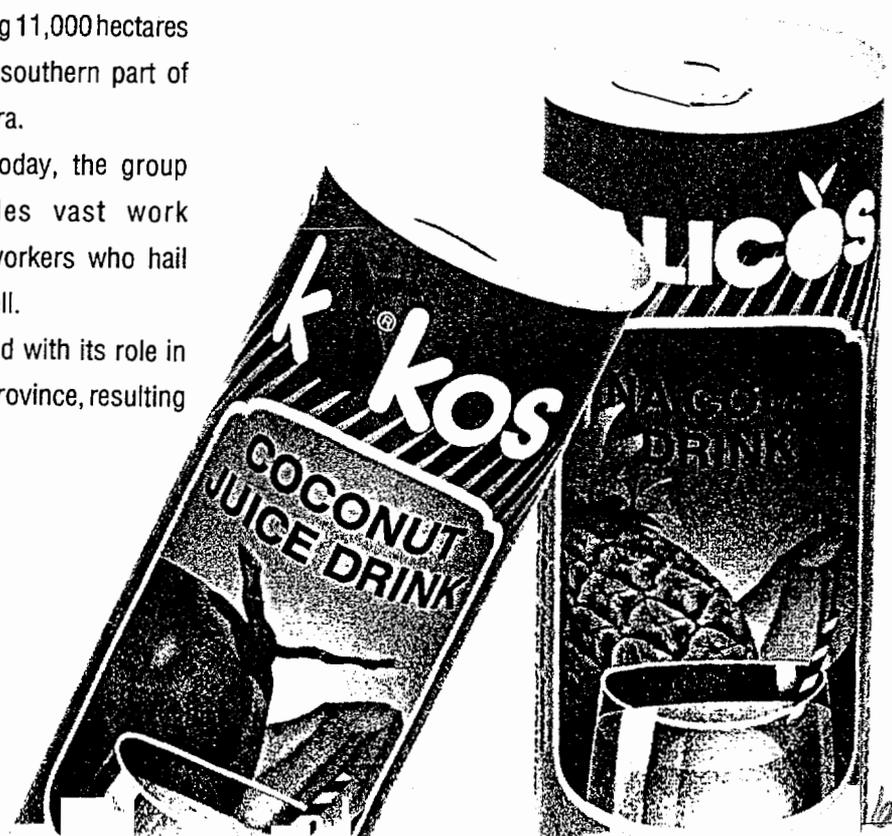
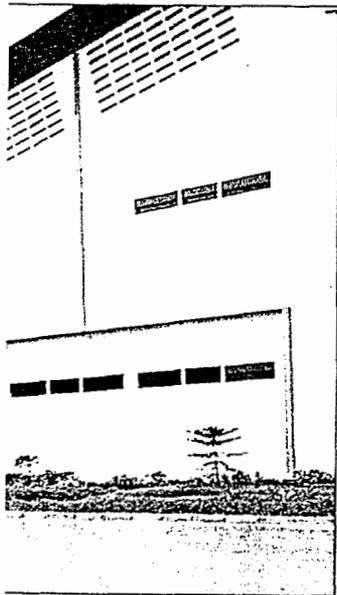
In Indonesia, the coconut industry has

taken on a technological plane, the result of product upgrading by the corporation, P.T. Sari Segar Husada, which started out as a medium-sized coconut producer and today has grown in land area totalling 11,000 hectares in the southern part of Sumatra.

Today, the group provides vast work

opportunities for thousands of workers who hail from surrounding provinces as well.

Indeed, the group is credited with its role in the large scale development of the province, resulting in a rise in its standard of living.



CAPITAL BLOOM SDB BHD ( Malaysia )

ANUGA QUOTED FOBUS\$ PRICES EX MALAYSIA

COCONUT CREAM

- 410ml ( 425 gm ) - US\$20.35 carton ( 24 units to a carton, 1500 cartons to a container )
- 305ml ( 280 gm ) - US\$17.30 carton ( 24 units to a carton, 2000 cartons to a container )

BRAND :

K R I S I

**COCONUT**

Equivalent to 4 coconuts

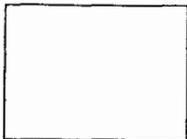
INGREDIENTS  
100% PURE COCONUT CREAM  
NO PRESEVATIVES

DIRECTIONS  
SHAKE WELL BEFORE OPENING  
ADD WATER IF DESIRED  
STIR WELL BEFORE USE

QUALITY PRODUCT OF MALAYSIA  
BEST BEFORE:

CONTENTS 410ml

Exported by:  
CAPITAL BLOOM SDN. BHD.  
155-1, Jalan Segambut,  
Segambut,  
51200 Kuala Lumpur,  
Malaysia.  
Fax: (603) 621 5545



DESSICATED COCONUT

- High fat, fine grade (K1) = US\$830mt FOB  
Packed in 4 ply kraft paper bag with  
PE inner liner; 100 lb ( 45.36 kg )  
bags
- High fat, medium grade (K2) = US\$880mt  
Packed as above

*We know coconut best!*



## **Coconut is our business!**

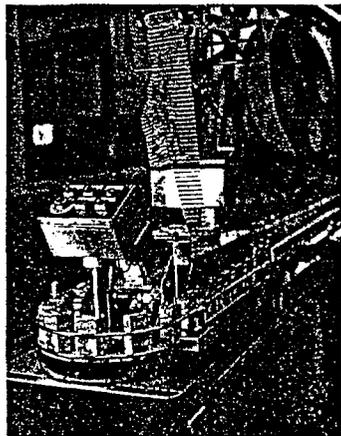
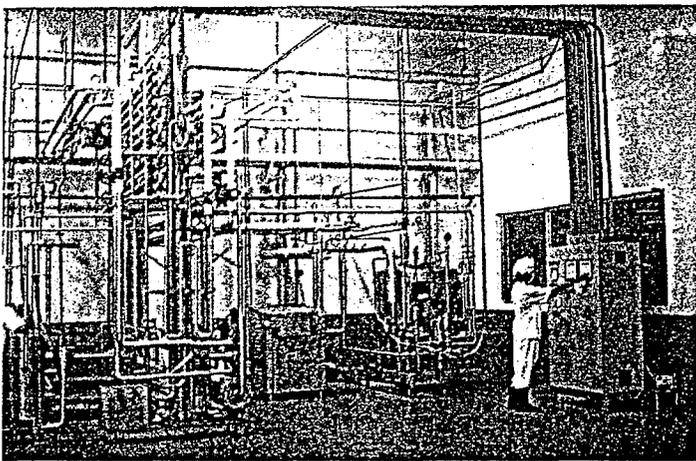
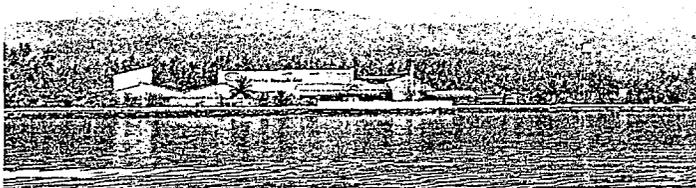
*a tradition of coconut processing...*

### **FIESTA BRANDS INC.,**

one of the world's leading manufacturers of processed coconut products, marks another milestone in coconut processing technology with its latest venture--

### **FRESH FRUIT DRINKS INC.,**

our new aseptic UHT processing plant.



*...a progressive company*

we have grown to be one of the largest manufacturers of processed coconut products. FIESTA BRANDS INC. operates a modern Desiccated Coconut manufacturing plant and pioneered the commercial production of spray-dried Coconut Milk Powder in the world. Until today, we are the only producer of this product in the Philippines.

*... a reliable supplier*

our manufacturing plant is strategically located in the Southern part of the Philippines where fruit bearing coconut trees outside the typhoon belt are most abundant, ensuring steady supply of coconuts. Our proximity to a modern international port gives us access to local and international shipping lines guaranteeing free and uninterrupted shipment of finished products to their ultimate destinations.

*... an innovative organization*

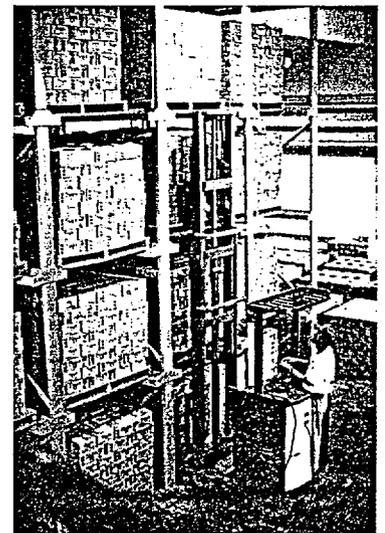
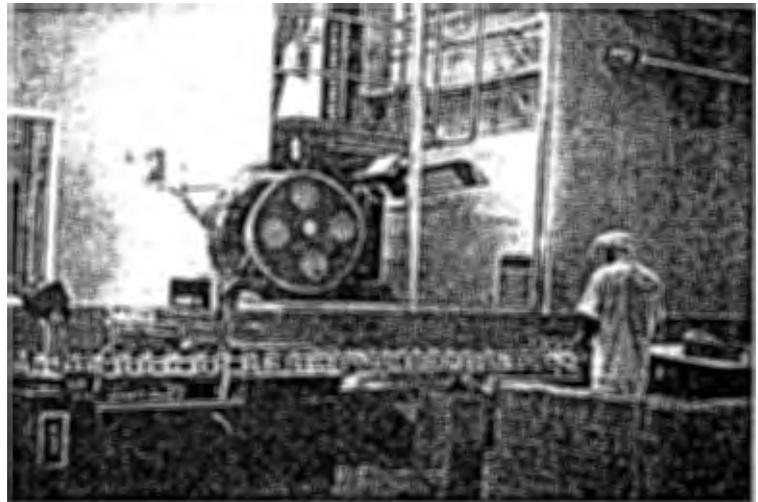
our being innovative and dynamic enables us to aggressively diversify our coconut business to readily respond to the challenge of recognizing the diverse needs and wants of our customers. This led us to innovate from the traditional Desiccated Coconut to other coconut products like Coconut Milk Powder and, lately, into aseptic UHT Coconut Cream and Coconut Water. It is this innovation that made our company name synonymous with coconut processing technology.

*... a dedication to excellence*

our human resources are our most important assets. We are a team of professional managers, and competent and trained technicians and personnel all dedicated to achieve excellence in product and services.

Production is done only under the most hygienic conditions with rigid quality control standards to ensure the finest quality coconut products that conform to international standards.

A team of well-trained and experienced technical staff provides continuing technical services support to clients on their research and development work.



*... a continuing commitment to product innovation*

innovative and diversified, ours is the only company that offers a variety of processed coconut products finding application from the household consumer to the industrial manufacturer.



In the beginning, we shredded the white meat into various cuts to come out with our **DESICCATED COCONUT**. This product finds its application in cakes, pastries, biscuits, and confectioneries among the world's leading brandnames.

Then, we extracted the milk from the white coconut meat and spray-dried the milk into powder to produce our **COCONUT MILK POWDER** for use in exotic oriental dishes, ice-cream, confectioneries, and beverages.

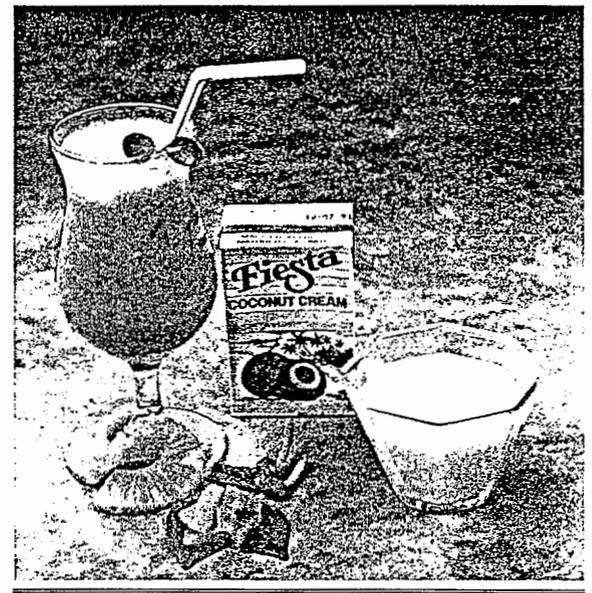
Today, our innovation continues. In **FRESH FRUIT DRINKS INC.**, our new aseptic UHT processing plant, we are packing coconut cream in its original form and the naturally refreshing coconut water in tetra briks and aseptic bags to maintain their natural exotic flavor over longer shelf life.

# Fresh Fruit Drinks INCORPORATED

## ASEPTIC COCONUT CREAM Product Information Sheet

### Product Description

Fiesta Coconut Cream is the pure and natural extract from fresh, mature coconut meat combined with natural stabilizers. The product is produced employing the advanced aseptic UHT processing technology that preserves the freshness, natural flavor, and quality of coconut cream even without adding preservatives. It is a smooth-flowing liquid, creamy white in color, with the characteristic flavor and aroma of fresh coconuts.



### Product Applications

Traditionally, Coconut Cream is used by the Asian household population as a major ingredient in the preparation of exotic oriental dishes, and native desserts and delicacies.

Restaurants and hotels, aside from food preparations, use Coconut Cream in beverage drinks like the popular Piña Colada.

On the industrial end, the product finds major applications in the manufacture of ice-cream, yoghurts, bakery products, biscuits, cookies, and confectionery items, as well as beverage drinks.

### Packaging and Sizes

Retail Pack

250 mL tetra brik : 25 tetra briks to a carton

Industrial Pack

(aseptic bag-in-box) : 25-liter aseptic bag in a double-walled corrugated carton box. Bigger industrial packs in 200-liter aseptic bags in either steel or fiberboard drums can be made available by special arrangement.

US\$35 per carton FOB  
Manila, Philippines

### Shipping Information

US\$1.45 kg FOB Manila,  
Philippines

	<u>25 x 250 mL</u>	<u>25-liter Bag-in-Box</u>
Carton Dimension (In Millimeter)	324 x 209 x 105	283 x 250 x 330
Cubic Meter	.0071	.0233
Gross Weight	7.0 kgs	26.3 kgs
Net Weight	6.25 kgs	25.0 kgs
Load Capacity		
1 x 20' van	2,600 cartons	720 cartons
1 x 40' van	5,200 cartons	1400 cartons

### Storage and Handling

Fiesta Coconut Cream may be stored under normal room temperature of 28° to 34° C without refrigeration. Shelf life is up to twelve (12) months.

## Product Technical Bulletin

### Ingredients

Fresh coconut cream and natural stabilizers

### Standard Specifications

#### 1. Physical

Appearance	Creamy White
Flavor and Aroma	Natural coconut flavor and aroma

#### 2. Chemical Analysis

##### Retail Pack

##### Industrial Pack

Dry matter	25% ± 2%	35% ± 2%
Fat Content	17% ± 2%	26% ± 2%
FFA (as lauric)	0.95% of oil, max	0.95% of oil, max
pH	5.8, min	5.8, min
Sugar	2.0° Brix ± 0.2°	3.8° Brix ± 0.2°

#### 3. Microbiological Assay

Standard Plate Count	No Viable Organisms
Mold Count	No Viable Organisms
Yeast Count	No Viable Organisms
Salmonella	Negative
E. Coli	Negative

\* All information contained in this publication are based on the company's manufacturing experience and research and development work, and to the best of its knowledge accurate and applicable to the applications intended. Results of analyses are typical for the product under normal, regular production.

Fresh Fruit Drinks Inc. reserves the right to change or modify the product specifications in a continuing effort to improve its products in order to meet customer needs.

**Fresh Fruit Drinks**  
I N C O R P O R A T E D

EDSA 1052, Magallanes Village, Makati, Metro Manila, Philippines  
Tel. No. 804-07-30 to 41 Telefax (632) 804-0748 • (632) 804-0749 • (632) 816-0115

# Fresh Fruit Drinks

INCORPORATED

## ASEPTIC COCONUT WATER

### Product Information Sheet

#### Product Description

Fiesta Coconut Water is pure and natural coconut water from selected fresh coconuts. The product is produced employing the advanced aseptic UHT processing technology that preserves the freshness, natural flavor, and quality of fresh coconut water. No preservatives nor artificial flavoring were added.

Fiesta Coconut Water has a pleasant and sweet flavor that makes a delightful and refreshing thirst quencher.

#### Product Applications

As a beverage, Fiesta Coconut Water is a healthful tropical drink that contains vitamins and amino acids. It is high in potassium and is, therefore, a good source of energy.

It may also find industrial applications as a beverage juice base to provide an exotic coconut flavor and aroma to various fruit juice drinks.



Water

#### Packaging and Sizes

##### Retail Pack

250 mL tetra brik : 25 tetra briks to a carton

##### Industrial Pack

(aseptic bag-in-box) : 25-liter aseptic bag in a double-walled corrugated carton box.  
Bigger industrial packs in 200-liter aseptic bags in either steel or fiberboard drums can be made available by special arrangement.

#### Shipping Information

	<u>25 x 250 mL</u>	<u>25-liter Bag-in-Box</u>
Carton Dimension (In Millimeter)	324 x 209 x 105	283 x 250 x 330
Cubic Meter	.0071	.0233
Gross Weight	7.0 kgs	27.0 kgs
Net Weight	6.4 kgs	25.6 kgs
Load Capacity		
1 x 20' van	2,600 cartons	720 cartons
1 x 40' van	5,200 cartons	1400 cartons

#### Storage and Handling

Fiesta Coconut Water may be stored under normal room temperature of 28° to 34° C without refrigeration. Shelf life is up to twelve (12) months.

## Product Technical Bulletin

### Ingredients

Fresh Coconut Water

### Standard Specifications

#### 1. Physical

Appearance and Color  
Flavor and Aroma

Natural color of fresh coconut water  
Fresh coconut water taste

#### 2. Chemical Analysis

Dry matter  
Oil Content  
pH  
Sugar

5.5% – 6.5%  
less than .1%  
5.2%, min  
5.8° Brix  $\pm$  0.5°

#### 3. Microbiological Assay

Standard Plate Count  
Mold Count  
Yeast Count  
Salmonella  
E. Coli

No Viable Organisms  
No Viable Organisms  
No Viable Organisms  
Negative  
Negative

\* All information contained in this publication are based on the company's manufacturing experience and research and development work, and to the best of its knowledge accurate and applicable to the applications intended. Results of analyses are typical for the product under normal, regular production.

Fresh Fruit Drinks Inc. reserves the right to change or modify the product specifications in a continuing effort to improve its products in order to meet customer needs.

**Fresh Fruit Drinks**  
I N C O R P O R A T E D

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Tel. No. 804-07-30 to 41    Telefax (632) 804-0748 • (632) 804-0749 • (632) 816-0115

## COCONUT MILK POWDER

### Product Information Sheet

#### Product Description

Fiesta Coconut Milk Powder is the powdered version of the familiar liquid coconut milk. It is a white, spray-dried powder with the characteristic exotic flavor and aroma of fresh coconuts. The product comes only from pure, freshly-squeezed coconut milk combined with natural stabilizers. No preservatives, sugar, nor artificial flavorings were added.

#### Product Applications

Traditionally, Coconut Milk Powder is used by the Asian household population as a major ingredient in the preparation of exotic oriental dishes, and native desserts and delicacies.

Restaurants and hotels, aside from food preparations, use Coconut Milk Powder in beverage drinks like the popular Piña Colada.

On the industrial end, the product finds major applications in the manufacture of ice-cream, yoghurts, bakery products, biscuits, cookies, and confectionery items, as well as beverage drinks.



#### Packaging and Sizes

##### Retail Pack

(In laminated aluminum foil)

50 grams	:	120 packs to a carton
100 grams	:	72 packs to a carton
200 grams	:	36 packs to a carton

##### Industrial Pack

15-kilogram kraft paper bag with inner polyliner  
15-kilogram carton boxes with inner polyliner

#### Shipping Information

	<u>120 x 50 gms</u>	<u>72 x 100 gms</u>	<u>36 x 200 gms</u>	<u>1 x 15-kg Bag</u>	<u>1 x 15 kg-Carton</u>
Carton Dimension (In Millimeter)	390 x 320 x 130	390 x 320 x 130	390 x 320 x 130	622 x 381 x 127	380 x 191 x 435
Cubic Meter	.0162	.0162	.0162	.0301	.0316
Gross Weight	7.0 kgs	8.0 kgs	8.0 kgs	15.3 kgs	15.8 kgs
Net Weight	6.0 kgs	7.2 kgs	7.2 kgs	15.0 kgs	15.0 kgs
Load Capacity					
1 x 20' van	1650 ctns	1650 ctns	1650 ctns	850 bags	834 ctns
1 x 40' van	3300 ctns	3300 ctns	3300 ctns	1700 bags	1668 ctns

#### Storage and Handling

Fiesta Coconut Milk Powder should be stored in a clean, cool, and dry place under normal room temperature. It hardens when exposed to extremely cold temperature but returns to its original powdered form when re-exposed to warm temperature (28° to 34° C). Shelf life is up to twelve (12) months.



# Fiesta Brands Inc.

## DESICCATED COCONUT

### Product Information Sheet

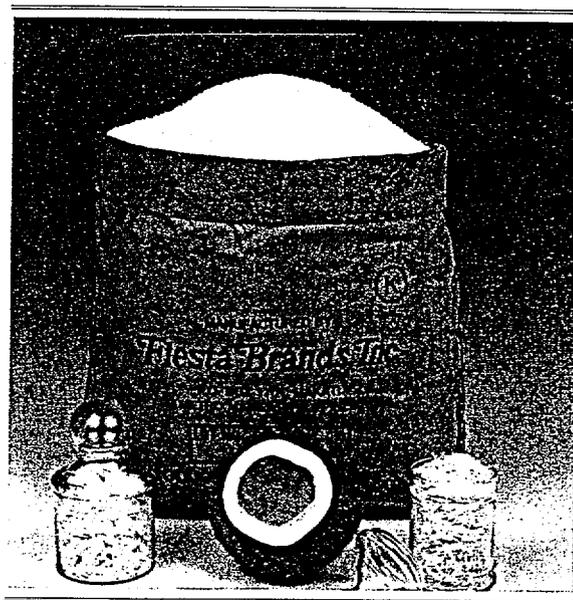
#### Product Description

Fiesta Desiccated Coconut is the shredded and dried white meat of fresh and mature coconuts which retains the natural taste, flavor, and aroma of fresh coconuts.

Desiccated Coconut is available in two general types of cuts — Granulated and Special. Classified as granulated cuts are the Medium, Macaroon, and Extra Fine cuts. Considered special cuts are the Flake, Fancy Shred, Short Shred, and Chips.

#### Product Applications

Desiccated Coconut is used mainly in confectionery products such as chocolate filling, cookies, biscuits, macaroon, cakes, custard pies, and as toppings and decorations. It finds wide application as well in specialty confectionery items such as snack food.



#### Packaging and Sizes

1. 25-lb bag  
In multiwall kraft paper bag with inner polyethylene liner
2. 100-lb bag  
In multiwall kraft paper bag with inner polyethylene liner

#### Shipping Information

	<u>1x 25 lbs</u>	<u>1 x 100 lbs</u>
Bag Dimension (In Millimeter)	573 x 480 x 170	995 x 500 x 242
Cubic Meter	.0468	.1204
Gross Weight	11.57 kgs	46.27 kgs
Net Weight	11.34 kgs	45.36 kgs
Load Capacity		
1 x 20' van	1,080 bags	270 bags
1 x 40' van	2,000 bags	500 bags

#### Storage and Handling

Fiesta Desiccated Coconut should be stored in a clean, cool, and dry place under normal room temperature of 28° to 34° C. Shelf life is up to ten (10) months depending on the type of cut.

## Product Technical Bulletin

### Ingredients

Fresh Coconut Meat

### Standard Specifications

#### 1. Physical

Color	White, substantially free from yellow specs and other discoloration
Flavor and Aroma	Mild, fresh, characteristic of fresh coconut

#### 2. Chemical Analysis

Oil Content	65.0% ± 5.0%
Moisture	2.0 – 4.5% (depending on type of cut)
FFA	0.15% max (oleic)
Invert Sugar	0.60% max

#### 3. Microbiological Assay

Standard Plate Count	5,000 col/ gm max
Mold Count	100 col/gm max
Yeast Count	100 col/gm max
Coliform Count	10 col/gm max
Salmonella	Negative
E. Coli	Negative

\* All information contained in this publication are based on the company's manufacturing experience and research and development work, and to the best of its knowledge accurate and applicable to the applications intended. Results of analyses are typical for the product under normal, regular production.

Fiesta Brands Inc. reserves the right to change or modify the product specifications in a continuing effort to improve its products in order to meet customer needs.

***Fiesta Brands Inc.***

EDSA 1052, Magallanes Village, Makati, Metro Manila, Philippines  
Tel. No. 804-07-30 to 41    Telefax (632) 804-0748 • (632) 804-0749 • (632) 816-0115



## Farm of Cultivation Mushroom - Spawn Po Chun

(TEL. 357-535-8989 · FAX. 357-535-7800)

☎ 487-870 720-6 JIKDOO-RI KOON NAE-MYOUN POCHUN-KOON KYOUNG KI-DO KOREA

### OFFER SHEET

Messrs. \_\_\_\_\_

DATE \_\_\_\_\_

NO. \_\_\_\_\_

Dear Sirs,

We are pleased to offer as follows for the sale to you of the products hereinafter specified:

PACKING: Standard Export Packing.

SHIPMENT: With in 30 days, after receipt of your L/C.

DESTINATION:

TERMS OF PAYMENT: By an irrevocable at sight L/C.

ORIGIN: Product of Korea.

VALIDITY:

REMARKS:

+ = 9/10% discount on  
full container loads

DESCRIPTION	QUANTITY	UNIT PRICE	AMOUNT
DRIED MUSHROOM		FOB KOREA	
BLACK ( * HWA GO ( A ) )	*3kg (6.62LBS)	*US@280\$	*20ft container
( ( * HWA GO ( B ) )	1C/T ( 4bag )	US@1,120\$	200C/T 224,000\$ +
( * HWA GO ( B ) )	*3kg (6.62LBS)	*US@200\$	*20ft container
( ( * HWA GO ( B ) )	1C/T ( 4bag )	US@800\$	200C/T 160,000\$ +
WHITE ( * DONG GO ( A ) )	*3kg (6.62LBS)	*US@150\$	*20ft container
( ( * DONG GO ( B ) )	1C/T ( 4bag )	US@600\$	200C/T 120,000\$ +
( * DONG GO ( B ) )	*3kg (6.62LBS)	*US@100\$	*20ft container
( ( * DONG GO ( B ) )	1C/T ( 4bag )	US@400\$	200C/T 80,000\$ +
* HANG SHIN ( A )	*3kg (6.62LBS)	*US@80\$	*20ft container
	1C/T ( 4bag )	US@320\$	200C/T 64,000\$

Your signature of acceptance on this offer will constitute a firm commitment on the part of your company and ourselves. All offers are subject to availability of shipping space, force majeure, and all conditions beyond our control.

Agreed and Accepted  
Date

By \_\_\_\_\_



## Farm of Cultivation Mushroom - Spawn Po Chun

(TEL. 357-535-8989 • FAX. 357-535-7800)

T 487-870 720-6 JIKDOO-RI KOON NAE-MYOUN POCHUN-KOON KYOUNG KI-DO KOREA

### OFFER SHEET

Messrs. \_\_\_\_\_

DATE \_\_\_\_\_

NO. \_\_\_\_\_

Dear Sirs,

We are pleased to offer as follows for the sale to you of the products hereinafter specified:

PACKING :

SHIPMENT :

DESTINATION :

TERMS OF PAYMENT :

ORIGIN :

VALIDITY :

REMARKS :

DESCRIPTION	QUANTITY	UNIT PRICE	AMOUNT
DRIED MUSHROOM		FOB KOREA	
-----		-----	
- HWA GO ( A )	*150g (5.29 OZ) 1C/T (32 CASE)	US@17\$ US@544\$	*20ft container 200C/T 108,800\$
- HWA GO ( B )	*150g (5.29 OZ) 1C/T (32 CASE)	US@13\$ US@416\$	*20ft container 200C/T 83,200\$
- DONG GO ( A )	*500g (17.63OZ) 1C/T (20 CASE)	US@28\$ US@560\$	*20ft container 200C/T 112,000\$
- DONG GO ( B )	*500g (17.63OZ) 1C/T (20 CASE)	US@20\$ US@400\$	*20ft container 200C/T 80,000\$

Your signature of acceptance on this offer will constitute a firm commitment on the part of your company and ourselves. All offers are subject to availability of shipping space, force majeure, and all conditions beyond our control.

Agreed and Accepted  
Date

By \_\_\_\_\_



## Farm of Cultivation Mushroom - Spawn Po Chun

(TEL. 357-535-8989 · FAX. 357-535-7800)

☎ 487-870 720-6 JIKDOO-RI KOON NAE-MYOUN POCHUN-KOON KYOUNG KI-DO KOREA

### OFFER SHEET

Messrs. \_\_\_\_\_

DATE \_\_\_\_\_

NO. \_\_\_\_\_

Dear Sirs,

We are pleased to offer as follows for the sale to you of the products hereinafter specified:

PACKING: Standard Export Packing.

SHIPMENT: With in <sup>30</sup> days after receipt of your L/C.

DESTINATION:

TERMS OF PAYMENT: By an irrevocable at sight L/C.

ORIGIN: Product of Korea.

VALIDITY:

REMARKS:

DESCRIPTION	QUANTITY	UNIT PRICE	AMOUNT
* DRIED LEEYS ( PACKED )	*500G (17.6 OZ)	FOB KOREA @US28\$	*20ft container
	1 C/T(20 CASE)	@US560\$	200C/T 112,000\$
* DRIED LEEYS (UNPACKED)	*10KG(352.7 OZ)	@US480\$	*20ft container
			200C/T 96,000\$
* DRIED LEEYS ( PACKED )	*150G(5.29 OZ)	@US10\$	*20ft container
	1C/T(32 CASE)	@US320\$	200C/T 64,000\$

Your signature of acceptance on this offer will constitute a firm commitment on the part of your company and ourselves. All offers are subject to availability of shipping space, force majeure, and all conditions beyond our control.

Agreed and Accepted  
Date

By \_\_\_\_\_

# CULTIVATION MUSHROOM-SPAWN POCHEON

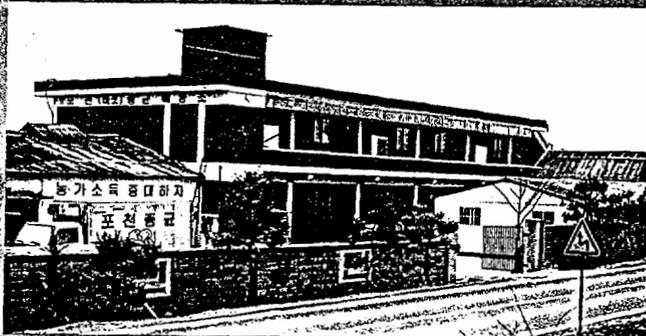


## 抱川種菌培養所

KOREA SPEIAL PRODUCT

- *Mushroom-Spawn*
- *Oyster Mushroom*
- *Ganoderma Lucidum(Leeyss)*
- *Oak Mushroom*





**“한국 곰팡이발전의 산 역사는 바로 포천곰팡이배양소의 역사입니다.”**

세계에서 최고가 되지 않으면 만족할 수 없다는 신념으로 노력했던 시간들은 이제 조금씩 아름다운 과거가 되어갑니다. 지금까지 저희들은 세계 제일의 상품을 만들겠다는 신념으로 한병 한병에 혼을 담아 왔습니다. 지난해 국내외로 보급된 약 200만병의 각종 우량곰팡이는 산 역사를 창조하고 있다는 자부심을 동시에 느끼게 합니다. 이에 저희 포천곰팡이배양소 임직원 일동은 “정직과 성실”로 최고의 최고제품을 개발하고, 생산함에 전력을 다하겠습니다.

**Pocheon Fungi Farm is the living history of development of fungi farming in Korea**

The time we have spent paying every effort in the belief that we can never satisfy unless we become the best in the world is getting a beautiful past little by little. We have devoted ourselves to make the best quality in the world bottle by bottle. About 2 million bottles of various high quality cultured fungi we distributed home and abroad last year make us feel proud of creating the living history in this field. We, Pocheon fungi Farm, will continue to do our best to develop and produce the best quality under the motto of "honesty and Diligence".

**韓國 種菌發展の生きる歴史、それは 抱川種菌培養所の歴史であります”**

世界一番でないと満足出来ないとの信念で努力して来た時間、時間が今美しい過去となりつつあります。今までわたしたちは世界第一の商品を作るとの信念で一瓶一瓶に魂を入れて来ました。昨年国内外に普及された約200万本の各種優良種菌は生きた歴史を創造しているとの自負心をも同時に感じさせてくれます。そこでわか抱川種菌培養所は“正直と誠實”の元最高中の最高の製品を開発、生産するに最善をつくします。



**인사말씀**

먼저 저희 포천종균배양소 제품을 아껴주시고, 애용해 주신 고객 여러분께 감사의 인사를 올립니다. 당사는 1972년 개인농가로 사업을 개시한 이래 어언 22년 동안 온갖 고초와 시련속에서도 여러분의 성원과 격려에 힘입어 성장과 발전을 거듭하여 왔습니다. 이제는 연간 200만병의 각종 우량 종균을 생산, 보급함으로써 국내뿐 아니라 국제적으로도 미생물 농업 분야에 일익을 담당하게 되었습니다. 농업 경영 여건이 나날이 어려워지는 요즘 고부가가치 상품인 버섯에 대한 관심이 더욱 높아지고 있으며, 그에따라 우량종균 개발과 배양의 중요성 또한 부각되고 있습니다. 이에 저희 포천종균배양소 임직원 일동은 전 세계인의 건강복지를 책임진다는 확고한 신념과 사명감으로 더 좋은 건강식품 개발과 생산에 심혈을 다하고 있습니다. 정직, 성실의 사훈 아래 조금의 자만이나 가식도 없이 항상 신용과 인격을 바탕으로 최선의 노력을 경주하겠습니다. 감사합니다.

포천종균배양소 대표 정 덕 군 *감사합니다*

**Greetings**

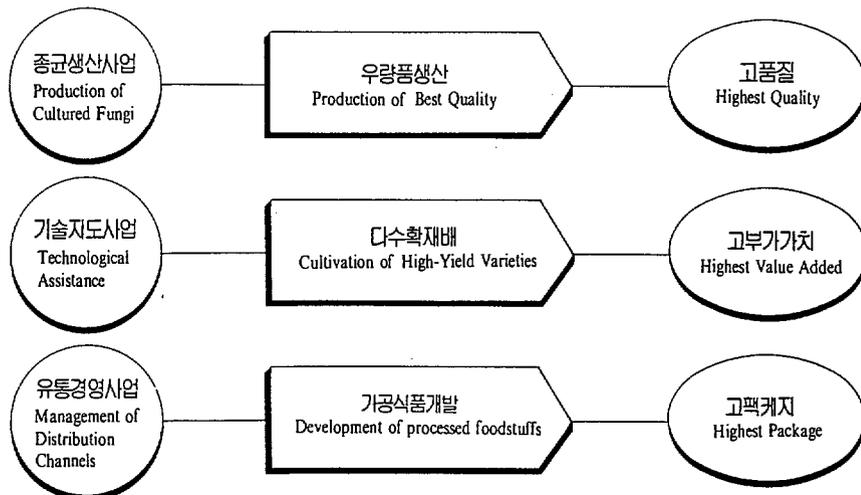
First of all, I would like to express my thanks to you for loving our products from Pocheon Fungi Farm. Since commencement of this business as a small private farm in 1972, we have remarkably grown and developed overcoming a number of difficulties for about 22 years. We believe such a growth and development as we have accomplished resulted from your kind cooperation and encouragement. With the system capable of producing and distributing 2million bottles of high quality cultured fungi a year, we are now in a position to play an important role in the field of microbes not only locally but internationally. Under the present situations in which agricultural management gets difficult day by day, mushroom gets gradually interested as commodities of high value added. Accordingly, the importance of developing high quality cultured fungi is increasingly emphasized. Under these circumstances, all the directors and employees of the Pocheon Fungi Farm are devoting all our energies to development and production of better health food in the firm belief and commitment of taking responsibility for health and welfare of the world. Keeping the company's motto of Honesty and Diligence in our mind, we will always do our best to be creditable and humanitarian without showing any conceit and pretence. Thanks a lot.

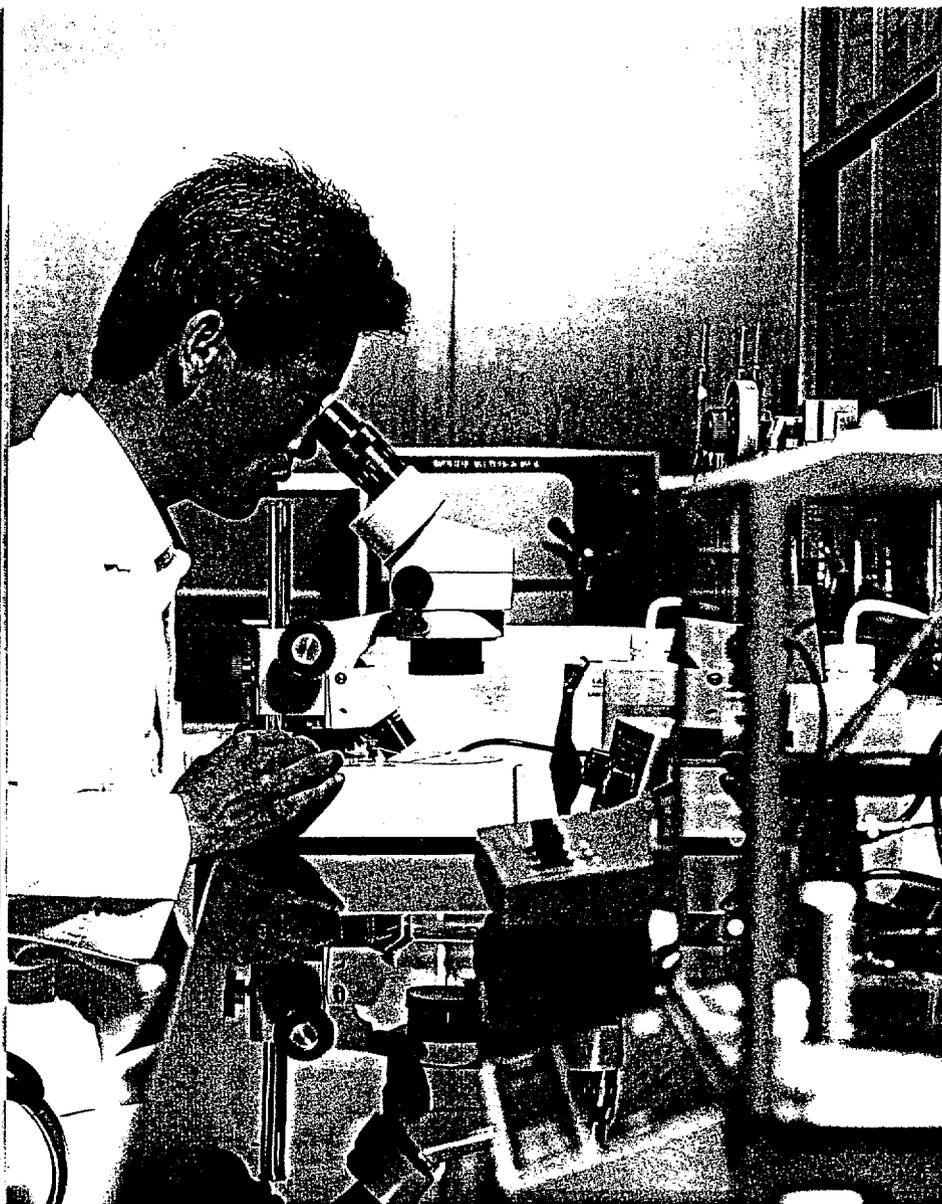
**おあいさつ**

先ずわか物川種菌培養所の製品を大切に愛用して頂きました顧客の皆さんに感謝のあいさつを差し上げます。当社は1972年個人農家として事業を開始した以来22年の長い間あらゆる苦楚と試練の中でも皆さんの御支援と激励に動まれ成長と発展を重ねて来ました。今は年間200万瓶の各種の優良種菌を生産、普及するによって国内だけでなく国際的にも微生物農業分野の一翼を擔當することとなりました。農業の経営興件が日々に難しくなるこの頃高附加価値商品であるキノコに対する関心がより高まって来ておりそれによって優良種菌開發と培養の重要性もまた浮かび上がって来て居ります。これにわか物川種菌培養所の任職員一同は全世界人の健康福祉の責任を負うとの確固たる信念と使命感をもちより良い健康食品の開發ならび生産に心血をつくして居ります。正直、誠實の社訓の元、少しの自慢及び假飾もなく常に信用と人格に基づき最善の努力を傾注致します。ありがとうございます。

**포천 종균배양소의 3高 정책사업**

**3 Emphasized Policies of Pocheon Fungi Farm**





◀포천종균배양소의 주요업무

- 완벽한 시설, 우수한 기술과 경험을 바탕으로 각종 버섯의 우량종균을 생산, 보급합니다.
- 버섯재배 농가에 대해 철저한 경영 기술지도를 합니다.
- 각종 버섯의 국내외적 유통의 체계화에 힘씁니다.
- 각종 버섯의 가공식품 개발에 전력하고 있습니다.

종균제조  
과정

배지의 성분  
 톱밥(80%)  
 쌀겨(20%)  
 ↓ 수분(65%) + Water  
 미량원소첨가

혼합 Mixing  
혼합



입병량 적정  
 10002피피병(700g)

입병 Bottling  
入瓶



우량종균의 선택

종균의 좋고 나쁨은 버섯 발생과 수량, 품질, 관리상에 막대한 영향을 줍니다. 종균은 시설, 여건, 환경 등을 감안하여 품종을 선택하여야 하며, 시설이 완비된 신용있는 종균배양소에서 구입하여야 합니다. 본 배양소에서는 완벽한 시설하에 철저한 연구와 시험 재배를 통해, 각종 우량종균을 생산, 보급하고 있습니다.

Selection of High Quality Fungi

The quality of a cultured fungus directly relates to growth, quantity, quality and administration of mushroom. It is absolutely necessary to consider facilities, circumstances, environment, etc. in selecting cultured fungi and to buy cultured fungi from the well-equipped fungi farm. We produce and distribute various kinds of high quality cultured fungi thoroughly researched and tested with perfect facilities.

優良種菌의選擇

種菌의 好い惡いはキノコの發生と數量、品質、管理上に莫大な影響を與えます。種菌は施設、興件、環境等を考へて品種を選擇しなければならなく、施設の其備された信用のある種菌培養所で購入しなければならぬ。本培養所では完璧な施設の元、徹底した研究と試験栽培を通じて各種の優良種菌を生産、普及してあります。



大韓民國特産物

KOREA SPECIAL PRODUCT

# 포천의 명물 표고버섯

A Specialty of Pocheon Oak Mushroom



抱州種菌培養所

경기도 포천시 군내면 작두리 760-8

TEL: (0357) 535-8989 FAX: (0357) 535-7800

**포천의 명물 표고버섯**

중국에서는 예로부터 표고버섯을 귀중히 여겨 각종 요리에 부재료로 애용하였고 육류나 어패류의 풍미를 내는데도 이용하여 왔습니다.  
 이제 표고버섯은 국경을 초월하여 자연건강식품으로써 세계적인 사랑을 받고 있습니다.  
 특히 한국의 포천버섯은 버섯재배에 적합한 기후와 환경아래 최우량 종균을 선택하여 철저한 시험재배를 통해 생산되기 때문에 그 효능이 뛰어난 것으로 유명합니다.  
 포천이 자랑하는 건강식품 표고버섯을 즐겨보십시오.  
 무궁해 순수자연식품의 참 맛을 느끼실 것입니다.

**표고버섯의 약리작용**

콜레스테롤 수치를 낮추고 동맥경화를 방지한다(당뇨, 고혈압 예방)  
 저 칼로리, 저 지방의 미용식품(변비, 비만 예방)  
 풍부한 비타민과 미네랄 함유로 뼈를 튼튼히 함(어린이, 노약자에게 좋다)  
 항암제 개발 및 인플루엔자 예방(인터페론 생성) —전문연구자료에서 발췌—

**A Specialty of Pocheon : Oak Mushroom**

It was a Chinese ancient custom to consider Oak mushroom as a valuable cooking sub-material and use it for giving a flavor to meat, fishes, shell-fishes, etc. Such Oak mushroom is now greatly loved throughout the world as a natural health food. Especially, the Korean Pocheon mushroom is widely known to have remarkable efficacy as it is produced from highest quality cultured fungi through the through system of researches and tests under the climate very suitable for growing mushroom and our well equipped facilities. Enjoy yourselves the Pocheon's Oak mushroom, the Pocheon's pride, for your health.  
 You will taste the essence of pollution-free pure natural health food.

**Pharmacological Effect of Oak Mushroom**

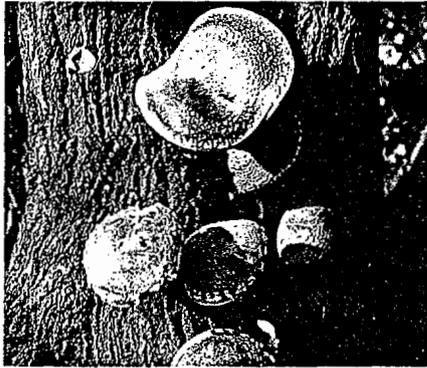
- Decreasing cholesterol and preventing arteriosclerosis (preventing diabetes and hypertension)
- Beauty food of low calorie and low fat (preventing constipation and obesity)
- Plentiful vitamin and mineral makes bones strong (Good for children, the old and the weak)
- Anti-cancer and anti-influenza effects (producing interferon)

- Excerpted from technical research data -

**표고버섯의 성분**

100g당 (Dried)

열량	수분	단백질	지방	탄수화물	회분	인	철	칼륨	비타민
Energy	Moisture	Protein	Fat	Carbohydrates	Ash	Phosphorus	Iron	Potassium	Vitamins
Kcal	%	g	g	g	g	mg	mg	mg	mg
272	9.0	18.7	1.7	65.8	4.8	250	4	2100	16.87



大韓民國特産物

KOREA SPECIAL PRODUCT

좋은 종균의 선택  
 좋은 수확을 약속합니다  
 Better Selection of Cultured Fungi,  
 More Production



抱川種菌培養所

경기도 포천군 근대면 직동리 760-8  
 TEL: (0357) 535-8989 FAX: (0357) 535-7800

**좋은 종균의 선택이 좋은 수확을 약속합니다**

저희 포천종균배양소에서는 완벽한 시설 하에 철저한 연구와 시험재배를 통해 연간 200만 병의 각종 우량종균을 생산, 보급하고 있습니다.

고부가가치 건강식품인 버섯에 관심이 있으시다면 먼저 저희 포천종균배양소를 찾아주십시오. 시설이 완비된 신용있는 종균배양소에서 연구, 개발한 각종 우량종균이 완비되어 있습니다. 좋은 종균의 선택이 남다른 기쁨을 안겨드릴 것입니다.

종균의 좋고 나쁨은 버섯발생과 수량, 품질, 관리상에 막대한 영향을 줍니다.

**Better Selection of Cultured Fungi, More Production**

The quality of cultured fungi is closely related to production quantity, quality and administration of mushroom.

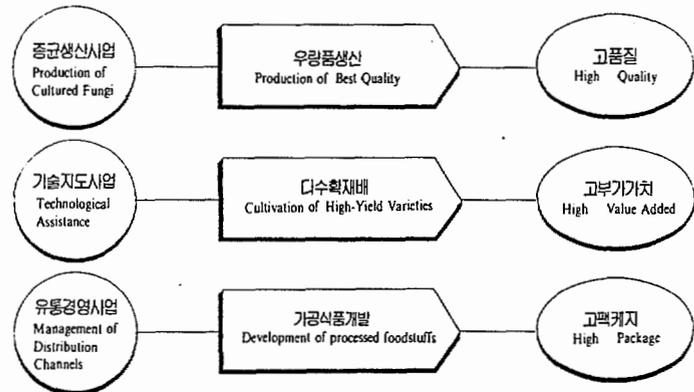
We, Pocheon Fungi Farm, are producing and distributing 2million bottles of high quality cultured fungi a year through the system of thorough researches and tests with well-equipped facilities.

If you are interested in mushroom, a good health food of high value added, please do never hesitate to contact us, Pocheon Fungi Farm.

Here you can find a full range of high quality cultured fungi developed by the best-equipped and most creditable fungi farm in the world. And our high quality cultured fungi will satisfy you to an extraordinary degree.



**포천종균배양소의 3高정책사업**

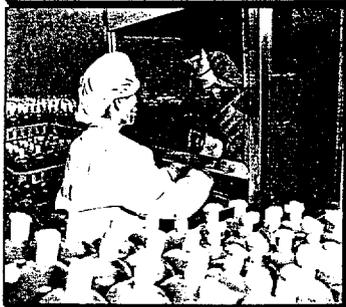


**종균 제조공정: Production Process of Cultured Fungi**



우량원균 접종원사용  
충분한 접종량 실시

접종 Grafting  
接種



25°C-27°C(25~30일)배양  
저온 20일 숙성

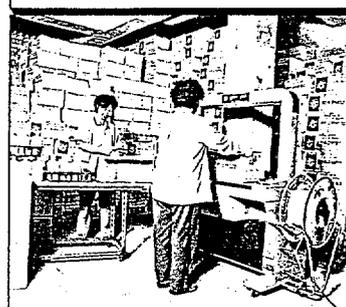
배양 Nurturing  
培養



냉각 Cooling  
冷却

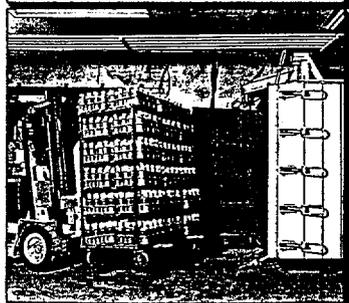


포장 Packing  
包裝



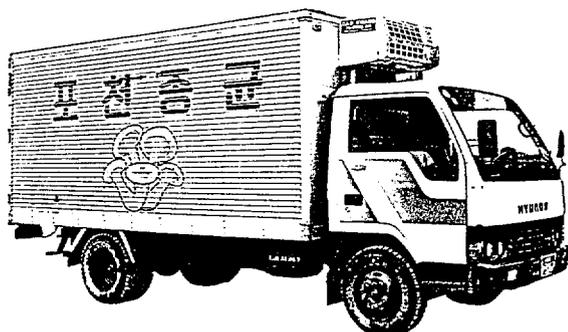
고압살균  
121°C이상-90분간

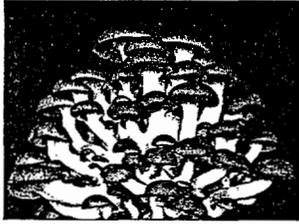
살균 Sterilizing  
殺菌



냉동차이용  
적기수송 체제

수송 Transportation  
輸送





## 포천 버섯의 특징

포천 버섯은 최우량 종균만을 엄선하여 재배하고, 수중선택 및 원목벌채도 적기에 함으로 타 지방의 버섯에 비해 그 효능이 월등하다. 특히 포천지방의 깨끗한 공기, 맑은물, 적당한 일교차는 버섯재배에 최적이다. 정성껏 재배된 포천버섯은 전세계적으로 많은 사랑을 받고 있다.

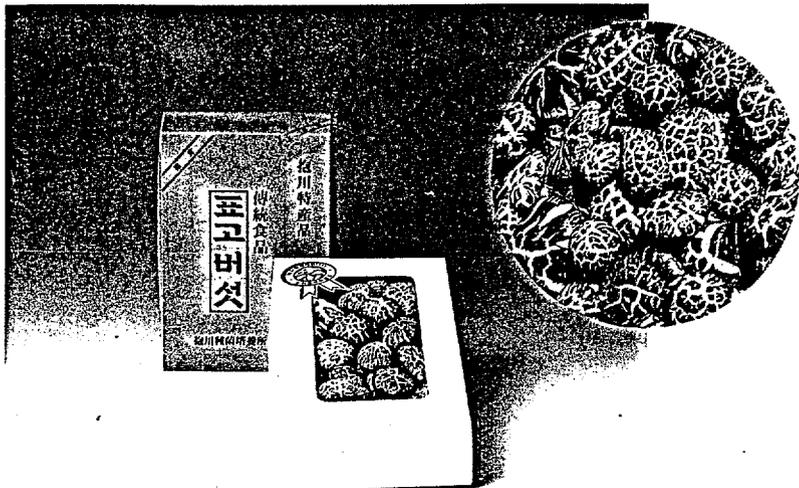
## Characteristics of Pocheon Mushroom

The Pocheon Mushroom is more excellent in properties than any other region's mushroom as it is cultivated from the carefully selected highest quality cultured fungi and the selection and cutting of wood is properly performed. Especially, the climate and weather of Pocheon is optimal for mushroom culture. The Pollution-free oyster mushroom cultivated through thorough tests is loved throughout the world.

## 抱川キノコの特徴

抱川キノコは最優良の種菌だけを厳選して栽培し、樹種選擇及び原木伐採も適期に行う為、他地方のキノコに比べその効能がぬきんでている。特に抱川の氣候と環境、與件等はキノコの栽培に最適である。徹底した試験栽培を経た無公害製品である抱川キノコは全世界的に大いなる關心をあびている



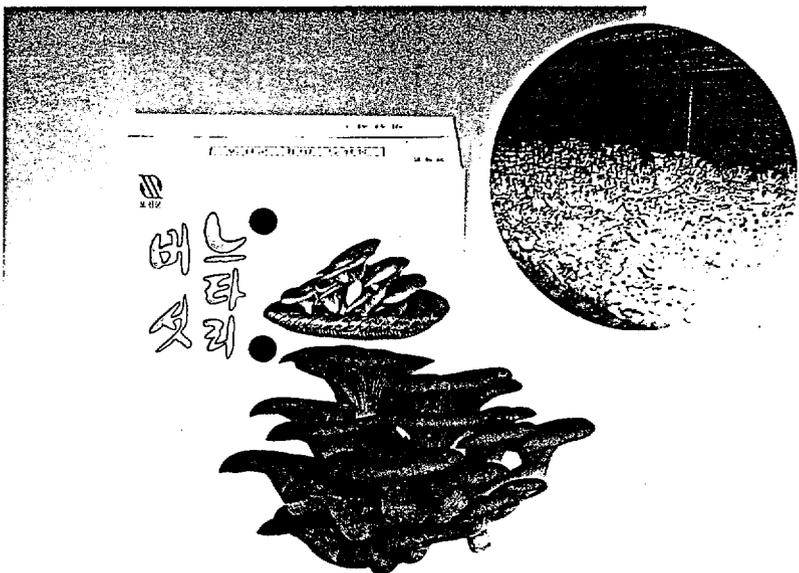


## 표고버섯 (OAK Mushroom)

- 콜레스테롤 수치를 낮추고 동맥경화를 방지한다(당뇨, 고혈압 예방)
- 저 칼로리, 저지방의 미음식품(변비, 비만 예방)
- 풍부한 비타민과 미네랄 함유로 뼈를 튼튼하게 함(어린이, 노약자에게 좋다)
- 항암제 개발 및 인플루엔자 예방(인터페론 생성)
- \* Decreasing cholesterol and preventing arteriosclerosis (preventing diabetes and hypertension)
- \* Food for beauty of low calorie and low fat (preventing constipation and obesity)
- \* Plentiful vitamin and mineral makes bones strong (Good for children, the old and the weak)
- \* Anti-cancer and anti-influenza effects (producing interferon)

## 시우타케きの二

- 콜레스테롤의數値를 下げ動脈硬化를 防止する。(糖尿, 高血壓豫防)
- 低カロリー, 低脂肪の美容食品(便秘, 肥滿豫防)
- 豊富なビタミンとミネラルを含有しており骨を大丈末にする。(子供, 年よりに良い)
- 抗癌劑の開発及びインフルエンザの豫防(インタフェロンの生成)

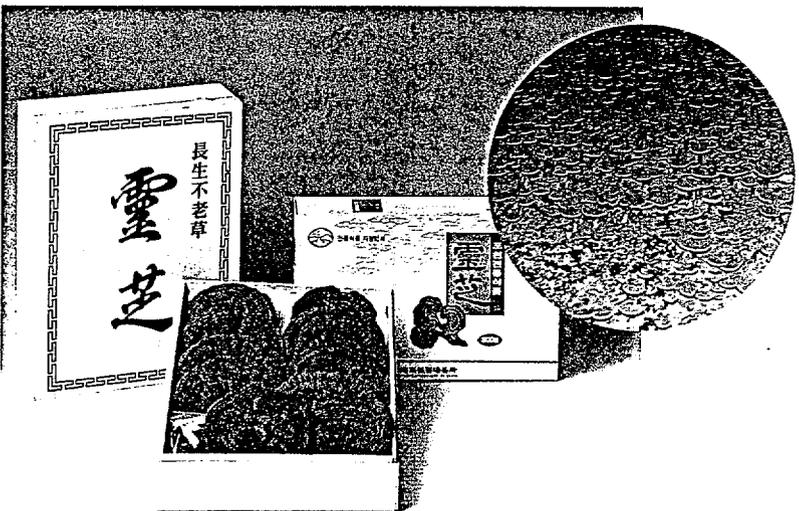


## 느타리버섯 (Oyster Mushroom)

- 성인병에 유효한 성분 다량 함유(당뇨, 고혈압 예방)
- 몇 종의 다당류는 항암 및 항균작용
- 소화기관 통과시간이 짧으므로 변비, 대장암 예방
- 소아 발육 촉진 ● 체질 개선(산성에서 알칼리성으로)
- \* Containing a multitude of ingredients preventing diseases of adult (preventing diabetes and hypertension)
- \* Containing several polysaccharides having anti-cancer and anti-bacterial effects
- \* Preventing constipation and colon cancer as it is shortly absorbed into digestive organs.
- \* Promoting the growth of children
- \* Improving physical constitution (from acidity to alkalinity)

## 히우타케きの二

- 成人病に有効な成分を多量含有(糖尿, 高血壓の豫防)
- いく種が多糖類は抗癌及び抗菌作用
- 消化器官の通過時間が短い爲便秘, 大氣癌豫防
- 小兒の發育促進
- 體質改善(酸性からアルカリ性に)



## 영지버섯 (Leyss) Ganoderma Lucidum

- 진통, 이뇨, 해독, 보강, 감당, 조압, 강심, 강장, 면역, 진정, 정혈, 강정
- \* Alleviation of pain, detoxication, protection of the liver, decrease of saccharide, control of blood pressure, stimulation of heart, invigoration of the intestines, immunization, sedation, freshing of blood, aphrodisiac effect

## 靈芝

- 鎮痛, 利尿, 解毒, 키모의保養, 減糖, 調壓, 強心, 強壯, 免疫陳情, 強精, 淨血.

생산품목



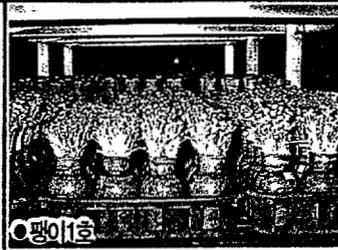
●목이



●영지



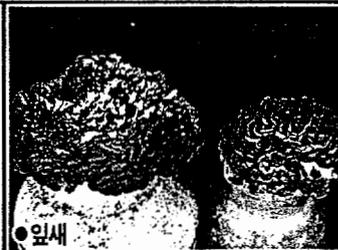
○양송이



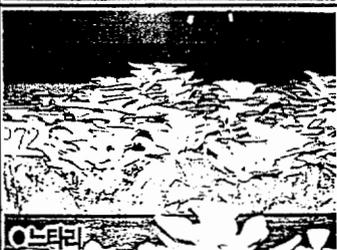
○팽이호



○만기담



●앞새



○노타리

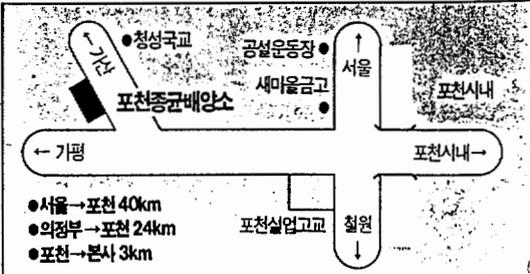


○야고



경기도 포천시 군내면 직두리 760-8  
 TEL : (0357) 535-8989 FAX : (0357) 535-7800  
 Farm of Cultivation Mushroom-Spawn Po Chun  
 760-8 JIKDOO-RI KOON NAE-MYOUN  
 POCHON-KOON KYOUNG KI-DO KOREA

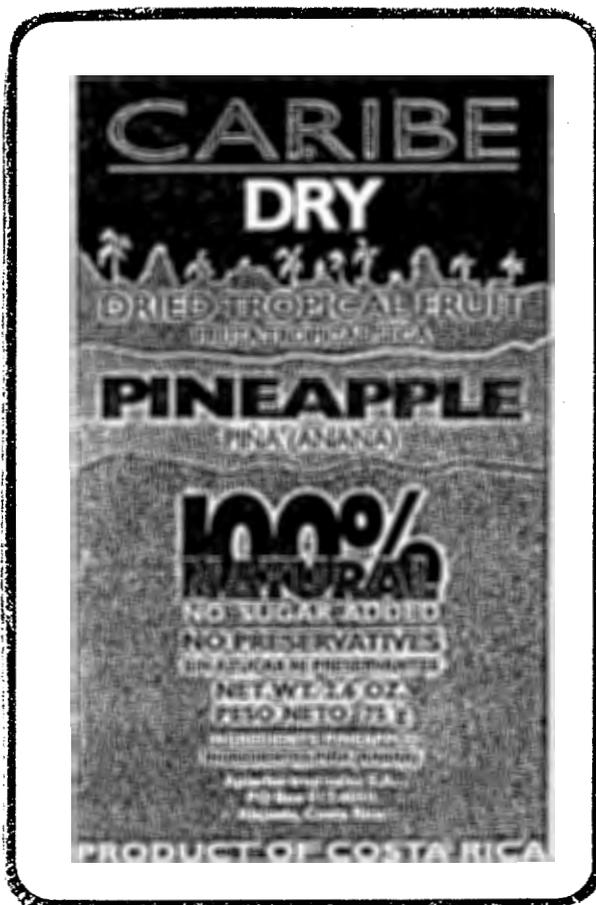
국민건강에 기여하는 미생물농업  
**抱川種菌培養所**



COSTA RICA " CARIBE " DRIED TROPICAL FRUIT BRANDPRICING/RANGE

<u>RANGE ITEM</u>	<u>RETAIL PACK SIZE</u>	<u>US\$FOB PER RETAIL PACK</u>
Pineapple -		
. Rings	75gm	.85
. Chunks	75gm	.85
Mango(*)	75gm	.85
Banana	1.75gm	.85
Papaya	.56gm	.86

(\*) season end Feb/Jul



*SunDream*

HANDELMAATSCHAPPIJ SAMBA B.V.  
BELLSTRAAT 10  
3133 KE VLAARDINGEN  
TELEFOON 010-434 3077  
TELEFAX 010-460 1386  
TELEX 22629 SAMBA NL

HANDELMAATSCHAPPIJ SAMBA B.V. supplies the complete range of edible nuts, dried fruits and tropical fruits. Delivery in bulk or tailor-made packing, also roasted and mixed. The top-quality range of SAMBA B.V. includes ricecracker and yogurt- and chocolate coated nuts and dried fruits. All products also available in consumer packings as SUNDREAM- and private label. SAMBA B.V. has excellent contacts in all countries of origin, which result in best possible prices and conditions.

# SunDream

## PRODUCT LIST

All other products, varieties and / or origins available on request  
Packings: original bulkpacking or repacked (eg. 1-40 kgs), also 20 kgs gas-flushed

### EDIBLE NUTS

#### Almonds

USA Natural, all counts and varieties  
 Blanched, all counts and varieties  
 Blanched sliced, thin  
 Diced natural, 12/8  
 Blanched splits  
 Wholes and broken

Spain Selected Valencia's 18/20, 20/22  
 23/25  
 Larguetta's 27/30 and 30/35

Italy  
 Portugal Inshell

#### Brazilnuts

Brazil Medium, midget and tiny  
 Inshell

#### Cashew

India White Wholes 240, 320, 450  
 Brazil W3

Various products also roasted (and ev. salted)

Brazil X-1, P-1, SSP-3, SSP-2, G-1, G-2

#### Groundnuts

China Inshell  
 Inshell, roasted

China 40/50  
 Blanched 36/41  
 Blanched 25/29

USA Jumbo Runners 38/42  
 Medium Runners 40/50

USA Seabrook Spb X-large Virginia  
 Seabrook Spb Jumbo Runners 38/42  
 Seabrook Spb Medium Runners 40/50

Various products also roasted (and ev. salted)

#### Hazelnuts

Turkey Natural 13/15  
 Natural F.A.Q.  
 Blanched F.A.Q.  
 Inshell

USA Oregon inshell  
 Italy Inshell

#### Pecans

USA Junior Mammoth Halves  
 Inshell  
 also roasted and salted

#### Pine-nuts

China Pinekernels

#### Pistachio

Iran 26/28 natural  
 26/28 roasted and salted  
 Kernels  
 Kernels roasted (and salted)

#### Walnuts

China Light Halves

France Arlequins  
 Extra's

India Light Halves

USA Light Halves & Pieces  
 Inshell large, jumbo

# SunDream

## DRIED FRUITS

### Apples

Chili Quarters, rings, dices  
Italy Quarters

### Apricots

Turkey Malatya no. 1, 2, 3, 4, 5  
Industrial: sweet and sour  
Urgup  
Dices

### Currents

Greece Gulf Medium

### Dates

USA Deglet Nour  
Algeria Deglet Nour

Chopped dates  
Pitted dates

### Figs

Turkey all varieties and packings

### Peaches

Argentina Small, medium, large  
China Halves, preserved

### Pears

Argentina Small, medium  
China Halves, preserved

### Prunes

Chili Presidente, 10/20  
France 29% moisture 20/30, 30/40, 40/50  
35% moisture 20/30, 30/40, 40/50  
Pitted 29% moisture 40/50  
Pitted 35% moisture 40/50  
Dices  
California St. Clara, all varieties and counts  
Industrial prunes of all origins

### Raisins

USA Blue Thompson seedless  
select natural  
Blue Thompson seedless  
select natural jumbo  
(oiled and unoiled)  
USA Golden bleached  
Golden bleached jumbo  
Chili Blue Thompson jumbo - 9/12  
Golden bleached jumbo  
Turkey Sultana St. 9  
Sultana St. 9 natural  
Afghanistan Red select, double  
washed/double cleaned

## TROPICAL FRUITS

### Bananachips

Philippines Sweetened / honeydipped  
Sweetened / honeydipped broken

### Desiccated Coconut

Philippines Medium, fine  
Sri Lanka Medium, fine

### Mango

Thailand Dices 8-10 mm

### Papaya

Thailand Dices 8-10 mm

### Pineapple

Thailand Dices 3-5 mm, 8-10 mm  
Cores

## SEEDS, PULSES, ETC.

USA Mais Popcorn  
Sunflowerseeds

China Pumpkinseeds

### Various

origins Azuki beans  
Brown and White beans  
Red kidney beans  
Soy beans  
Mung beans  
Chick peas  
Alfalfa seeds  
Flaxseeds  
Sesame seeds  
Green and Red (Split) Lentils

# SunDream

## SPECIALTIES

Original ricecrackers from Japan  
Ricecrackers from Taiwan

### Ginger

Ginger, chrystalised

## COATED PRODUCTS

### Party Nuts

Barbecue, Cocktail, Peking  
Katjang Pedis, Katjang Goreng

### Sugarcoated Nuts

Candy-Nuts  
Honeypeanuts (without colorants)  
Candy-Almonds  
Candy-Hazelnuts

### Yogurtcoated products

Almonds  
Bananachips  
Hazelnuts  
Papaya  
Pineapple  
Raisins  
Rice  
Peanuts

### Chocolatecoated products

Almonds  
Bananachips  
Cashews  
Hazelnuts mixed  
Peanuts milk  
Peanuts mixed  
Raisins milk  
Raisins mixed

## MIXES

Various mixes of Nuts  
Nuts and dried fruits  
Tropical fruits  
Mixed fruit, various compositions  
Etc.

**M. BÜNGER**TROCKENFRUCHT-IMPORT-EXPORT  
FABRIKATIONTelefon: 040 - 713 40 47  
Telex : 214 152 jumbo d  
Telefax: 040 - 712 11 41Im Hegen 7  
2000 Oststeinbek

P R O D U C T I O N - P R O G R A M M E  
for Dried Fruits in Bulk

**Prunes**

Calif.	count 30/ 40	12,5	kg	NOW
Chilean	count 40/ 50	10,0	kg	NOW
Chilean	count 50/ 60	10,0	kg	NOW
Chilean	count 70/ 80	13,0	kg	NOW
Chilean	count 90/100	13,0	kg	NOW

**Calif. pitted**

E-Type small	sorbated	12,5	kg	NOW
A-Type large	sorbated	12,5	kg	NOW
A-Type large	not sorbated	12,5	kg	NOW

**Apricots, sulphured**

Iran. halves, Täbriz		10,0	kg	NOW
Southafr. Royal, halves, standard, medium		12,5	kg	NOW
Southafr. Bulida, halves, standard, large		12,5	kg	NOW
Chilean halves		12,5	kg	NOW
Turk. whole pitted, medium, US-Grade		12,5	kg	NOW
Turk. whole pitted, large, US-Grade		12,5	kg	NOW

**Pears, sulphured**

Southafr. halves, choice,		12,5	kg	NOW
Southafr. halves, substandard		12,5	kg	NOW
Chilean halves, choice		25,0	kg	NOW

**Peaches, sulphured**

Southafr. halves, standard medium		12,5	kg	NOW
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**Applerings, sulphured**

Chilean whole rings, white		20,0	kg	NOW
Chinese whole rings, white		20,0	kg	NOW

**Currants**

Greek, double cleaned		14,0	kg	NOW
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**Raisins, natural**

Iran. medium size		12,5	kg	NOW
Izmir Type 101, special		14,0	kg	NOW
Southafr. Orange River choice		15,0	kg	NOW
Calif. blue		13,61	kg	NOW
Calif. blue "Jumbo"		13,61	kg	NOW

- 2 -

## EXOTIC FRUITS, sulphured

(max. 100 ppm SO<sub>2</sub>)

## Flakes

Thailand Pineapple	2 - 4 mm	20 x 1,0 kg	NOW
Thailand Papaya, red	2 - 4 mm	20 x 1,0 kg	NOW

(max. 300 ppm SO<sub>2</sub>)

## Thailand

Pineapple, pieces		20,0	kg	NOW
Pineapple, whole rings		20,0	kg	NOW
Guavas, chunks		20,0	kg	NOW
Mango, slices		20,0	kg	NOW
Papaya red, chunks	-Sept./Oct. expected-	20,0	kg	NOW
Papaya red, spears	-Sept./Oct. expected-	20,0	kg	NOW

## Taiwan

Ginger, chunks		20,0	kg	NOW
Karambola (Starfruit)		20,0	kg	NOW
Kumquat (golden Oranges)		20,0	kg	NOW
Musk-melon, slices		20,0	kg	NOW

## Hazelnut kernels

Roman, round, sieved 14 mm +		25,0	kg	b/n
Levantiner		80,0	kg	b/n

## Almonds

Calif. count 25/27		22,68	kg	NOW
Calif. count 27/30		22,68	kg	NOW
Calif. blanched, whole and broken		22,68	kg	NOW

## Various Kernels

French Walnutkernels, broken	2 x 7,5	kg	NOW
French Walnutkernels, halves, Cerneaux Extra	12,5	kg	NOW
Cashewkernels, large	2 x 11,34	kg	NOW
Cashewkernels, large, white pieces	2 x 11,34	kg	NOW
Pistachios, roasted and salted	20,0	kg	NOW
Peruvian Brazilnut kernels, medium	20,0	kg	NOW
Peruvian Brazilnut kernels, large	20,0	kg	NOW

## Seeds

US Sunflowerkernels	22,68	kg	NOW
Pumpkin kernels, green, peeled	25,0	kg	NOW
Pumpkin kernels, roasted and salted	10,0	kg	NOW
Sesame seed, shelled	23,0	kg	NOW
Sesame seed, not shelled	50,0	kg	NOW
Poppyseed 1a, double cleaned, steelblue	50,0	kg	b/n

## Coconut desiccated

medium	50,0	kg	NOW
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- 3 -

**Coconut-Chips**

roasted 6,82 kg NOW

**Banana-Chips**

roasted 6,82 kg NOW

roasted, broken 6,82 kg NOW

roasted, unsweetened 6,82 kg NOW

**Popcorn**US Maize, raw for popping 22,68 kg NOW  
delivery October '89 after Arrival**D R I E D F R U I T S      unsulphured**

Pineapple -Thailand, pieces 20,0 kg NOW

Apricots -Afghan. Hunza 10,0 kg NOW

-Turk. whole, pitted, medium 12,5 kg NOW

Bananas -Ecuador, evenly cut pieces 12,5 kg NOW  
abt. 3 cm

Pears -Southafr. quarters, without core 12,0 kg NOW

Dates -Iran. pitted 23,0 kg NOW

-minimum 1.000 kg free flowing 9,0 kg NOW

Figs -Izmir natural, count 46/50 14,0 kg NOW

-Turk. natural, clipped, halves 12,5 kg NOW

- October '89 expected -

Cherries -Hungarian, pitted 12,0 kg NOW

Peaches -Calif. halves, medium 12,5 kg NOW

Applerings -Chilean 20,0 kg NOW

Candied Lemon-peel -Dutch, halves 5,0 kg NOW

Candied Orange-peel -Dutch, quarters 5,0 kg NOW

**Mixtures Of Fruits And Kernels**

Raisin/Kernel Mix "Studentenfutter" 4 x 2,5 kg nt

Kernel Mix "Nusskernmischung" 4 x 2,5 kg nt

**Tropical Mix**blue Raisins, Banana-Chips, blanched almonds  
Brazilnut kernels, Roman Hazelnut kernels,  
Sulphured:Apricots, Pineapple, Kumquat, Papay 5,0 kg nt

- Fourth Page -

- 4 -

**Mixed fruit, sulphured**

5-Fruit fancy	5,0	kg	nt
5-Fruit fancy	12,5	kg	nt
5-Fruit extra choice	5,0	kg	nt
5-Fruit extra choice	12,5	kg	nt
5-Fruit choice	5,0	kg	nt
5-Fruit choice	12,5	kg	nt

Articles ex our own production  
freshly produced from selected raw-material

**Hazelnut kernels**

diced	10,0	kg	nt
sliced	8,0	kg	nt

**Calif. Almonds, blanched - no bitter kernels**

diced	10,0	kg	nt
sliced	10,0	kg	nt
slivered	10,0	kg	nt
flakes	10,0	kg	nt

**Dried Fruits            d i c e d**  
ex our own production

available sizes: 5 x 5 mm up to 10 x 10 mm  
rice-flour added to allow free flow

Apricots	- unsulphured	10,0	kg	nt
	- sulphured	10,0	kg	nt
Apples	- unsulphured	10,0	kg	nt
	- sulphured	10,0	kg	nt
Bananas	- unsulphured	10,0	kg	nt
Pears	- unsulphured	10,0	kg	nt
	- sulphured	10,0	kg	nt
Dates	- unsulphured	10,0	kg	nt
Figs	- unsulphured	10,0	kg	nt
Prunes	- unsorbated	12,5	kg	nt
	- sorbated	12,5	kg	nt
Peaches	- sulphured	10,0	kg	nt

**Original Merchandise from Country of Origin**

Pine-apple	- unsulphured, 10 x 10 mm	20,0	kg	NOW
Papaya	- unsulphured, 10 x 10 mm	20,0	kg	NOW

# M. BÜNGER



*The Best Way of Preservation through Dehydration*



**CHHATARIYA DEHYDRATES PVT. LTD.**

**Dehydrated Onions**  
 RED KIBBLED  
**Sample**

US\$ CIP1725mt AUCKLAND

chhotariya dehydrates pvt. ltd.

9A, BUONA CASA, 15, SIR P.M. ROAD, BOMBAY 400 001.  
 TEL: 298694 TELEX: 1184176 CRC IN FAX: 91 22 286202

**Dehydrated Onions**  
 TOASTED  
**Sample**

US\$ CIP1500 AUCKLAND

chhotariya dehydrates pvt. ltd.

9A, BUONA CASA, 15, SIR P.M. ROAD, BOMBAY 400 001.  
 TEL: 298694 TELEX: 1184176 CRC IN FAX: 91 22-286202

**Dehydrated**  
 WHITE CHOPPED ONION  
**Sample**

US\$ CIP2025 AUCKLAND

chhotariya dehydrates pvt. ltd.

9A, BUONA CASA, 15, SIR P.M. ROAD, BOMBAY 400 001.

**Dehydrated Onions**  
 WHITE SLICES  
**Sample**

US\$ CIP2600mt Auckland

chhotariya dehydrates pvt. ltd.

9A, BUONA CASA, 15, SIR P.M. ROAD, BOMBAY 400 001.

**Dehydrated Onions**  
 WHITE KIBBLED  
**Sample**

US\$ CIP1925mt Auckland

chhotariya dehydrates pvt. ltd.

9A, BUONA CASA, 15, SIR P.M. ROAD, BOMBAY 400 001.  
 TEL: 298694 TELEX: 1184176 CRC IN FAX: 91 22-286202

**Dehydrated**  
 CAULIFLOWER  
**Sample**

US\$ CIP3600mt Auckland

chhotariya dehydrates pvt. ltd.

9A, BUONA CASA, 15, SIR P.M. ROAD, BOMBAY 400 001.

**Dehydrated**  
 GARLIC POWDER  
**Sample**

US\$ CIP1400 AUCKLAND

chhotariya dehydrates pvt. ltd.

9A, BUONA CASA, 15, SIR P.M. ROAD, BOMBAY 400 001.

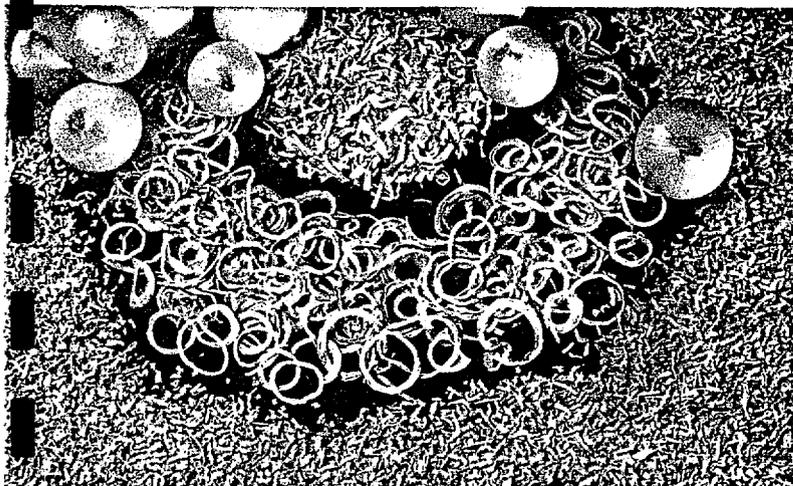
**Dehydrated Cauliflower**  
**Sample**

US\$ CIP3500mt AUCKLAND

chhotariya dehydrates pvt. ltd.

9A, BUONA CASA, 15, SIR P.M. ROAD, BOMBAY 400 001.  
 TEL: 298694 TELEX: 1184176 CRC IN FAX: 91 22 286202

# C H H A T A R I Y A



## ONION — THE BULB THAT LIGHTS UP ALL RECIPES:

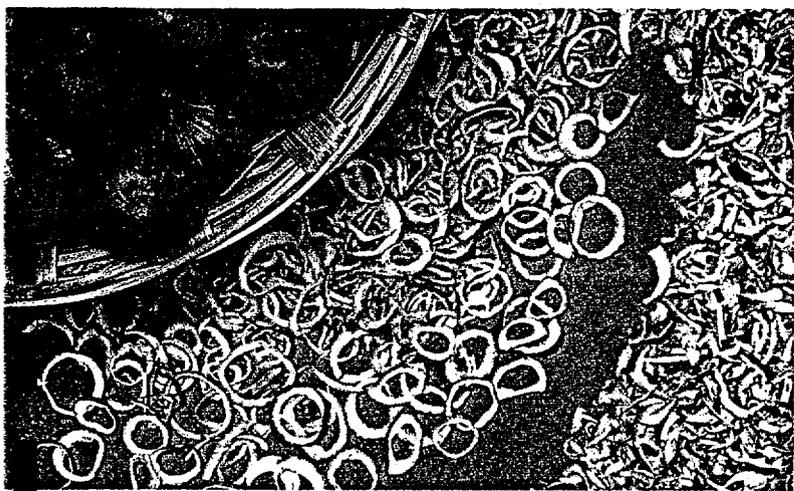
Botanists never seem to agree on scientific nomenclatures. Some classify the onion in the amaryllis family, *Amaryllidaceae*, while others place it in the lily family, *Liliaceae*. On the dining table, however, they **DO** agree: onion is the most indispensable ingredient in every cooking recipe!

Mahuva is a small sleepy town in the Gujarat state of Western India. Nothing 'seems' to be happening here; but in fact, it's the largest onion producing belt in India. Hundreds of acres of land is cultivated for onions. Mahuva offers all what onions need: rich soil, plenty of water and temperatures  $>16^{\circ}\text{C}$ .

**CHHATARIYA DEHYDRATES PVT LTD** have their headquarters and processing plants at Mahuva. Onions are processed here from farm fresh onions, cultivated by our regular growers, to our exacting standards in size, variety and growth. These onions are harvested in their first year of growth (onions being biennials) just when the plant leaves limp and fall over. This maintains the consistent size, flavour and aroma.

### PRESERVATION THROUGH DEHYDRATION

Dehydrating onions is one of the most practical innovation in food processing industry. Not only does it enhance shelf life of onions,



# D E H Y D R A T E S

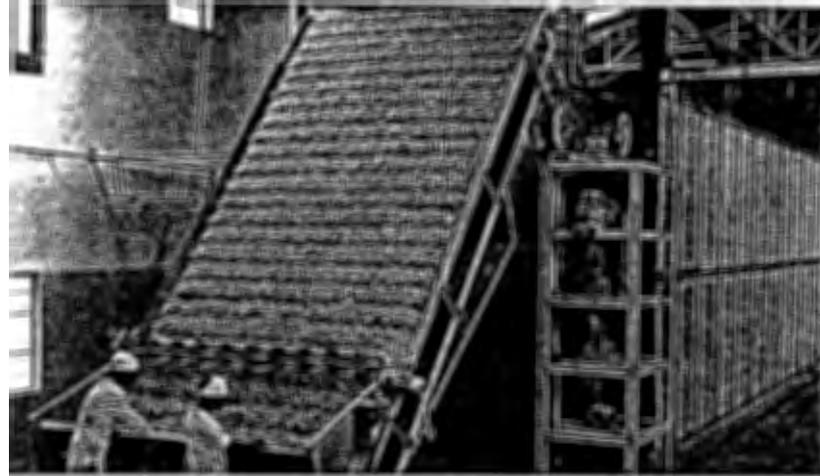
but eliminates the need of shelling, cleaning and cutting them and also, of course, no more tears! Dehydrated onions need only a fraction of energy and cooking medium and saves a lot on storage space (90% of onion is water which is evaporated).

Mahuva grows pink, white and red onions; the latter two are mostly used for dehydration. At Chhatariya, each lot of onion is manually checked for size, quality and are skinned and washed repeatedly before processing. Fully automatic belt driers of the plant imparts the exact degree of dehydration without affecting the taste or pungency.

Chhatariya Dehydrates supplies onions in five finished forms: Slices, Kibbled, Flakes, Choppes and Powder. Besides these standard finished forms of onions, the product can be supplied to any specifications the customer desires. In addition to onions, Chhatariya also manufacture dehydrated potatoes, chillies, lady fingers, coriander, garlic, tomatoes, ginger, lime and many other similar items, on specific orders.

The dehydrated onions are cleaned of any leftover skin or roots and then passed through a magnetic field to eliminate any unwanted residue. The finished products are then packed in a dustfree, air conditioned atmosphere, and are sealed in moisture proof polybags.

These polybags are packed in corrugated boxes to ensure a seaworthy packing. The packing and shipping is executed under strictest government control.



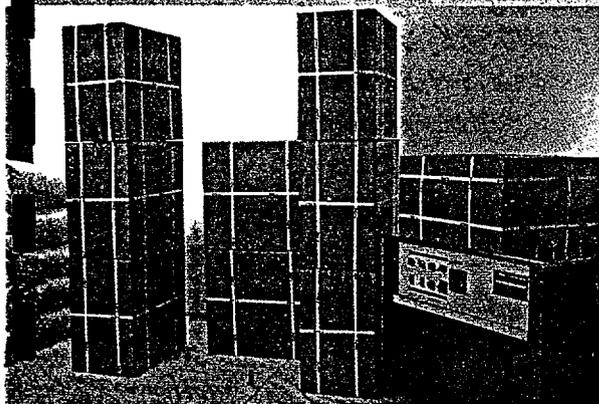


Chhatariya Dehydrates Pvt Ltd was established in 1985 and since then, it has grown into a major exporter of dehydrated products, specialising in onions. With the target of manufacturing upto international quality standards, Chhatariya has established their identity in a severely competitive world market of dehydrated onion/garlic.

Their strenuous and consistent efforts have enabled Chhatariya to export to countries like Germany, Netherlands, UK, France, Canada, New Zealand and many other. It is a well established industrial group with other business interests in rubber, steel fabrication and ship breaking industries.

Chhatariya Dehydrates Pvt Ltd reaches individual consumers through importers and food caterers, delivering strictly on schedule and to their precise requirements.

So, when you think of dehydrated onions, think **CHHATARIYA**.

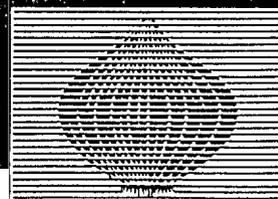


**chhatariya dehydrates pvt. ltd.**

OFFICE : 9A, BUONA CASA, 15, SIR P.M. ROAD, BOMBAY 400 001.  
TEL: 298554 TELEX: 1184176 CRC IN GRAMS: DEHYDRATES BOMBAY FAX: 91 22 2863362

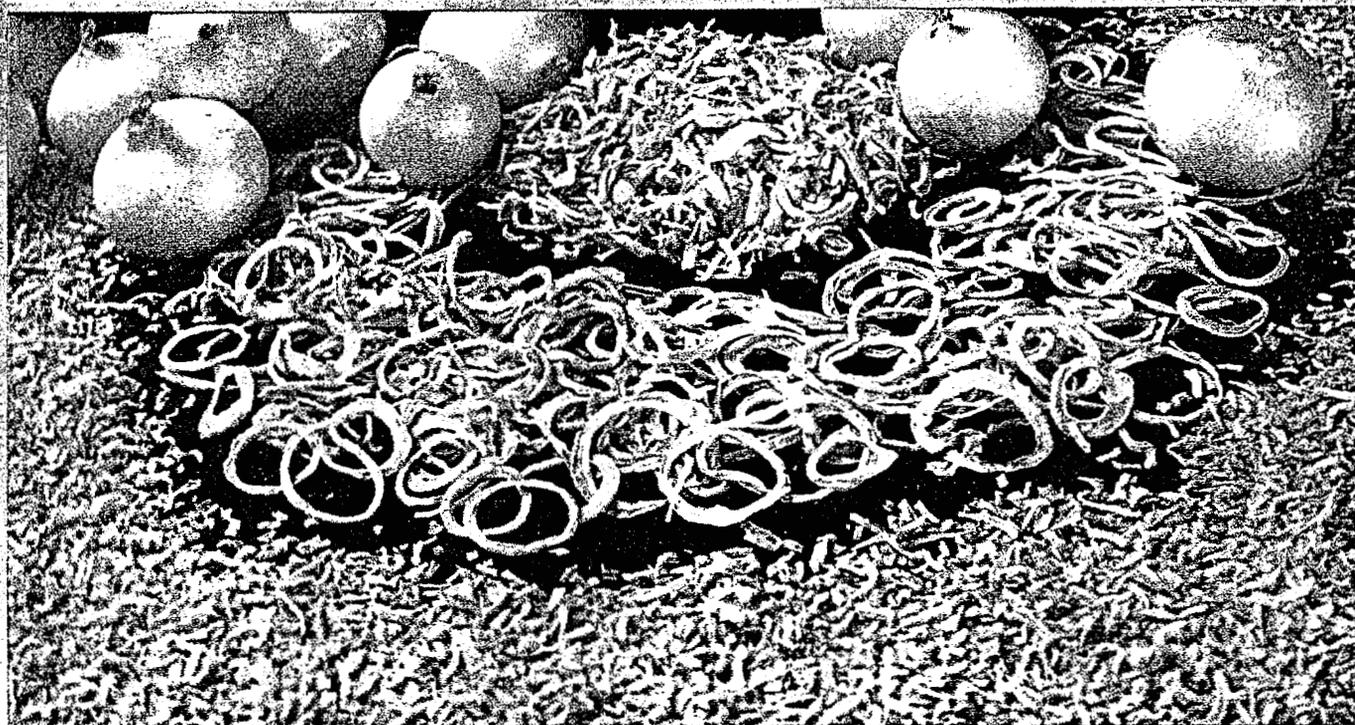
FACTORY : CHHATARIYA INDUSTRIAL ESTATE, MAHUVA 364 290 DIST. BHAVNAGAR, GUJARAT (INDIA)

TEL: 22229 GRAMS: DEHYDRATES MAHUVA (R.V.) FAX: 91 7914 2210



**CHHATARIYA**

## The Fine Art of Preservation through Dehydration



# CHHATARIYA DEHYDRATES

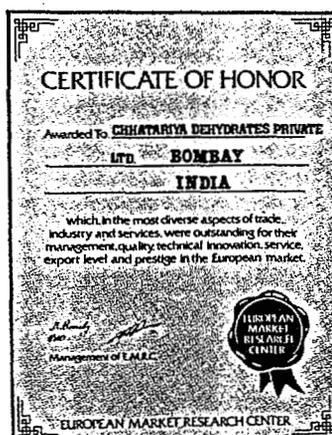
### CHHATARIYA DEHYDRATES PVT LTD

process farm fresh onions, cultivated by our regular growers, to our exacting standards in size, variety and growth.

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### WINNERS OF EUROMARKET AWARD 1992



## chhatariya dehydrates pvt. ltd.

OFFICE : 9A, BUONA CASA, 15, SIR P.M. ROAD, BOMBAY 400 001.

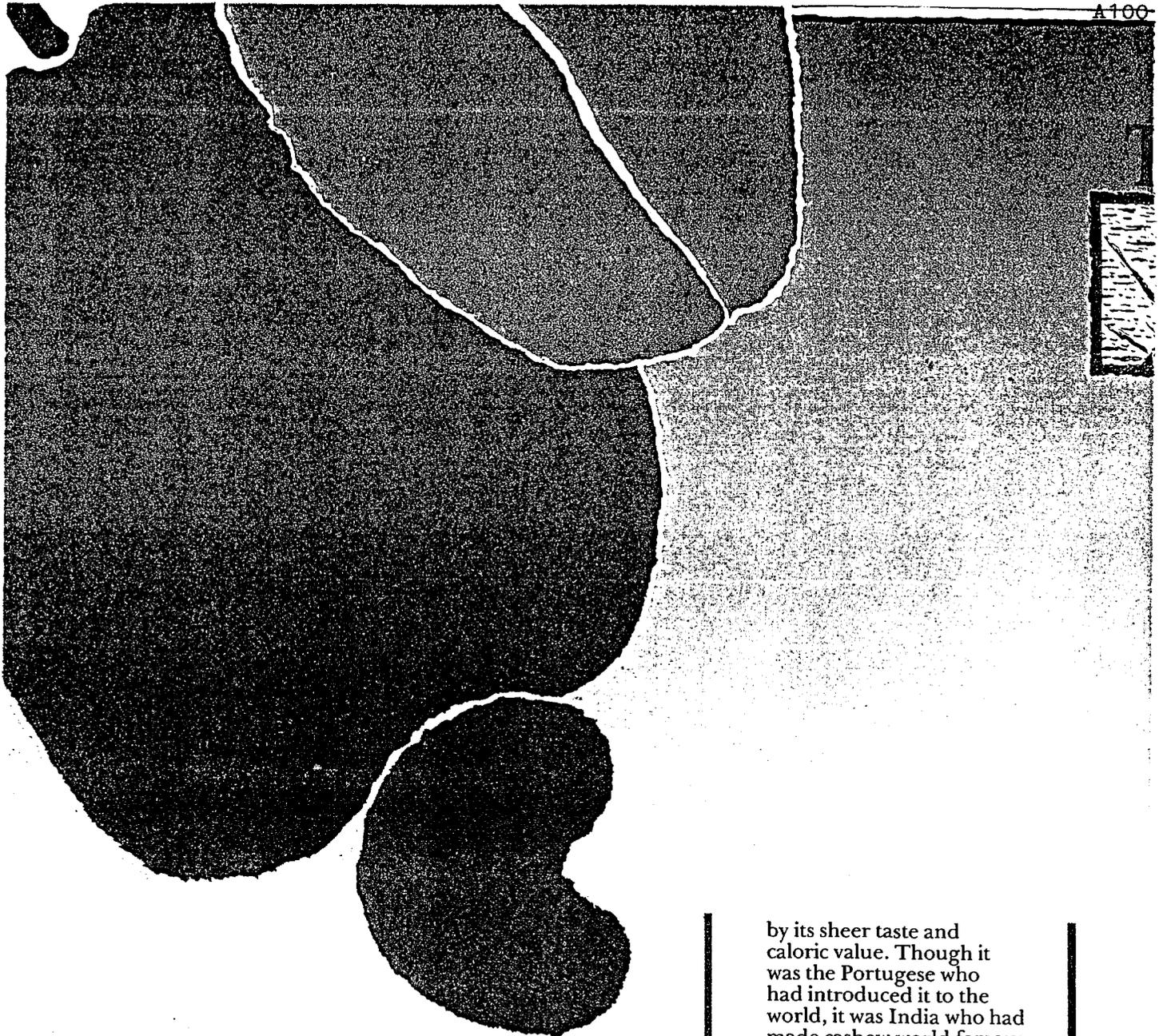
TEL: 2662983, 2663554 TELEX: 1184176 CRC IN FAX: 91 22 2663362

FACTORY : CHHATARIYA INDUSTRIAL ESTATE, MAHUA 364 290. TEL: 2338 FAX: 91 2844 2810



INDIAN  
**PASHEW**  
♦ NUTS ♦





## Facts in a nut shell

**C**ashew is a wondernut. Its very anatomy presents a funny hint of oddity - the nut beneath the fruit snuggling close to the plump flesh as if it wants to go back inside.

Since its entry, cashewnuts have captured the sub-continent in raptures

by its sheer taste and caloric value. Though it was the Portugese who had introduced it to the world, it was India who had made cashew world famous. Nowadays, cashew trees are a common sight in India, especially in Kerala, the southernmost state. Every season finds children and adults alike gathering around the cashew trees - some for it's juicy apple, some for the pulpy nut kernel.

Ayurveda, the Indian medicine has accepted this rich nut as a potent remedy as well as a nutritive food. Though a late comer, cashewnuts have found their place in Ayurvedic texts, and been attributed with qualities like aphrodisiac, rejuvenating, and appetite increasing.



**THE INDIA OF YORE BEARS A BEAUTIFUL SIGNATURE OF SUBLIMATION- THE CONCEPT OF HARMONY.**

**H**armony is the essence of human life. And it is appropriately described by the ancient Indian esoteric order, 'Tantra' as 'Laya', the concord of mind and nature.

Tantra draws many parallels between mind and nature to substantiate the hypothesis, often quoting from mythology. The legend of 'Amrutha Mathanam' (the churning for nectar) is thus transmuted into a metaphor of the fight between Good and Evil, for knowledge. According to the myth, Devas and Asuras (gods and demons) churned the 'Ocean of Milk' for Ambrosia.

In the process, there was a profusion of creations like Apsaras, the ever replete source of milk 'Kamadhenu', and the god 'Dhanvantari'. He was the carrier of that elixir of eternal youth, 'Amrutham'.

**Dhanvantari**  
THE LITTLE LORD OF LIFE

**T**herapeutics in India ascribes its origin and lordship to the God Dhanvantari. It is said that he is only the size of a thumb, and is the doctor

divine. He holds the secret of life, or 'Amrutham' (immortality, wisdom, salvation) which is the final knowledge, the supreme truth to be realized, according to Ayurveda. Thus, this science of life is not merely a prognostic guideline for illness, but rather a prescription for harmonious living.

It is towards the 'Amrutham' that the good and the bad principles in our system struggle. In this strife, it is the Good that claims the victory.



But there are times when evil takes the bounty - times when deterioration sets in and mind and body succumb to illness.

**Ayurveda:**  
PRESCRIPTION FOR PEACE.

**A**yurveda advocates a field-oriented approach for harmonious living. Everything can be considered a field, and it can be barren,

fertile, mediocre, superb, responsive or dull according to the balance of its principles. It can produce good or bad results depending on its internal nature. Human body is a field and is in perfect harmony with nature. With the field theory as the frame of reference, Ayurveda infers that no illness can come from a solely external cause. Germs and other infectious elements are there, but what ultimately causes the disease is the imbalance of the body. And what upsets the rhythm is our own way of life, the irregular living patterns and improper ways of eating habits.

By correcting the mode of functioning, the organism can renew its metabolic activities, replenish energy. Ayurveda recommends a natural diet as the remedial measure. Natural diet, of course, is a balanced diet consisting of herbs, nuts, berries and a minimum amount of meat.

**India and Her Medicines:** NATURAL HISTORY



**A**yurveda has a long lineage of explorations and discoveries.

Originated some three thousand years ago, this school of medicine at the outset was actually a compendium of all knowledge of herbal medicines that had been put to use till then. Around 600 B.C., the sage Athreya had collected all the available materials, analysed and edited them into a compact text. But it was his disciple Agnivesa who had provided a complete account of Ayurveda, the theory and applications. Later, around 200 B.C., Charaka came up with a fuller picture, incorporating more information on human anatomy and surgical know-how. He is supposed to have undertaken plastic surgery.

Ayurveda is known for its vast reservoir of medicines for chronic diseases. There are numerous case histories in its medical history describing how the medical wizards of yore had cured diseases like cancer, diabetes, chronic head aches, and even schizophrenia. Most of the drugs in these instances are simple herbs; and sometimes these are stunningly complex mixtures of several rare herbs, now extinct.



into an agrarian community. They consumed nuts mainly as food, but later, as the science of medicine developed, nuts took on the role of nutrients. Ayurveda extensively discusses the medicinal value of nuts. Almonds were used for eye problems. Indian walnut was considered a good brain tonic and sesame seed was prescribed for infertility. Pears and nutmeg were given in cases of genital complaints. And there is Cashewnut.

unique curative properties of Indian Cashewnut: it's a good stimulant, rejuvenator, appetizer, an excellent hair tonic, aphrodisiac and restorative.

Cashewnuts made it into the texts of Ayurveda with its debut in the 16th century. Introduced to India by the Portugese, cashewnuts soon became quite at home with the tropical climate. Cultivated first in Kerala, the southernmost state in India, cashewnuts were received with the same fervour India had expressed towards any novelty. Soon Ayurveda too opened its doors for the newcomer. The medicinal value of cashewnut gave it more demand among the masses and mileage in the market.

## Cashewnut: THE LINEAGE OF LAYA

Into the harmonious heart of Ayurveda's charmed circle came cashews. Ayurveda lists quite a few

## Nut Food Value in Ayurveda: FOOD FOR THOUGHT

**N**uts had been popular with the people of the Indus Valley ever since the nomads from elsewhere settled and flourished



## Nutritious

All nuts usually pack high amounts of protein, minerals, vitamins and carbohydrates. There are a lot of fats too.

But with cashewnut, it's special. Cashews comprise a surprising spectrum of vitamins and amino-acids which is very rare among nuts. Being a treenut, cashew has to provide a complete food packet for its own growth. That's what makes it such a vast reservoir of vital factors.

## Protein Content

As the tissue-builders in human organism, proteins are highly appreciated by fitness fobs. Cashewnuts contain 21% of vegetable proteins, which means that they are at par with soya beans and groundnuts quantitatively, but qualitywise they are more on the side of milk, eggs and meat.

### CHEMICAL COMPOSITION OF CASHEW KERNEL

Factors	Percentage
Proteins	21.00
Fat	47.00
Moisture	5.90
Carbohydrates	22.00
Phosphorous	0.45
Calcium	0.05
Iron	5.00/100 gm.

Amino-acids are found only in a minute measure in nuts, that too once in a way. But

with cashews, they are in just the right amount for human specifications.

Amino-acids	Percentage
Arginine	10.3
Histidine	1.8
Lysine	3.3
Tyrosine	3.2
Phenylalanine	4.4
Cystine	1.0
Methionine	1.3
Threonine	2.8
Valine	4.5

The most exciting aspect of cashewnut is perhaps the fact about its fat content. While most nuts have saturated fatty acids, cashewnuts stock 47 percent of fat of which 82 percent is unsaturated fatty acids-free of cholesterol. More than that, they actually lower the cholesterol level in blood, keep the heart devoid of cholesterol and related problems. How's that for a hearty news!

The fats in cashewnuts are abundant in vitamins A, D and E that are cardinal in the assimilation control of fats and reinforcement of immunity function.

Indian cashewnuts are the true representatives of the switch towards nature which has taken full swing over the globe. The demands of 'Back to Nature' movements like B-D, EKO, Green peace etc. are met in full measure by cashewnuts - they are cultivated in a totally non-additive, organic environment, without using any

artificial fertilizer or chemicals. It is the ideal food for the reform movement, minimal processing, total lack of additives, aromatics or preservatives and naturally nutritious.

The EC countries being aware of the hazards of synthetic foods, emphatically

advocate natural health foods like fruits and nuts and cashewnuts are counted as one of the finest diets for fitness without cholesterol-forming fat.

## Cashew Tree

### THE PARENT OF A PRODIGY

A low spreading, stocky tree with rich green foliage, cashew trees settle down any where, be it the coastal terrains or tropical plains. But it's very susceptible to cold and frost; hence the absence of cashews in winter regions. Being an immigrant from tropical regions, cashew is quite at home in India, another tropical clime. The verdant vegetation of Kerala, Karnataka and the humid atmosphere of Tamil Nadu, Andhra Pradesh, Orissa, Maharashtra and Goa are almost made for Cashew. The tropical factor gives it an edge in the struggle for survival, subsequently, it is at its peak output, succulent and sustaining.

## Delicious: THE PALATABLE STORY

Indian cashewnuts are distinct in taste and flavour. Slightly salty and sweet at the same time, this delicate nut is a mouthful of delicacy. Soft, creamy and pulpy in its raw form, cashews change to a crisp brown when roasted.



Cashewnuts are used in many dishes. It gives a unique flavour and taste to the food and as well adds extra nutrition.

A ritually pure, dainty cashewnut is a culinary favourite. It's an indispensable guest at any cocktail session. Raw, roasted, fried or salted-take it anyway and you got no better tit-bits.

Excellent for stuffing, dressing, garnishing or filling, cashewnut can make even a plain dish like noodles special. And not to mention desserts - they can't be complete without cashews!

## Processing:

COUP DE MAÎTRE

**U**shering in the vision of finesse in end products, India was the trail blazer in cashew processing on an industrial scale. She was also the first to step into the world market with processed cashewnuts.

The aim of processing is to take the soft kernels out of the shell and sort them out into different sizes and shapes. Indian cashew kernels are processed in a spic and span hygienic environment and are graded meticulously according to their sizes, colour etc. All processing units are inspected and approved by the Export Inspection Agency of the Government of India.

## Quality Control:

THE HARD SIDE OF NUTS

**I**t's through painstaking procedures that these nectarean nuts reach the consumers.

They undergo stringent quality control measures to ensure top of the tree standards. Besides, every item is thoroughly inspected and those who fall below the line are rejected. This goes for raw-materials and processing equipments too. Even the cooking utensils are inspected.

## Exports:

SET OUT TO CONQUER

**I**ndian cashewnuts are graded into 26 different varieties and exported. India lands over 200 million dollars a year through exporting forty to fifty thousand tonnes of cashew kernels. With a trade network spanning 40 countries, she bags the lion's share in the world cashew market.

The largest buyer of Indian cashewnuts is the United States of America. The savoury spirit of these nuts is the ruling passion up there.

The other prominent customers of Indian cashewnuts are EEC

countries, Japan, Australia, Canada, Hong Kong, Singapore, (formerly) the Soviet Union and the Middle East countries.

Every export consignment is checked by the Government owned EIA on request of the buyer, where IQC (In Process Quality Control) facilities are not available with the manufacturer.

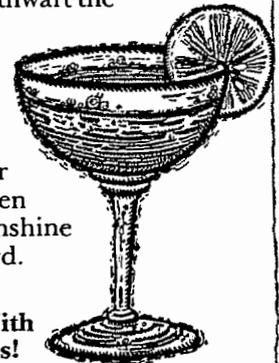
## Packing:

SAFE AND SOUND

**I**ndian cashewnuts come to you in vacuum sealed tins containing 11.34 kgs of cashew kernels. The bulk packing is done with two tins in each pack, vacuum-sealed and filled with carbon dioxide. Sturdy corrugated cartons are used, secured with nylon bands.

## It's a DOWNER

**F**or every cocktail, there's a hangover - a heavy head, low metabolism, general drowsiness. Well don't worry, just munch a handful of cashewnuts along with the drink. Cashewnuts can effectively thwart the blues after the ball. Besides, it protects your liver cells from alcohol assault - no fear of cirrhosis even when the moonshine goes over board.



So carry on! With Indian cashews!

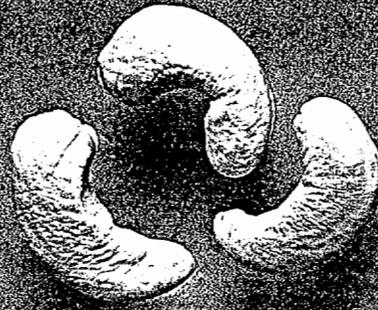
THE CASHEW EXPORT PROMOTION COUNCIL OF INDIA

Post Box No. 1709, Cochin-682 016, India,  
Tel : 0484-361459, 353357 Tlx : 0885-6677  
Fax : 0484-370973 Grams : PROMOTION

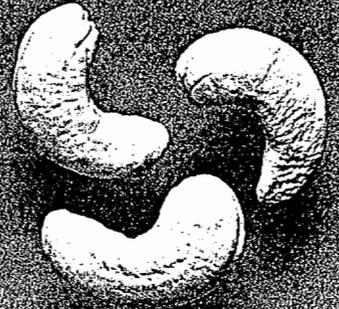




WHITE WHOLES - 180



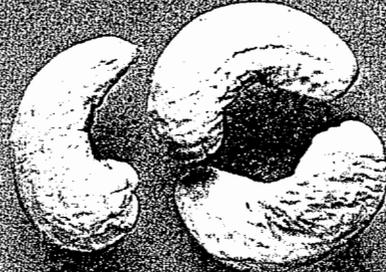
WHITE WHOLES - 210



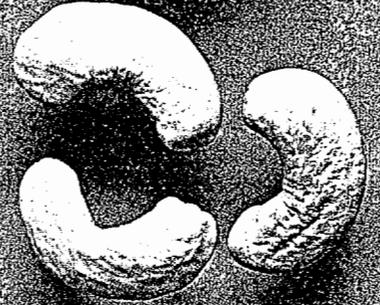
WHITE WHOLES - 240



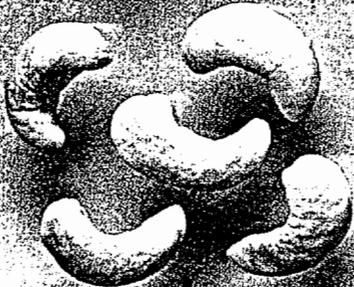
SCORCHED WHOLES (SW)



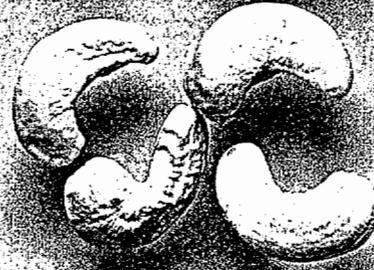
SCORCHED WHOLES (SW) - 180



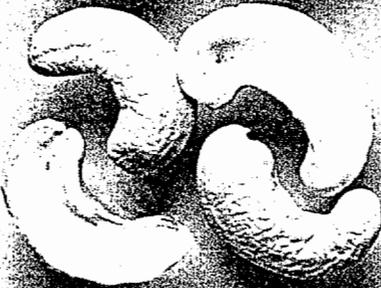
SCORCHED WHOLES (SW) 210



SCORCHED WHOLES - 500



SCORCHED WHOLES SECONDS (SSW)



SPLITS (S)



LARGE WHITE PIECES (LWP)



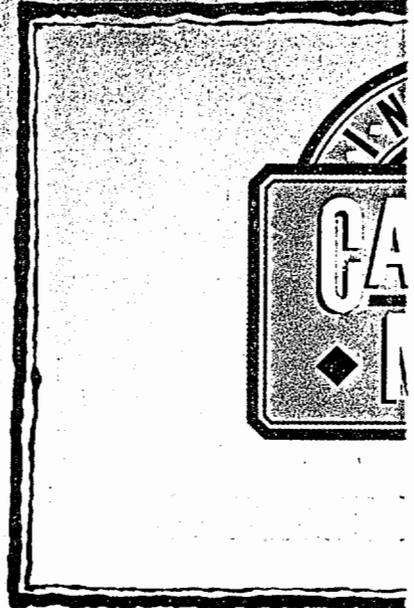
SCORCHED HALVES (SB)

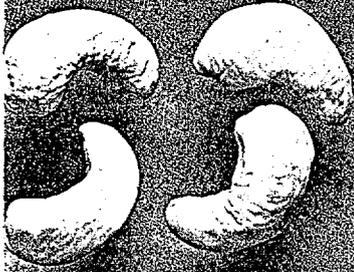


SCORCHED QUARTERS (SQ)

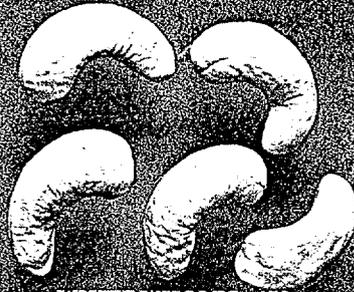


SCORCHED PIECES (SP)

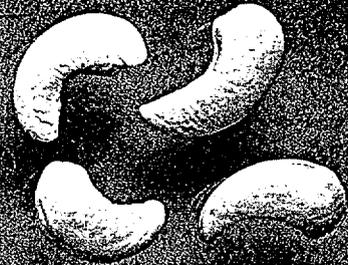




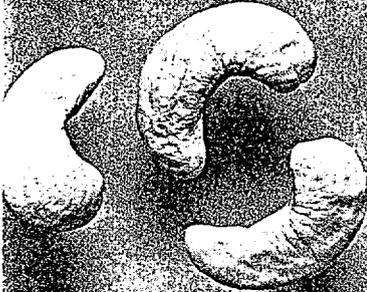
WHITE WHOLES - 320



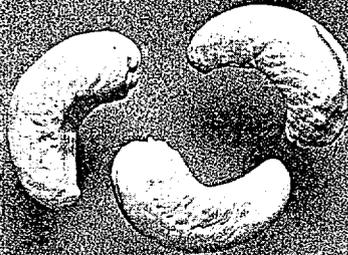
WHITE WHOLES - 450



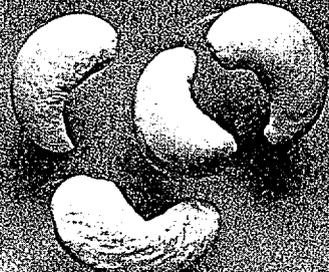
WHITE WHOLES - 500



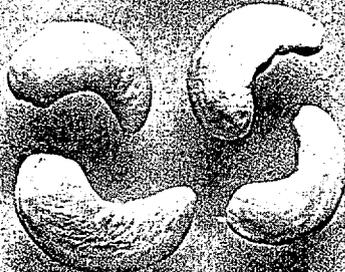
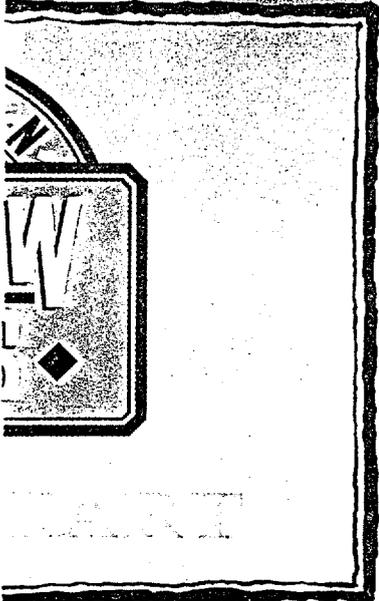
SCORCHED WHOLES (SW) - 240



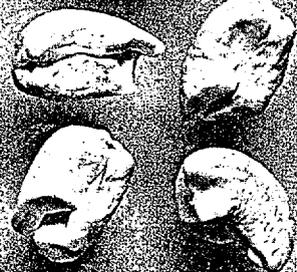
SCORCHED WHOLES (SW) - 350



SCORCHED WHOLES (SW) - 450



DESSERT WHOLES (DW)



BUTTERED (B)



CASHEW PIECES (SWP) - 250



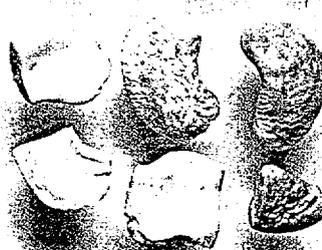
CASHEW PIECES (SWP) - 350



CASHEW PIECES (SWP) - 450



SCORCHED CASHEW PIECES (SWP) - 250



DESSERT PIECES (DP) - 250

**D. CASHEW KERNELS - WHITE PIECES (Cont.)**

Grade Designation	Trade Name	Colour/characteristics	Count/454 gms size description	Max. Moisture%	Broken Max%	NLSG NLG max%
SWP	Small White Pieces	White/pale ivory or light ash	Broken Kernels smaller than those described on LWP but not passing through 6 mesh 20 SWG sieve/2.80 mm I.S. Sieve	5	Nil	5 (BB & SSP together)
BB	Baby Bits	do	Plemules and broken kernels smaller than those described as SWP but not passing through a 10 mesh 24 SWG Sieve/1.70 mm I.S. Sieve	5	Nil	1% (Cashew powder)

Remarks : Kernels shall be completely free from infestation, insect damage, mould rancidity, adhering testa and objectionable extraneous matter.

**E. CASHEW KERNELS - SCORCHED PIECES**

Grade Designation	Trade Name	Colour/characteristics	Count/454 gms size description	Max. Moisture%	Broken Max%	NLSG NLG max%
SB	Scorched Butts	Kernels broken crosswise (evenly or unevenly) and naturally attached. Kernels may be scorched/slightly darkened due to over heating while roasting or drying in the drier/borma.	N.A.	5	5	7.5 (DB)
SS	Scorched Splits	Kernels split naturally lengthwise. Kernels may be scorched/slightly darkened due to over-heating while roasting or drying in drier/borma	N.A.	5	5	7.5 (DS)
SP	Scorched Pieces	Kernels may be scorched/slightly darkened due to over-heating while roasting or drying in drier/borma	Pieces not passing through a 4 mesh 16 SWG sieve/ 4.75 mm I.S. Sieve	5	Nil	7.5 (SSP & SPS together)
SSP	Scorched Small Pieces	Kernels may be scorched/slightly darkened due to over-heating while roasting or drying in drier/borma	Pieces smaller than SP but not passing through a 6 mesh 20 SWG Sieve/ 2.80 mm I.S. Sieve	5	Nil	5 (DSP)

Remarks : Kernels shall be completely free from infestation, insect damage, mould, rancidity, adhering testa and objectionable extraneous matter. Scraped and partially shrivelled kernels also permitted provided such scraping/shrivelling does not affect the characteristic shape of the kernel.

**F. CASHEW KERNELS - DESSERT PIECES**

Grade Designation	Trade Name	Colour/characteristics	Count/454 gms size description	Max. Moisture%	Broken Max%	NLSG NLG max%
SPS	Scorched Pieces Seconds	Kernels may be over-scorched, immature, shrivelled ( <i>Pirival</i> ), speckled ( <i>Karaniram</i> ), discoloured and light blue	Kernels broken into pieces but not passing through a 4 mesh 16 SWG sieve/ 4.75 mm I.S. Sieve	5	Nil	7.5 (DP & DSP together)
DP	Dessert Pieces	Kernels may be deep scorched, deep brown, deep blue, speckled, discoloured and black spotted	Kernels broken into pieces but not passing through a 4 mesh 16 SWG sieve/ 4.75 mm I.S. Sieve	5	Nil	7.5 (DSP)

Remarks : Kernels shall be completely free from infestation, insect damage, mould, rancidity, adhering testa and objectionable extraneous matter.

NLSG denotes : Next Lower Size Grade. NLG denotes : Next Lower Grade.



# SPECIFICATIONS FOR CASHEW KERNELS

**GENERAL CHARACTERISTICS:** Cashew Kernels shall have been obtained through roasting, shelling and peeling cashew nuts (*Anacardium occidentale L.*)

## SPECIAL CHARACTERISTICS:

### A. CASHEW KERNELS - WHITE WHOLES

Grade Designation	Trade Name	Colour/characteristics	Count/454 gms size description	Max. Moisture%	Broken Max%	NLSG NLG max%
N-180	White Wholes	White/pale ivory/light ash. Characteristic shape.	170-180	5	5	5 (NLSG & SW together)
N-210	do	do	200-210	5	5	do
N-240	do	do	220-240	5	5	do
N-320	do	do	300-320	5	5	do
N-450	do	do	400-450	5	5	do
N-500	do	do	450-500	5	5	5 (SW)

Remarks: Kernels shall be completely free from infestation, insect damage, mould, rancidity, adhering testa and objectionable extraneous matter. Scraped and partially shrivelled kernels also permitted provided such scraping/shrivelling does not affect the characteristic shape of the kernel.

### B. CASHEW KERNELS - SCORCHED WHOLES

Grade Designation	Trade Name	Colour/characteristics	Count/454 gms size description	Max. Moisture%	Broken Max%	NLSG NLG max%
SW	Scorched Wholes	Kernels may be scorched/slightly darkened due to over-heating while roasting or drying in drier/borma	N.A.	5	5	7.5 (SSW)
SW-180	do	do	170-180	5	5	7.5 (NLSG & SSW together)
SW-210	do	do	200-210	5	5	do
SW-240	do	do	220-240	5	5	do
SW-320	do	do	300-320	5	5	do
SW-450	do	do	400-450	5	5	do
SW-500	do	do	450-500	5	5	7.5 (SSW)

Remarks: Kernels shall be completely free from infestation, insect damage, mould, rancidity, adhering testa and objectionable extraneous matter. Scraped and partially shrivelled kernels also permitted provided such scraping/shrivelling does not affect the characteristic shape of the kernel.

### C. CASHEW KERNELS-DESSERT WHOLES

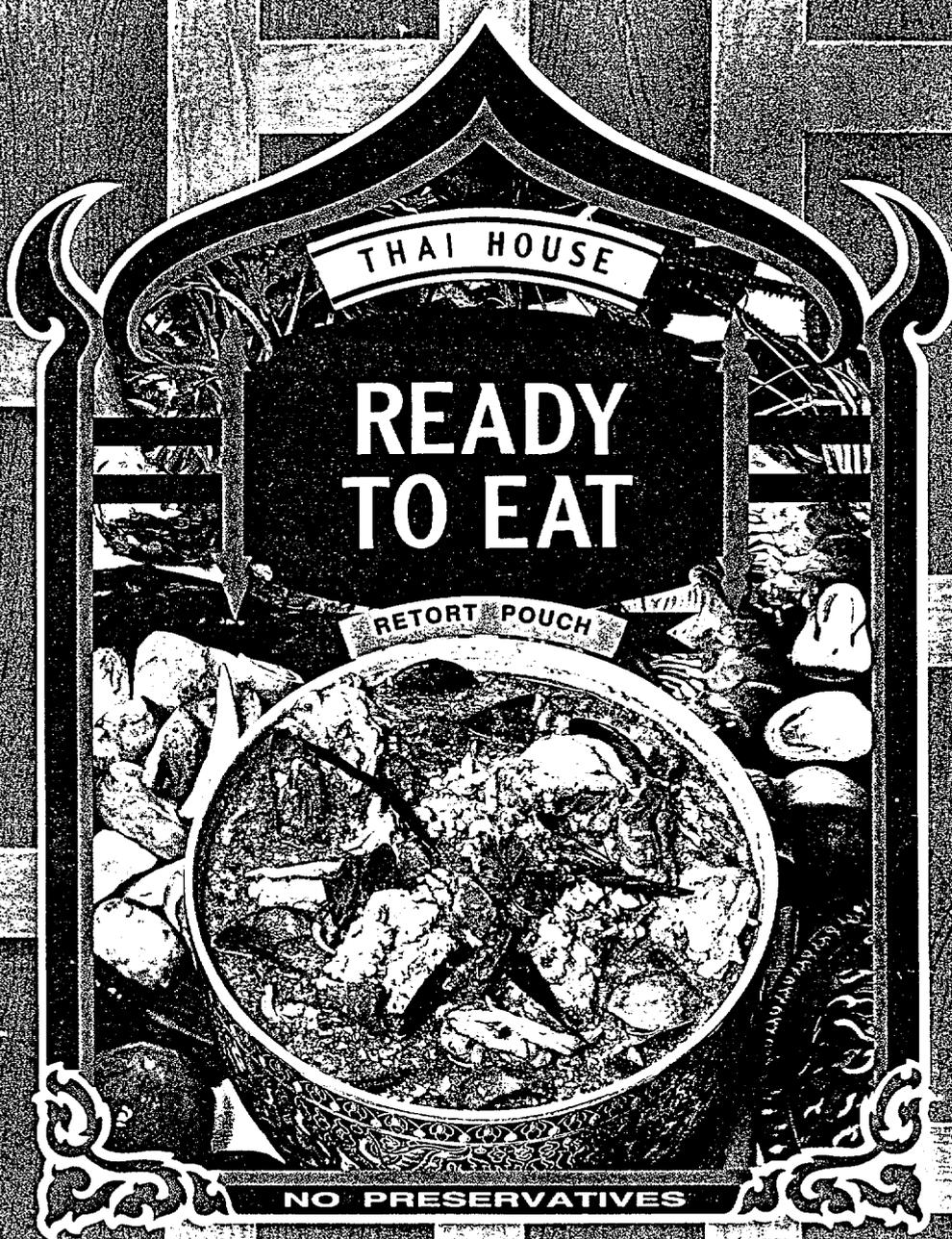
Grade Designation	Trade Name	Colour/characteristics	Count/454 gms size description	Max. Moisture%	Broken Max%	NLSG NLG max%
SSW	Scorched Wholes Seconds	Kernels may be over - scorched, immature, shrivelled ( <i>Pirival</i> ), speckled ( <i>Karaniram</i> ), discoloured and light blue	N.A.	5	5	7.5 (DW)
DW	Dessert Wholes	Kernels may be deep scorched, deep brown, deep blue, speckled, dis-coloured and black spotted	N.A.	5	5	—

Remarks : Kernels shall be completely free from infestation, insect damage, mould, rancidity, adhering testa and objectionable extraneous matter.

### D. CASHEW KERNELS-WHITE PIECES

Grade Designation	Trade Name	Colour/characteristics	Count/454 gms size description	Max. Moisture%	Broken Max%	NLSG NLG max%
B	Butts	White/pale ivory or light ash. Kernels broken cross-wise (evenly or unevenly) naturally attached	N.A.	5	5	5 (SB)
S	Splits	White/pale ivory or light ash. Kernels split naturally lengthwise	N.A.	5	5	5 (SS)
LWP	Large White Pieces	White/pale ivory or light ash	Kernels broken into more than two pieces and not passing through 4 mesh 16 SWG sieve/4.75 mm. I.S. Sieve	5	Nil	5 (SW & SP together)

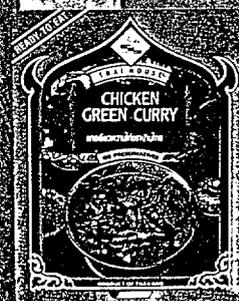
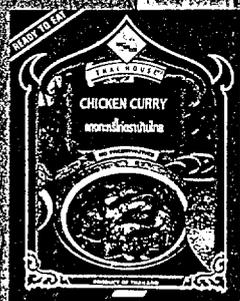
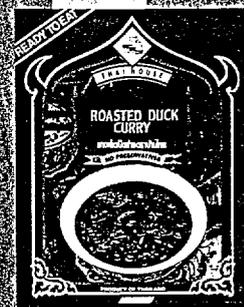
Remarks: Kernels shall be completely free from infestation, insect damage, mould, rancidity, adhering testa and objectionable extraneous matter. Scraped and partially shrivelled kernels also permitted provided such scraping/shrivelling does not affect the characteristic shape of the kernel.



Thai House... for delicious, authentic Thai food from various recipes. We offer a wide selection of ready-to-eat Thai gourmets that are flavoured to fulfil everyone's taste. Only natural herbs and condiments are used to serve you nutritious and healthful food free of chemicals and additives, yet remains fresh and aromatic with distinctive Thai taste.

Enjoy Authentic Cuisine... Enjoy "Thai House"

- Natural ingredients
- No preservative
- No chemical
- Ready to eat



Manufactured By LAEMTHONG FOOD INDUSTRIES CO., LTD.

42/2 Group 2, Petchkasem Rd., Onyay, Sampran District, Nakhon-Prathom 73160, Thailand. Tel. (662) 420-1348, 420-0315. Fax. (662) 420-3439



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 42/2 GP 2 Petchkaseam Rd., Omyai, Sampran, Nakorn Pathom 73160, Thailand. Tel: 4200315, 4203436, 4203432 Fax: 4203439

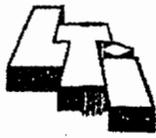
THAI HOUSE

DELICIOUS FOOD FROM TRADITIONAL RECIPES

THAI FOOD IS ONE OF THAI PEOPLE'S FASCINATING CULTURAL HERITAGE THAT IS INVITING TO TRY. THAI HOUSE'S CUISINE COME IN A VARIETY OF COOKED THAI DISHES BASED ON THE TRADITIONAL (ORIGINAL) RECIPES TO SUIT YOUR TASTE. THAI CUISINE IS NEITHER TOO SPICY NOR SWEET OR SOUR. BUT IT IS A COMBINATION OF MODERATE SWEETNESS, SALTINESS AND SPICINESS. THAI DISH AGREEABLY AND EXQUISTELY BLENDS A MIXTURE OF FAVOURINGS WITH A TOUCH OF HERBS AND SPICES.

CHINESE DISHES ARE ALSO DELICIOUS, WITH HIGH NUTRITIOUS VALUE AND VERY POPULAR IN EVERY PART OF THE WORLD. IT IS FAMOUS FOR THEIR INVIGORATING AND HIGH NUTRITIONAL INGREDIENTS, THE FLAVOURINGS OF CHINESE MEDICINAL HERBS AND SEASONING.

THAI HOUSE BRAND PRODUCT INCLUDES A VARIETY OF DELICIOUS. THAI AND CHINESE DISHES WHICH PREPARED FROM ALL NATURAL INGREDIENTS UNDER CLOSE SUPERVISION AND HIGH TECHNOLOGY WITHOUT CHEMICAL SUBSTANCE AS WELL AS FOOD PRESERVATIVES TO ENSURE HYGIENIC STANDARD. THAI HOUSE PRODUCT IS THE CONVENIENT WAY TO EAT DELICIOUS THAI AND CHINESE FOOD IN READY-MADE PACKAGE.



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**01 TOM YUM GOONG**

TOM YUM GOONG IS PRAWN SOUP PREPARED FROM A COMBINATION INGREDIENTS SUCH AS MUSHROOM, HERBS, AND VARIOUS OTHER FLAVOURING TO GIVE IT AND AGREEABLE SPICY, SOUR/SALTY TASTE.

**02 CHICKEN COCONUT CREAM SOUP**

CHICKEN COCONUT CREAM SOUP IS PREPARED FROM CHICKEN, A COMBINATION OF INGREDIENTS OF NATURAL, FLAVOURINGS AND COCONUT CREAM TO GIVE AND AROMATIC, CREAMY SWEET, SALTY AND SLIGHTLY SPICY TASTE OF GALANGAL.

**03 CHICKEN CURRY**

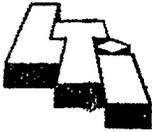
CHICKEN CURRY IS A THAI DISH PREPARED FROM CHICKEN, POTATO, SPICE, MIX PASTE AND COCONUT CREAM. IT IS BEST SERVED WITH RICE AND PICKLED VEGETABLE SUCH AS PICKLED CUCUMBER AND CARROT.

**04 CHICKEN GREEN CURRY**

IT IS A THAI SOUP IN COCONUT CREAM PREPARED FROM CHICKEN, EGGPLANT MIXED SPICE PASTE, HERBS AND COCONUT MILK AS MAIN INGREDIENTS TO GIVE A CREAMY SWEET, SLIGHTLY SPICY TASTE. IT IS BEST SERVED WITH RICE.

**05 FISHBALL GREEN CURRY**

COCONUT CREAM GREEN CURRY, THAI STYLE, IS SPECIALLY PREPARED FROM FISH MEAT, EGGPLANT, MIXED SPICE PASTE, HERBS TO GIVE A CREAMY SWEET, AROMATIC AND SLIGHTLY SPICY TASTE. IT IS BEST SERVED WITH RICE.



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07 BABY CLAM CURRY (PA-NAENG)

BABY CLAM CURRY (PA-NAENG) IS THICK RED CURRY PREPARED FROM BABY CLAM, MIX SPICE PASTE COOKED IN COCONUT CREAM. IT IS BEST SERVED WITH RICE.

08 SQUID CURRY

SQUID CURRY IS PREPARED FROM SQUID WHICH HAS MINCED FISH MEAT STAFF INSIDE COOKED IN COCONUT CREAM WITH POTATO, SPICE AND MIX PASTE. IT IS SERVED WITH RICE AND PICKLED VEGETABLE.

09 PRAWN CURRY

PRAWN CURRY IS PREPARED FROM PRAWN, POTATO, SPICE, MIX PASTE AND COCONUT CREAM. IT IS SERVED WITH RICE AND PICKLED VEGETABLE.

11 ROSTED DUCK CURRY

ROASTED DUCK CURRY IS PREPARED IN COCONUT CREAM WITH INGREDIENTS SUCH AS ROASTED DUCK MEAT, TOMATO, EGGPLANT MIXED SPICE PASTE.

ROASTED DUCK CURRY HAS AN AROMATIC, SOUR, SALTY, CREAMY SWEET AND SLIGHTLY SPICY TASTE. IT IS BEST SERVED WITH RICE.

12 SEAFOOD COCONUT CREAM SOUP

THIS TRADITIONAL THAI SOUP HAS A SLIGHTLY SOUR, SALTY, CREAMY AND SPICY FLAVOUR. THE MAIN INGREDIENTS ARE FISH, SQUID, BABY CLAM, COCONUT CREAM AND OTHER FLAVOURING ADD UP WITH AROMATIC TASTE OF GALANGAL.



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14 CHICKEN RED CURRY

CHICKEN RED CURRY IS THICK RED CURRY PREPARED FROM CHICKEN, BAMBOO SHOOT AND COCONUT CREAM AS MAIN INGREDIENT. ITS FLAVOUR IS BLENDED IN HOT AND SPICY TASTE CAUSED FROM CHILLI, GARLIC, LEMON GRASS STALKS AND GALANGA. IT IS BEST SERVED WITH RICE.

15 BEEF RED CURRY

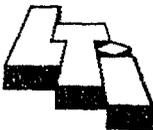
THIS CURRY IS MADE FROM A COMBINATION OF COCONUT CREAM, BEEF, BAMBOO SHOOT, CHILLI, GARLIC, LEMON GRASS STALKS AND GALANGA TO PROVIDE THE HOT TASTE. IT IS BEST SERVED WITH RICE.

20 BEEF SOUP

THIS IS ONE OF THE POPULAR CHINESE DISHES. IT IS PREPARED FROM HEALTH-PROMOTING INGREDIENTS AND BEEF STEWED IN CHINESE MEDICINAL HERBS AND OTHER FLAVOURINGS UNTIL THE BEEF IS TENDER. THIS BEEF BROTH HAS A SALT, SWEET, AROMATIC AND DELICIOUS TASTE.

21 FISH MAW SOUP

THIS IS A POPULAR ORIENTAL DISH CHINESE STYLE. IT IS PREPARED FROM A COMBINATION OF INGREDIENTS SUCH AS FISH MAWS, CHINESE MUSHROOM, BAMBOO SHOOT, HERBS AND OTHER FLAVOURINGS TO GIVE IT A DELICIOUS TASTE.



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22 SHARK FIN SOUP

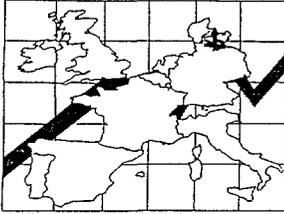
SHARK FIN SOUP IS A HEALTHY CHINESE SOUP. IT IS PREPARED FROM SHARK FIN, CRABMEAT, CHINESE MUSHROOM AND MEDICINAL HERBS. SHARK FIN SOUP IS HEALTH-PROMOTING AND DELICIOUS.

52 DURIAN IN COCONUT CREAM

DURIAN IS ONE OF THAI FAMOUS FRUIT WITH GOLDEN YELLOW COLOUR. SOFT AROMATIC CREAMY SMELL OF THE DURIAN TOGETHER WITH THE MEDIUM SWEETNESS OF COCONUT CREAM IS THE BEST COMBINATION OF DELICIOUS THAI DESSERT.

53 TAPIOCA PEARL WITH COCONUT MEAT

THIS IS ONE OF THE ORIGINAL THAI DESSERT PREPARED FROM TAPIOCA BOILED AND YOUNG COCONUT MEAT. THE SWEET TASTE AND AROMATIC SMELL ARE ALREADY ADJUSTED UNDER THAI CULTURAL RECIPE.



## 1992 EC Horticultural Import Performance

Total EC imports of select horticultural produce (cut flowers, fresh vegetables, and fresh/dried fruits and nuts) totaled ECU 18.8 billion in 1992 (US\$1.00=ECU 0.88 at current rates), down 1.7 percent from the previous year. Intra-EC trade (trade from one EC country to another, including exports of domestic production and re-exports of previously imported produce) accounts for 62 percent of this amount, and declined 3 percent in 1992. Extra-EC imports (imports from non-EC member states, but including overseas territories and dependencies of EC countries) totaled ECU 7.1 billion in 1992, up slightly (0.6%) from 1991. Fruit accounted for 54 percent of the total value of EC trade of the four product groups studied, followed by vegetables (28%), cut flowers (10%), and nuts (7%). Total extra-EC imports were chiefly comprised of fruit (69%), with nuts accounting for 15 percent, vegetables for 11 percent, and cut flowers for 5 percent of total imports.

### Cut Flowers

Cut flower imports increased 2.3 percent in value terms (to ECU 1.9 billion) and 6.6 percent in volume terms (to 464 thousand MTs) in 1992. Extra-EC imports accounted for only 18 percent of total value of imports in the EC in 1992 -- the remainder being comprised of trade between EC member states. Only five types of flowers are reported directly in EC trade statistics (roses, carnations, orchids, gladioli, and chrysanthemums), with the majority of flowers being lumped together in an "other flowers" category. This other category accounted for 58 percent of total import trade in 1992, and increased in value by 7 percent and in volume by 11 percent over the previous year. All other flower categories witnessed decreases in import value and volume in 1992, with the exception of roses and carnations which showed increases in volumes but decreases in value.

Germany was by far the largest import market in 1992, accounting for 53 percent of total import trade (or ECU 1.0 billion). France and the United Kingdom had the second and third largest markets, respectively, with 1992 imports of ECU 237 million and ECU 235 million. The Netherlands was the fourth largest import market with ECU 185 million in 1992. It is also the largest exporter of cut flowers, exporting ECU 1.4 billion worth to other EC countries.

### Vegetables

Fresh and chilled vegetable imports fell just under six percent over the period 1991-1992, going from ECU 5.6 billion to ECU 5.3 billion. Extra-regional imports accounted for only 15 percent of total import trade in 1992, down slightly from the previous year. In terms of volume, total trade in fresh vegetables dropped just over 1 percent for the period.

Tomatoes remained the largest single fresh vegetable commodity in 1992, accounting for 22 percent of total value traded. Other significant products included, potatoes (15 percent), sweet peppers (9%), cucumbers (8%), and cabbage lettuce (6%). These five commodities account for around 60 percent of total trade in fresh vegetables. Other significant vegetable imports include cauliflower, broccoli, carrots, beans, asparagus and mushrooms.

In terms of suppliers, extra-regional suppliers provide the majority of import demand for only horseradish (86% of total imported volume is from extra-EC suppliers), capsicum peppers (58%), capers (58%), garlic (58%), and sweet corn (67%). Other products from which significant amounts (greater than 20 percent) are supplied by non-EC member states include tomatoes, onions, and beans.

Products which witnessed the highest growth rates in volume terms included olives (excluding those for oil production, 107%), other non-specified vegetables (45%), olives for oil production (41%), horseradish (38%), brussel sprouts (30%), sweet corn (23%), spinach (20%), salad vegetables (excluding lettuce and chicory, 17%), cauliflower/broccoli (17%), kohlrabi/kale/similar brassicas (16%), and sweet peppers (15%). Those which witnessed substantial declines in import levels included capers (-42%), gherkins (-22%), peas (-12%), and onions (-11%).

Fresh green bean imports declined slightly in volume terms (-0.6%), but increased in value terms by 10.8 percent over the period 1991-1992. Extra-EC imports accounted for 33 percent of volume and 47 percent of value in 1992 -- the larger value share can be attributed to the premium fine and extra fine beans imported from Africa (most notably Kenya).

Spain was the largest supplier to the market in 1992, accounting for 17 percent of total EC imports. Other EC countries also exported sizable amounts within the Community, such as the Netherlands (its exports to the EC accounting for 16 percent of total EC imports), France (13%), Germany (9%), and Italy (8%). Kenya is the largest non-EC supplier to the market and third largest overall, with a 12.5 percent share of the import market. Other significant foreign suppliers include Egypt (6%), Morocco (3%), Burkina Faso (3%), and Senegal (2%).

France and the Netherlands were the largest importers of fresh beans in 1992, accounting for over 50 percent of total EC imports. Belgium/Luxembourg and Germany together accounted for 30 percent of total imports. All of these countries, along with Spain and Italy, also exported sizeable amounts to other EC states. Domestically grown supplies peak during August and

September, with domestic supplies also high during April-July and October/November. From December through March, supplies from non-EC sources are greater than those produced within the Community.

Asparagus imports increased 12 percent in volume and 26 in value during 1992. Extra-EC suppliers supply just over 10 percent of total import requirements. Spain, Greece, the Netherlands, and France combined to provide 84 percent of the Community's import needs. The United States is the largest foreign supplier, its exports to the EC accounting for 3 percent of total EC imports. Other foreign suppliers include Poland, Peru, Chile and Argentina. Germany is by far the largest import market, taking 69 percent of total EC imports in 1992. France, while the second largest importer, exported more than it imported in 1992, as did the Netherlands. Import markets for the other EC member states are small in comparison to that of Germany. The bulk of the EC supply is provided during April and May (about 19 thousand MTs per month in 1992), and to a lesser extent during March and June (around 5 thousand MTs per month). During other months, extra-EC suppliers dominate the market but import levels are well below 1 thousand MTs per month.

#### Nuts

EC imports of nuts totaled ECU 1.35 billion in 1992, up nearly 7 percent from a year earlier. Non-EC suppliers supplied in excess of 78 percent of the volume of the internal import market.

EC imports of fresh or dried (not desiccated) coconuts from non-EC suppliers (imports from EC suppliers are assumed to be reexports for the purposes of this analysis) totaled ECU 14.8 million or 31.5 thousand MTs in 1992, down slightly from 1991 levels. The Dominican Republic supplied 46 percent of imports from non-EC states, followed by Sri Lanka (18%), the Ivory Coast (15%), and the Philippines (6%). Costa Rica, Honduras, Malaysia and Kenya supplied most of the balance. The Netherlands was the largest import market in the EC in 1992 (with 24 percent of total imports), however it reexported more than half of its imports to other EC member states. Taking into account reexports, Italy is the largest EC market (with 5.2 thousand MTs), followed by the United Kingdom (4.2 thousand MTs), the Netherlands (3.8 thousand MTs), Germany (3.4 thousand MTs), Denmark (2.7 thousand MTs) and France (2.6 thousand MTs).

#### Fruit

Total EC fruit imports (from all countries including other EC member states) fell 1.4 percent in 1992 to ECU 10.2 billion. Intra-EC imports fell 2.5 percent to 5.3 billion, while imports from non-EC suppliers remained steady at ECU 4.9 billion. Extra-EC suppliers accounted for 52 percent of volume and 48 percent of value of total imports in 1992.

Bananas make up the largest import commodity accounting for 22 percent of the total value of fruit imports. Bananas account for 42 percent of all imports from non-EC suppliers. Apples comprise the second largest import commodity, with 15 percent

of total fruit imports. Citrus fruit comprises 20 percent of imports, with oranges, clementines, grapefruit and lemons accounting for the majority of this amount. Other significant imports include grapes, peaches, pears, strawberries, kiwi fruit, melons, pineapples, avocados, and sultanas. Besides bananas, the largest non-EC exports to the Community are apples, citrus, pears, pineapples, avocados, kiwi fruit, dates, mangoes, and sultanas.

Bananas and plantains are combined into one import category. Fresh imports from non-EC suppliers (assumed to be closer to actual demand by removing reexports amongst EC states; direct extra-EC suppliers accounted for 93 percent of total trade in 1992) totaled 4.2 million MTs in 1992, up 14 percent from 1991. Import value increased only slightly by 0.8 percent to ECU 2.0 billion.

Ecuador was the largest supplier to the EC in 1992, accounting for 18 percent of all imports from non-EC suppliers. Other significant suppliers included: Colombia (14%), Costa Rica (14%), Panama (13%), the Canary Islands (8%), Honduras (5%), Martinique (5%), the Ivory Coast (4%), St. Lucia (3%), Guadeloupe (3%), and Cameroon (3%). Monthly import volume remained relatively stable throughout the year at around 350 thousand MTs per month.

Germany is the largest EC market for bananas, with a 32 percent market share after taking into account any intra-EC reexports. Other key markets include Italy (22%), the United Kingdom (13%), France (11%), Spain (8%), and the Netherlands (4%). Belgium imports significant quantities of bananas, but reexports more than 60 percent to other EC states.

EC pineapple imports from non-EC sources (which account for 79 percent of total trade) increased 6 percent in volume and 9 percent in value in 1992. The Ivory Coast supplied 58 percent of market requirements, followed by Costa Rica (17%), the Dominican Republic (13%), Honduras (6%), Ghana (3%), Mexico (1%), and South Africa (1%). Supplies were strongest in 1992 during the period October-June (around 20-30 thousand MTs per month), decreasing to the 10-20 thousand MTs range during July-September.

France is the largest EC market, with an apparent market size of 27 percent of the total EC market (after accounting for French reexports). France is also a major transshipper to the rest of the EC, reexporting 19 percent of imports in 1992. Italy's market size is roughly 22 percent of the total EC, followed by Germany (18%), Spain (11%), Belgium (10%), and the United Kingdom (9%). While Belgium and the Netherlands have relatively small internal markets, they are key reexporters to other EC states.

Avocado imports showed virtually no change in 1992, with levels of ECU 154 million and 129 thousand MTs. Non-EC suppliers account for around 68 percent of total imports. Israel, South Africa and Spain dominate the market with a combined import market share of 70 percent. Smaller suppliers include Mexico (8%), France (7%), Kenya (5%), the Netherlands (4%), and the Canary Islands (2%). Small supplies also enter from the United States, Brazil and Chile. Over 70 percent of imports in 1992 entered during April and May (around 19 thousand MTs

each month), with March and June imports ranging from 5-6 thousand MTs. Imports for all other months were reported at below 1 thousand MTs per month.

The largest importing countries in 1992 were Germany (69% of total EC imports), France (12%), Italy (8%), the United Kingdom (4%), Belgium (3%), and the Netherlands (2%). France and the Netherlands actually exported more than they imported during 1992.

Mango (which includes guavas and mangosteens in the reporting category) direct imports from extra-EC suppliers increased in volume by 7.5 percent, but showed only a slight change (0.6%) in value. There were many suppliers to the market in 1992, most notably: Brazil (18% of total imports from non-EC sources), the United States (12%), South Africa (10%), Venezuela (8%), Mexico (7%), the Ivory Coast (6%), Israel (6%), Pakistan (5%), Peru (4%), Burkina Faso (3%), and Mali (3%). Mango imports were highest during the period May-August (5.0-6.5 thousand MTs per month), dropping to 3.0-4.3 thousand MTs per month other times.

The Netherlands is the largest importer in the EC (with 26% of total imports in 1992), although it reexports more than half of to other EC countries making it only the fourth largest market (assuming apparent demand is imports less reexports). Taking reexports into account, the largest EC market in 1992 was the United Kingdom (accounting for 29% of apparent market size) followed by France (22%) and Germany (21%). All other markets were small by comparison.

Melon (except watermelon) imports fell 7.6 percent in volume overall (to 273 thousand MTs), but increased 5.7 percent in value (to ECU 237 million). EC countries produce significant quantities of melons during season, and therefore non-EC suppliers account for only 29 percent of total imports. 1992 supplies from non-EC sources, however, increased 17 percent in volume and 16 percent in value.

Spain provided for 49 percent of total EC imports in 1992, followed by Brazil (14%), France (13%), the Netherlands (6%), and Israel (5%). Other suppliers include Costa Rica, Turkey, Italy, South Africa, Belgium, and Guadeloupe. The peak import period corresponds to the domestic growing season (May-September), when imports range from 28-43 thousand MTs per month. During other months imports remain within 10 to 16 thousand MTs per month.

The United Kingdom, the Netherlands and Germany were the largest import markets in 1992 taking 36 percent, 17 percent and 17 percent of total EC imports. France, which was the fourth largest import market is also a major producer and exporter.

Papaya imports increased 20 percent in volume and 22 percent in value between 1991 and 1992, now standing at 9,844 MTs or ECU 16.6 million. Extra-regional trade accounts for 74% of value and 80% of volume, which is the likely total apparent demand excluding reexports to other EC nations. Using import volumes from non-EC suppliers only, Brazil has the largest market share (50%), followed by Costa Rica (22%) and Jamaica (12%). The Ivory Coast, Malaysia, the U.S., Colombia,

Thailand, Trinidad, and the Canary Islands supply most of the rest.

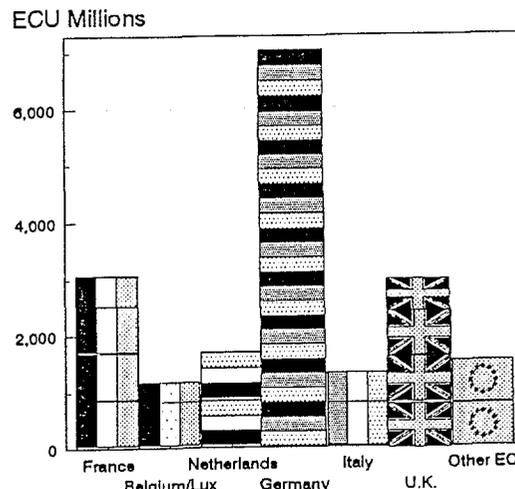
Germany and the Netherlands were the largest EC import markets, with roughly 2,700 MTs imported each. Apparent Dutch consumption, however, is estimated at only half that amount as it is a major reexporter to other EC states -- most notably Germany where it was the largest single supplier. The U.K. is the third largest EC import market with 1,900 MTs in 1992, followed by France (995 MTs), Belgium (561 MTs), and Italy (490 MTs).

Extra-EC imports of papaya ranged from 600 to 900 MTs in all months in 1992 except for July-September when imports fell below 600 MTs per month. The two largest suppliers (Brazil and Costa Rica) supplied the market in each month in 1992, although Costa Rican monthly supplies were much lower during the second half of the year.

Strawberry imports fell 8.1 percent in volume, but increased 3.3 percent in value in 1992. Non-EC suppliers provided only 12 percent of import volume demand, and only 6 percent of total import value. Peak imports are reached during the period March-July (16-57 thousand MTs per month), dropping off to 1.3-6.0 thousand MTs per month during the rest of the year.

Spain is the largest supplying nation, with a 48 percent import share, followed by Italy (18%), Belgium (8%), Poland (7%), France (7%), and the Netherlands. Other suppliers included the United States, Germany, Morocco, Portugal and Colombia. All of these suppliers accounted for 99 percent of total import volume. Germany is the largest import market, taking 46 percent of total imports in the EC. Other key markets include France (24%), the U.K. (10%), the Netherlands (8%), and Belgium (5%).

EC Import Market Comparison - 1992 by Value  
(total cut flowers, fruit, nuts, vegetables)



Source: EUROSTAT  
Note: Totals include reexports from EC countries

EC Imports of Fresh Vegetables, 1991 - 1992, ECU ('000s)								
	Total Imports		Intra-EC Imports		Extra-EC Imports		Growth 91-92	% Extra-EC Imports - 92
	1991	1992	1991	1992	1991	1992		
0701 - Fresh Potatoes	1,005,856	788,634	835,504	639,018	170,354	149,607	-21.6%	19.0%
0702 - Tomatoes	1,216,992	1,142,279	919,931	869,976	297,063	272,288	-6.1%	23.8%
07031011/19 - Onions	224,678	189,697	173,913	135,946	50,764	53,745	-15.6%	28.3%
07031090 - Shallots	9,505	13,440	9,344	12,388	160	1,052	41.4%	7.8%
07032000 - Garlic	99,113	91,817	56,832	51,144	42,280	40,667	-7.4%	44.3%
07039000 - Leeks/Other Alliaceous Veggies	53,958	46,534	50,399	44,983	3,563	1,552	-13.8%	3.3%
0704 - Cauliflowers/Headed Broccoli	173,719	166,804	173,056	166,460	662	346	-4.0%	0.2%
07042000 - Brussels Sprouts	32,943	42,402	32,769	42,247	176	156	28.7%	0.4%
07049010 - White and Red Cabbages	36,898	22,070	35,259	21,406	1,437	656	-39.9%	3.0%
07049090 - Kohlrabi, Kale and Similar Edible Brassicas	99,247	114,146	95,745	111,886	3,504	2,251	15.0%	2.0%
070511 - Cabbage Lettuce	298,793	315,846	289,612	311,907	9,181	3,936	5.7%	1.2%
07051900 - Other Lettuce	48,494	46,382	48,211	46,322	282	57	-4.4%	0.1%
07052100 - Witloof Chicory	75,164	67,272	75,144	67,248	19	24	-10.5%	0.0%
07052900 - Other Chicory	55,669	51,228	55,620	51,056	51	171	-8.0%	0.3%
07061000 - Carrots and Turnips	173,433	130,162	167,697	127,500	5,736	2,661	-24.9%	2.0%
0706901 - Celeriac	9,678	10,905	9,617	10,793	60	112	12.7%	1.0%
07069030 - Horse-radish	2,415	3,589	429	686	1,986	2,903	48.6%	80.9%
07069090 - Salad beetroot/Salsify/Radishes/Similar Edible Roots	78,965	80,630	76,558	78,365	2,406	2,263	2.1%	2.8%
0707001 - Cucumbers	444,743	439,429	403,624	405,734	41,121	33,692	-1.2%	7.7%
07070090 - Gherkins	17,562	10,321	11,267	7,329	6,276	2,993	-41.2%	29.0%
07081 - Peas (pisum sativum)	40,003	37,203	26,293	21,642	13,712	15,560	-7.0%	41.8%
07082 - Beans (vigna spp., phaseolus spp.)	119,237	132,136	60,989	69,578	58,251	62,551	10.8%	47.3%
07089 - Other Leguminous Vegetables	8,557	9,007	7,449	7,232	1,107	1,776	5.3%	19.7%
07091 - Globe Artichokes	39,552	41,970	38,291	40,932	1,260	1,037	6.1%	2.5%
07092 - Asparagus	143,494	180,110	127,327	163,399	16,142	16,696	25.5%	9.3%
07093 - Aubergines	55,620	61,079	51,393	57,724	4,225	3,355	9.8%	5.5%
07094 - Celery (excl. celeriac)	45,562	42,318	37,004	33,818	8,560	8,497	-7.1%	20.1%
070951 - Mushrooms	216,268	221,077	166,068	187,146	50,169	33,932	2.2%	15.3%
070952 - Truffles	10,466	9,838	10,174	9,278	292	561	-8.0%	5.7%
07096010 - Sweet Peppers	485,060	484,585	451,158	453,411	33,903	31,165	-0.1%	6.4%
07096 - Fruits of genus capsicum or pimenta	16,218	17,578	6,421	7,373	9,797	10,204	8.4%	58.0%
07097 - Spinach, New Zealand Spinach and Orache Spinach	8,754	9,932	8,569	9,726	185	205	13.5%	2.1%
07099010 - Salad vegetables (excl. lettuce and chicory)	36,594	41,766	36,559	41,708	37	57	14.1%	0.1%
07099020 - Chilled Chard "white beet" and Cardoons	1,487	1,776	1,480	1,775	7	1	19.4%	0.1%
07099031 - Olives (excl. for oil production)	1,330	2,076	1,262	1,982	68	96	56.1%	4.8%
07099039 - Olives for oil production	1,271	1,205	766	1,193	506	12	-5.2%	1.0%
07099040 - Capers	164	115	107	33	57	82	-29.9%	71.3%
07099050 - Fennel	19,206	17,470	18,966	17,391	237	78	-9.0%	0.4%
07099060 - Sweetcorn	13,260	14,626	3,069	3,053	10,191	11,574	10.3%	79.1%
07099070 - Courgettes	107,814	93,297	106,076	92,286	1,738	1,011	-13.5%	1.1%
07099090 - Other Vegetables n.e.s.	92,881	115,383	61,548	82,462	31,334	32,920	24.2%	28.5%
TOTAL FRESH/CHILLED VEGETABLES	5,820,423	5,308,134	4,741,500	4,505,536	878,859	802,502	-5.6%	15.1%

EC Imports of Fresh/Dried Nuts, 1991 - 1992, ECU ('000s)								
	Total Imports		Intra-EC Imports		Extra-EC Imports		Growth 91-92	% Extra-EC Imports - 92
	1991	1992	1991	1992	1991	1992		
08011010 - Deseccated Coconut	43,276	56,210	3,457	4,078	39,818	52,133	29.9%	92.7%
08011090 - Fresh/Dried Coconuts	15,001	14,848	3,904	3,736	11,096	11,109	-1.0%	74.8%
08012 - Fresh or Dried Brazil Nuts	20,417	15,679	2,571	2,558	17,849	13,120	-23.2%	83.7%
08013 - Fresh or Dried Cashew Nuts	70,583	82,765	6,592	9,013	63,991	73,752	17.3%	89.1%
08021 - Fresh/Dried Almonds	352,750	375,985	101,504	111,921	251,157	264,061	6.8%	70.2%
08022 - Fresh/Dried Hazelnuts	316,040	293,787	83,301	61,528	232,739	232,231	-7.0%	79.0%
08023 - Fresh/Dried Walnuts	134,675	135,415	30,706	28,497	103,943	106,910	0.5%	78.9%
08024 - Fresh/Dried Chestnuts	22,933	19,032	21,307	18,095	1,625	936	-17.0%	4.9%
08025 - Fresh/Dried Pistachios	250,423	302,505	42,424	53,629	208,000	248,876	20.8%	82.3%
08029010 - Fresh/Dried Pecans	9,464	9,971	791	695	8,675	9,274	5.4%	93.0%
08029030 - Fresh/Dried Areca "Betel" and Cola Nuts	1,459	1,218	67	115	1,391	1,101	-16.5%	90.4%
08029090 - Other Fresh/Dried Nuts	28,169	42,757	21,067	25,954	7,100	16,805	51.8%	39.3%
TOTAL FRESH/DRIED NUTS	1,265,190	1,350,172	317,691	319,819	947,384	1,030,308	6.7%	78.3%

EC Imports of Fresh Vegetables, 1991 - 1992, Metric Tons

	Total Imports		Intra-EC Imports		Extra-EC Imports		Growth 91-92	% Extra-EC Imports - 92
	1991	1992	1991	1992	1991	1992		
0701 - Fresh Potatoes	4,920,279	4,582,211	4,384,434	4,080,140	535,847	502,038	-6.9%	11.0%
0702 - Tomatoes	1,305,586	1,388,456	955,097	1,031,774	350,490	356,666	6.3%	25.7%
07031011/19 - Onions	997,076	885,156	735,249	663,971	261,827	221,146	-11.2%	25.0%
07031090 - Shallots	12,584	13,036	11,850	11,772	732	1,264	3.6%	9.7%
07032000 - Garlic	62,015	69,065	28,742	28,867	33,275	40,094	11.4%	58.1%
07039000 - Leeks/Other Alliaceous Veggies	78,099	85,286	70,036	83,415	6,063	1,869	12.1%	2.2%
0704 - Cauliflowers/Headed Broccoli	258,908	302,834	257,262	302,083	1,645	750	17.0%	0.2%
07042000 - Brussels Sprouts	51,559	67,052	50,993	66,800	566	254	30.0%	0.4%
07049010 - White and Red Cabbages	105,095	102,902	97,767	99,498	7,326	3,322	-2.1%	3.2%
07049090 - Kohlrabi, Kale and Similar Edible Brassicas	122,923	142,038	113,737	137,797	9,185	4,172	15.6%	2.9%
070511 - Cabbage Lettuce	299,467	322,506	289,936	317,627	9,529	4,876	7.7%	1.5%
07051900 - Other Lettuce	37,075	38,697	36,870	38,628	205	64	4.4%	0.2%
07052100 - Willow Chicory	64,679	67,105	64,662	67,071	17	31	3.8%	0.0%
07052900 - Other Chicory	74,104	76,995	74,057	76,768	47	226	3.9%	0.3%
07061000 - Carrots and Turnips	594,188	612,503	580,550	604,292	13,638	8,204	3.1%	1.3%
0706901 - Celeriac	45,872	45,228	45,711	44,999	163	229	-1.4%	0.5%
07069030 - Horse-radish	3,659	5,042	541	718	3,118	4,324	37.8%	85.8%
07069090 - Salad beetroot/Salsify/Radishes/Similar Edible Roots	145,321	158,994	140,449	154,412	4,872	4,580	9.4%	2.9%
0707001 - Cucumbers	632,388	612,983	552,228	555,551	80,160	57,426	-3.1%	9.4%
07070090 - Gherkins	36,971	28,652	27,568	22,933	9,386	5,716	-22.5%	19.9%
07081 - Peas (pisum sativum)	54,185	47,896	48,814	41,142	7,350	6,751	-11.6%	14.1%
07082 - Beans (vigna spp., phaseolus spp.)	115,751	115,077	77,857	77,520	37,895	37,555	-0.8%	32.6%
07089 - Other Leguminous Vegetables	15,114	14,095	13,435	13,071	1,680	1,026	-6.7%	7.3%
07091 - Globe Artichokes	40,829	44,219	39,672	43,368	1,157	849	8.3%	1.9%
07092 - Asparagus	48,828	54,940	43,273	48,781	5,546	6,155	12.5%	11.2%
07093 - Aubergines	50,767	48,837	46,672	45,760	4,098	3,075	-3.8%	6.3%
07094 - Celery (excl. celeriac)	74,207	79,859	60,550	64,649	13,657	15,209	7.6%	19.0%
070951 - Mushrooms	88,066	96,836	74,920	87,181	13,145	9,655	10.0%	10.0%
070952 - Truffles	50	70	47	88	3	1	40.0%	1.4%
07096010 - Sweet Peppers	377,443	433,782	339,350	392,018	38,093	41,758	14.9%	9.6%
07096 - Fruits of genus capsicum or pimenta	12,130	12,210	4,853	5,138	7,276	7,067	0.7%	57.9%
07097 - Spinach, New Zealand Spinach and Orache Spinach	22,730	27,343	22,499	27,186	231	154	20.3%	0.6%
07099010 - Salad vegetables (excl. lettuce and chicory)	23,759	27,880	23,743	27,841	17	37	17.3%	0.1%
07099020 - Chilled Chard "white beet" and Cardoons	2,789	2,924	2,781	2,924	8	1	4.8%	0.0%
07099031 - Olives (excl. for oil production)	1,686	3,495	1,582	3,379	104	115	107.3%	3.3%
07099039 - Olives for oil production	1,912	2,698	955	2,675	957	22	41.1%	0.8%
07099040 - Capers	91	53	66	22	25	31	-41.8%	58.5%
07099050 - Fennel	21,848	24,871	21,552	24,732	299	137	13.8%	0.6%
07099060 - Sweetcorn	8,221	10,134	2,962	3,323	5,260	6,810	23.3%	67.2%
07099070 - Courgettes	133,342	124,203	131,188	122,697	2,153	1,507	-6.9%	1.2%
07099090 - Other Vegetables n.e.s.	78,962	114,462	57,036	92,844	21,927	21,618	45.0%	18.9%
TOTAL FRESH/CHILLED VEGETABLES	11,018,538	10,892,625	9,529,546	9,515,535	1,488,972	1,376,782	-1.1%	12.6%

EC Imports of Fresh/Dried Nuts, 1991 - 1992, Metric Tons

	Total Imports		Intra-EC Imports		Extra-EC Imports		Growth 91-92	% Extra-EC Imports - 92
	1991	1992	1991	1992	1991	1992		
08011010 - Deseccated Coconut	59,827	66,635	4,133	4,160	55,692	62,475	11.4%	93.8%
08011090 - Fresh/Dried Coconuts	32,784	31,498	5,636	5,199	27,150	26,300	-3.9%	83.5%
08012 - Fresh or Dried Brazil Nuts	12,234	12,105	1,271	1,676	10,962	10,430	-1.1%	86.2%
08013 - Fresh or Dried Cashew Nuts	16,621	21,580	1,698	2,392	14,923	19,187	29.8%	88.9%
08021 - Fresh/Dried Almonds	134,994	135,055	33,374	36,279	101,585	98,776	0.0%	73.1%
08022 - Fresh/Dried Hazelnuts	142,452	137,504	36,228	27,034	106,225	110,456	-3.5%	80.3%
08023 - Fresh/Dried Walnuts	69,241	63,983	11,266	9,553	57,958	54,428	-7.6%	85.1%
08024 - Fresh/Dried Chestnuts	22,692	17,561	20,872	16,747	1,820	814	-22.6%	4.6%
08025 - Fresh/Dried Pistachios	85,000	94,875	12,845	15,352	72,155	79,524	11.6%	83.8%
08029010 - Fresh/Dried Pecans	1,734	2,333	157	164	1,578	2,169	34.5%	93.0%
08029030 - Fresh/Dried Areca "Betel" and Cola Nuts	1,040	1,051	24	65	1,015	986	1.1%	93.8%
08029090 - Other Fresh/Dried Nuts	11,146	14,480	9,526	11,890	1,622	2,592	29.9%	17.9%
TOTAL FRESH/DRIED NUTS	589,765	598,660	137,030	130,511	452,685	468,137	1.5%	78.2%

EC Imports of Fresh/Dried Fruit, 1991-1992, ECU ('000s)								
	Total Imports		Intra-EC Imports		Extra-EC Imports		Growth 91-92	% Extra-EC Imports - 92
	1991	1992	1991	1992	1991	1992		
08030010 - Fresh Bananas (incl. plantains)	2,157,077	2,228,374	132,292	186,654	2,024,782	2,041,690	3.3%	91.8%
08030090 - Dried Bananas (incl. plantains)	2,708	2,744	618	678	2,094	2,065	1.3%	75.3%
08041000 - Fresh/Dried Dates	83,537	85,510	15,117	13,535	68,420	71,976	2.4%	84.2%
08042010 - Fresh Figs	8,823	9,213	3,764	4,034	5,061	5,181	4.4%	56.2%
08042090 - Dried Figs	48,323	39,897	7,939	6,819	40,383	32,880	-17.9%	82.8%
08043 - Fresh/Dried Pineapples	166,294	171,055	45,402	39,390	120,893	131,666	2.9%	77.0%
08044 - Fresh/Dried Avocados	153,390	153,766	45,502	47,805	107,888	105,961	0.2%	68.9%
08045 - Fresh/Dried Guavas, Mangoes and Mangosteens	69,755	71,375	13,317	14,596	56,439	56,779	2.3%	79.6%
08051 - Fresh/Dried Oranges	919,305	849,105	553,675	523,103	365,629	325,967	-7.6%	38.4%
08052010 - Fresh/Dried Clementines	544,469	527,107	474,217	478,956	70,250	48,150	-3.2%	9.1%
08052030 - Fresh/Dried Monreales and Satsumas	116,463	85,427	105,494	75,681	10,967	9,747	-26.6%	11.4%
08052050 - Fresh/Dried Mandarins and Wilkings	25,308	26,799	20,071	21,622	5,236	5,180	5.9%	19.3%
08052070 - Fresh/Dried Tangerines	14,332	12,202	5,650	7,085	8,883	5,119	-14.9%	42.0%
08052090 - Fresh/Dried Tangelos/Ortaniques/Malaquinas & Similar Citrus Hybrid	54,905	72,486	19,164	28,430	35,741	44,052	32.0%	60.8%
08053010 - Fresh/Dried Lemons	212,122	206,015	156,385	150,021	55,723	55,972	-2.9%	27.2%
08053090 - Fresh/Dried Limes	7,133	9,672	1,125	1,323	6,007	8,345	35.6%	86.3%
08054000 - Fresh/Dried Grapefruit	298,829	267,865	57,793	63,618	241,037	204,249	-10.4%	76.3%
08059000 - Other Fresh/Dried Citrus Fruit	1,716	2,930	634	1,584	1,083	1,346	70.7%	45.9%
08061 - Fresh Grapes	837,961	812,635	624,646	587,085	213,317	225,542	-3.0%	27.8%
0806201/91 - Currants	60,029	63,493	57,416	59,894	2,616	3,597	5.8%	5.7%
0806201/92 - Sultanas	200,228	197,381	33,315	39,396	166,913	157,985	-1.4%	80.0%
08062018/19/98/99 - Dried Grapes	85,585	76,365	9,145	7,440	76,425	68,922	-10.8%	90.3%
08071010 - Fresh Watermelons	115,781	120,135	109,160	114,024	6,625	6,094	3.8%	5.1%
08071090 - Fresh Melons (excl. watermelons)	224,391	237,181	166,442	170,237	57,951	66,909	5.7%	28.2%
08072000 - Fresh Pawpaws/Papayas	13,622	16,592	3,637	4,286	9,987	12,306	21.8%	74.2%
08081 - Fresh Apples	1,519,198	1,522,784	970,525	895,206	548,675	627,381	0.2%	41.2%
08082 - Fresh Pears & Quinces	458,869	513,163	284,605	290,756	174,232	222,339	11.8%	43.3%
08091000 - Fresh Apricots	75,870	94,859	71,609	89,799	4,259	5,059	25.0%	5.3%
08092 - Fresh Cherries	118,717	100,389	64,880	68,852	47,040	31,534	-15.4%	31.4%
08093000 - Fresh Peaches (incl. nectarines)	604,593	569,149	587,289	549,370	17,302	19,775	-5.9%	3.5%
08094 - Fresh Plums & Sloes	142,840	111,041	91,072	73,099	51,766	37,941	-22.3%	34.2%
08101 - Fresh Strawberries	436,339	450,670	404,475	423,104	31,864	27,548	3.3%	6.1%
08102010 - Fresh Raspberries	13,649	19,087	3,876	5,822	9,279	13,263	39.8%	69.5%
08102090 - Fresh Blackberries, Mulberries and Loganberries	3,353	4,306	1,049	1,401	2,303	2,905	28.4%	67.5%
08103010 - Fresh Black Currants	19,724	8,010	4,542	3,293	13,400	4,717	-59.4%	58.9%
08103030 - Fresh Red Currants	2,427	2,293	1,343	1,229	558	1,066	-5.5%	46.5%
08103090 - Fresh White Currants and Gooseberries	4,372	2,555	812	476	3,561	2,082	-41.6%	81.5%
08104010 - Fresh Cowberries, Foxberries or Mountain Cranberries	4,042	2,915	744	713	3,272	2,202	-27.9%	75.5%
08104030 - Fresh Fruit of Species Vaccinium Myrtillus	6,848	6,884	2,957	3,321	3,891	3,565	0.5%	51.8%
08104050 - Fresh Fruit of Species Vaccinium Macrocarpum & Vaccinium Corymb	1,624	3,485	104	122	1,519	3,361	114.6%	96.4%
08104090 - Fresh Fruits of Genus Vaccinium	411	705	330	584	80	121	71.5%	17.2%
08109010 - Fresh Kiwi Fruit	449,700	366,091	278,559	231,622	171,141	134,471	-18.6%	36.7%
08109030 - Fresh Tamarinds/Cashew Apples/Jackfruit/Lychees/Sapodillo Plums	23,113	30,227	3,510	4,187	19,603	26,038	30.8%	86.1%
08109080 - Fresh Edible Fruits n.e.s.	70,356	82,743	42,697	52,144	27,632	30,591	17.6%	37.0%
TOTAL FRESH/DRIED FRUIT	10,378,131	10,236,460	5,476,896	5,342,396	4,891,527	4,893,639	-1.4%	47.8%

EC Imports of Fresh Cut Flowers, 1991-1992, ECU ('000s)								
	Total Imports		Intra-EC Imports		Extra-EC Imports		Growth 91-92	% Extra-EC Imports - 92
	1991	1992	1991	1992	1991	1992		
06031011/51 - Roses	278,525	277,970	222,118	208,040	56,408	69,929	-0.2%	25.16%
06031013/53 - Carnations	304,306	299,828	185,009	170,195	119,295	129,634	-1.5%	43.24%
06031015/55 - Orchids	60,254	56,481	31,563	27,815	28,694	28,664	-6.3%	50.75%
06031021/61 - Gladioli	8,443	7,435	7,447	6,891	998	543	-11.9%	7.30%
06031025/65 - Chrysanthemums	175,007	157,573	164,690	146,955	10,321	10,619	-10.0%	6.74%
06031029/69 - Other Cut Flowers	1,034,104	1,104,808	937,220	996,069	96,887	108,740	6.8%	9.84%
TOTAL FRESH CUT FLOWERS	1,860,639	1,904,095	1,548,047	1,555,965	312,603	348,129	2.3%	18.28%

EC Imports of Fresh/Dried Fruit, 1991-1992, Metric Tons

	Total Imports		Intra-EC Imports		Extra-EC Imports		Growth 91-92	% Extra-EC Imports - 92
	1991	1992	1991	1992	1991	1992		
08030010 - Fresh Bananas (incl. plantains)	3,853,121	4,482,518	226,684	331,776	3,626,434	4,150,677	16.3%	92.6%
08030090 - Dried Bananas (incl. plantains)	2,772	2,379	1,404	783	1,370	1,595	-14.2%	67.0%
08041000 - Fresh/Dried Dates	47,545	47,149	6,784	6,198	40,783	40,951	-0.8%	86.9%
08042010 - Fresh Figs	5,302	5,912	2,443	3,015	2,860	2,898	11.5%	49.0%
08042090 - Dried Figs	28,744	23,289	4,869	4,718	23,875	18,568	-19.0%	79.7%
08043 - Fresh/Dried Pineapples	283,716	289,466	68,538	60,815	215,178	228,648	2.0%	79.0%
08044 - Fresh/Dried Avocados	128,839	128,795	38,454	40,948	90,389	87,850	0.0%	68.2%
08045 - Fresh/Dried Guavas, Mangoes and Mangosteers	48,102	53,154	8,602	10,702	39,501	42,451	10.5%	79.9%
08051 - Fresh/Dried Oranges	2,220,530	2,231,302	1,297,612	1,345,615	922,925	885,535	0.5%	39.7%
08052010 - Fresh/Dried Clementines	701,812	769,088	612,780	692,432	89,033	76,655	9.6%	10.0%
08052030 - Fresh/Dried Monreales and Satsumas	166,772	151,922	151,261	134,527	15,512	17,394	-8.9%	11.4%
08052050 - Fresh/Dried Mandarins and Wilkings	33,220	39,606	25,874	31,114	7,348	8,492	19.2%	21.4%
08052070 - Fresh/Dried Tangerines	20,674	21,659	8,216	11,380	12,459	10,278	4.8%	47.5%
08052090 - Fresh/Dried Tangelos/Ortaniques/Malaquinas & Similar Citrus Hybrid	76,982	103,727	27,190	41,140	49,794	62,586	34.7%	60.3%
08053010 - Fresh/Dried Lemons	416,213	436,535	302,818	314,917	113,374	121,570	4.9%	27.8%
08053090 - Fresh/Dried Limes	7,377	8,028	956	1,026	6,420	7,002	8.8%	87.2%
08054000 - Fresh/Dried Grapefruit	516,659	518,045	92,649	118,631	424,011	399,414	0.3%	77.1%
08059000 - Other Fresh/Dried Citrus Fruit	1,422	3,357	940	2,231	483	1,125	136.1%	33.5%
08061 - Fresh Grapes	839,942	895,798	668,123	700,106	171,823	195,682	6.6%	21.8%
08062011/91 - Currants	30,203	30,282	28,314	28,256	1,891	2,025	0.3%	6.7%
08062012/92 - Sultanas	197,274	190,268	32,206	38,132	165,070	152,136	-3.6%	80.0%
08062018/19/98/99 - Dried Grapes	71,798	64,665	7,311	5,620	64,470	59,046	-9.9%	91.3%
08071010 - Fresh Watermelons	324,139	361,146	299,331	334,925	24,808	26,130	11.4%	7.2%
08071090 - Fresh Melons (excl. watermelons)	295,591	273,147	227,945	194,204	67,645	78,937	-7.6%	28.9%
08072000 - Fresh Pawpaws/Papayas	8,206	9,884	1,496	1,981	6,709	7,902	20.4%	79.9%
08081 - Fresh Apples	2,457,204	2,246,474	1,450,187	1,380,284	1,007,014	865,737	-8.6%	38.5%
08082 - Fresh Pears & Quinces	641,622	694,359	379,171	396,574	262,430	297,599	8.2%	42.9%
08091000 - Fresh Apricots	73,272	84,156	68,424	79,249	4,847	4,906	14.9%	5.8%
08092 - Fresh Cherries	105,930	106,965	41,809	53,437	54,421	53,226	1.0%	50.0%
08093000 - Fresh Peaches (incl. nectarines)	551,914	607,352	537,773	590,511	14,142	16,840	10.0%	2.8%
08094 - Fresh Plums & Sloes	147,516	126,571	77,755	87,951	69,761	38,605	-14.2%	30.5%
08101 - Fresh Strawberries	227,960	209,459	190,615	185,361	37,347	24,092	-8.1%	11.5%
08102010 - Fresh Raspberries	12,945	14,021	2,554	3,256	9,402	10,765	8.3%	76.8%
08102090 - Fresh Blackberries, Mulberries and Loganberries	2,748	3,193	499	805	2,250	2,389	16.2%	74.8%
08103010 - Fresh Black Currants	22,180	19,111	4,271	5,447	15,848	13,664	-13.8%	71.5%
08103030 - Fresh Red Currants	3,624	4,551	706	942	1,320	3,609	25.6%	79.3%
08103090 - Fresh White Currants and Gooseberries	9,183	5,808	790	397	8,393	5,412	-36.8%	93.2%
08104010 - Fresh Cowberries, Foxberries or Mountain Cranberries	2,955	2,373	307	338	2,624	2,033	-19.7%	85.7%
08104030 - Fresh Fruit of Species Vaccinium Myrtillus	2,928	3,014	759	857	2,170	2,155	2.9%	71.5%
08104050 - Fresh Fruit of Species Vaccinium Macrocarpum & Vaccinium Corymb	1,029	1,482	44	35	984	1,448	44.0%	97.7%
08104090 - Fresh Fruits of Genus Vaccinium	147	295	106	224	40	69	100.7%	23.4%
08109010 - Fresh Kiwi Fruit	343,418	375,653	215,962	240,149	127,452	135,506	9.4%	36.1%
08109030 - Fresh Tamarinds/Cashew Apples/Jackfruit/Lychees/Sapodillo Plums	8,869	11,545	1,354	1,546	7,516	10,000	30.2%	86.6%
08109080 - Fresh Edible Fruits n.e.s.	55,691	67,694	34,849	45,490	20,834	22,200	21.6%	32.8%
TOTAL FRESH/DRIED FRUIT	14,998,090	15,725,197	7,150,715	7,528,045	7,832,960	8,196,102	4.8%	52.1%

EC Imports of Fresh Cut Flowers, 1991-1992, Metric Tons

	Total Imports		Intra-EC Imports		Extra-EC Imports		Growth 91-92	% Extra-EC Imports - 92
	1991	1992	1991	1992	1991	1992		
06031011/51 - Roses	59,129	62,681	48,583	49,522	10,548	13,161	6.0%	21.00%
06031013/53 - Carnations	78,226	82,086	44,997	43,084	33,230	39,001	4.9%	47.51%
06031015/55 - Orchids	7,357	6,548	2,618	2,288	4,739	4,258	-11.0%	65.03%
06031021/51 - Gladioli	4,328	3,737	3,990	3,577	337	159	-13.7%	4.25%
06031025/65 - Chrysanthemums	47,227	43,036	44,809	40,602	2,420	2,432	-8.9%	5.65%
06031029/69 - Other Cut Flowers	239,215	266,325	208,739	235,253	30,478	31,070	11.3%	11.67%
TOTAL FRESH CUT FLOWERS	435,482	464,413	353,736	374,326	81,752	90,081	6.6%	19.40%

### 3.- ABOUT PACKING:

We export in the traditional 10 and 5 pound carton boxes, especially lined in order to preserve our quality.

Available, is as well, Pre-Pack trays and bags of 190 grs., 250 grs., 315 grs. and 370 grs.

Of course we are prepared to fulfill any special demand on packing you may require.

### 4.- PRESENTATION:

Attending to market requirements we have developed the following:

#### SNOW PEAS:

Standard, Standard Pre-Pack, Top & Tail, Top & Tail Pre-Pack.

#### SUGAR SNAP:

Standard, Standard Pre-Pack, Top & Tail, Top & Tail Pre-Pack.

#### FRENCH BEANS:

Standard, Standard Pre-Pack, Top & Tail, Top & Tail Pre-Pack.

#### BABY VEGETABLES:

Standard, Pre-Pack.

### 5.- PACKING PLANT:

we are located in the Highlands of Guatemala which is the largest growing area of vegetables in Central America.

Being quality our main concern we operate with the latest technology in food processing available to the industry.

This has led us to become a leader in quality export of fresh vegetables from Guatemala.

With our **pre cooling tunnel** we ensure that the freshness of our vegetables will arrive at it's destination as fresh as harvested.

### 6.- SHIPPING:

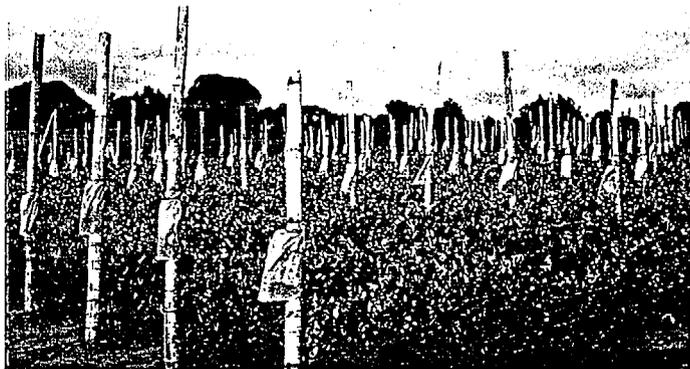
Air and maritime transport allows us to reach almost any contry in the world.

Our forwarding structure garanties our deliveries **JUST ON TIME.**



# Prestigio, S.A.

34 Calle "A" 19-71, Zona 12,  
Villa Sol, Guatemala C. A. - 01012  
Tels.: (502-2) 760749-770192  
Fax: (502-2) 766859  
Factory:  
Km 52.5 Chimaltenango - 770192  
Tel.: 0391959



THE PRODUCTS WE EXPORT ARE  
ELITE-CLASS BECAUSE QUALITY  
CONTROL IS OUR PRESTIGE

# PROFILE PRESTIGIO, S.A.

## 1. - COMPANY'S DEFINITION:

Prestigio is a Company which is growing and exporting fresh vegetables to the international markets.

Our staff has more than ten years of experience in this activity. This knowledge has permitted us to supply a continuous quality in our products into the international markets.

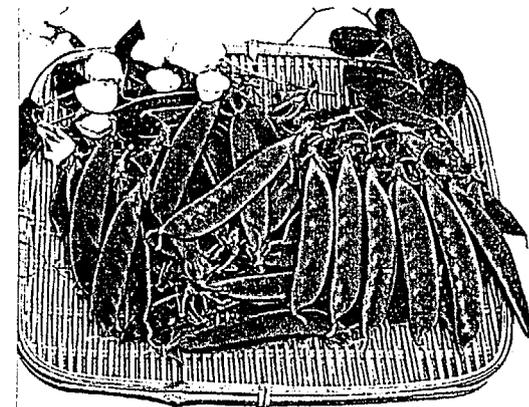
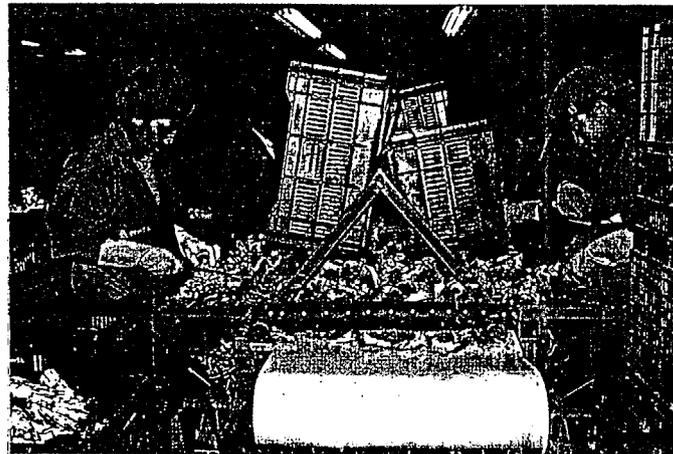
The integrated efforts of our staff and experience of our Directors has led our brands into a leading position in the United States and Europe.

Presently, Prestigio has two well known brands in the market:

*Prestigio* and *Elite*

## 2.- OUR PRODUCTS:

Snow Peas  
Sugar Snap  
French Beans  
Baby Vegetables  
(baby zucchini, baby corn, baby carrot)



## THE 60 x 40 CM BOX

The 60 x 40 cm box (ISO module) is the most widely used box in the intereuropean fruit trade. Grapes, melons, nectarines, tomatoes, lettuce etc. are all packaged in this type of box. There are only a few possibilities to use this type of box for sea transport, e.g. for kiwis (approx. 70 units per box) and

pineapples, which are more and more often being packed in quantities of 4 to 12 placing the fruit on its side in low boxes. Packaging in this way offers the advantage of being able to assess at a glance the color, ripeness, size and quality of the fruit without having to remove them from the box.



## THE 30 x 20 CM BOX

The 20 x 30 cm box (subsize of the ISO module) is used solely for very expensive fruit such as lychees and extra fine green beans which are, because of

their price, only sold in small quantities. In principle its size would just as well allow the use of the telescopic box or the box with flaps.

## EXCEPTIONS TO STANDARDIZATION

Although it is desirable to maximize standardization it has in some cases proven to be impossible up to the present, for example for melons

apart from the 4-5 kg size (refer to the heading „The 40 x 30 cm box“), which are traded in 10 kg boxes that can be fitted in packages of 50 x 40 cm,

allowing for 100 % utilization of the sea pallet, but only 83 % of the europallet.

Bananas, which are the most important export fruit, are an additional exception. Export of this fruit is handled by means of an autonomous logistic chain which excludes the use of the ISO module.

If boxes require sizes different from the ISO module it

is recommended to use only the following size:

Exterior box size in cm	Surface utilization of the pallet in %	
	Sea pallet	Euro-pallet
1 x w		
40 x 20	100	100
40 x 24	96	100
50 x 30	100	94
50 x 40	100	83

## ADVICE TO EXPORTERS

Visits to importers and to wholesale markets are indispensable in getting to know the fruit and vegetable trade in Europe. As far as packaging is concerned importers are in general ready to assist exporters by providing sample packaging clearly indicating how they are to be labeled.

Cooperation with competing exporters can increase the volume of orders and reduce the costs of developing packaging as well as the end price per

unit. The differing labels can provide easy identification of the merchandise belonging to the various exporters.

It should be kept in mind that packaging manufacturers think in terms of the interior measurements whereas exporters necessarily think in terms of the exterior measurements corresponding to the module.

It is advisable to print texts in English in order to serve Europe as a whole.

This brochure has been worked up by a team at PROTRADE, The Program for the Promotion of Trade and Fairs of the German Association for Technical Cooperation (GTZ GmbH). The team, created by PROTRADE and given the task of studying ways of ensuring the quality of agricultural produce originating from developing countries, has put together this brochure with the intention of making the information avail-

able to all producers and exporters of fresh fruits and vegetables.

Packaging which fits the product along with well organized transportation are the indispensable prerequisites for success in export trade to Europe and the sale of merchandise on markets there.

The team hopes that this brochure will contribute to the success of this export business.

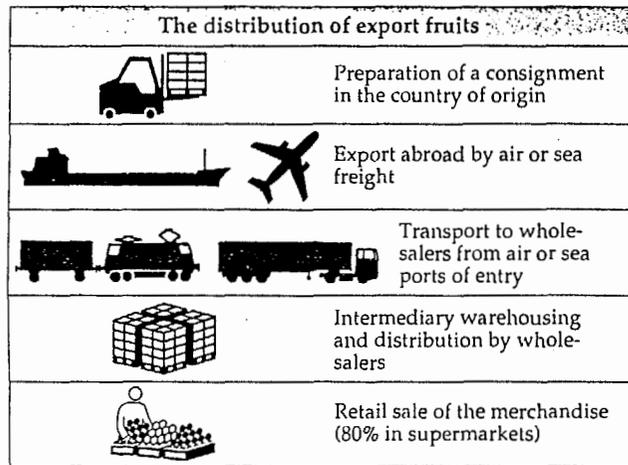
For additional related information please contact:



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Parallel to the constant growth of world trade in fruits and vegetables the standardization and internationalization of the various logistic aspects of this trade have taken on greater and greater importance. In order to ensure the smooth functioning of export trade it is absolutely necessary to know the logistics and the methods of transportation and distribution of the goods in the country intended for export. But it is of equal importance to know market requirements for the packaging units, i. e. the materials, sizes and labeling to be used in packaging.



In general one can assume that the transportation costs will be higher than those for the product or for packaging taken separately.

In order to make maximum use of national and international freight capacities, pallets, air and sea containers, intermediary wholesale trade depots and retail display stands for the merchandise have all been standardized. Any packaging units which do not conform to these standards hinder the flow of goods and reduce the efficiency of the logistic chain.

Standardization enables the goods to be moved faster so that in the end the consumer receives them in a fresher condition.

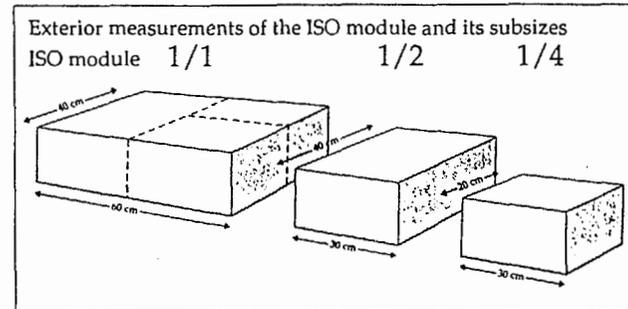
This brochure attempts to present in a concise form the most important packaging standards for international trade in fruits and vegetables, briefly taking into consideration the various means of transportation. Exporters who are aware of the different logistic requirements of the European market and are able to comply with them will substantially increase their chances of success in dealing with European importers.

## STANDARDIZATION

To reduce the number of different box sizes used in industry for packaging fruits and vegetables, standards have been fixed at an international level. This was done by the International Organization for Standardization which has defined the „ISO module“ (ISO standard 3394). The ISO module is intended for universal implementation as a standard for fruit and vegetable packaging. Its base measures 60 x 40 cm with subsizes of 40 x 30 cm and 30 x 20 cm.

therefore be taken as the basic unit size of all the links in the logistic chain: the pallets, the containers, cargo compartments of ships, trucks, trains, intermediary depots of importers and retail display stands.

Thanks to the homologization achieved by means of the ISO module European importers have been able to tackle to job of handling the more than 150 types of fruits and vegetables ordered daily for delivery on pallets to retail markets.



These sizes enable 100 % utilization of the two types of pallets most often used in international transportation and in Europe: the sea pallet (120 x 100 cm) and the europallet (120 x 80 cm). The pallets are thus „multiple modules“ since the sea pallet (120 x 100 cm) is able to hold 5 ISO modules measuring 60 x 40 cm and the europallet (120 x 80 cm) 4 ISO modules. The ISO module can

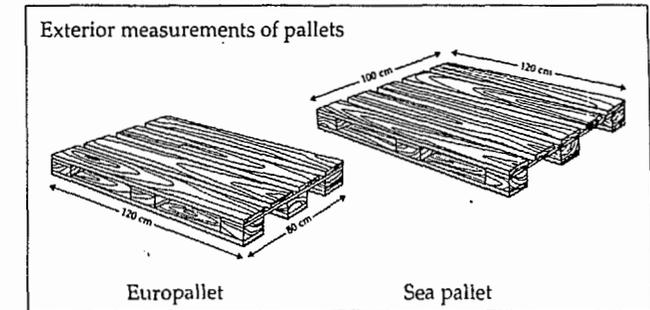
In view of the fact that the ISO standard corresponds so perfectly to the needs of the European market, it has become an absolute must for professional exporters to conform to them.

## THE PALLET

Pallets represent the most rational method of stacking individual packages in larger and more efficient transport units. Thanks to the large-scale implementation of the use of pallets, loading unit sizes have become identical with freight and warehousing unit sizes, allowing for rational and efficient operation at all stages of the logistic chain of distribution. The sizes of the pallet take on a strategic importance since they correspond directly to the

rope the sea pallet is used almost universally.

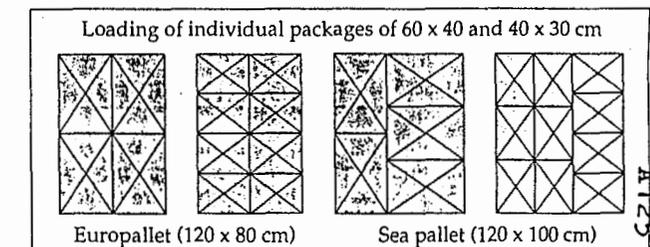
With the exception of fruits and vegetables transported by air freight European importers categorically require that merchandise be transported using the pallet system. All costs arising from repackaging the produce and loading it onto pallets are charged to the exporters. Pallets for sea transport may not exceed a total height of 2.05 m in order to allow for transportation by



sizes of the various types of containers, ship cargo compartments, trucks, fork trucks, etc. In Europe there are in principle two types of pallet in use: the europallet, measuring 120 x 80 cm, is used almost exclusively in German-speaking and Scandinavian countries; whereas the sea pallet, measuring 120 x 100 cm is common in France and the Netherlands. Outside of Eu-

truck and warehousing in intermediary depots.

As has already been mentioned under the heading „Standardization“, packaging corresponding to the ISO module and its subsizes lend themselves perfectly to optimal loading onto europallets and sea pallets.

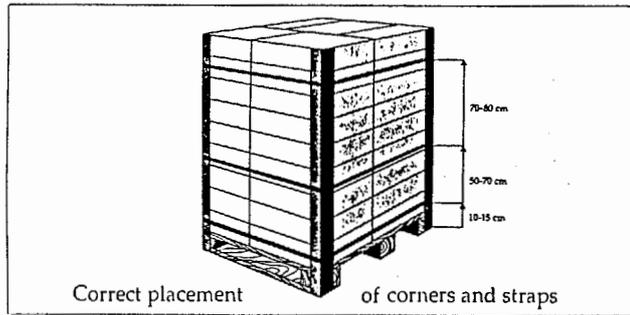


## LOADING AND STABILIZING PALLETS

Stabilizing packages stacked on pallets is indispensable in ensuring the safe arrival of the produce in the best possible condition. In order to achieve optimal stability, it is advised to load the boxes uniformly one on top of the other. The use of plastic or reinforced corners at the four corners of the pallet

ensures maximum protection against damage. These corners should be attached to the loaded pallet from the base to the top.

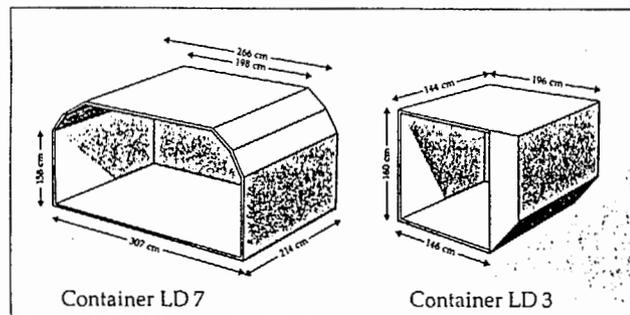
The corners are fastened by a system of metal or plastic straps which serve to stabilize the loaded pallet.



## AIR TRANSPORT

Air transport is ideal for fragile fruits and vegetables and for limited quantities. Thanks to the speed of the transport, the risk of plant diseases is reduced and the fruits can be harvested

in a riper state which can of course be of advantage in terms of quality. The disadvantages of air transport are the higher costs and the often limited loading capacities.

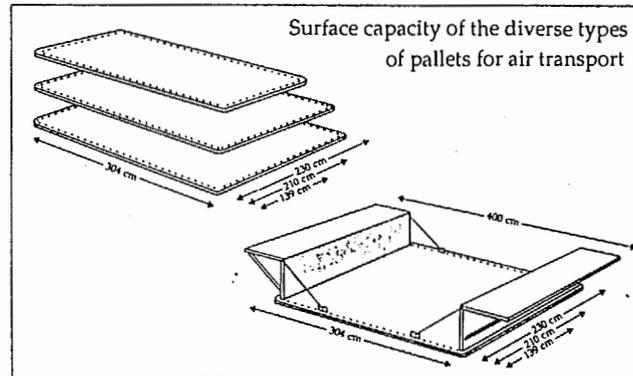


Given the numerous types of aircraft more varied means of auxiliary loading devices are employed in air transport than in sea transport. Again pallets and containers are required for air transport. The most common containers are the types LD 3 and LD 7 which can be loaded into the lower decks of all types of larger aircraft (747, DC 10, A 300, A 310 and B 737 F) whereas the large 10 and 20 foot containers can only be loaded into the upper deck of Jumbo jets.

There are four principle types of pallets for air transport of which three can be equipped with supplemental structures on each side and are therefore referred to as „side extension pallets“. This vari-

pallet (not illustrated here) has a loading surface of 592 x 230 cm and thus corresponds to the surface of a 20 foot container. It can also only be loaded into the upper deck of the Jumbo jet.

In passenger aircraft only the lower deck can be loaded and loads may therefore not exceed a height of 1.63 m which corresponds to 1.60 m net (refer to the illustrations of containers LD 3 and LD 7). When the upper deck is used, which is only possible on freight or combined passenger-freight aircraft, maximum loading height is 2.40 m. Side extension pallets can only be used for loading into the lower deck which means a maximum height of 1.60 m.



ation of air freight pallet permits the maximum use of loading capacity.

All air freight pallets, with or without side extensions, have a common length of 318 cm. Approx. 304 cm can be used for the load since it is fastened to the pallet by a net which is itself fixed to the sides of the pallet. This results in the loss of loading surface of 5 to 7 cm on each side. The largest

The weight of loads on the pallet measuring 139 x 304 may not exceed 3060 kg whereas pallets measuring 210 x 304 cm and 230 x 304 cm allow a maximum 6700 kg. The largest pallet measures 592 x 230 (not illustrated here) and is capable of handling a load of 10,800 kg.

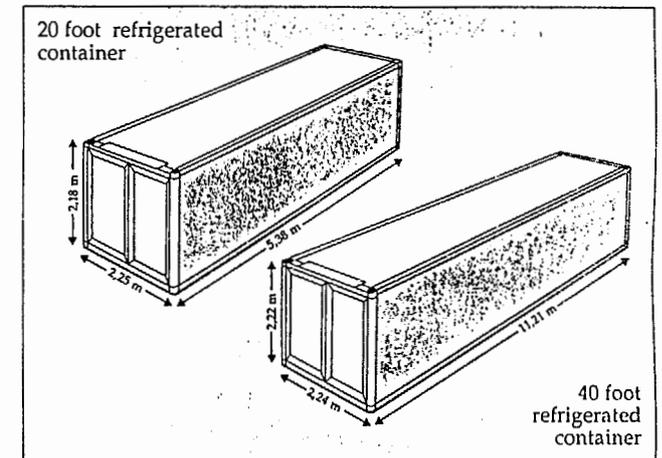
## SEA TRANSPORT

Sea transport is in general carried out using two methods; either directly in the cargo compartments or in sea containers. High volume export fruits such as bananas, oranges and apples are transported in special refrigerated cargo compartments of charter ships. This method of transport only begins to be cost efficient at volumes upwards of 1000 tons per shipment, and is usually based on long-term contracts.

For smaller export volumes sea containers can be used. These are in general insulated or refrigerated containers having a length of 20 or 40 feet.

Insulated or refrigerated containers are able to operate at constant temperatures of between -25° to +25° C. The 40 foot containers have a capacity of 23 europallets or 20 sea pallets, which corresponds to a surface utilization of 80 % and 87 % respectively.

Thanks to the international standardization they can be loaded directly onto the ship, truck or train. The advantage of containers is the reduction of handling costs and especially the acceleration of unloading and reloading procedures. Another advantage is the reduction of losses during



Integrated cooling units maintain the low temperature in refrigerated containers; insulated containers, on the other hand, are connected to the ship's cooling system or to that of the port, or specially equipped with „clip-on“ units.

transportation and the superior quality of the produce on arrival compared to those packed in individual boxes.

# THE PACKAGING OF FRUITS

Packaging is of fundamental importance in the fruit and vegetable export trade. Fruit and vegetable importer requirements concerning the optical and technical quality of packaging in this very competitive market have increased greatly over the years. This has been due on the one hand to the growth of self-service retailing, and on the other hand to the success of efforts to rationalize international transportation.

Apart from the obvious function of protecting the contents, packaging is beginning to play an increasingly important role in marketing: the displaying and sale of the produce. In this context packaging is referred to as a „hidden persuader“ which motivates the consumer to buy the product. On the other hand, packaging must fulfill a logistical function: contribute to the maximum utilization of the auxiliary means of transportation (e.g. pallets) as well as containers, ships, aircraft, trucks, trains, etc. and guarantee that handling not be hindered in any way.

The use of durable boxes, attractively designed, correctly labeled, and corresponding to measurement requirements (refer to the heading „Standardization“) all characterize the professional exporter who is familiar with market requirements. It is necessary to correctly calculate the weight of fruits providing for an additional 5 % above the net weight given on the box in order to compensate for loss of weight due to natural processes during transportation, warehousing and sale.

The ideal packaging material is corrugated cardboard. Compared to the wood packaging which formerly dominated the market corrugated cardboard is lighter, has a more stabile shape, is easier to stack, is aesthetically superior and easier to print on legibly.

Given the increased importance of the elimination of waste and the high level of environmental concern among European consumers, the fact that the boxes can easily be recycled has taken on a much greater importance. The ideal boxing material is therefore that composed 100 % cardboard without metal reinforcements or elements of plastic, allowing for recycling without having to separate out other materials beforehand.

Numerous design variations are possible. Brown cardboard, as well as white, can be attractive if the printing is appropriate. It is advisable to choose graphic characters which can be easily recognized, making identification of the product unmistakable and at the same time awakening positive associations. What counts is that the packaging be given a clear, agreeable, informative and friendly appearance.

# RATIONALIZATION OF PACKAGING

The most effective rationalization can be achieved by using a single type of box of the same base dimensions for as large a variety of products as possible, changing only the height if the characteristics of the product require it. This allows for a

reduction in the costs of conceiving and producing new packaging on a large scale and makes packaging more professional. The sizes of boxes recommended below correspond to the ISO module and its subsizes:

## THE 40 x 30 CM BOXES

The following fruits and vegetables can be packed optimally in a 40 x 30 cm box corresponding to the 1/2 ISO module:

Fruits	Net weight/unit	Height of the box
Mango	4 kg / 7 - 16	10 - 12
Avocado	4 kg / 7 - 16	10 - 12
Papaya	4 kg / 7 - 16	10 - 12
Physalis	8 trays x 100 grs.	10
Strawberries	8 trays x 100 grs.	8
Passion fruit	2 kg	8
Melon	4 - 5 kg / 5 - 8	8
Mushrooms	8 trays x 100 grs.	8
Ocra	4 kg	10 - 15
Hot peppers	4 kg	12
Bobby beans	4 kg	13
Figs	2 kg	9
Limes	3 kg	8
Baby pineapples	3 kg	10

There are three main versions of this box:

- the telescopic box made up of a base and lid which covers it entirely (see mango box illustration);
- the box with flaps made up of a single unit closing from the side by means of tucking in the flaps (see avocado box illustration);
- open boxes comprised solely of a base (not illustrated).

Each of these boxes serves a specific purpose:

- The telescopic box, having two parts, is more stabile, heavier and more expensive. Its advantages are its ability to contain heavier weights and resist greater

humidity. Its disadvantages are the cost and its own weight which make it ill-suited for air freight. Use of this type of box is recommended when only corrugated cardboard of poor quality is available.

- Boxes with flaps have become the most common box used for export. The advantages of this type of box arise from the relatively low weight, good air circulation, ease of opening and closing and the fact that the fruits can partially be seen even when the box is closed. The information given on this type of box identifies the produce up to the time they are sold, whereas in

the case of the telescopic box the information is on the lid which is separated from the contents when the produce is sold.

- The open box allows for the best presentation of the fruit, but at the same time offers the least protection. But it is also the lightest

and most economical box. It is perfectly adequate for packaging fruits which have been prepackaged in trays, such as for example strawberries and physalis. If the open box is made of corrugated cardboard of good quality it can even be used for sea transport.



IRWIN	VAN DYCK	<b>MANGO</b>	COUNT				
HADEN	THOMMY ATKINS		7	8	9	10	11
KEITH			12	13	14	15	16
			<b>4 Kg. Net.</b>				
<b>CLASS I</b>			<b>PACIFICO</b>				
EXPORTADORA PACIFICO S.A. P.O. BOX 007 GUAYAQUIL ECUADOR FAX 000-0-000000							
			PRODUCE OF ECUADOR STORE AT 12°C (54°F)				



FUERTE	HASS	<b>AVOCADO</b>	COUNT				
ETTINGER	BOOTH 9°		7	8	9	10	11
			12	13	14	15	16
			<b>4 Kg. Net.</b>				
<b>CLASS I</b>			<b>PACIFICO</b>				
EXPORTADORA PACIFICO S.A. P.O. BOX 007 GUAYAQUIL ECUADOR FAX 000-0-000000							
			PRODUCE OF ECUADOR STORE AT 12-13°C (54-56°F)				



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to stimulate the successful development of agro-products, enterprises  
and export markets in Sri Lanka.

OCTOBER 1993

Issue No. 7 from AgEnt's business,  
production, processing and  
marketing information center

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PART 11

COMPETITIVE MARKETING DATA COLLECTED  
AT THE ANUGA (Cologne , Germany)  
INTERNATIONAL FOOD FAIR  
(9/14 October 1993)

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- \* INDIAN SPICES, OILS & OLEORESINS
- \* COMPANY/PRODUCT PROFILE OF THE  
FUCHS GROUP, A LARGE/INTEGRATED  
GERMAN SPICES MANUFACTURER AND  
MARKETER

Prepared by:

ANTHONY DALGLEISH  
MARKETING/AGRO-PROCESSING  
ADVISOR

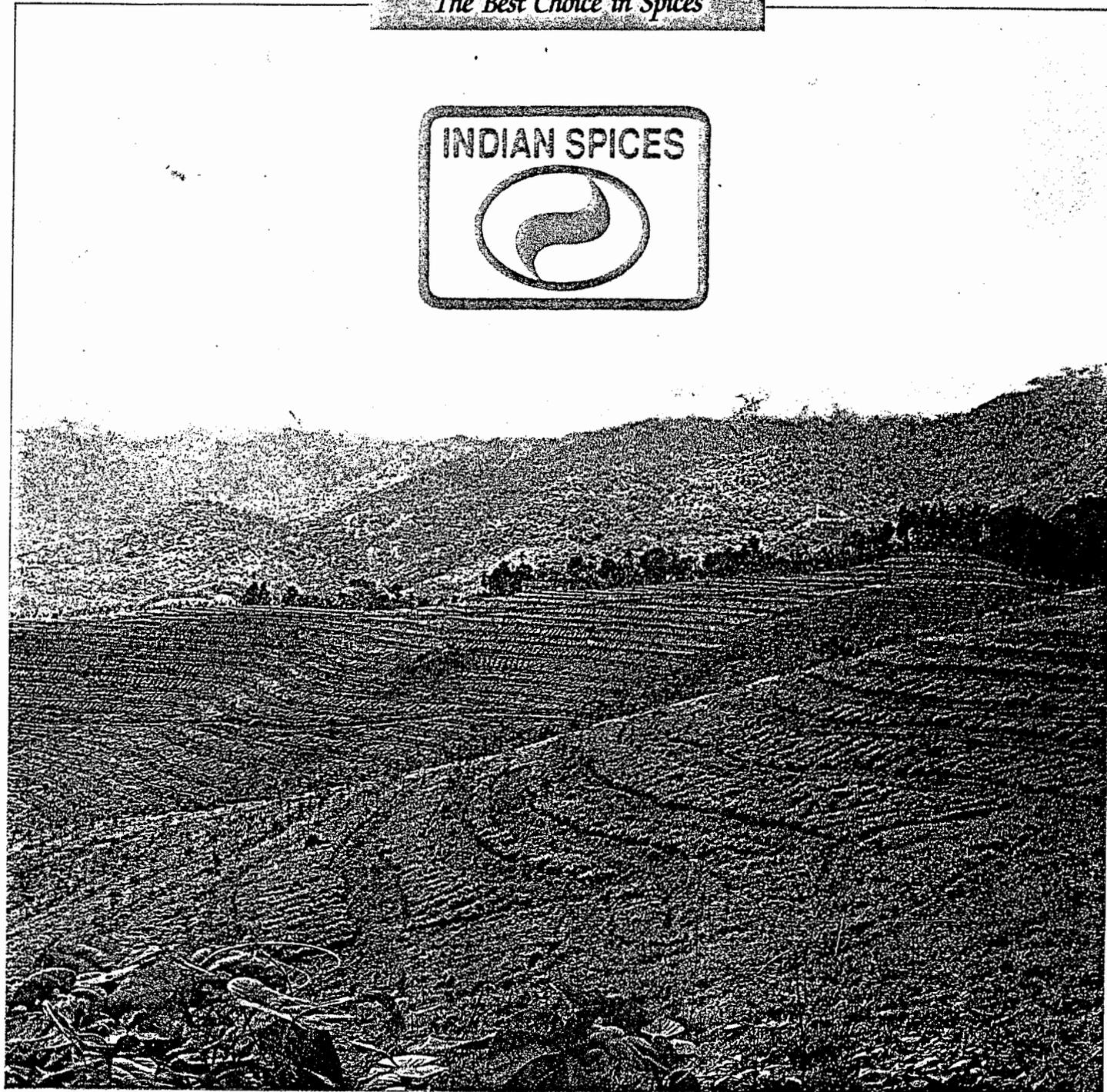
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# SPICES of India

*The Best Choice in Spices*



SPICES  BOARD  
INDIA  
सामुहिक बोर्ड  
भारत  
INDIA

# INDIAN SPICES AND THE ORIGINS OF WORLD TRADE

## THOUSANDS OF YEARS AGO SPICES WERE TRADED ACROSS THE KNOWN WORLD

Spices have been highly desirable products ever since the ancient civilizations of India, Egypt, Mesopotamia and China. They were used in medicines and perfumes, in oils for religious ceremonies and in aphrodisiacs, and also to flavour and preserve food. The long trade routes were dangerous, and spices were so expensive that only the rich could afford them. The first trade routes went overland from India to the Middle East, and on into Europe. Southern India was a rich source of pepper, cardamom and other spices, and India was also on the shipping routes from China and the Spice Islands. The city of Cochin became an important centre of the spice trade due to its fine natural harbour.

## THE HISTORY OF THE SPICE TRADE — A REFLECTION OF WORLD POWERS

Four thousand years ago THE ARABS ruled over the westbound spice trade. They were shrewd traders, and tried to keep their sources of supply secret and the price levels high. "Cinnamon", they said, "grows in deep valleys infested with poisonous snakes". In about 300 B.C. the Roman Empire had grown strong enough to challenge

the Arab monopoly, and complaints over the high prices led them to search for alternative trade routes.

THE ROMANS, collaborating with the Egyptians, opened shipping routes down through the Red Sea to India, competing with the overland routes used by the Arabs. Alexandria developed into the world's greatest commercial centre, but the Arabs endured, and were still transporting spices overland into the Middle Ages, long after the Roman Empire had vanished.

VENICE began to grow about 600 A.D., developing into a pre-eminent maritime power during the Crusades. Venice had a monopoly on trade with the East. The spices brought to the Levant from India and the Far East were shipped across the Mediterranean to European distributors, at high prices.

## NEW TECHNOLOGIES AROUND 1500 — OTHER ROUTES OPEN UP

Advances in shipbuilding and navigation techniques eventually made it possible to search for new routes for the profitable spice trade. The Portuguese, skilled navigators, sailed south and east along the coast of Africa. Vasco da Gama reached Calicut on the Malabar Coast in 1498.

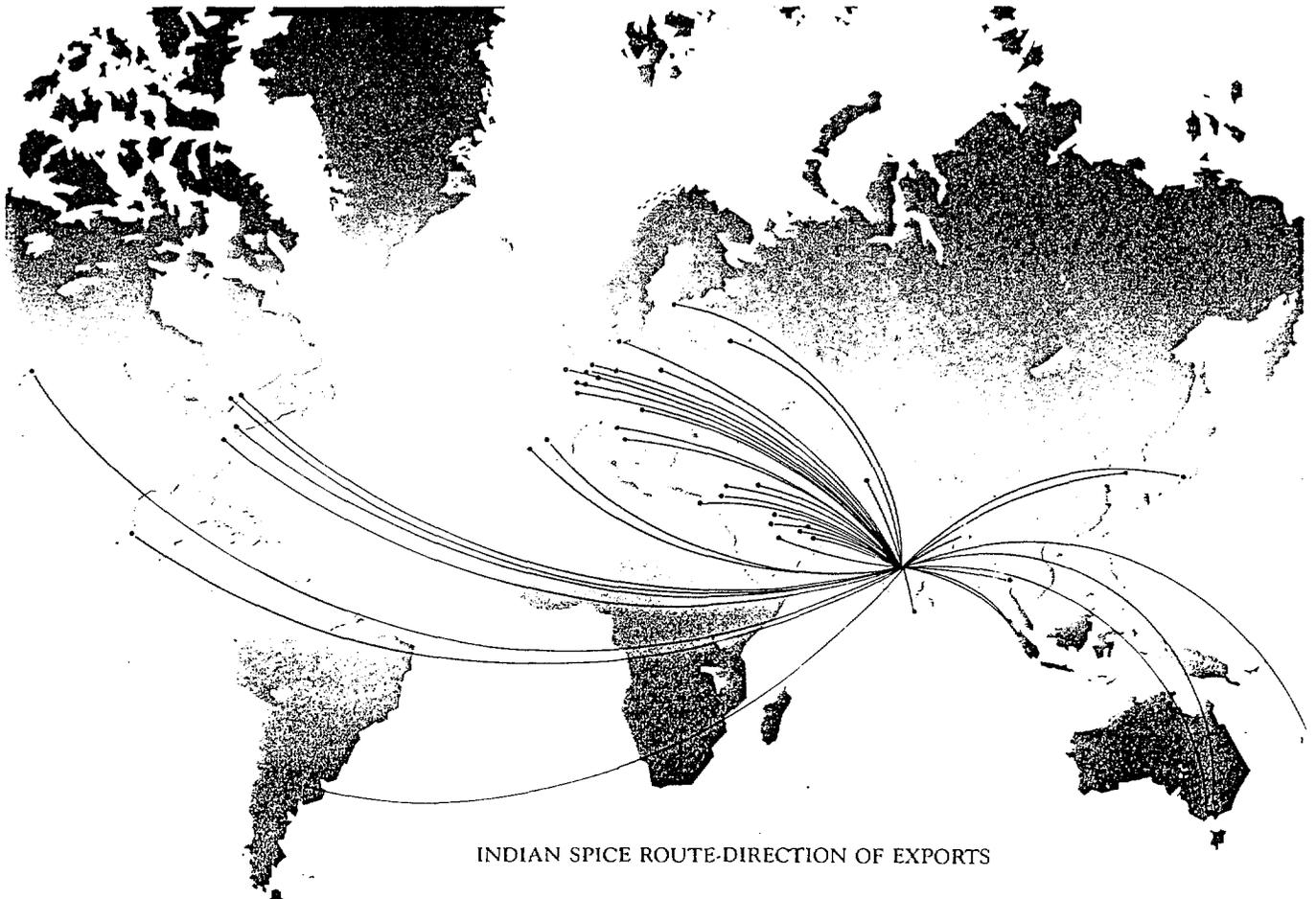
Christopher Columbus headed west from Spain in search of India, finding the West Indies in the Americas in 1493. In the 1520's the first voyage around the world was undertaken by Ferdinand Magellan, seeking a western route to the Spice Islands. Later, the Dutch headed towards Indonesia and acquired a temporary monopoly on trade with pepper and cloves.

## TRADING CENTRES IN INDIA

In the 1600's the seafaring nations of Europe established trading enclaves along the Indian coastline to profit from their own monopolies in the spice trade, founding national East India Companies to import silk, porcelain, cotton, spices, tea and other commodities. Some of these companies are still in business.

## INDIAN SPICE CULTURE TODAY

The spice trade is now a worldwide commodity network. The old monopolies are gone, and prices are competitive. But India still provides superior quality. Pepper, cardamom and other spices grow in the unspoiled monsoon forests along the Malabar Coast. India is a vast land with growing conditions for a wide range of spices and the tradition of cultivating spices goes back many thousands of years.



INDIAN SPICE ROUTE-DIRECTION OF EXPORTS

# INDIA PROVIDES THE BEST QUALITY AND THE GREATEST VARIETY

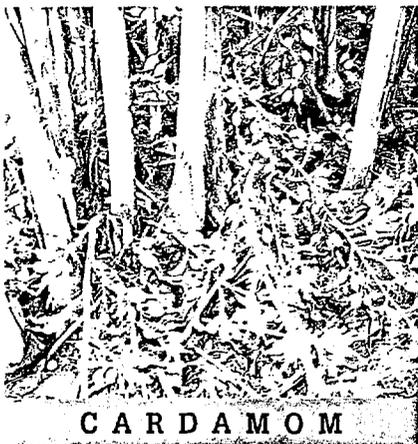
## GOOD CONDITIONS FOR GROWING SPICES

Unspoiled forests, good soils and optimal climatic conditions give India unique resources to produce a multitude of spices of very good quality. More than 25 different spices are exported from India. They are harvested by skilled workers, and export is handled by specialized agencies that can adapt products to requirements expressed by individual buyers. India is the world's largest exporter of spices.



**P E P P E R**

Pepper is often called the "King of Spices". The best quality is grown in the monsoon forests along the Malabar Coast in southern India. Pepper is probably the most widely used spice in the world. India exports all varieties of pepper: Black pepper, white pepper, green pepper, rose pepper. Green pepper comes dehydrated, frozen, freeze-dried or packed in brine.



**C A R D A M O M**

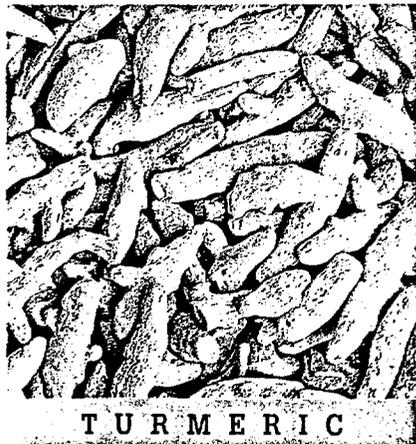
Cardamom is grown on plantations in the mountain range east of the Malabar Coast — the Cardamom Hills. The fruits of the cardamom plant are hand-picked and dried at controlled temperature to retain colour and flavour.

Cardamom has a distinct and refreshing taste, and is often used in sweets and pastries. Arab coffee is flavoured with cardamom, as are some liqueurs, soft drinks, medicines and toothpastes.



**G I N G E R**

This underground rhizome is peeled, dried and chopped or ground to powder before use. It has a pungent, penetrating flavour and is widely used in Indian, British and Chinese cuisine. Ginger adds zest to cakes, breads and beverages. It is also a traditional remedy for digestive disorders.



**T U R M E R I C**

Related to ginger, turmeric is a rhizome with bright yellow colour when dried and ground. Turmeric adds flavour to food, but is used above all for its attractive colour, where it may replace saffron.

The yellow colour of Indian spice mixtures, especially curry, derives mainly from turmeric. Turmeric makes good sauces and marinades for chicken, salmon, shellfish and lamb dishes. It is also used in cosmetics.



**C H I L L I E S**

The sharp, hot taste of this dried fruit makes it a favourite in cooking. Chillies can be whole, chopped or powdered. Chillies are available in paste form and as an oleoresin mainly for commercial use.

Chillies give the bite to pickles and sauces and are also used in pharmacology for pain-relieving ointments.

## A WIDE RANGE OF OTHER SPICES

India is a vast land, and the single largest source of spices in the world. A contact with the Board or with Indian exporters will open doors to an ample supply of a wide range of quality spices: ajowan, all-spice, anise, asafoetida, basil, bay leaf, caper, caraway, cardamom, cinnamon, cassia, chervil, chive, clove, coriander, cumin, dill, fennel, fenugreek, garlic, ginger, nutmeg, marjoram, mint, mustard, oregano, parsley, poppy seeds, rosemary, saffron, star anise, tarragon, thyme and many others.



*The Best Choice in Spices — Spices of India*

## INDIAN SPICE PRODUCTS OILS AND OLEORESINS



### THE UNIQUE FLAVOUR OF A SPICE ...

...is due to the combination of oils and resins that are naturally present in the spice. These are often called "volatile oils", since they deteriorate — slowly or rapidly — when they are exposed to air. Indian spice oils and oleoresins were developed to solve this problem. In extract form, the spices are easier to handle, transport and store without loss of flavour.

### GROUND SPICES

Spices in powder form are normally used in household cooking, since they are easy to mix and measure. A drawback, however, is that they will eventually lose their flavour as the volatile oils evaporate. Care must be taken with packaging and storage.

For users of spices in large amounts, such as bakeries and restaurants, ground spices have the additional disadvantage of being bulky and difficult to measure and mix perfectly. These problems are overcome by the use of spice oils and oleoresins.

### OILS AND OLEORESINS

Oleoresins are natural combinations of oils and resins. Resins are complex oxidation products of the oils. The oils, resins and related products that are present in spices can be extracted, or dissolved in a liquid. The liquid used is carefully chosen, since the final substance must perfectly represent the aroma and flavour of the original spice.

Complex oleoresins occur naturally in chillies, ginger, pepper, star anise and turmeric.

### THE ADVANTAGES OF SPICE OILS AND OLEORESINS

Liquid spice products are used primarily by large consumers such as bakeries, confectioners and manufacturers of soft drinks, soaps, toothpastes, cosmetics etc. The oils are easy to measure and mix in a manufacturing process, and the end product is of uniform high quality.



Oils and oleoresins retain their aroma and flavour much longer than the original spices. There is little risk of contamination due to faulty handling in transport and storage.

India is the main supplier of oils and oleoresins to the world. They are extracted from freshly harvested spices by sophisticated processes.

### CONSUMER PRODUCTS

Spice oils and oleoresins are not intended for household use. They are made primarily for the food industry. Small packs of regular spices, whole or ground, retain their flavour long enough to suit the requirements of most households. Packaging is important. Glass containers are generally far better than cellophane or plastic packages. The volatile oils are retained for a long time when spices are kept in glass containers.

### QUALITY CONTROL

Spices of India are carefully checked for quality during all stages of production. They are grown only in the best locations. After harvesting, they may be sun-dried, peeled, bleached etc., and sorted for size and quality. Further processing, packaging and labelling may be done either in India or in the country of destination.

With every delivery of spices from India, you get good quality spices grown under the best possible conditions and harvested with skill and care.

### THE INDIAN SPICES LOGO : MARK OF INDIANNESS & QUALITY

The Indian Spices logo marks a serious attempt to ensure that the international consumer has easy access to spices of the highest quality standards. The logo — a fresh green leaf in an elliptical ring, denoting freshness, growth and excellence — will be displayed prominently on all packaged spices and spice products

cleared and approved by the Spices Board, so that you can easily identify spices that spell Indianness and quality. To ensure statutory support and authentic use, the logo has been brought under the purview of the Spices Board (Quality Marking) Regulations, 1992.

### INDIAN SPICES CATALOGUE : A TREASUREHOUSE OF INFORMATION

The Spices Board has brought out a profusely illustrated and information-packed volume on Indian Spices. This authoritative reference book gives valuable information on 52 spices grown in India. It contains brief descriptions of the spices together with their names in various foreign languages, their important uses, major production centres in India and approximate quantities harvested and exported.

### SPICES BOARD, INDIA. MULTI-DIRECTIONAL, MULTI- DIMENSIONAL SERVICE.

Spices Board today acts as a developmental springboard of spice trade and industry, offering specialised services of far-reaching significance. Among them :

- Development and implementation of better production methods, through scientific, technological and economic research.
- Guidance to farmers on ways of obtaining higher returns.
- Development, promotion and regulation of spices export.
- Provision of financial and material assistance to growers.
- Registration and licencing of all persons/organisations involved in spice production and trade.
- Assistance for studies and research on better processing practices, foolproof quality control systems, improved grading methods and effective packaging techniques.

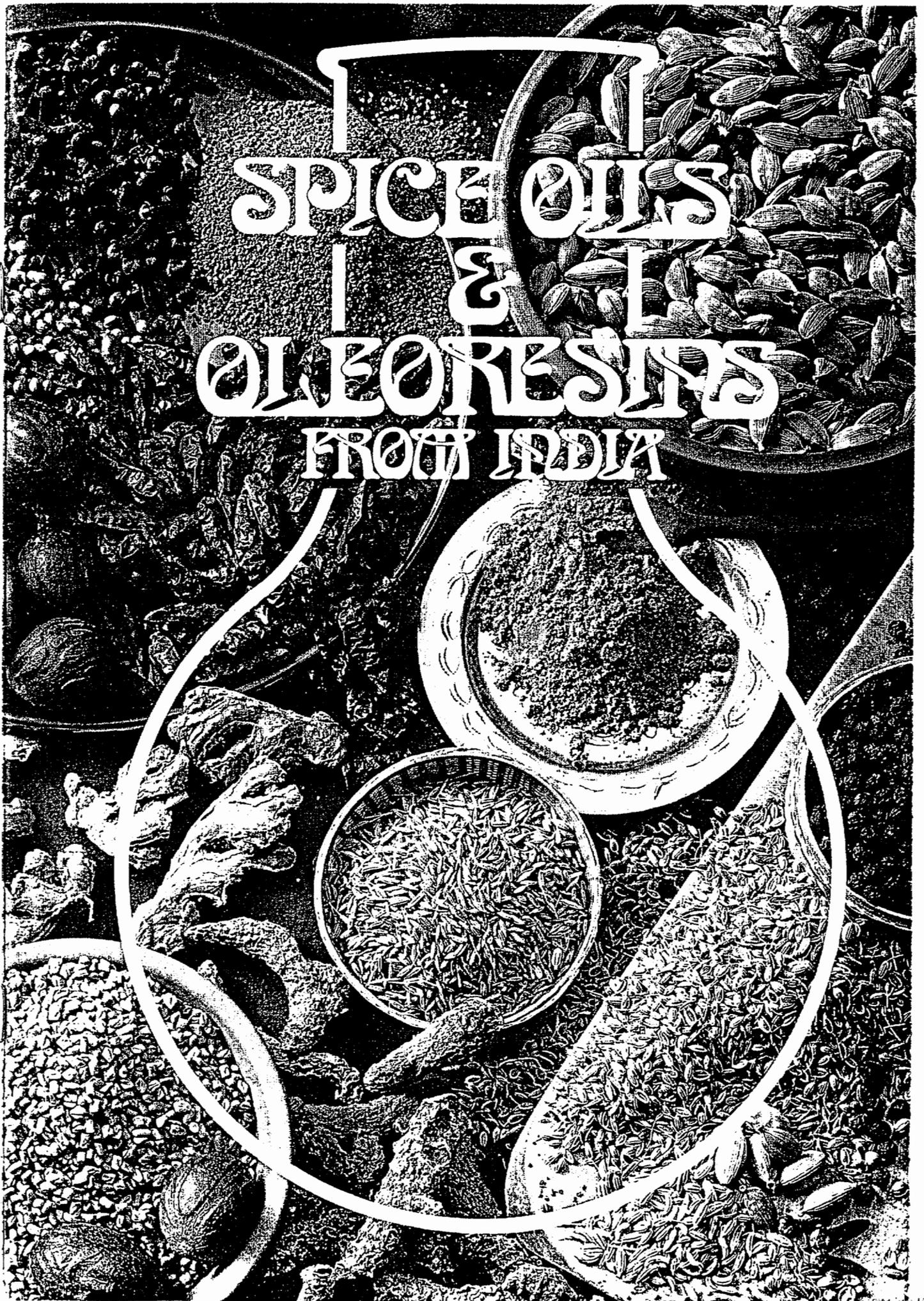
## SPICES BOARD INDIA

*The Spices Board was established by the Government of India to develop the Spices trade in India. Work is focused on quality improvement, product adaptation, international trade promotion, research and development*

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# SPICE OILS & OLEORESINS FROM INDIA



# THE ESSENTIAL ROLE OF SPICES

Since time immemorial, spices have played a vital role in world trade, due to their varied properties and applications. We primarily depend on spices for flavour and fragrance as well as colour, preservative and inherent medicinal qualities.

India, with its favourable climatic and soil conditions for growing spices and other semi-tropical herbs, is in the forefront among the spice-producing countries. The spices that India can offer in abundant quantities are pepper, ginger, turmeric, chilli, cardamom, celery, fenugreek, fennel, cumin, dill, coriander, cinnamon, ajowan, cassia, cloves, nutmeg and mace.

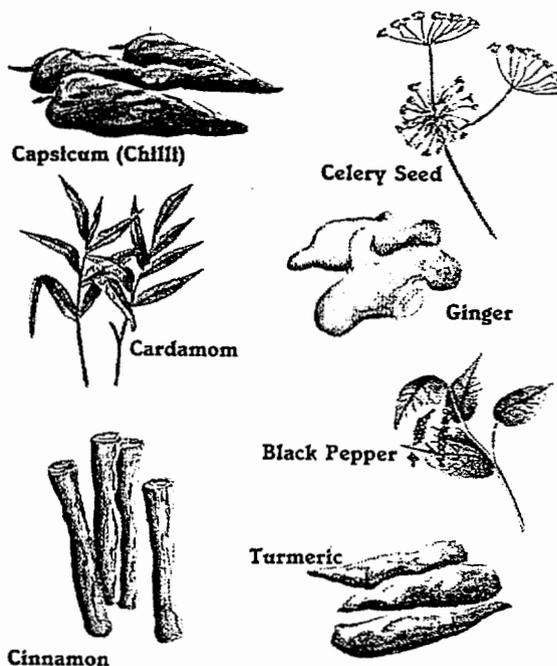
The use of raw spice in flavouring and colouring food has its disadvantages viz.

- (i) Easy to adulterate
- (ii) Variability in flavour
- (iii) Easily affected by bacterial contamination
- (iv) Flavour loss on storage
- (v) Partial release of flavour during cooking.

To overcome such defects, spice extracts were developed and now play a very important role in the food industry as replacements for spices and herbs and give the flavour chemist a host of basic raw materials to create flavours and blends for the food connoisseur.

On the other hand spice extracts are free of most, if not all, of these defects.

In this brochure we highlight the developments in terms of products derived from spices which do not suffer the defects recognised with the parent spice, and leading to an ever-increasing potential in terms of new product development.



## SPICE PRODUCTS

The essential constituents of spices which provide the aroma, flavour, pungency, and colour, together make up a very small part, often less than 10 per cent, by weight of the whole. The balance mainly functions as the inert matrix and protective sheath for these essential constituents.

These essential constituents may be obtained by solvent extraction of the spices, resulting in an extract called the spice oleoresin, which consists of a complex mixture closely resembling the characteristics of the spice as a whole. The actual composition of the oleoresin depends on the spice selected for extraction, its maturity, post harvest treatment and, importantly, the solvent and conditions selected for extraction.

The volatile constituents of spices, known as the essential oil, which also form part of the oleoresin, are obtained directly from the raw material by steam distillation. The composition of the essential oils depends on the selection of the spice, its quality, and the distillation technique applied.

The consistent high quality of spice oils and oleoresins required by the user depends very much on the experience, skill, and expertise,



provided by the manufacturer in the selection of raw material, its handling, processing, and finally blending of extracts.

These extracts are free of many of the disadvantages of the host spice from which they are prepared, particularly being free of contamination or hygiene risk, coupled with their consistent quality and strength.

In Table 1 are set out the comparative qualities and properties of the different spice products, which will allow the selection of the most suitable product for any specific application.

It is to be noted that spice extracts possess a high concentration of flavour and aroma; oleoresins are viscous or even semi solids, making it difficult to mix homogeneously into the products.

To overcome these drawbacks the extracts may be dispersed onto a selected carrier, or encapsulated, or made into an emulsion. In these forms the essential quality of the spice is provided free of almost all the disadvantages of the original spice, without losing any of their attributes and advantages. The technical expertise of the Indian oleoresin industry and availability of raw spices have made oleoresins from India a world standard. Standardisation of final products to achieve consistency in supplies is given top priority so that customers receive products conforming to Food Chemical Codex specifications and meeting respective country legislations and labelling requirements.

The relative strengths of the oleoresins compared with the original spice are given in Table 2, with average and range values.

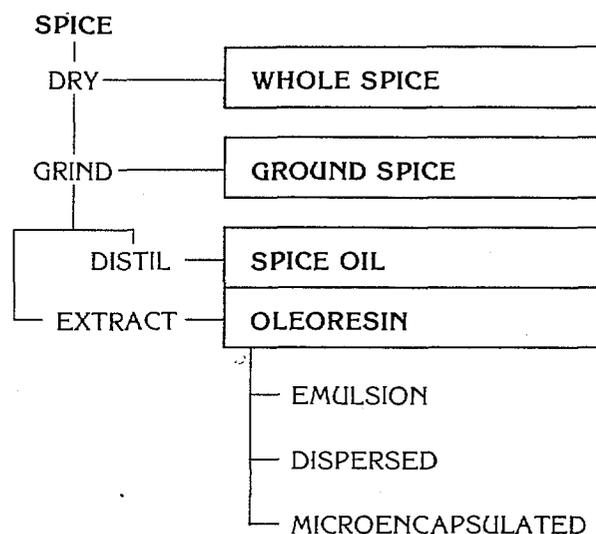


Table 1

## THE ADVANTAGES AND THE DISADVANTAGES

	Spice	Ground Spice	Spice Oil	Oleoresin	Dispersed Oleoresin (O.R.)	Microencapsulated (O.R.)
A. FORM	S	S	L	L/P/S	Pd.	Pd.
B. FLAVOUR/AROMA						
QUALITY						
Complete/Balanced	1	2	4	1	1	1
Consistent/Standard	3	3	1	1	1	1
Storage stability *	3	4	4	3	3	1
Free from contamination	4	4	1	1	1	1
Bacteriological quality	3	3	1	1	1	1
APPLICATION						
Strength	2	2	1	1	2	1 — 2
Fast release	4	3	1	2	1	1
Slow release	1	2	4	4	4	1 — 3
Dusty/Irritant	3	4	2	1	2	2
Visual-specks	3	3	1	1	1	1
Dispersibility	4	4	1	2	1	1
Ease of metering	2	1	2 — 3	2 — 3	1	1
C. COST (very approx.) *	9	10		5 — 20		

KEY: A S = Solid  
L = Liquid  
P = Paste  
Pd. = Powder

B 1. Very good  
2. Good  
3. Poor  
4. Very poor

C Ground Spice = 10

\* In final product

Table 2

## RELATIVE FLAVOUR STRENGTH

	SPICE : OLEORESIN (1 : X)	
	X (Average)	X (Range)
CAPSICUM (Chilli)	—	10 — 50
CARDAMOM	15	8 — 25
CELERY SEED	20	18 — 25
CINNAMON	25	17 — 40
CLOVE	15	5 — 18
CORIANDER	15	8 — 33
FENUGREEK	35	—
GINGER	20	20 — 28
NUTMEG	12	2 — 17
PEPPER	15	8 — 25
TURMERIC (no colour value)	25	—

of organic solvent is wide, it is usually restricted to the proven solvents such as ethylene dichloride, acetone, hexane, or alcohol. Special attention is always paid to the final stage of preparation, to strip off residual solvent to ensure that any residue in the oleoresin is minimal (always less than 30 ppm).

The choice of solvent is very important as it governs the ratio of the spice constituents that are extracted. From Table 3 each spice can be seen to yield a range of oleoresins specified by their ratio of constituents. In the case of Turmeric, a highly coloured oleoresin with little characteristic odour of the spice in solid form can be obtained. Alternatively a very low-coloured product having the highly aromatic smell of the ground Turmeric in a liquid state may also be produced. Similarly different products can be obtained by selection of solvents for chilli and black pepper. Decolourised oleoresins are also available.

Thus tailored oleoresins can be made to meet most users' requirements.

The oleoresins containing all the flavour elements of the spice, in highly concentrated form, provide a very economic method of flavouring products.

To achieve this, the oleoresin is usually dispersed onto a suitable carrier, such as salt, rusk, dextrin, or starch, at a level to make the dispersed oleoresin possess a flavour impact equivalent to that of the fresh ground spice.

To improve the stability of oleoresins they may be encapsulated, which provides a protective coating. The encapsulated product may have between 5 to 80 per cent oleoresin content, depending on the method of preparation used, resulting in a fine powder, easy to disperse, and ready to

## SPICE OILS

On steam distillation, the spices yield their volatile constituents. The essential oils thus obtained are endowed with the major part of the spice flavour and fragrance properties.

Spice oils, although characterised on the basis of their physico-chemical properties, including glc and spectrophotometric characteristics, are ultimately judged by sensory and olefactory evaluation.

Depending on the final environment of use for the spice oil, the standards of quality required will differ and this would demand of the manufacturer to tailor oils to the customer's exact requirements.

## SPICE OLEORESINS

The oleoresins, containing all the volatile as well as non-volatile constituents of the spices, most closely represent the total flavour of the fresh spice in a highly concentrated form.

For this reason oleoresins are the preferred spice extract used for flavouring purposes. The oleoresin is produced by extraction of the dry spices with an organic solvent or solvent mixture. Whilst the choice

Table 3

SPICE	ESSENTIAL OIL CONTENT (%) <sup>1</sup>	OTHER KEY CONSTITUENTS <sup>1</sup>	SUGGESTED DISPERSION RATE (%)
PEPPER	5 — 26 (20 — 26)	Piperine 30 — 55% (40 — 42%) <sup>2</sup>	6
GINGER	12 — 35 (28)	Pungency Factor	5
CAPSICUM (chilli)	Not applicable	Capsaicin 2 — 20% (3 — 5%) <sup>3</sup>	2 — 10
TURMERIC	Not applicable	Curcumin 35 — 98% <sup>4</sup>	—
CARDAMOM	to 60 (—)	—	6
CELERY SEED	to 14 (7)	—	5
NUTMEG	— (50)	—	8
CORIANDER	— (40)	—	6
FENUGREEK	Not applicable	—	3
CUMIN	— (65)	—	3

NOTES : 1 Percentage in brackets represents normal range.

2 Also available decolourised.

3 Colour range 1200 — 10,000 colour units.

4 Colour range 5000 — 15,000 colour units.

release the full oleoresin flavour impact at the time of use. This method of protecting the oleoresin does carry an additional cost element which makes their use best on a selected product basis. Also in the preparation of encapsulated oleoresins there may be incorporated other flavour and seasoning elements, to provide a formulated product if required.

The comparative advantages and disadvantages of the various spice products which we have referred to are shown in Table 1, which illustrates the advantages of different products in different applications, as well as illustrating the potential cost benefit that exists in using the oleoresin products where their full benefit can be taken advantage of.

Oleoresins may also be emulsified in aqueous or non-aqueous liquids, providing a liquid dispersion of oleoresin of chosen strength which is ideal for applications such as pickling and bringing of food products.

We have illustrated the versatility of spice oleoresins available in different forms. In all cases these are standardised by flavour, colour, and other key constituents to simplify their use. Their full benefit is reaped in industrial applications, where continuous operations are in use, resulting in significant cost savings based on the ease of metering.

Table 4

### SPICE OIL/ OLEORESIN APPLICATION CHART

**FOOD**

- Processed Meat
- Sauces, Chutneys, Dressings
- Soups
- Cheese/Dairy Produce
- Snacks
- Baked goods
- Fish/Vegetables
- Confectionery
- Beverage: Non-alcoholic
- Alcoholic

**NON-FOOD**

- Cosmetics
- Pharmaceuticals
- Aerosols
- Hygiene Products
- Perfumes
- Tobacco

	PEPPER — BLACK	PEPPER — GREEN	GINGER	TURMERIC	CHILLI	CARDAMOM	CELERY SEED	FENUGREEK	NUTMEG	CLOVE	CINNAMON	CUMIN	AJOWAN
Processed Meat	•			•	•	•					•		
Sauces, Chutneys, Dressings	•	•	•	•	•	•	•			•	•		
Soups	•			•	•	•	•				•		
Cheese/Dairy Produce		•		•	•	•		•			•		•
Snacks	•	•		•		•							
Baked goods			•	•		•		•	•	•	•	•	•
Fish/Vegetables	•					•	•	•	•	•	•		
Confectionery		•	•			•				•			
Beverage: Non-alcoholic			•			•				•			•
Alcoholic		•	•			•					•	•	
<b>NON-FOOD</b>													
Cosmetics	•		•			•		•	•	•	•		•
Pharmaceuticals			•					•			•		•
Aerosols						•		•	•				
Hygiene Products						•		•	•				
Perfumes	•	•				•	•	•	•	•	•		•
Tobacco							•	•	•	•			

## SPICE COLOURS

We cannot leave the subject of spice products without referring to their natural colouring factors which are isolated from certain spices.

In particular Curcumin, which is the yellow colouring matter of Turmeric, and the red colour of chillies free of pungency, are available. Though not a spice colour, Bixin-Annato Extract is also available from the same area. These natural colours or mixtures of them have wide application in dairy and fat compositions, as well as in sauces, curries, pickles, etc.

# APPLICATIONS

Spice oils and oleoresins can be used to advantage wherever spices are used, except in those applications where the appearance or filler aspect of the spice is of importance.

Table 2 provides guide levels of replacement for spices, and Table 3 provides the suggested dispersion rate onto food carriers.

In addition to the benefit of standardisation, consistency, and hygiene afforded by spice oils and oleoresins, there is a big potential in their use for new product development. New flavours and fragrances are constantly being sought to entice the consumer. This applies equally to food products, medications, as well as other non-food products.

Table 4 illustrates the range of applications for spice oils and oleoresins, specifying the areas, and the particular spice that is known to have a contribution potential.

# FOOD

## PROCESSED MEATS

The use of spices, particularly pepper, in the manufacture of meat products, is traditional to impart flavour and keeping quality to the products. Typical seasoning mix for fresh sausages, for example, consists of pepper, capsicum, ginger, nutmeg, plus herbs. For dry sausages and pickled meats cardamom and coriander are also used.

The move to use oleoresins has been accelerated by the increasing size of the manufacturing plants, where the use of spice extracts benefits production quality, as well as ease handling and cost savings.

The above spices are used in the dispersed form of their oleoresin, with cardamom and coriander in the form of their oils.

## FISH AND VEGETABLES

Seasoning mixes for both fish and vegetables, and particularly pickled or brined products such as herrings, contain a wide range of spices and herbs. The use of oleoresins, particularly dispersed oleoresins on a soluble base, will provide a means of easier preparation, reduced handling and costs.

## SOUPS, SAUCES, CHUTNEYS, AND DRESSINGS

The increasing demand for convenience products available in the form of a dry mix for ready reconstitution, has caused a rapid move from conventional seasoning towards dispersed or encapsulated oleoresins and oils.

Oleoresins of celery, pepper, capsicum, are used in conjunction with the oils of onion and garlic. Coriander and ginger extracts are used in barbeque sauces. The use of the lesser-known but highly useful spices such as fenugreek broaden the new product opportunities.

## CHEESES AND DAIRY PRODUCTS

The use of spices in cheeses is established in Germany, including "Quark". Spice extracts are unlikely to be used in these products as the spices provide the flavouring plus visual impact.

However, spice oils and oleoresins will have significance in processed cheeses and savoury spreads.

## BAKED GOODS

The use of cardamom in baked goods in Scandinavia and Germany is traditional. The baking industry generally uses ginger, cinnamon, and nutmeg. The move from the spice to their oleoresin has been effectively taking place for many years for ease of handling and simplicity in manufacture. The use of spice extracts in cake fillings, biscuits, and snack products is also increasing steadily.

## CONFECTIONERY

The use of spices and spice extracts in the confectionery area is rather rare, but demonstration of the use of such materials as cardamom oil and other extracts in toffees, chocolates, and others, has shown that they provide a very novel and pleasing confectionery ingredient new to the market.

## SNACKS

The flavouring is an essential component of the appeal of snack products, and unusual because the flavour is often applied on the surface, either by spray coating or dusting. For this purpose the seasoning mix has to be capable of being applied in spray form, or powder. Oleoresins of pepper, chilli, and celery, are widely used. Turmeric and chilli extracts are used to provide colour.



## BEVERAGES

Spice oils are used for the preparation of soft beverages, as for example ginger oil in the preparation of ginger beer, etc. Some of the less well-known spice extracts can be used to produce very pleasing soft drink products as yet not widely known outside of local production in countries where they originate.

In the production of liqueurs, the use of spice extracts is long established, as for example in the preparation of Kummel, Chartreuse, etc.

## COSMETICS

The use of spice oils in the preparation of creams, soaps, shampoos, lacquers, lipsticks, etc., is well known. However, some of the materials available from India are as yet not widely used, not recognised as providing means for a new dimension to cosmetic products.

The growing preference for herbal, spicy, and spicy coniferous notes in products like shampoos and hair tonics are noted, yet such extracts as those of cardamom and fenugreek are little heard of. The use of lesser-known spice extracts can provide new product appeal.

## PERFUMES

Perfumery uses a wide range of essential oils and oleoresins from sources far and wide, and yet some of the lesser-known oils and oleoresins are hardly used at all. Examination of the wide range of those available from India could well provide a new basis of products of appeal.

## HYGIENE PRODUCTS

Products like toothpastes, mouthwashes, etc., depend on essential oils to provide their pleasing flavour, making them not only acceptable, but pleasant to use.

In cleansing materials, detergents, etc., spice oils provide the aromatic appeal in otherwise uninteresting and sometimes offensive notes associated with some of the base products.

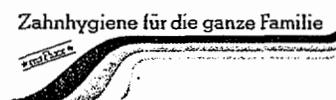
## AEROSOLS

The use of aerosols worldwide is increasing at a significant rate in products such as air fresheners, polishes, lacquers, and many cleansing agents, as well as waxes, etc. All of these are perfumed with essential oils to provide their pleasant and fresh aroma.

The range of spice oils from India can make their contribution to new product development.

## PHARMACEUTICALS

Both oils and oleoresins are widely used in pharmaceutical products, to provide either pleasant taste or aroma to render the medicinal products, which would otherwise be difficult to accept, pleasing and easy to use. These include medications, skin creams, cold remedies, etc.



# CONCLUSIONS

In this brochure we have illustrated the potential benefits associated with the use of spice oils and oleoresins, and particularly the wide range available from India, many of which have not received the recognition they deserve.

The use of these materials provides new product opportunities, as well as product improvement, and most importantly cost savings.

**SPICE ESSENTIAL OILS**

Pepper  
 Cardamom  
 Ginger  
 Turmeric  
 Celery Seed  
 Cumin  
 Cinnamon  
 Nutmeg  
 Clove  
 Fennel  
 Coriander  
 Ajowan  
 Dill

**SPICE OLEORESINS**

Pepper  
 Cardamom  
 Capsicum  
 Turmeric  
 Ginger  
 Fenugreek  
 Celery Seed  
 Nutmeg  
 Clove  
 Fennel  
 Coriander

Issued by :

**SPICES BOARD**

(Ministry of Commerce, Govt. of India)

P.B. No. 1909

Ernakulam,

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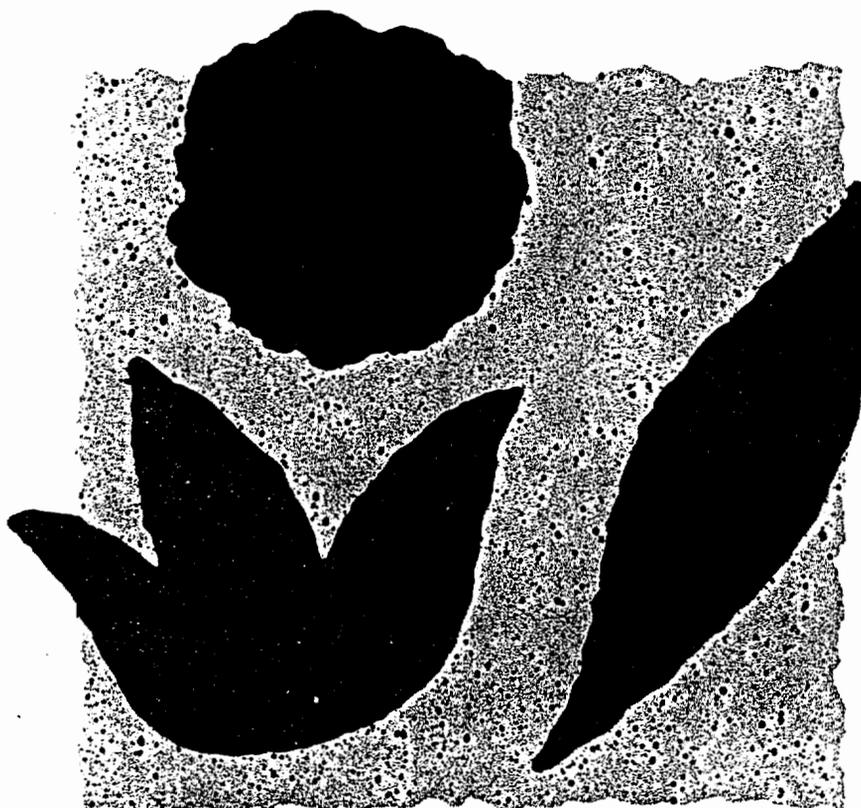
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FLAVOURS &  
ESSENCES  
PVT. LTD

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A DIVISION OF SILVER CLOUD ESTATES



## PRELUDE

### FLAVOURS & ESSENCES

FLAVOURS & ESSENCES PRIVATE LIMITED is a closely held company of Silver Cloud Estates Private Ltd. which grows tea, coffee, pepper, cardamom, ginger and other cash crops in an area extending for 2000 acres on the slopes of the picturesque Nilgiri Hills. For a long time, the manufacturing activity at Silver Cloud Estates was confined to producing a popular brand of tea. Flavours & Essences was promoted by Silver Cloud Estates in 1973 with the primary objective of expanding its agro-based operations to other value-added products. A spice oleoresin and natural food-colour processing plant was set up in the princely state of Mysore. The products at first mainly Turmeric and Capsicum Oleoresins, slowly gained wide acceptance notably in USA.

Tea and Pepper at Silver Cloud Estates



Young Pepper Plants with Bush Pepper in between-Silver Cloud Estates

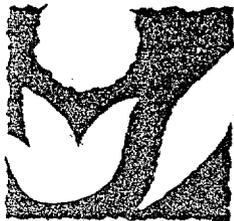
In the meantime the planting programmes embarked on by Silver Cloud Estates in the early seventies to extend pepper cultivation in its areas on a large scale began to yield results. As a natural progression of the Flavours & Essences venture, captive consumption of pepper was indicated; hence in 1985 another modern processing plant was set up in Silver Cloud Estates itself. This location has certain inherent advantages:

- Access to the high quality pepper grown in the high altitude temperate climate of Silver Cloud Estates and the surrounding pepper growing areas of the Nilgiris and Wynad.
- Facility to use low boiling Methylene Chloride solvent yielding high quality pepper and paprika oleoresins with flavour and colour retention due to low processing temperatures.

Detailed specifications interspersed throughout this handbook indicate the range and availability of products manufactured in our plants.

Coffee and pepper under rosewood shade at Silver Cloud Estates





RANGE  
FLAVOURS & ESSENCES



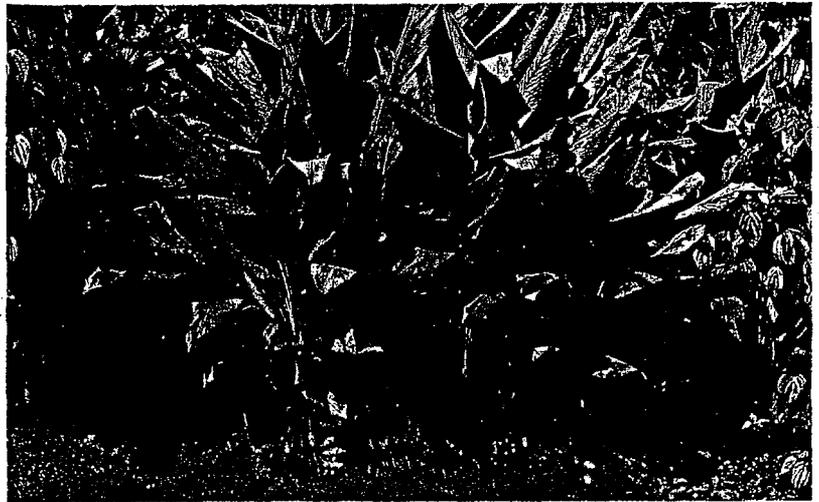
A Pepper Avenue at Silver Cloud Estates.



## SPECIFICATION - 1

## OLEORESIN TURMERIC

<b>RAW MATERIAL</b>	:	Rhizomes of <i>Curcuma longa</i> L. (Family Zingiberaceae)
<b>PREPARATION</b>	:	Total extractives of rhizomes of Alleppey turmeric, using a non-halogenated solvent
<b>PHYSICAL CHARACTERISTICS</b>	:	A thick homogeneous paste, orange yellow to brown in colour
<b>AROMA AND FLAVOUR</b>	:	Characteristic of turmeric, slightly bitter
<b>CURCUMIN CONTENT</b>	:	35-42% (to specification) by spectrophotometric absorption of acetone solution at 422 nm relative to that of recrystallised natural curcumin
<b>RESIDUAL SOLVENT</b>	:	Less than 30 ppm as determined by gas chromatographic method described in "The estimation of residual solvent in spice oleoresins", Food Technology, 1960, XIV, 301



An experimental block of Hybrid Turmeric — Type Suvama — with high curcumin content—Silver Cloud Estates



## SPECIFICATION - 2

## CURCUMIN

<b>RAW MATERIAL</b>	:	Rhizomes of <i>Curcuma longa</i> L. (Family Zingiberaceae)
<b>PREPARATION</b>	:	Turmeric oleoresin is further processed to obtain the product
<b>PHYSICAL CHARACTERISTICS</b>	:	Orange yellow powder passes through 30 mesh sieve
<b>MELTING POINT</b>	:	171 - 175°C
<b>CURCUMIN CONTENT</b>	:	Minimum 95% total curcuminoids by spectrophotometric absorption of acetone solution at 422 nm, relative to that of recrystallised natural curcumin
<b>TLC PATTERN</b>	:	Curcuminoids are separated into three spots by chloroform - ethanol (25 : 1) solvent system on silica gel layer (one major spot and two minor spots)



## SPECIFICATION - 3

## OLEORESIN CAPSICUM

*(FOR HIGH PUNGENCY)*

- RAW MATERIAL** : Dried red fruits of *Capsicum frutescens* L., *Capsicum annum* L. and related varieties (Family Solanaceae)
- PREPARATION** : Total extractives of the hot, dried, red fruits, using a solvent. The concentrated extract is subjected to further preferential extraction using other solvents to reach the desired pungency and colour
- PHYSICAL CHARACTERISTICS** : Red or reddish brown pourable oily liquid. Slight sedimentation may be observed on storage
- AROMA AND FLAVOUR** : Characteristic of red chilli, highly pungent and irritating. Aroma and flavour can be evaluated only after several thousand fold dilution in 3% sucrose solution
- PUNGENCY** : 1,000,000 to 6, 000,000 Scoville Heat Units (to specification), determined by sensory evaluation
- or
- Capsaicin content about 6 - 40% determined by sensory evaluation expressed as Scoville Heat Units based on the threshold value for pure natural capsaicin
- COLOUR VALUE** : 3,000 to 15,000 conventional colour units (to specification) based on the ASTA MSD-10 method, using a conversion factor 66,000
- RESIDUAL SOLVENT** : Less than 30 ppm as determined by gas chromatographic method described in "The estimation of residual solvent in spice oleoresins", Food Technology, 1960, XIV, 301



## SPECIFICATION - 4

## OLEORESIN CAPSICUM

*(FOR HIGH COLOUR)*

- RAW MATERIAL** : Dried red fruits of *Capsicum annum* L., and related varieties (Family Solanaceae)
- PREPARATION** : Total extractives of the dried, red fruits, using a solvent. The concentrated extract is subjected to further preferential extraction using other solvents to remove pungency and to reach the desired colour
- PHYSICAL CHARACTERISTICS** : Viscous, pourable liquid dark red in colour. Slight sedimentation may be observed on storage
- AROMA AND FLAVOUR** : Characteristic of paprika, oily to taste with no trace of pungency
- COLOUR VALUE** : 40,000 to 1,50, 000 conventional colour units (to specification) based on the ASTA MSD-10 method, using a conversion factor of 66,000
- RESIDUAL SOLVENT** : Traces of Rectified Spirit. Less than 30 ppm; for solvents other than Rectified Spirit as determined by gas chromatographic method described in "The estimation of residual solvent in spice oleoresins", Food Technology 1960, XIV, 301



## SPECIFICATION - 5

## OLEORESIN CAPSICUM

(DECOLOURED)

- RAW MATERIAL** : Dried fruits of *Capsicum frutescens* L., *Capsicum annum* L., and related varieties (Family Solanaceae)
- PREPARATION** : Total extractives of the hot dried fruits, using a solvent
- PHYSICAL CHARACTERISTICS** : Oily liquid, red in colour. Slight sedimentation may be observed on storage
- AROMA AND FLAVOUR** : Characteristic of red chilli; irritating and pungent. Aroma and flavour can be evaluated only after several thousand fold dilution in 3% sucrose solution
- PUNGENCY** : 1,000,000 to 3,200,000 Scoville Heat Units (to specification), by sensory evaluation
- or
- Capsaicin content about 6 - 20% determined by sensory evaluation expressed as Scoville Heat Units based on the threshold value for pure natural capsaicin
- COLOUR VALUE** : Generally less than 800 conventional colour units (to specification) based on the ASTA MSD-10 method, using a conversion factor of 66,000
- RESIDUAL SOLVENT** : Less than 30 ppm by as determined by gas chromatographic method described in "The estimation of residual solvent in spice oleoresins", Food Technology, 1960, XIV, 301

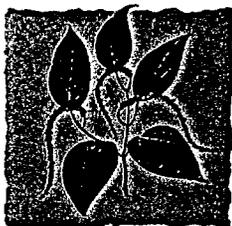
Ginger plantation at Silver Cloud Estates



## SPECIFICATION - 6

## OLEORESIN GINGER

- RAW MATERIAL** : Rhizomes of *Zingiber officinale* R. (Family Zingiberaceae)
- PREPARATION** : Total extractives of dried rhizomes of Cochin ginger using a non halogenated solvent.
- PHYSICAL CHARACTERISTICS** : Dark brown viscous pourable liquid
- AROMA AND FLAVOUR** : Warm, spicy, characteristic of ginger with pungent flavour and is tested after several thousand fold dilution. Aroma and flavour quality is standardized by a taste panel.
- STEAM VOLATILE OIL CONTENT** : 25 ml to 35 ml/100g (to specification) by the Modified Clevenger Method (ASTA analytical method 5.0)
- RESIDUAL SOLVENT** : Less than 30 ppm as determined by gas chromatographic method described in "The estimation of residual solvent in spice oleoresins", Food Technology, 1960, XIV, 301



## SPECIFICATION - 7

## OLEORESIN BLACK PEPPER

<b>RAW MATERIAL</b>	:	Malabar Black Pepper, <i>Piper nigrum</i> L. (Family Piperaceae)
<b>PREPARATION</b>	:	Total extractives of Malabar Black Pepper using dichloromethane as a solvent
<b>PHYSICAL CHARACTERISTICS</b>	:	A thick homogeneous pourable liquid, dark green or olive green in colour
<b>AROMA AND FLAVOUR</b>	:	Characteristic of black pepper warm and pungent with biting sensation. Aroma and flavour quality is evaluated only after proper dilution and is standardised by a taste panel
<b>STEAM VOLATILE OIL CONTENT</b>	:	20 ml - 26 ml/100g (to specification) by Modified Clevenger Method (ASTA analytical method 5.0)
<b>PIPERINE CONTENT</b>	:	40 - 55% (to specification) as determined by UV-Spectrophotometric absorption of solution of oleoresin in ethylene dichloride at 343 nm relative to that of recrystallised natural piperine
<b>RESIDUAL SOLVENT</b>	:	Less than 30 ppm as determined by gas chromatographic method described in "The estimation of residual solvent in spice oleoresins." Food Technology, 1960, XIV, 301
<b>DIRECTIONS FOR USE</b>	:	On storage oil may separate and float on top. Gentle stirring before use will bring uniformity

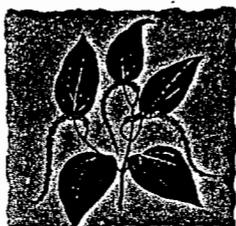
An expanse of the Pepper Nursery - Silver Cloud Estates



## SPECIFICATION - 8

## OLEORESIN CELERY

<b>RAW MATERIAL</b>	:	Celery Seeds. <i>Apium graveolens</i> L. (Family Umbelliferaceae) Indian origin
<b>PREPARATION</b>	:	Total extractives of the seeds using hexane or dichloromethane as the solvent
<b>PHYSICAL CHARACTERISTICS</b>	:	Dark green coloured free flowing liquid
<b>AROMA AND FLAVOUR</b>	:	Characteristic of celery. Sweet, herbal, slightly lemon like and tenacious aroma, with pleasant flavour and slightly bitter to taste. Aroma and flavour quality is standardised by a taste panel.
<b>STEAM VOLATILE CONTENT</b>	:	6 ml - 12 ml/100g (to specification) by Modified Clevenger's Method (ASTA analytical method 5.0)
<b>RESIDUAL SOLVENT</b>	:	Less than 30 ppm as determined by gas chromatographic method described in "The estimation of residual solvent in spice oleoresins", Food Technology, 1960, XIV, 301



## SPECIFICATION - 9

## OIL OF BLACK PEPPER

<b>RAW MATERIAL</b>	:	Black Pepper Berries, <i>Piper nigrum</i> L.
<b>PHYSICAL AND CHEMICAL CONSTANTS</b>	:	
● SPECIFIC GRAVITY	:	0.860 to 0.900 at 27°C
● REFRACTIVE INDEX	:	(1.4780 to 1.4860) at 20°C
● SOLUBILITY	:	1 volume is soluble in 3 volumes of 95% alcohol
● APPEARANCE	:	A clear liquid, almost colourless to slightly green in colour
● AROMA AND FLAVOUR	:	Characteristic odour of black pepper: penetrating, lacking the pungency of the spice Aroma and flavour quality is standardised by sensory analysis and also by GC Profile of the oil.
● OPTICAL ROTATION	:	-1 to -23°

## APPENDIX

## PUNGENCY OF CAPSICUM OLEORESINS (SCOVILLE HEAT TEST)

## PURPOSE : TO DETERMINE PUNGENCY IN CAPSICUM OLEORESINS

**A. APPARATUS**

1. Pipette, 1 ml capacity, 0.01 ml graduations
2. Volumetric flasks, stoppered, 50 ml capacity, 100 ml capacity

**B. REAGENTS**

1. Ethanol, 95%
2. Sucrose Solution: 3% sucrose in tap water (w/v), i.e. 30 g made up to a litre

**C. PREPARATION OF SAMPLES**

1. Oleoresins should be mixed thoroughly before taking sample

**D. PROCEDURE**

1. Dissolve the quantity of oleoresin indicated in Schedule A, based on anticipated pungency, in Ethanol and make up to the volume in 50 ml volumetric flask
2. Shake thoroughly, and keep it aside for few minutes to allow the insoluble material to settle
3. Decant to get a clear extract
4. 0.5 ml of this alcoholic extract is further diluted suitably in volumetric flask with 3% sucrose solution as per Schedule B, using a pipette

5. Above solution is further diluted to prepare the solution to be tasted as per schedule 'C' to 50 ml with 3% sucrose solution

6. In any given test start with a quantity of solution D.4 considered to be too small so that negative response will be obtained and increase the quantity using Schedule 'C' until three out of five tasters report positive results. Record individual response to each dilution

7. Before the first tasting and between each tasting have the individuals sip or rinse their mouth with lukewarm water

8. For tasting: 5 ± 0.1 ml aliquotes of the solutions prepared as indicated in Step 5 are to be swallowed one at a time from small cups. The pungency is felt deep in the throat. The judgement as to whether or not heat is present is to be made between 20 and 30 seconds after swallowing and is evaluated with the help of an Intensity Scale given in Table 1. The minimum interval between tasting solutions should be 5 minutes

9. Tasters are to continue through the sequences of solutions until each reports a definite burn sensation (i.e. strong pungency - 5 in Intensity Scale). Report the heat units for the first solution for which three out of five panelists report positive using values found in Schedule 'C'

**NOTES:** For the selection of Panel Members refer to Method 21.0 in ASTA Manual

**TABLE - 1**

**INTENSITY SCALE FOR TEST FOR THRESHOLD PUNGENCY**

Sugar Solution	:	1	
Different from Sugar Solution	:	2	(Pungency not identifiable - stimulus threshold)
Threshold	:	3	(Pungency identifiable - recognition threshold)
Medium Pungency	:	4	(Pungency more than the recognition on threshold)
Strong Pungency	:	5	

Intermediate scale values are expressed as 2.5, 3.5 and 4.5

The flask No. corresponding to the score for threshold pungency (3) is found out by performing a linear regression of score (y) vs. flask No. (x).

**CALCULATIONS:**

1. Scoville Heat Units =  $\frac{a \times b \times c}{w \times V_1 \times V_2}$

Where, a = volume to which the given quantity of oleoresin is diluted with ethanol (Schedule A)

b = volume to which the quantity given in Schedule B is diluted

c = volume to which the quantity given in Schedule C is diluted

w = weight of the sample

V<sub>1</sub> = quantity of alcoholic extract i.e. D.1 is diluted as per Schedule B

V<sub>2</sub> = quantity of D.4 diluted as per Schedule C

Thus for 1 million S H U the calculation is as follows:-

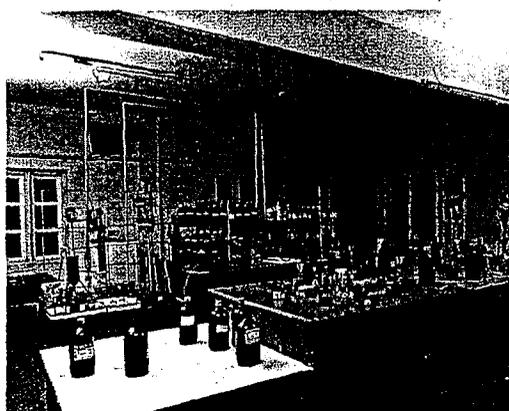
$$\begin{aligned} \text{Threshold Pungency} &= \frac{50 \times 50 \times 50}{0.5 \times 0.5 \times 0.5} \\ &= 1 \text{ Million S H U} \end{aligned}$$

2. Capsaicin content in the oleoresin sample is expressed in percentage (w/w) using threshold scoville heat units for pure natural Capsaicin as the standard.

The threshold scoville heat units of pure natural capsaicin = x, say

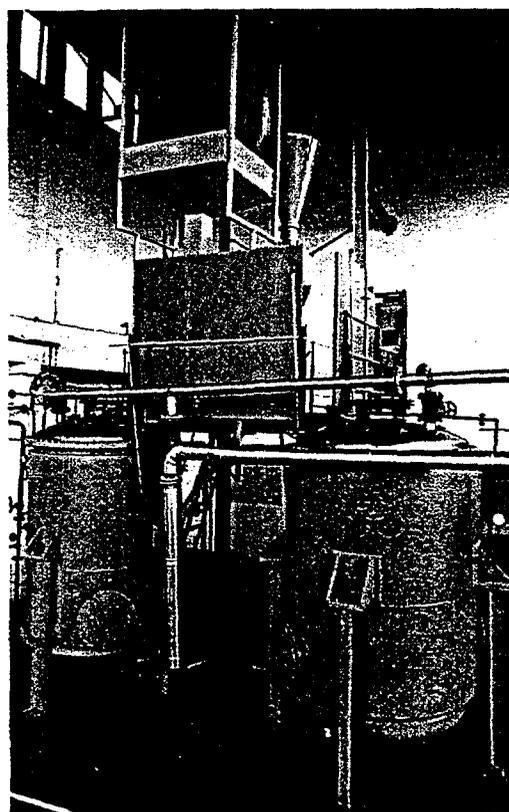
$$\text{Then, \% capsaicin in the oleoresin} = \frac{y \times 100}{x}$$

where y is the threshold pungency of oleoresin sample in S H U



Quality Control Laboratory at Flavours and Essences — Mysore

The extraction wing at Flavours and Essences — Mysore



**TABLE - 2**

Scoville Heat Units ( $1 \times 10^6$ )		0.25	0.5	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Schedule A	w(g)	2.0	1.0	0.5	0.25	0.166	0.125	0.2	0.166	0.143	0.125	0.111	0.10	0.091	0.083	0.077	0.071	0.066	0.062	0.059
	a(ml) alcohol	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50
Schedule B	v <sub>1</sub> (ml)	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5
	b (ml) 3% sucrose solution	50	50	50	50	50	50	100	100	100	100	100	100	100	100	100	100	100	100	100
Schedule C	v <sub>2</sub> (ml)	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5
	c (ml) 3% sucrose solution	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50

To prepare dilutions in narrow range Schedule 'C' can be extended as follows:  
v<sub>2</sub> ml of aliquotes are diluted to 50 ml with 3% sucrose solution

Example: Weight of Oleoresin, w = 0.5608 g

**SCORE CARD FOR THRESHOLD PUNGENCY FOR OLEORESIN**

Flask No.(x)	V <sub>2</sub> (ml)	Score (y)	SHU ( $1 \times 10^6$ )
1	0.41	1	1.087
2	0.42	2	1.061
3	0.43	4	1.037
4	0.44	4.5	1.013
5	0.45	5	0.990

On performing linear regression of Score (y) vs. Flask No. (x) it is found that threshold pungency Score (3) corresponds to the Flask No. 2.7 and the Scoville Heat Units for this particular solution is  $1.043 \times 10^6$ .

$$\text{Hence, \% Capsaicin} = \frac{1.043 \times 10^6}{16.1 \times 10^6} \times 100 = 6.47$$

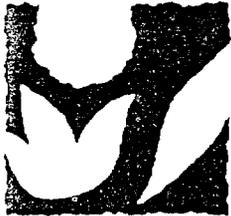
The average value of the Threshold Pungency of at least 3 out of 5 Panelists is reported as the pungency of that particular oleoresin sample.

**TABLE - 3**

**SCORE CARD FOR THRESHOLD PUNGENCY FOR PURE CAPSAICIN**

Flask No.	V <sub>2</sub> (ml)	SHU( $1 \times 10^6$ )	Score for Intensity
1	0.48	16.8	1
2	0.49	16.4	2
3	0.50	16.1	3
4	0.51	15.8	4
5	0.52	15.5	5

From Table 3 it is clear that Threshold Pungency of pure Capsaicin is 16.1 Million Scoville Heat Units.



## MANUFACTURE

### FLAVOURS & ESSENCES

View of the Flavours and Essences plant at Mysore



#### SPICE OLEORESINS, ESSENTIAL OILS AND NATURAL COLOURANTS

**RAW MATERIALS** are carefully selected and procured through experienced agents placed throughout India. Voluminous analytical data on samples in our laboratories aid in the judicious selection of the right material at the right time.

In case of black pepper, as far as is possible and since our ideal location permits it, procurement of raw material is from our own estates or neighbouring plantations. This enables us to produce piperine-rich oleoresins as high as 52% from internal sources, obviating the need to import black pepper from abroad.

**MANUFACTURING** is a carefully controlled process involving drying and cleaning of raw materials, size reduction, extraction, solvent recovery and solvent removal. Advanced technologies like Wiped Film and Falling Film Evaporators for solvent removal, and Rotary Disc Contactors for liquid-liquid extraction are employed. Good manufacturing practices at

every stage of manufacture ensure a quality end product.

**PACKAGING** is to international specifications. Spice oleoresins are normally packed from 18 kg HDPE pails upto 200 kg food grade lacquer lined metal drums, or as specified by the customer.

**QUALITY CONTROL** procedures are employed throughout the manufacturing process starting from raw material procurement. All products are standardised for flavour, colour and other key constituents. Consistent quality is maintained through precise chemistry.

Flavours & Essences Private Ltd. and Silver Cloud Estates each have a well equipped laboratory with gas, thin layer and paper chromatography; spectrophotometers with visible and ultraviolet bands, etc. Further, each batch is organoleptically tested (by taste) to ensure uniformity from batch to batch.

Quality conforms to the specification of the Essential Oil Association of America, The American Spice Trade Association, and the US Food & Drug Administration, etc.

Oleoresin plant at Silver Cloud Estates





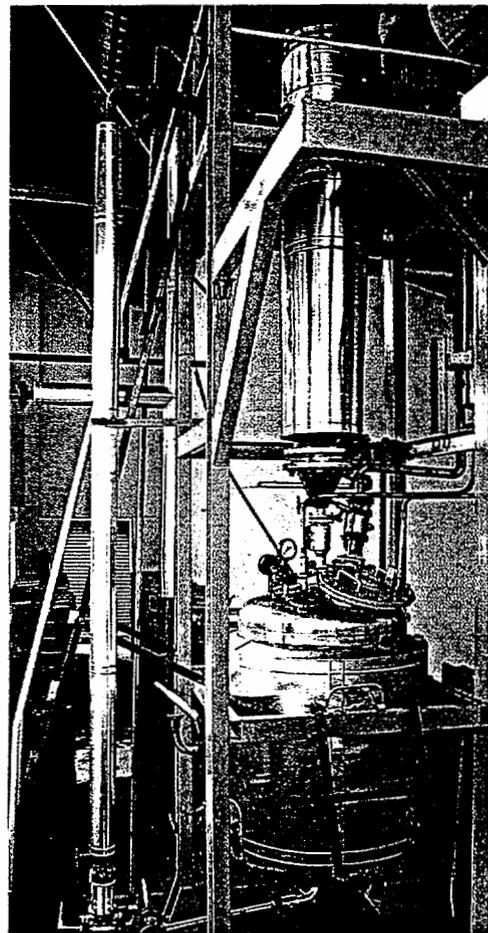
## ADVANTAGE

### USING PRIME TECHNOLOGY

All the procedures are based on research conducted at the Flavours & Essences Private Ltd. Research & Development Wing, which enjoys uninterrupted recognition since 1985 from the Department of Science & Technology, Government of India. Easy access to excellent library and other facilities at The Central Food Technological Research Institute (CFTRI), Mysore, has been an asset to the R & D efforts. Cooperative studies also have been undertaken; for example, numerous varieties of chillies have been studied in collaboration with the late Dr. V. S. Govindarajan of CFTRI, a renowned author of several review articles on various spices and the author of the paper chromatography method for estimation of Capsaicin. Consistent efforts are on to develop newer products and better technologies:

- \* As an attempt to replace chlorinated solvents which have been under the cloud of carcinogenicity for a long time, Acetone was used as solvent for extraction right from inception. Initially pepper and later turmeric were thus acetone extracted.
- \* Capsicum Oleoresin was produced in commercial scale for the first time in India by Flavours & Essences Private Ltd. Improvement in extraction and enrichment procedures then enabled us to offer a standard 10% Capsicum Oleoresin. We are now supplying upto 35% Capsaicin in bulk to specialised customers. Colour content can be adjusted from less than 800 colour units to 15,000 colour units as required. Potable alcohol (rectified spirit) rather than Methanol is used for enrichment.
- \* Flavours & Essences Private Ltd. produced Paprika Oleoresin (Capsicum Oleoresin for Colour) for the first time in India. In 1982,

A view of the Wiped Film Evaporator



Paprika Oleoresin with a modest 25,000 colour units was exported and that with about 45,000 colour units sold locally. With improvement in techniques, we now market large quantities of 100,000 colour units and offer upto 150,000 colour units.

- \* Flavours & Essences Private Ltd. has also been credited with being the first commercial producer of 95% Curcumin in India. The Central Drug Research Institute, Lucknow, being our very first buyer, continues to patronise us to this day. Use of acetone for primary extraction and improved techniques for further enrichment facilitate production of high quality Curcumin with over 95% purity.

A substantial portion of our research efforts has been focussed on standardising and improving the existing methods of analysis. Developing a comprehensive and reliable protocol to evaluate pungency of Capsicum Oleoresin by organolepsis (taste), has been a major outcome of one such effort.

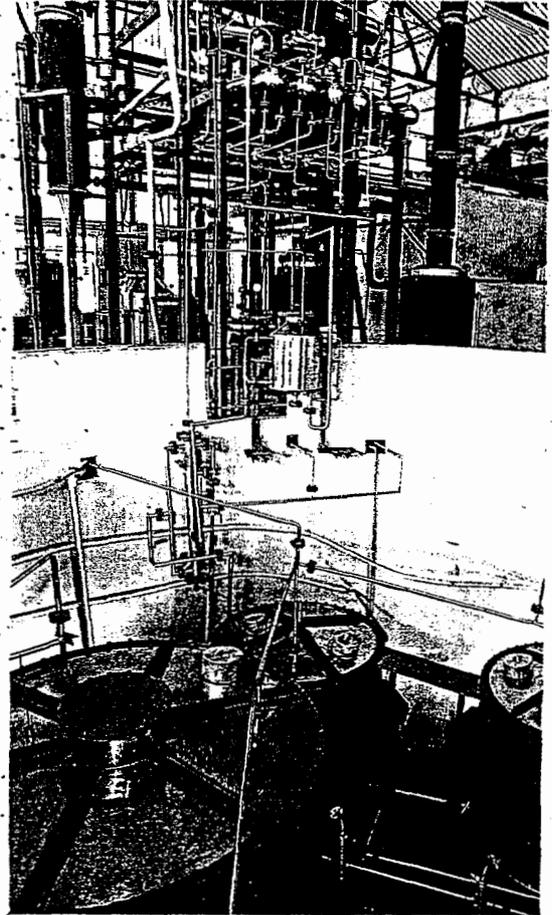
Despite numerous methods such as colorimetric, spectrophotometric and chromatographic including even HPLC being available, evaluation of pungency in Capsicum Oleoresin has always been and still is a vexatious problem facing food technologists. These instrumental methods suffer from unsatisfactory precision and reproducibility due to the insufficient information available on the composition and proportion of the pungent principles present in the oleoresin.

Since the final pungency of the oleoresin will be affected depending on the relative proportions of all the pungent principles, the sensory method which is simple in principle is widely followed by the flavour industry. This sensory evaluation or organolepsis (tasting) by the scoville method continues to be the final

Falling Film Evaporator with Botatry Disc Contactor in the foreground



A view of the solvent recovery section at Silver-Cloud Estates



evaluator; after all pungency is perceived by human beings rather than by instruments.

Scoville heat units is a measure of pungency and is the highest dilution at which the pungency is detected by an expert panel using the threshold method.

At Flavours & Essences Private Ltd., after years of elaborate study with thousands of evaluations, a self consistent, reproducible, repeatable protocol has been developed to evaluate pungency of Capsicum Oleoresin in terms of scoville-heat units. This protocol is an attempt to minimise the subjective variations and is presented in the Appendix.

#### LARGE INSTALLED CAPACITY

Both the plants at Flavours & Essences, Mysore, and Silver Cloud Estates, Nilgiris, can process about 1,500 tons of raw material annually. Further capacity augmentation and expansion is under way.

#### IN CONCLUSION

With emphasis on quality and customer satisfaction, we look forward to sustained growth with cautious optimism.



Tea under Silver Oak (Grevillia robusta)

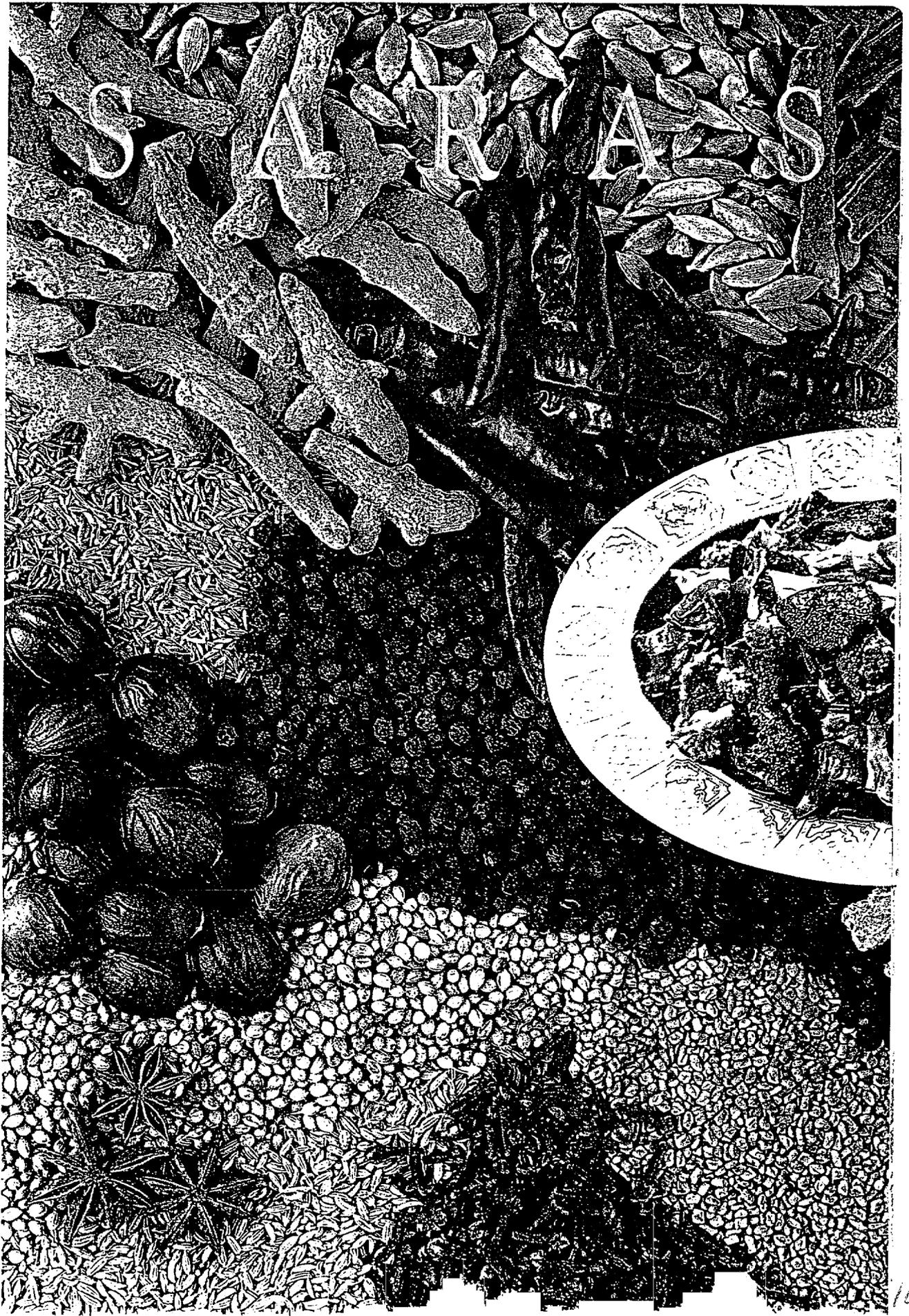


**FLAVOURS &  
ESSENCES  
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*The flavour of India brought to you by the experts*





### Tradition turns contemporary

Spices are intimately bound up with the fabric of Indian life and culture. This has been so ever since human civilization began.

Indian spices have been witnesses to, and often participants in, history being made and unmade. They have inspired perilous adventures, fuelled human greed, triggered momentous wars, forged lasting friendships and caused the discovery of unknown lands.

To this day, Indian spices hold sway over millions around the world.

And SARA SPICES has harnessed this glorious tradition by processing a range of whole and blended spices to help you whip up contemporary masterpieces in gastronomy.



### The spicy smell of success

Ever since its inception in 1976, SARAS has never had to look back. Because quality, hygiene and a deep respect for contractual obligations have been the cornerstones of its corporate philosophy.

Two decades of continuous exposure to the international spice market has enabled the company to exactly identify what the consumer preferences are. This rare insight and the readiness and ability to transform this knowledge into internationally acceptable products and services, has helped the company to carve out a niche for itself in the international arena.



### Quality — first and foremost

Quality is the key to SARAS success. Quality at every level— raw material selection, in-process operations and right upto packaging and shipping. The plant has a sophisticated quality management laboratory where elaborate tests are carried out to check the presence of pesticide residues, aflatoxins, microtoxins, trace metal and chemical contents and colour values. The laboratory analyses and evaluates chemical and microbiological contents as per USFDA, ASTA, ISO and importers specifications.

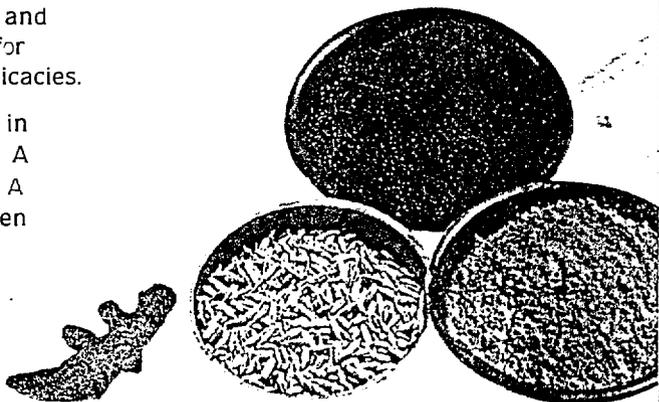
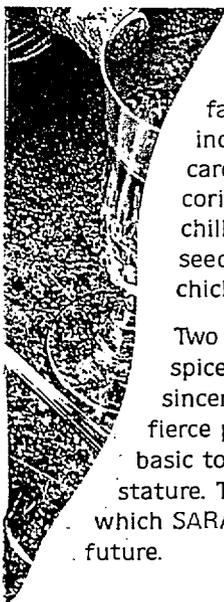


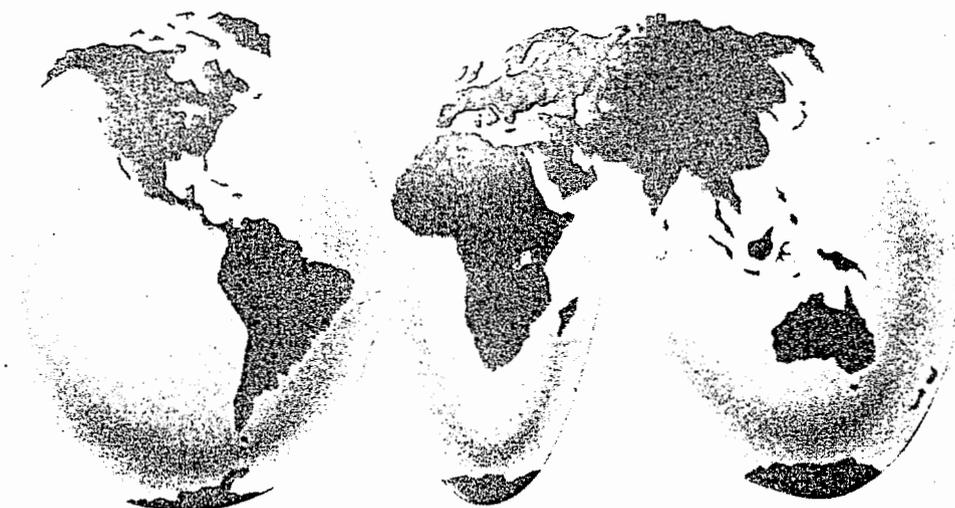
**IF IT'S  
SPICES, BETTER  
MAKE IT  
SARAS**

### A lot in store for you

The SARAS range consists of a sumptuous fare in whole spices, blended spices and individual ground spices. These include cardamom, black pepper, white pepper, coriander, cumin, turmeric, ginger, garlic, chilli and a variety of other tree, nut and seed spices, besides exclusive blends for chicken, meat, fish and vegetarian delicacies.

Two decades of extensive involvement in spices. A deep commitment to quality. A sincere concern for consumer interests. A fierce passion to succeed. These have been basic to SARAS' growing international stature. These are also the values from which SARAS will draw sustenance in the future.





### **The ANNA Group**

**SARA SPICES is a member of the ANNA Group - one of the fastest-growing industrial houses in South India. The Group is involved in diverse manufacturing activities including home appliances, kitchen utensils, readymade garments and construction materials. It will soon make a major foray into the emerging high-growth area of aquaculture.**



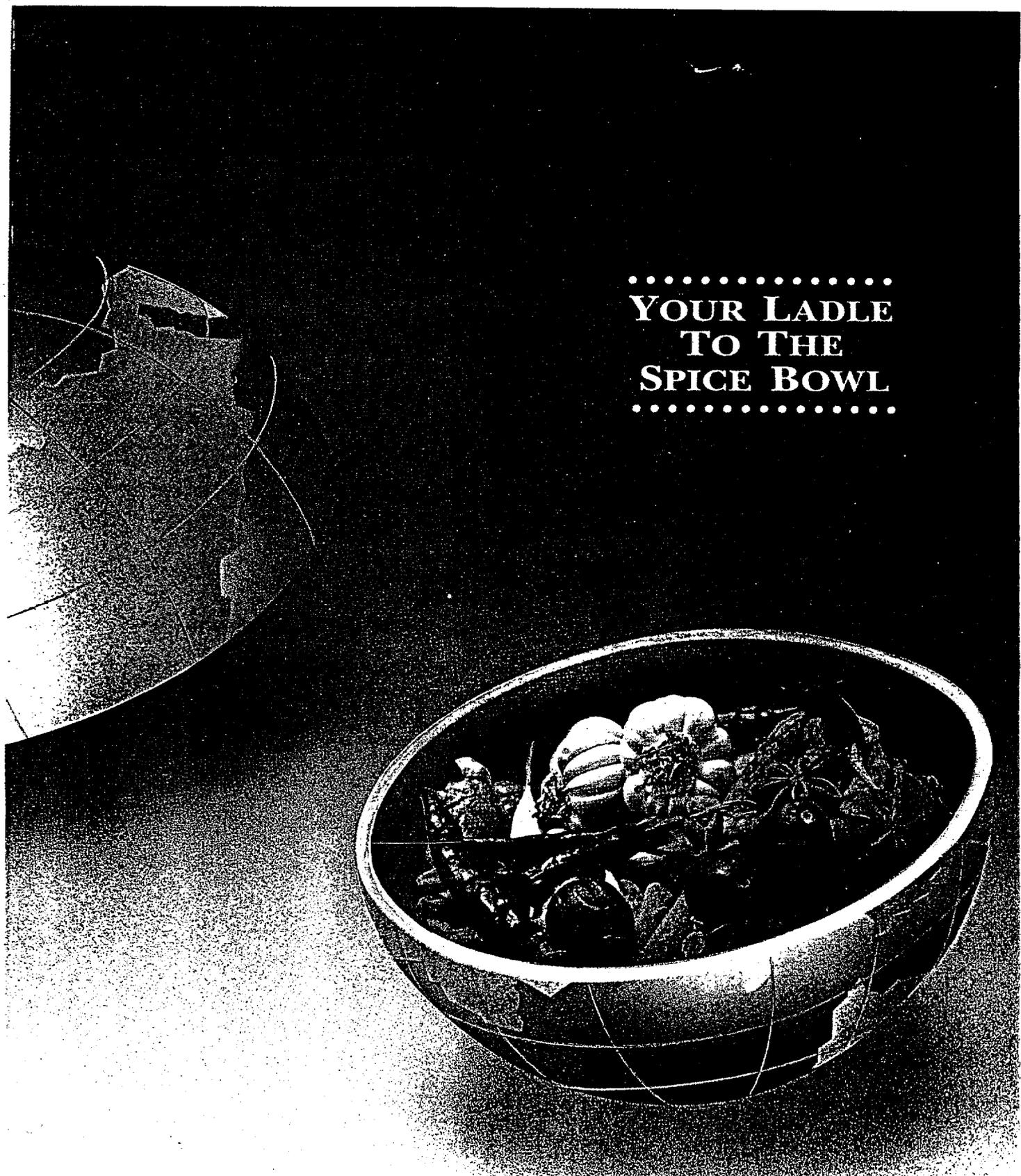
### **SARA SPICES**

Kizhakkambalam 683 562, Alwaye, India.

Tel : 0484-367667, 048548-237, 274, 337, 04854-24777.

Fax : 91-484-362954. Telex : 0885-6375 EXIM IN.

.....  
**YOUR LADLE  
TO THE  
SPICE BOWL**  
.....



**UNITED AROMATICS • INDIA**



## THE SPICE OF LIFE

India has been for ages past the spice kingdom of the world and exotic Malabar, an emerald lace of land on the South Coast a "Spice Bowl".



Malabar in Kerala has commercial ties with the Phoenicians, the Chinese, the

hard battle was fought over this bounty - the spices which was once considered more valuable than their weight in gold. From the hieroglyphics on the walls of the pyramids to the scriptures of the Bible and to the code of medical ethics of Hipocrates



can be gleaned happy reference to the alluring spices - some of them dating back even to

5000 B.C.

## INDIAN SPICES - AN INSIGHT

Persians, the Egyptians, the Romans, the Greeks and the Arabs. The Arabs dominated the spice trade, before it was taken over by the Romans. Then came the Portuguese and the Dutch hot on their heels. The British and the French fought a long running battle. Indeed, many a



Bowled over by an a'la, carte dish at your favourite

restaurant? Chances are that the flavour has come from Indian Spices! No other Country grows as many spices as India does, thanks to its varied agro-climatic zones.

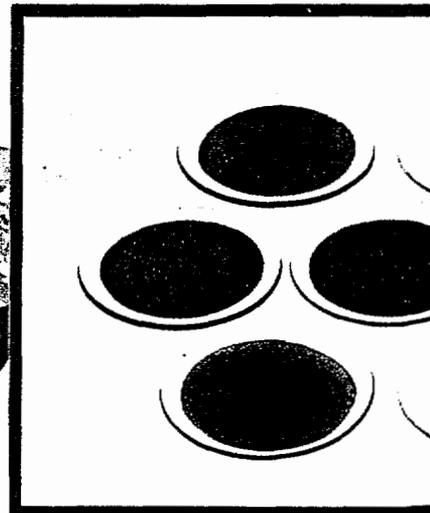
Apart from lending lip-smacking relish as food flavours

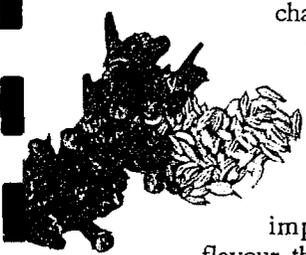
and condiments, spices are also used as ingredients in incense, embalming and even as aphrodisiacs.

## SPICE OLEORESINS

They are the concentrate of raw spices which contain volatile and non-volatile resinous fractions.

Unlike spices, spice oleoresins are not subject to oxidation, flavour loss or degradation due to microbial action.





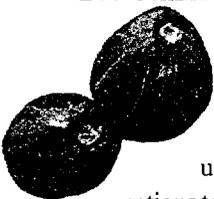
Since they possess all the characteristics of parent spices from which they are extracted, Oleoresins have become perfect substitutes for whole/ground spices, imparting consistent flavour throughout, inspite of prolonged storage.

## BEHIND THE FAST FOOD REVOLUTION



The turn of 19th century saw more and more people craving for freedom from the kitchen. This led to a revolution in food

habits. And the concept of 'Fast Food' was born heralding a boom in the food industry.



But behind this revolution lurked a serious problem. The whole and ground spices used in preparations tended to lose their punch during long storage due to microbial action, which also threatened the health of the fast food consumer.

The weight and volume of whole or ground spices entailed heavy freight charges as well as more storage space.

The arrival of spice oleoresins solved all these problems in one stroke.

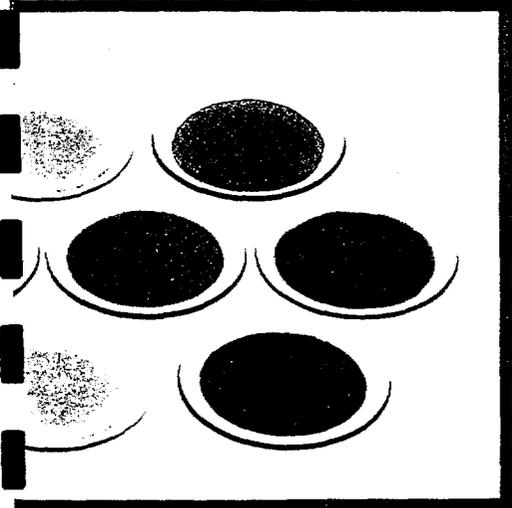
toiletries, de-odorants and anti-septic and carminative formulations.

It's the astounding range of applications of oleoresins and spice oils that has set the 'UNITED AROMATICS PRIVATE LIMITED' ticking.



**UNITED VENEERS PRIVATE LIMITED (UVL) — HAS A DR**

## SPICE OIL

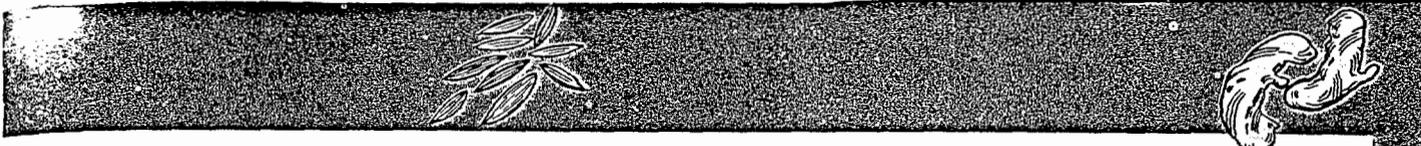


This is a low volume high volatile derivative of spices having the aroma and flavour of parent spices. Yet is free from colouring agents, enzymes and tannins.

Spice oil finds application in

United Aromatics (P) Ltd., was launched by the promoters of United Veneers (P) Ltd., a 100% export monolith.

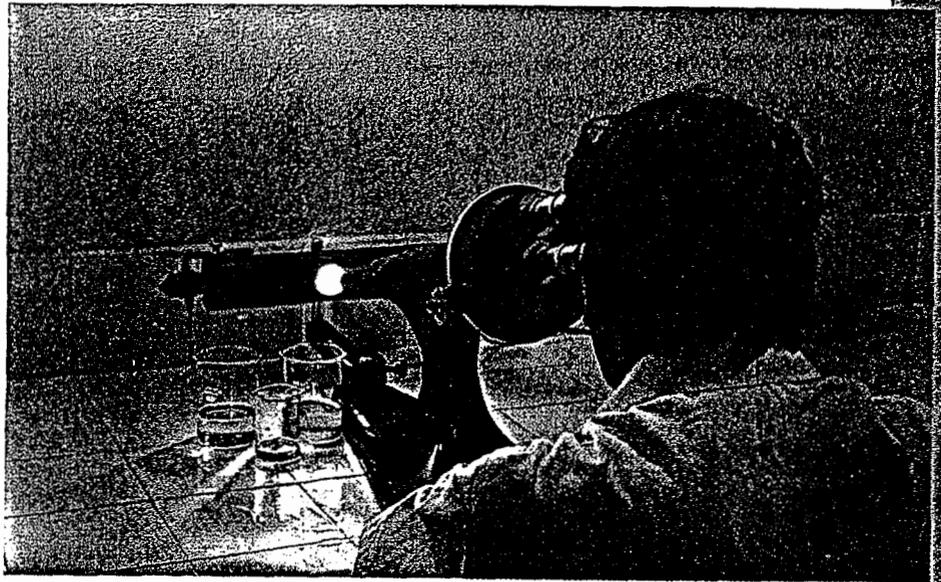
For more than a decade, UVL has been manufacturing and exporting decorative veneers, musical instrument parts, parquet flooring tiles, knife and tool handles from exotic Rosewood, Mahogany, Laurel, Walnut and Teak - all this, conforming to stringent



international standards maintained right from purchase to packing.

UVL caters to the needs of buyers in Germany, Spain, Italy, Japan, Korea, France and the U.S.

Today 80% of all guitar parts sold in the U.S. are UVL products. This stands as silent testimony to the expertise developed by UVL and faith its customers have in UVL quality, so much so that customers worldwide leave the quality inspection process entirely in the hands of UVL. UVL takes pride in the fact that its products have never been rejected for failing to meet stringent quality specifications and standards.



### UNITED AROMATICS PRIVATE LIMITED

- DREAM REALISED!



TE LIMITED  
EAM ...

This drive for excellence and



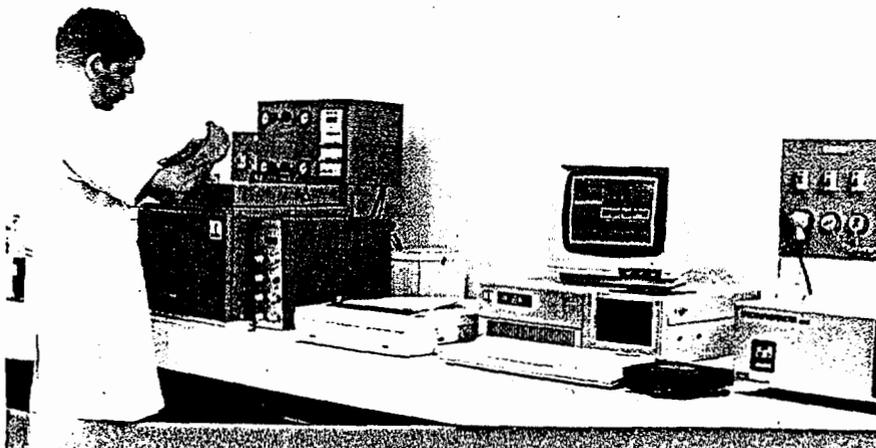
an urge to move on to "fresh woods and pastures new" has led us into the wonderworld of oleoresins and spice oils.

United Aromatics (UAL) is yet another

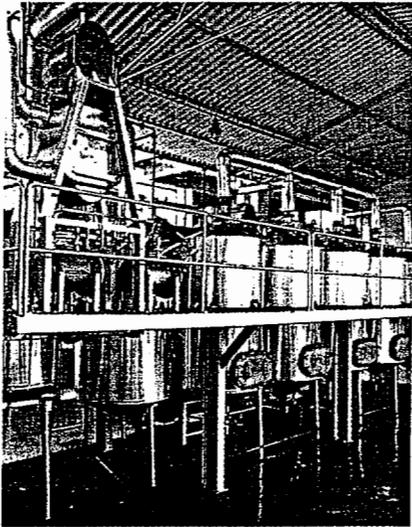
commitment to deliver quality, promoted by people who have been in the field of plantation and agricultural services for generations.

The ultra modern plant of United Aromatics incorporating state-of-the-art technology is situated in the panoramic village of KAVIYOOR near THIRUVALLA within easy reach of the all weather port of COCHIN, assures the plant an adequate and steady supply of fresh raw materials from the spice gardens.

The plant has the capacity to process 500 tonnes of exotic spices per annum. A massive expansion plan to achieve even higher flexibility and versatility is on the anvil.



## QUALITY COUNTS..



UAL has ensured that its products carry the stamp of quality and meet international specifications with ease.

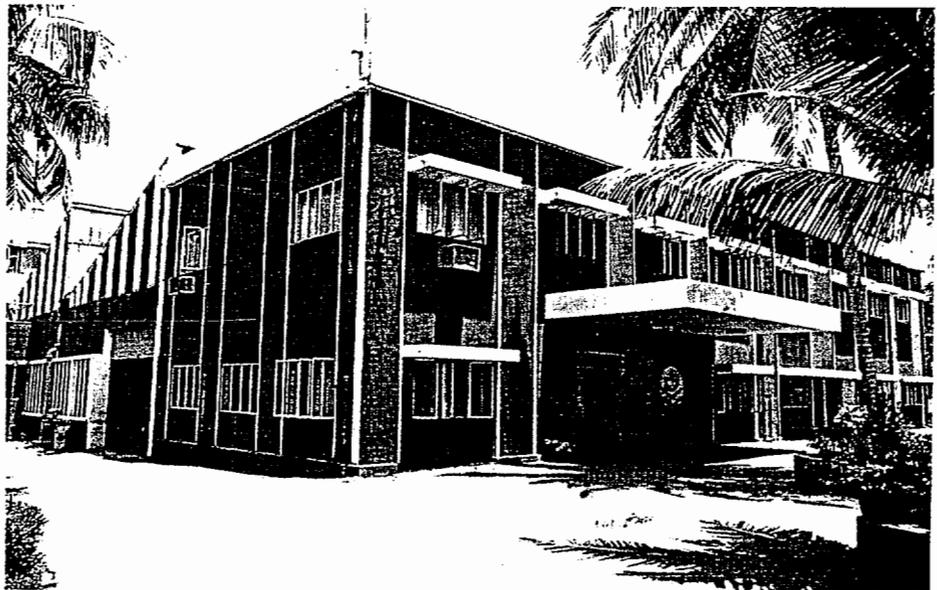
For this total management has been built-in throughout — from purchase of raw materials, processing, storage & packing to despatch of the products, personnel, R & D, training, policies, system etc.

UAL has imported the best technology and specialised equipment tailor-made to deliver high quality products, incorporating all the standards and specifications laid down by F.C.C., E.O.A., A.S.T.A etc.

The UAL R&D lab is fully computerised and has sophisticated instruments like Gas Chromatograph, UV-VIS Spectro photo meter, Polarimeter etc. for quality analysis. Our process parameters undergo constant on-line monitoring and control. UAL maintains its quality by conforming to stringent specifications of the product in cleanliness, consistency, colour, flavour, appearance not to speak of innate characteristics.

To cap it all UAL has a team of highly qualified personnel dedicated to "quality" nothing short of it. To us it's an obsession, a mission and a goal.

*Indian  
Aroma  
Across the  
World*



### M/s. UNITED AROMATICS PRIVATE LIMITED

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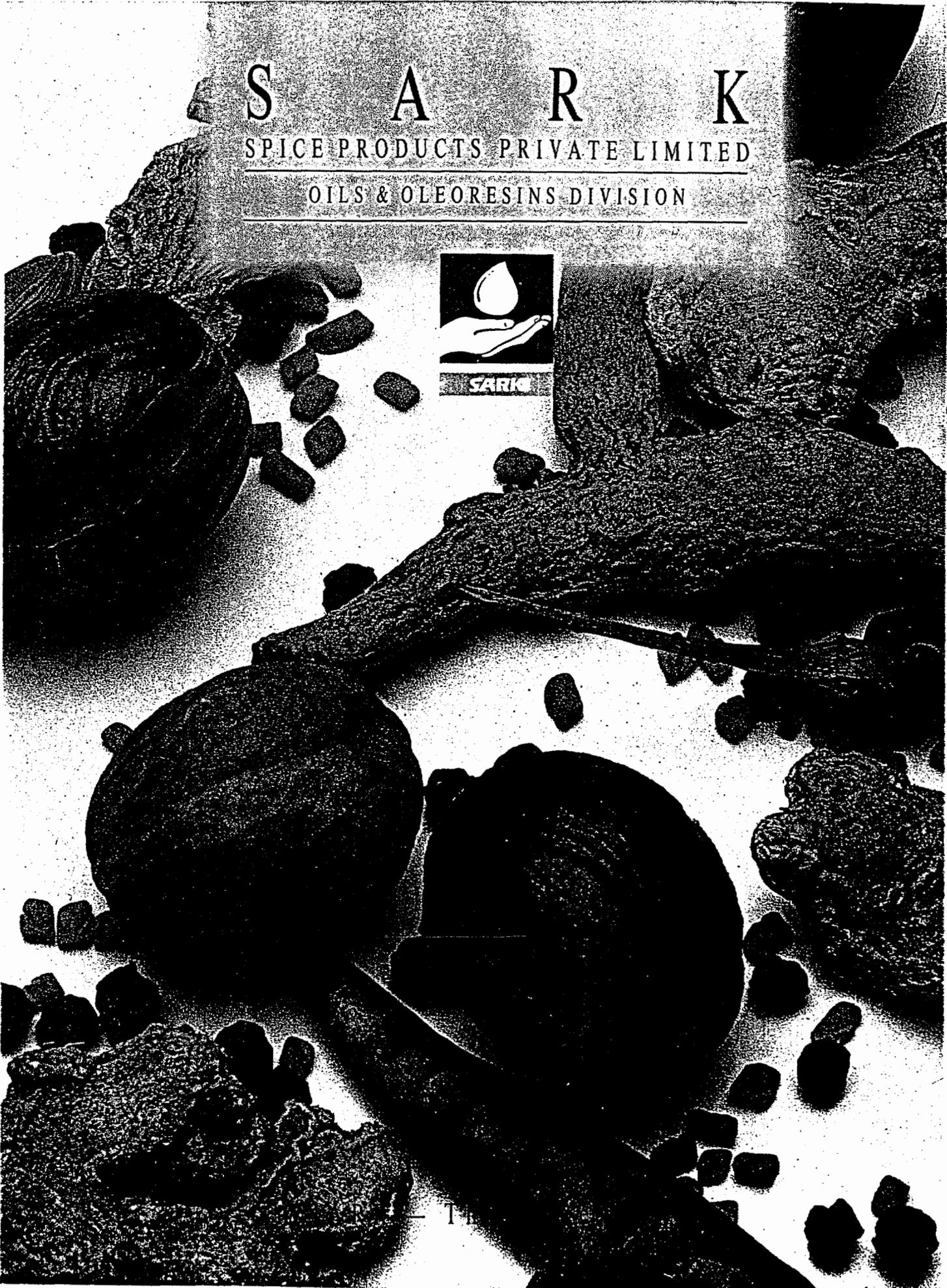
## PRODUCT AND TECHNICAL SPECIFICATIONS

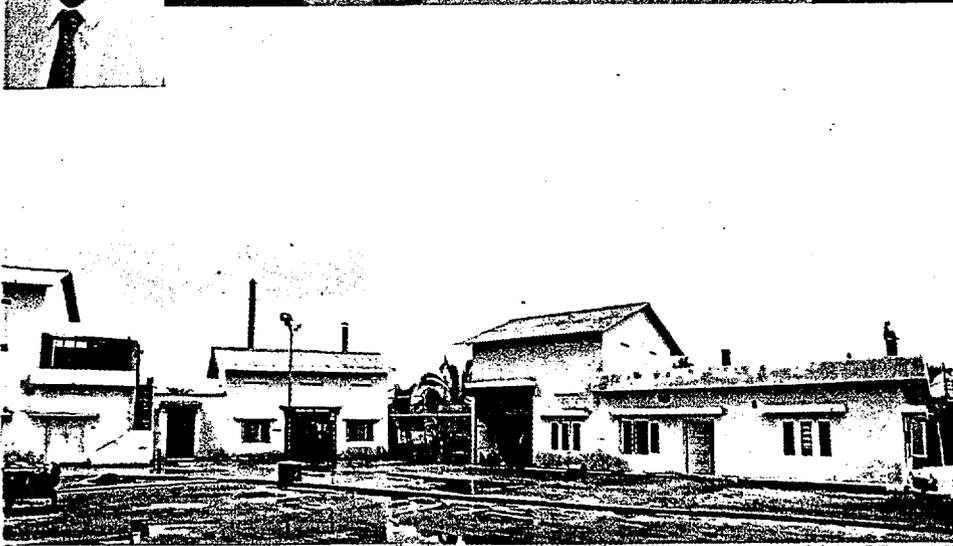
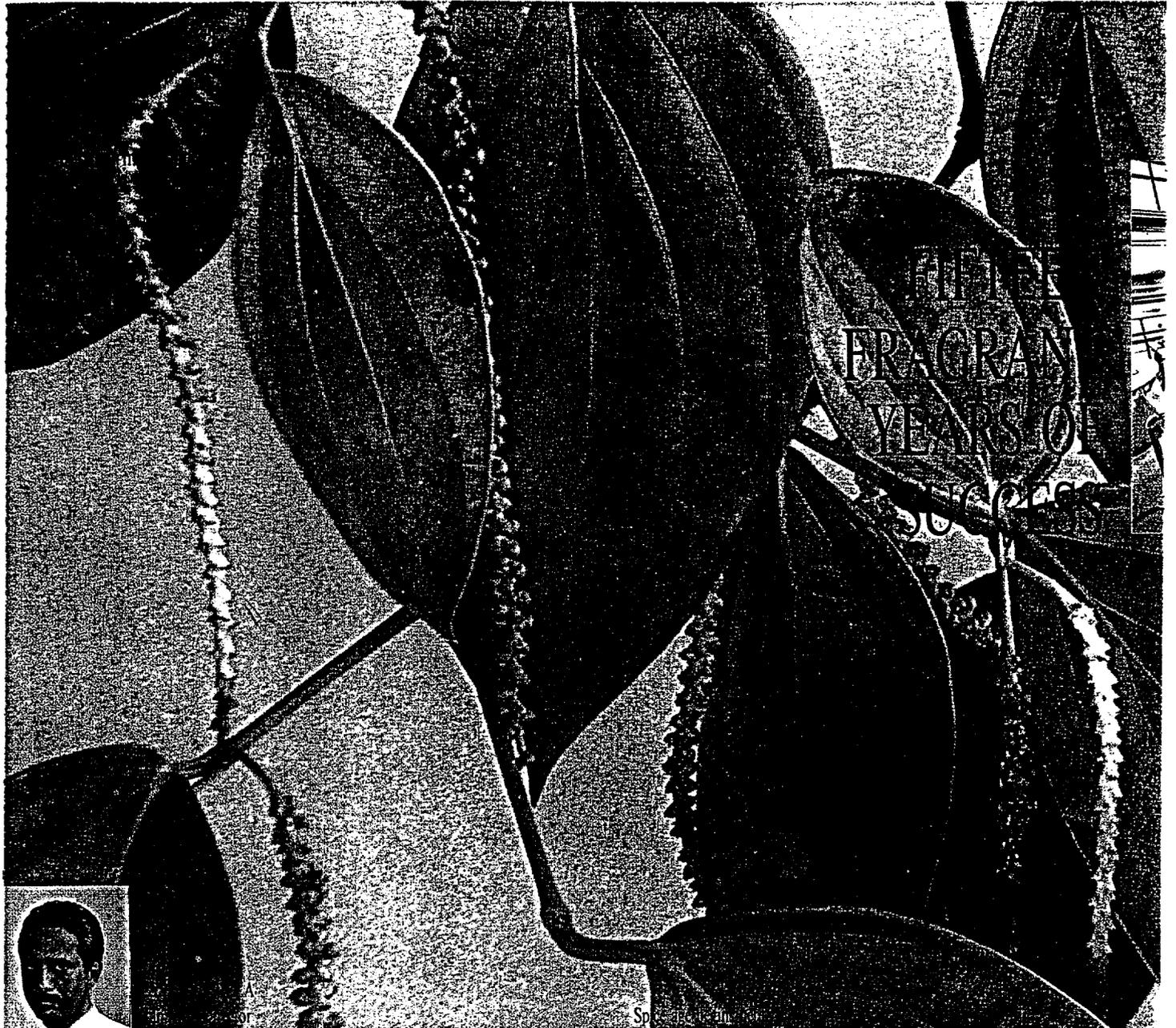
<p><b>OIL CARDAMOM</b></p> <p>Appearance: Cream, milky liquid</p> <p>Colour: Green, depending on grade value</p> <p>Odour: Characteristic pungent smell of Cardamom</p> <p>Relative Density (20°C): Minimum: 1.5200 Maximum: 1.5400</p> <p>Refractive Index (20°C): Minimum: 1.4630 Maximum: 1.4800</p> <p>Optical Rotation: Minimum: -1.5° Maximum: +2.0°</p>	<p><b>OIL ALLSPICE</b></p> <p>Appearance: Cream, milky liquid</p> <p>Colour: Green, depending on grade value</p> <p>Odour: Characteristic, pungent smell of Cardamom</p> <p>Relative Density (20°C): Minimum: 1.4700 Maximum: 1.5200</p> <p>Refractive Index (20°C): Minimum: 1.4300 Maximum: 1.4500</p> <p>Optical Rotation: Minimum: -1.0° Maximum: +1.0°</p>
<p><b>OIL ANISE</b></p> <p>Appearance: Cream, milky liquid</p> <p>Colour: Green, brown</p> <p>Odour: Characteristic pungent smell of Anise</p> <p>Relative Density (20°C): Minimum: 1.2700 Maximum: 1.3000</p> <p>Refractive Index (20°C): Minimum: 1.4600 Maximum: 1.5000</p> <p>Optical Rotation: Minimum: -1.0° Maximum: +1.0°</p>	<p><b>OIL CINNAMOYDIA</b></p> <p>Appearance: Cream, milky liquid</p> <p>Colour: Yellowish brown</p> <p>Odour: Characteristic pungent smell of Cinnamon</p> <p>Relative Density (20°C): Minimum: 1.2700 Maximum: 1.3100</p> <p>Refractive Index (20°C): Minimum: 1.4700 Maximum: 1.5100</p> <p>Optical Rotation: Minimum: -1.0° Maximum: +1.0°</p>
<p><b>OIL CORIANDER</b></p> <p>Appearance: Cream, milky liquid</p> <p>Colour: Greenish yellow</p> <p>Odour: Characteristic smell of Coriander</p> <p>Relative Density (20°C): Minimum: 1.3700 Maximum: 1.3900</p> <p>Refractive Index (20°C): Minimum: 1.4600 Maximum: 1.5100</p> <p>Optical Rotation: Minimum: -1.0° Maximum: +1.0°</p> <p>Active Ingredient Content: Minimum: 0.1% Maximum: 0.2%</p>	<p><b>OIL FENNEL</b></p> <p>Appearance: Cream, milky liquid</p> <p>Colour: Yellowish brown</p> <p>Odour: Characteristic smell of Fennel</p> <p>Relative Density (20°C): Minimum: 1.2600 Maximum: 1.3100</p> <p>Refractive Index (20°C): Minimum: 1.4700 Maximum: 1.5100</p> <p>Optical Rotation: Minimum: -1.0° Maximum: +1.0°</p> <p>Active Ingredient Content: Minimum: 0.1% Maximum: 0.2%</p>
<p><b>OIL GARLIC</b></p> <p>Appearance: Cream, milky liquid</p> <p>Colour: Green, depending on grade value</p> <p>Odour: Characteristic pungent smell of Garlic</p> <p>Relative Density (20°C): Minimum: 1.5000 Maximum: 1.5200</p> <p>Refractive Index (20°C): Minimum: 1.4700 Maximum: 1.4900</p> <p>Optical Rotation: Minimum: -1.0° Maximum: +1.0°</p>	<p><b>OLEO RESIN BLACK PEPPER</b></p> <p>Appearance: Creamy, thick, white to off white</p> <p>Colour: Brownish green</p> <p>Odour: Characteristic strong of fresh ground pepper</p> <p>Moisture: 20 mg/100gms Maximum: 20 mg/100 gms</p> <p>Active Ingredient Content: Minimum: 20 mg/100gms Maximum: 20 mg/100gms</p> <p>Residual Solvent: Maximum: 20 ppm</p> <p>Product Characteristics: Leads to settle on long storage &amp; contains 10% of water. To be treated with 2% of 10% soap water bath.</p>
<p><b>OLEO RESIN GINGER</b></p> <p>Appearance: Creamy liquid</p> <p>Colour: Greenish brown</p> <p>Odour: Characteristic strong of ginger</p> <p>Moisture: 20 mg/100gms Maximum: 20 mg/100 gms</p> <p>Residual Solvent: Maximum: 20 ppm</p> <p>Product Characteristics: Lead to settle on long storage</p>	<p><b>OLEO RESIN CELERY</b></p> <p>Appearance: Creamy liquid</p> <p>Colour: Greenish green</p> <p>Odour: Characteristic strong of Celery herb of seed</p> <p>Moisture: 20 mg/100gms Maximum: 20 mg/100 gms</p> <p>Residual Solvent: Maximum: 20 ppm</p> <p>Product Characteristics: Lead to settle on long storage</p>
<p><b>OLEO RESIN NUTMEG</b></p> <p>Appearance: Creamy liquid</p> <p>Colour: Yellow to brown</p> <p>Moisture: 20 mg/100gms Maximum: 20 mg/100 gms</p> <p>Residual Solvent: Maximum: 20 ppm</p> <p>Product Characteristics: Leads to settle on storage. To be treated with 2% of 10% soap water bath.</p>	<p><b>OLEO RESIN TURMERIC</b></p> <p>Appearance: Creamy liquid</p> <p>Colour: Yellowish red</p> <p>Moisture: 20 mg/100gms Maximum: 20 mg/100 gms</p> <p>Active Ingredient Content: Minimum: 20 mg/100gms Maximum: 20 mg/100gms</p> <p>Residual Solvent: Maximum: 20 ppm</p> <p>Product Characteristics: Leads to settle on storage</p>
<p><b>PACKING</b></p> <ol style="list-style-type: none"> <li>1. HDPE full open galls of capacity 20 kgs.</li> <li>2. HDPE with mouth cartons of 10, 20 and 40 kg. capacity.</li> <li>3. According to customers requirement.</li> <li>4. Epoxy coated Steel Drums of 200 kg. capacity.</li> </ol>	<p><b>STORAGE</b></p> <p>In tightly sealed containers between 20°C and 40°C away from direct light.</p>

# S A R K

SPICE PRODUCTS PRIVATE LIMITED

OILS & OLEORESINS DIVISION

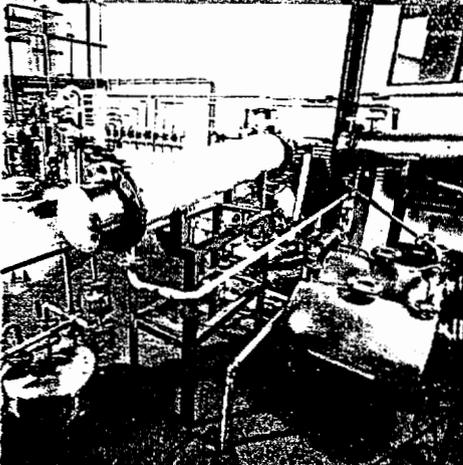




Successful...  
Ltd. The full growth...  
Oleoresin industry...  
arena, M/S. Kalyani...  
Kottayam, Kerala.

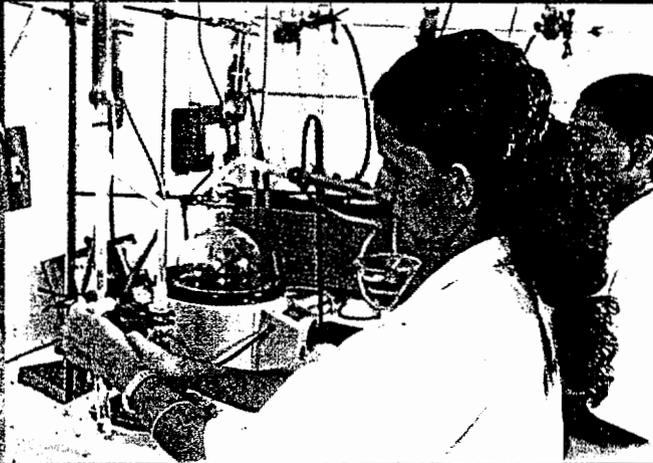
With more than fifteen years of...  
seasoned veteran has gained reputation as one of...  
premier exporters of...  
Pepper in brine and Red Pepper in brine...

Progress - The better way



The sweet smell of success goes hand in hand with state-of-the-art technology at Sark. Manned by highly qualified and fully experienced professionals in this field, Sark is the genuine and proud claimant to a wealth of innovations in process technology and is installed in proximity to the spur growing areas.

Quality that passes international standards



ilities,  
already  
y Control  
standards.



brief exposure to the product range from Sark & Specifications follow :

## ESSENTIAL OILS ◆ TECHNICAL DATA

### OIL BLACK PEPPER.

Optical Rotation at 25°C	: -1° to -23°
Refractive Index at 25°C	: 1.4780 to 1.4880
Specific Gravity at 25°C	: 0.8650 to 0.8850
Colour & Appearance	: Colourless to Bluish green liquid.

### OIL GINGER

Optical Rotation at 25°C	: -30° to -46°
Refractive Index at 25°C	: 1.4800 to 1.4900
Specific Gravity at 25°C	: 0.8700 to 0.8820
Colour and appearance	: A light yellow to yellowish liquid.

### OIL CELERY

Optical Rotation at 25°C	: +48° to +78°C
Refractive Index at 25°C	: 1.4780 to 1.4880
Specific Gravity at 25°C	: 0.8700 to 0.9100
Colour and Appearance	: Yellow to yellowish brown liquid.

### OIL CARDAMOM

Optical Rotation at 25°C	: +15°C to +44°
Refractive Index at 25°C	: 1.4600 to 1.4680
Specific Gravity at 25°C	: 0.7100 to 0.9500
Colour and Appearance	: Pale greenish yellow liquid.

### OIL CUMIN

Optical Rotation at 25°C	: +3° to +8°
Refractive Index at 25°C	: 1.4900 to 1.5050
Specific Gravity at 25°C	: 0.9050 to 0.9250
Colour and Appearance	: Pale yellow liquid with a tendency to attain deep yellow colour on storage

### OIL NUTMEG

Optical Rotation at 25°C	: +8° to +32°
Refractive Index at 25°C	: 1.4720 to 1.4860
Specific Gravity at 25°C	: 0.880 to 0.910
Colour and Appearance	: Pale yellow liquid.

### OIL DAVANA

Optical Rotation at 25°C	: -130°C to -170°
Refractive Index at 25°C	: 1.4800 to 1.499
Specific Gravity at 25°C	: 0.9500 to 0.9700
Colour and Appearance	: Clear golden yellow liquid.

### OIL DILL SEED

Optical Rotation at 25°C	: +40° to +55°
Refractive Index at 25°C	: 1.4800 to 1.4930
Specific Gravity at 25°C	: 0.9200 to 0.9800
Colour and Appearance	: Yellowish brown liquid

### OIL PALMAROSA

Optical Rotation at 25°C	: -1° to +1°
Refractive Index at 25°C	: 1.4650 to 1.4700
Specific Gravity at 25°C	: 0.8700 to 0.8920
Colour and Appearance	: Colourless to Pale yellowish green liquid.

### OIL CALAMUS

Optical Rotation at 25°C	: +5° to +35°
Refractive Index at 25°C	: 1.540 to 1.5505
Specific Gravity at 25°C	: 0.940 to 0.980
Colour and Appearance	: An yellowish brown slightly brown liquid.

### OIL SANDAL WOOD (MYSORE SANDAL WOOD)

Optical Rotation at 25°C	: -15° to -20°
Refractive Index at 25°C	: 1.4980 to 1.5080
Specific Gravity at 25°C	: 0.965 to 0.9800
Colour and Appearance	: An yellow liquid.

### OIL CURCUMA

Optical Rotation at 25°C	: -12° to -15°
Refractive Index at 25°C	: 1.4900 to 1.5250
Specific Gravity at 25°C	: 0.8850 to 0.9250
Colour and Appearance	: Pale yellowish green with a tendency to attain reddish yellow or colour on storage.

### Storage.

It is preferred to store all these essential oils in air tight stainless Steel containers at climatic controlled atmosphere and protected from light.

## OLEORESINS ◆ TECHNICAL DATA

### 1. OLEORESIN BLACK PEPPER (Natural & Decolourised)

Piperine	: 35% to 55%
Volatile Oil	: 2.5ml/100gms to 30ml/100gms
Residual Solvent	: Less than 5ppm
Spice Equivalent	: 6-8 Kgs replaces 100 Kgs Black Pepper.

### 3. OLEORESIN NUTMEG

Volatile Oil	: 5ml/100gm to 80ml/100gm
Residual Solvent	: Less than 20 ppm
Spice Equivalent	: 5 to 10 Kgs replaces 100 Kgs of Nutmeg.

### 5. OLEORESIN TURMERIC

Curcumin	: 28% to 52%
Volatile Oil	: 30ml/100gm to 40ml/100gm
Residual Solvent	: Less than 20 ppm.
Spice equivalent	: 6 to 8 Kgs replaces 100 Kgs turmeric.

### 7. OLEORESIN CARDAMOM

Volatile Oil	: 60ml/100gm to 75ml/100gm
Residual Solvent	: Less than 20 ppm
Spice equivalent	: 1 to 2 Kgs replaces 100 Kgs Cardamom.

### Packing

1. High density Polyethylene Carboys of 9,20, and 40 Kgs capacity.
2. Stainless Steel/Aluminium containers of 1,2,5,10 and 20 Kgs Capacity.

### 2. OLEORESIN GINGER

Volatile Oil	: 15ml/100gm to 35ml/100gm
Residual Solvent	: Less than 5ppm
Spice Equivalent	: 2 to 4 Kgs replaces 100 Kgs Ginger.
(Note : Alcohol products also available)	

### 4. OLEORESIN CELERY

Volatile Oil	: 8ml/100gm to 25ml/100gm
Residual Solvent	: Less than 20 ppm
Spice equivalent	: 6 to 8 Kgs replaces 100 Kgs Celery seed.

### 6. OLEORESIN CAPSICUM.

Capsaicin	: 1% to 25%
Colour Value	: 500 to 30,000 colour units.
Residual solvent	: Less than 10 ppm

### 8. OLEORESIN CUMIN

Volatile Oil	: 15ml/100gm to 25ml/100gm
Residual Solvent	: Less than 10 ppm.
Spice Equivalent	: 7 to 8 Kgs replaces 100Kgs of Cumin

ADDITIONAL

**TURMERIC DYE (Curcumin)**

Curcumin	: 10 to 15%
Residual solvent	: Less than 20ppm
Appearance	: Yellowish orange powder

**ANNATTO OIL**

Stain	: 0.2% to 0.5%
Residual solvent	: Less than 20ppm
Appearance	: Deep red liquid

**ANNATTO DYE**

Stain	: 20% to 40%
Residual solvent	: Less than 20 ppm
Appearance	: Brownish violet Powder

**CHILI COLOUR**

Pungency	: 10
Colour Value	: 40,000 to 1,00,000
Residual solvent	: Less than 10 ppm

(Note: A substitute for paprika oleoresin)

THE PRODUCTS

- 1. Dehydrated green paper
- 2. Green Paper in Brine
- 3. Red Paper in Brine

FOOD

www.foodpackaging.com  
 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200

A brief exposure to the product range from Sark & Specifications follow :

## ESSENTIAL OILS ◆ TECHNICAL DATA

### OIL BLACK PEPPER.

Optical Rotation at 25°C : -1° to -23°  
 Refractive Index at 25°C : 1.4780 to 1.4880  
 Specific Gravity at 25°C : 0.8650 to 0.8850  
 Colour & Appearance : Colourless to Bluish green liquid.

### OIL GINGER

Optical Rotation at 25°C : -30° to -46°  
 Refractive Index at 25°C : 1.4800 to 1.4900  
 Specific Gravity at 25°C : 0.8700 to 0.8820  
 Colour and appearance : A light yellow to yellowish liquid.

### OIL CELERY

Optical Rotation at 25°C : +48° to +78°C  
 Refractive Index at 25°C : 1.4780 to 1.4880  
 Specific Gravity at 25°C : 0.8700 to 0.9100  
 Colour and Appearance : Yellow to yellowish brown liquid.

### OIL CARDAMOM

Optical Rotation at 25°C : +15°C to +44°  
 Refractive Index at 25°C : 1.4600 to 1.4680  
 Specific Gravity at 25°C : 0.7100 to 0.9500  
 Colour and Appearance : Pale greenish yellow liquid.

### OIL CUMIN

Optical Rotation at 25°C : +3° to +8°  
 Refractive Index at 25°C : 1.4900 to 1.5050  
 Specific Gravity at 25°C : 0.9050 to 0.9250  
 Colour and Appearance : Pale yellow liquid with a tendency to attain deep yellow colour on storage

### OIL NUTMEG

Optical Rotation at 25°C : +8° to +32°  
 Refractive Index at 25°C : 1.4720 to 1.4860  
 Specific Gravity at 25°C : 0.880 to 0.910  
 Colour and Appearance : Pale yellow liquid.

### OIL DAVANA

Optical Rotation at 25°C : -130°C to -170°  
 Refractive Index at 25°C : 1.4800 to 1.499  
 Specific Gravity at 25°C : 0.9500 to 0.9700  
 Colour and Appearance : Clear golden yellow liquid.

### OIL DILL SEED

Optical Rotation at 25°C : +40° to +55°  
 Refractive Index at 25°C : 1.4800 to 1.4930  
 Specific Gravity at 25°C : 0.9200 to 0.9800  
 Colour and Appearance : Yellowish brown liquid

### OIL PALMAROSA

Optical Rotation at 25°C : -1° to +1°  
 Refractive Index at 25°C : 1.4650 to 1.4700  
 Specific Gravity at 25°C : 0.8700 to 0.8920  
 Colour and Appearance : Colourless to Pale yellowish green liquid.

### OIL CALAMUS

Optical Rotation at 25°C : +5° to +35°  
 Refractive Index at 25°C : 1.540 to 1.5505  
 Specific Gravity at 25°C : 0.940 to 0.980  
 Colour and Appearance : An yellowish brown slightly brown liquid.

### OIL SANDAL WOOD (MYSORE SANDAL WOOD)

Optical Rotation at 25°C : -15° to -20°  
 Refractive Index at 25°C : 1.4980 to 1.5080  
 Specific Gravity at 25°C : 0.965 to 0.9800  
 Colour and Appearance : An yellow liquid.

### OIL CURCUMA

Optical Rotation at 25°C : -12° to -15°  
 Refractive Index at 25°C : 1.4900 to 1.5250  
 Specific Gravity at 25°C : 0.8850 to 0.9250  
 Colour and Appearance : Pale yellowish green with a tendency to attain reddish yellow or colour on storage.

#### Storage.

It is preferred to store all these essential oils in air tight stainless Steel containers at climatic controlled atmosphere and protected from light.

#### Packing

1. High density Polyethylene Carboys of 9,20, and 40 Kgs capacity.
2. Stainless Steel/Aluminium containers of 1,2,5,10 and 20 Kgs Capacity.

## OLEORESINS ◆ TECHNICAL DATA

### 1. OLEORESIN BLACK PEPPER (Natural & Decolourised)

Piperine : 35% to 55%  
 Volatile Oil : 2.5ml/100gms to 30ml/100gms  
 Residual Solvent : Less than 5ppm  
 Spice Equivalent : 6-8 Kgs replaces 100 Kgs Black Pepper.

### 3. OLEORESIN NUTMEG

Volatile Oil : 5ml/100gm to 80ml/100gm  
 Residual Solvent : Less than 20 ppm  
 Spice Equivalent : 5 to 10 Kgs replaces 100 Kgs of Nutmeg.

### 5. OLEORESIN TURMERIC

Curcumin : 28% to 52%  
 Volatile Oil : 30ml/100gm to 40ml/100gm  
 Residual Solvent : Less than 20 ppm.  
 Spice equivalent : 6 to 8 Kgs replaces 100 Kgs turmeric.

### 7. OLEORESIN CARDAMOM

Volatile Oil : 60ml/100gm to 75ml/100gm  
 Residual Solvent : Less than 20 ppm  
 Spice equivalent : 1 to 2 Kgs replaces 100 Kgs Cardamom.

### 2. OLEORESIN GINGER

Volatile Oil : 15ml/100gm to 35ml/100gm  
 Residual Solvent : Less than 5ppm  
 Spice Equivalent : 2 to 4 Kgs replaces 100 Kgs Ginger.  
 (Note : Alcohol products also available)

### 4. OLEORESIN CELERY

Volatile Oil : 8ml/100gm to 25ml/100gm  
 Residual Solvent : Less than 20 ppm  
 Spice equivalent : 6 to 8 Kgs replaces 100 Kgs Celery seed.

### 6. OLEORESIN CAPSICUM.

Capsaicin : 1% to 25%  
 Colour Value : 500 to 30,000 colour units.  
 Residual solvent : Less than 10 ppm

### 8. OLEORESIN CUMIN

Volatile Oil : 15ml/100gm to 25ml/100gm  
 Residual Solvent : Less than 10 ppm.  
 Spice Equivalent : 7 to 8 Kgs replaces 100Kgs of Cumin

**FOOD COLORS**

**TURMERIC DYE (Curcumin)**

Curcumin	: 8% to 10%
Residual solvent	: Less than 10ppm
Appearance	: Yellowish orange powder

**ANNATTO OIL**

Ratio	: 0.2% to 0.3%
Residual solvent	: Less than 10ppm
Appearance	: Deep red liquid

**ANNATTO DYE**

Ratio	: 0.2% to 0.3%
Residual solvent	: Less than 10 ppm
Appearance	: Brownish red powder

**CHILLI COLOUR**

Purity	: 90
Colour Value	: 40,000 to 1,00,000
Residual solvent	: Less than 10 ppm
(Note: A substitute for paprika coloring)	

**OTHER FOOD COLORS**

1. Dehydrated green paprika

2. Green Pepper in Brine

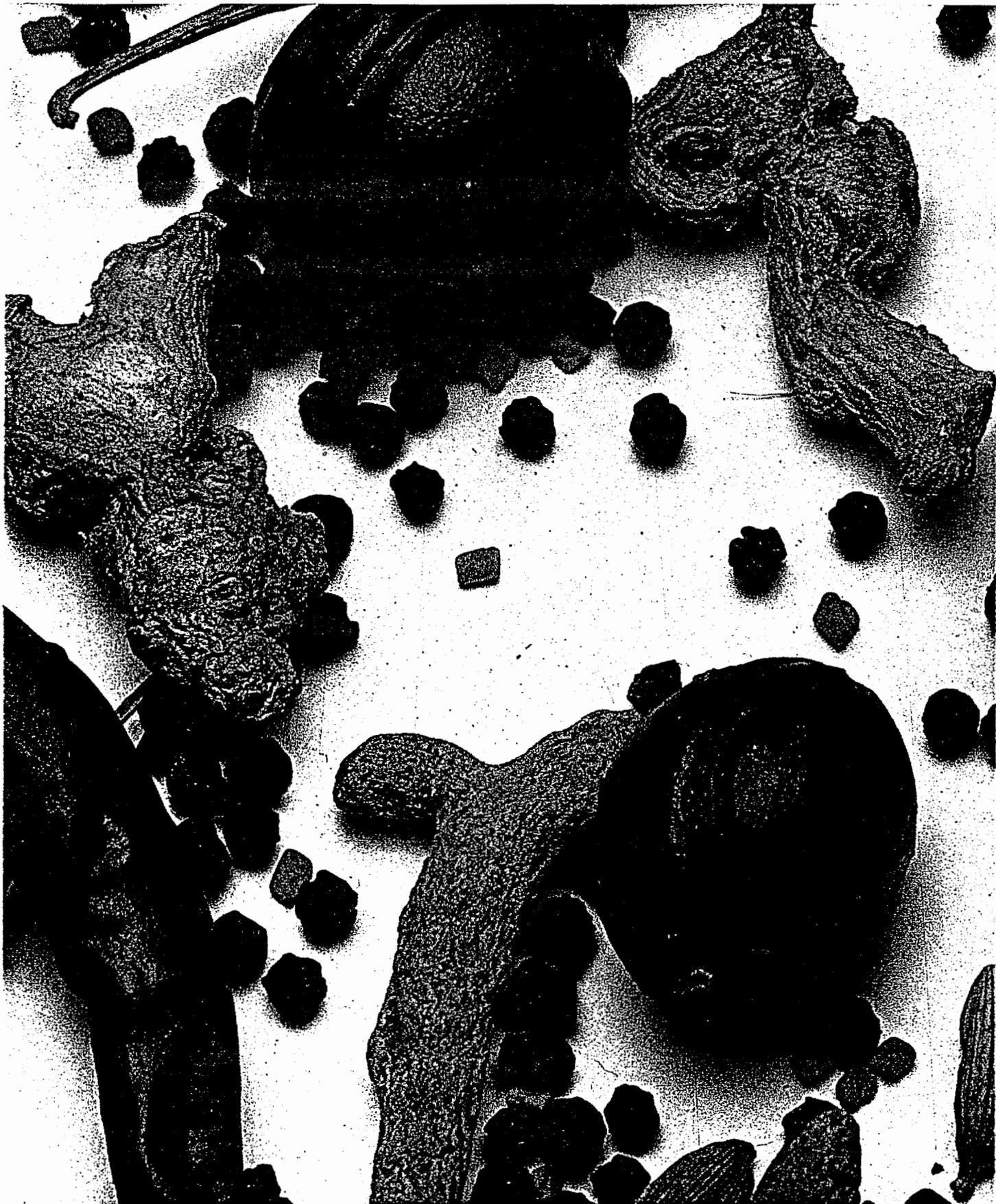
3. Red Pepper in Brine

**SPICES**

1. Ground green paprika

**SPICES**

1. Ground green paprika



**SARK SPICE PRODUCTS PRIVATE LIMITED**

TAK' INDUSTRIAL COMPLEX, EARA NORTH P.O. NEELAMPEROOR-686 534, KERALA, S. INDIA  
TELEPHONE : 04826-415, TELEX : 0888-251 KPCE IN FAX : 91-481-561190, 302 239 5977 (U.S.A.), 81-474693429 (JAPAN), 299 0392(SINGAPORE)

*The Premier Group* is a fast growing Group of Companies, that has made its mark in a diverse range of business areas. Backed by a solid infrastructure, a nationwide dealer network and a positive, progressive outlook, the Group is all set to emerge as a corporate power to be reckoned with.

Following its policy of growth through diversification, the Group is now exploring the lucrative field of Spice extraction that has revolutionised the field of food processing, the world over.

*Spice Oils and Oleoresins:* The word 'spice' is derived from a Latin word and means 'fruit of the earth'.

And Spice Oils and Oleoresins are basically extracts obtained from materials like seeds, barks, berries, pods and leaves that have been used as spices for years. They contain both the volatile essential oils and the non-volatile resins that are the main flavouring constituents of any spice.



### *Advantages of Spice Oil and Oleoresin Extraction*

- \* **Economy:** As opposed to the traditional way of flavouring processed foods, Extraction ensures that the flavour of each spice is completely utilised and losses due to volatilisation are minimal.
- \* **Control:** The Extraction process also makes it possible for the food processor to keep variances in flavour strength and quality to a minimal level.
- \* **Cleanliness:** Most spices are grown, harvested and dried under rather primitive conditions. This makes them susceptible to biological contamination that cannot be removed by the traditional method. However, Extraction followed by Distillation, sterilises the Oils and Oleoresins and makes them totally safe.
- \* **Fullness of flavour:** A Spice Oleoresin gives complete flavour since it contains both volatile and non-volatile substances that give a spice its characteristic flavour.
- \* **Zero Contamination:** The Extraction process also eliminates the possibility of pesticide residue in Spice Oils and Oleoresins.

India's ideal climatic conditions, congenial typography and fertile soil make it the natural 'home of spices'. Hence, the advantages of extracting Oils and Oleoresins here are many. For one, extraction eliminates the deleterious effects of long storage in the hold of a ship or a remote warehouse thereby retaining the main flavouring constituents of the spices. Secondly, it results in a significant reduction of weight which in turn, saves freight charges.

Premier being one of the established industrial Groups of India, is committed to quality. It sets itself exacting standards of product quality and the services it offers. So that you, as a customer, get only the best.

This commitment will now extend to its Spice Oils and Oleoresins unit. And will start at the raw material procurement stage. A team of experienced professionals will ensure that only the finest are bought.

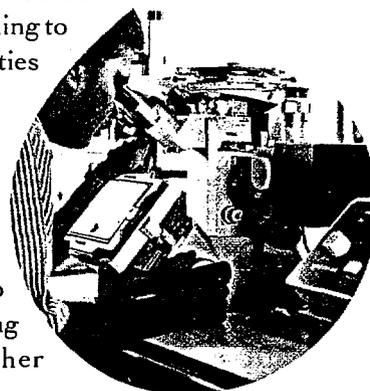
These will be then processed in a sophisticated plant, equipped with state-of-the-art extraction technology, advanced testing and measurement equipment and a special process that will exclusively use non-chlorinated solvent for residual solvent levels. Every step will be monitored to ensure that the strictest hygiene and quality standards are met.

To give you Spice Oils and Oleoresins that are, quite simply, the finest in the country.

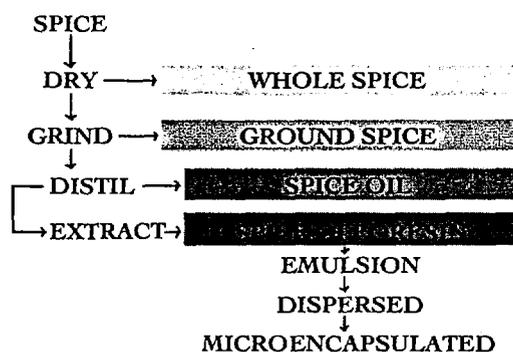
In addition, Premier will possess the infrastructure for the extraction of a number of spices at the same time and the technology that will eliminate the need to expose the product to high temperatures, beyond the minimum required time, in order to remove the solvents.

All this will make it possible for Premier to custom-make products according to your specifications, the quantities required and packaging.

Besides, Premier will also go to great lengths to help you make strategic, cost-effective buying decisions. With its specialised range of services like Crop Reports, updates on the prevailing economic conditions and other technical resources.



#### THE EXTRACTION PROCESS





*A company with good taste*

**Corporate Office:**

Calcutta Jute Manufacturing Co. Ltd.,  
Old Court House Street, Calcutta 700 001, India.  
Ph: 91- 33 -2483960/2430875/2484396/97/98  
Person to contact: B. K. Poddar

**° Administrative/Sales Office:**

Premier House, 347, 4th Main, J.P. Nagar III Phase,  
Bangalore 560 078, India.  
Phone: 91-80-632052/534814 . Fax: 91-80-533022  
Person to contact: Vatsal Poddar

**Registered Office:**

West Coast House, 593, 7th Main, 10th Cross,  
J.P. Nagar III Phase, Bangalore 560 078, Indi:  
Ph: 91-80-632052

° All correspondence to Administrative/Sales Office.

# Oleoresin (Capsicum)

(For high pungency)



the  
desired  
pungency  
and colour.

**Physical Characteristics:** Red or reddish brown pourable oily liquid. Slight sedimentation may be observed on storage. **Aroma and Flavour:** Characteristic of red chilli, highly pungent and irritating. Aroma and flavour can be evaluated only after several thousand fold dilution in 3% sucrose solution. **Pungency:** 1,000,000 to 6,000,000 Scoville Heat Units (to specification), determined by sensory evaluation

OR Capsaicin content about 6 - 40%

determined by sensory evaluation expressed as Scoville Heat Units based on the threshold value for pure natural capsaicin. **Colour Value:** 3,000 to 15,000 conventional colour units (to specification) based on the ASTA MSD-10 method, using a conversion factor 66,000. **Residual Solvent:** Less than 30 ppm as determined by gas chromatographic method described in "The estimation of residual solvent in spice oleoresins". Food Technology, 1960, XIV, 301.

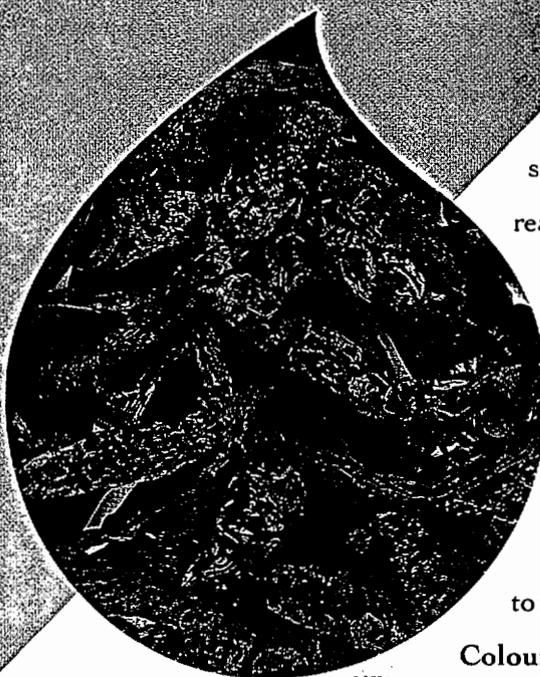
## Raw Material:

Dried red fruits of *Capsicum frutescens* L., *Capsicum annum* L, and related varieties. (Family Solanaceae)

**Preparation:** Total extractives of the hot, dried, red fruits, using a solvent. The concentrated extract is subjected to further preferential extraction using other solvents to reach

# Oleoresin Capsicum

(For high colour)



to further preferential extraction using other solvents to remove pungency and reach the desired colour. **Physical**

**Characteristics:** Viscous, pourable liquid, dark red in colour. Slight sedimentation may be observed on storage.

**Aroma and Flavour:** Characteristic of paprika, oily to taste with no trace of pungency.

**Colour Value:** 40,000 to 1,50,000

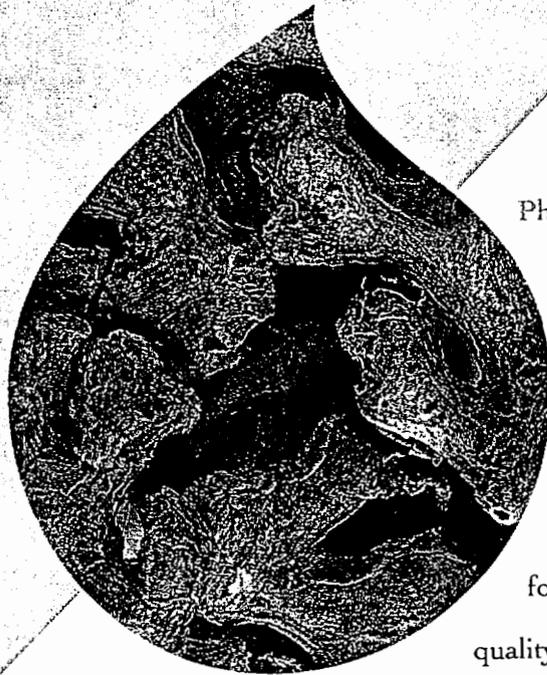
conventional colour units (to specification)

based on the ASTA MSD-10 method, using a conversion factor 66,000. **Residual Solvent:** Traces of Rectified Spirit. Less than 30 ppm; for solvents other than Rectified Spirit as determined by gas chromatographic method described in "The estimation of residual solvent in spice oleoresins". Food Technology, 1960, XIV, 301.

## *Raw Material:*

Dried red fruits of *Capsicum annum* L., and related varieties (Family Solanaceae). **Preparation:** Total extractives of the dried, red fruits, using a solvent. The concentrated extract is subjected

# Oleoresin Ginger



**Physical Characteristics:** Dark brown viscous pourable liquid.

**Aroma and Flavour:** Warm, spicy, characteristic of ginger with pungent flavour and is tested after several thousand fold dilution. Aroma and flavour quality is standardised by a taste panel.

**Steam Volatile Oil Content:** 25 ml to 35 ml/100g (to specification) by the Modified Clevenger Method (ASTA analytical method 5.0). **Residual Solvent:** Less than 30 ppm as determined by gas chromatographic method described in "The estimation of residual solvent in spice oleoresins". Food Technology, 1960, XIV, 301

*Raw Material:*  
Rhizomes of Zingiber officinale R. (Family Zingiberaceae) Preparation: Total extractives of dried rhizomes of Cochin ginger using a non-halogenated solvent.

# Oil of Ginger



Physical & Chemical

Constants-**Appearance:** Pale

yellow to yellow liquid in colour.

**Aroma and Flavour:** Characteristic

odour of Ginger. Aroma and flavour quality is

standardised by sensory analysis and also by GC

Profile of the oil. **Specific Gravity:** (0.872 to 0.884)

at 25° C. **Refractive Index:** (1.4870 to 1.4920) at

20° C. **Optical Rotation:** (-25° to -52°) at 20° C.

*Raw Material:*

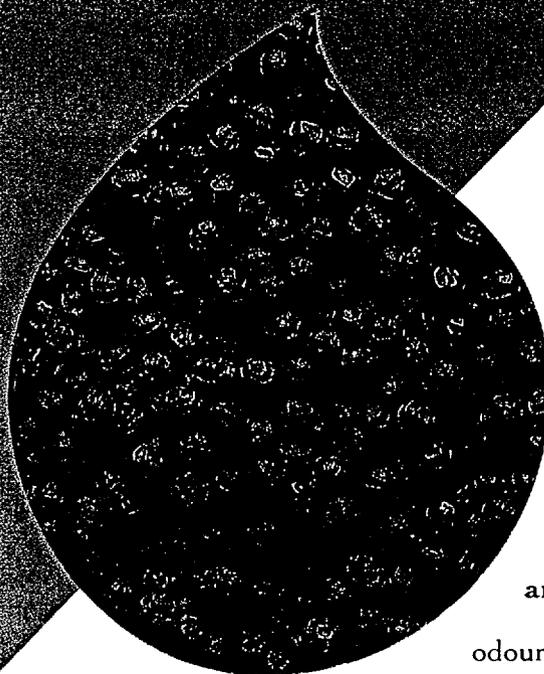
Rhizomes of *Zingiber*

*officinale* R. (Family Zingi-

beraceae) *Preparation:* Obtained by

steam distillation of dried ginger rhizomes.

# Oil of Black pepper



liquid, nearly colourless to slightly green in colour. **Aroma and Flavour:** Characteristic odour of Black Pepper; penetrating,

lacking the pungency of the spice. Aroma and flavour quality is standardised by sensory analysis and by GC Profile of the oil. **Solubility:**

1 volume is soluble in 3 volumes of 95% alcohol.

**Specific Gravity:** (0.860 to 0.900) at 27° C.

**Refractive Index:** (1.4780 to 1.4860) at 20° C.

**Optical Rotation:** (-1° to -23°).

## *Raw Material:*

Black Pepper berries,

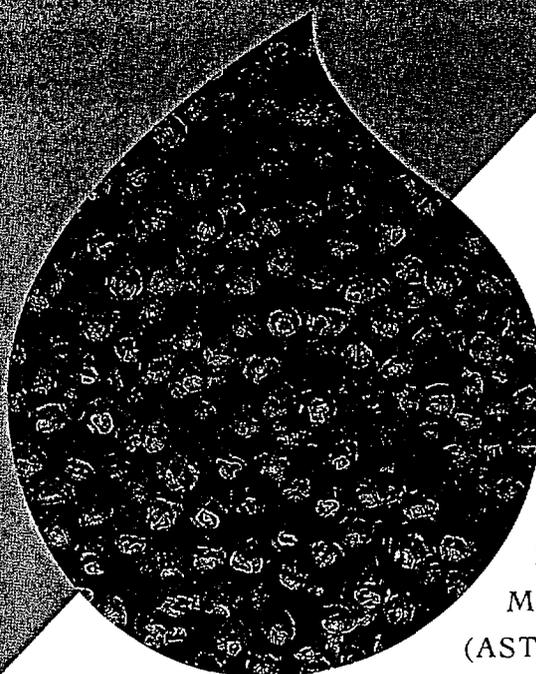
*Piper nigrum* L. **Preparation:**

Obtained by steam distillation of dried

Black Pepper berries. **Physical &**

**Chemical Constants - Appearance:** A clear

# Oleoresin Black pepper

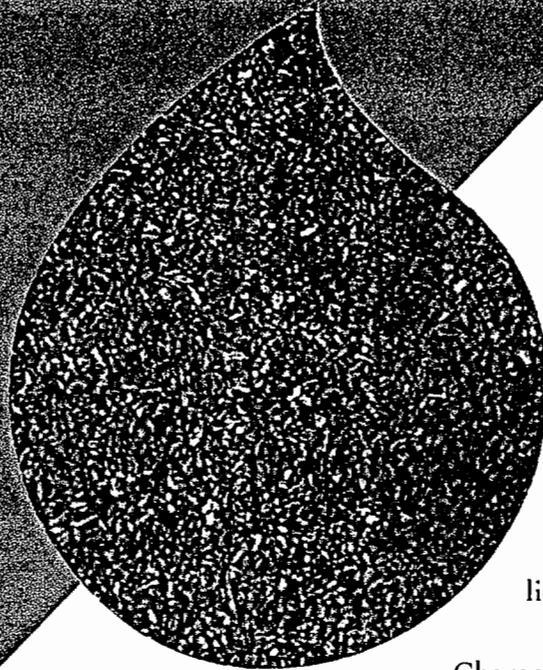


*Raw Material:*  
Malabar Black Pepper,  
*Piper nigrum* L. (Family  
Piperaceae) *Preparation:*  
Total extractives of Malabar Black  
Pepper, using a solvent. *Physical  
Characteristics:* A thick homogeneous  
pourable liquid, dark green or olive green in  
colour. *Aroma and Flavour:* Characteristic of

black pepper, warm and  
pungent with biting sensation.  
Aroma and flavour quality is  
evaluated only after proper  
dilution and is standardised  
by a taste panel. *Steam  
Volatile Oil Content:* 20ml -  
26ml/100g (to specification) by  
Modified Clevenger Method  
(ASTA analytical method 5.0).

*Piperine Content:* 40 - 55% (to  
specification) as determined by UV-Spectropho-  
tometric absorption of solution of oleoresin at 343 nm,  
relative to that of recrystallised natural piperine.  
*Residual Solvent:* Less than 30 ppm as determined  
by gas chromatographic method described in "The  
estimation of residual solvent in spice oleoresins".  
Food Technology, 1960, XIV, 301. *Directions for  
Use:* On storage, oil may separate and float on top.  
Gentle stirring before use will bring uniformity.

# Oil of Celery Seeds



seeds. Physical & Chemical

Constants - Appearance:

Pale yellow to yellowish

liquid. Aroma and Flavour:

Characteristic aroma and odour of

## *Raw Material:*

Celery seeds. *Apium graveolens* L. (Family Umbelliferae) Indian origin. Preparation:

Obtained by steam distillation of dried Celery

Celery seeds. Aroma and flavour quality is

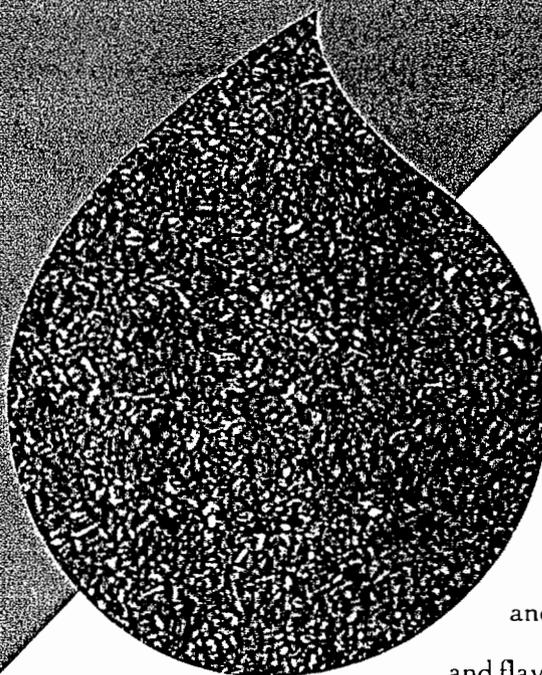
standardised by sensory analysis and also by GC

Profile of the oil. **Specific Gravity:** (0.866 to 0.916)

at 25° C. **Refractive Index:** (1.4780 to 1.4980) at

25° C. **Optical Rotation:** (+40° to +80°) at 25° C.

## Oleoresin Celery



### *Raw Material:*

Celery seeds, *Apium graveolens* L. (Family Umbelliferaceae) Indian origin.

**Preparation:** Total extractives of the seeds using a solvent. **Physical**

**Characteristics:** Dark green coloured free

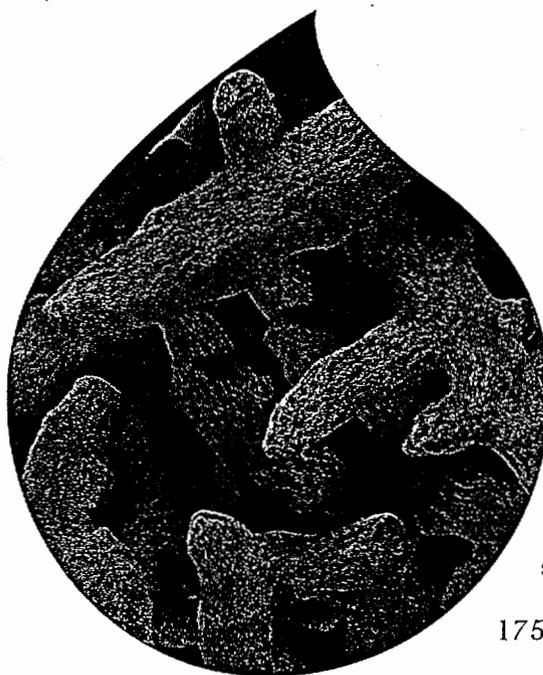
flowing liquid. **Aroma and Flavour:** Characteristic of celery. Sweet, herbal, slightly lemon like and tenacious aroma, with pleasant flavour and slightly bitter to taste. Aroma and flavour quality is standardised by a

taste panel. **Steam Volatile Oil Content:** 6ml-12ml/100g (to specification) by Modified Clevenger Method (ASTA analytical method 5.0).

**Residual Solvent:** Less than 30 ppm as determined by gas chromatographic method described in "The estimation of residual solvent in spice oleoresins".

Food Technology, 1960, XIV, 301.

# Curcumin



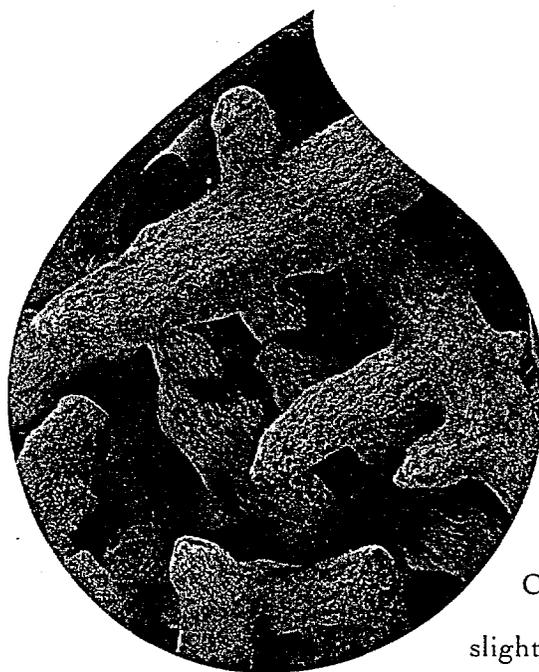
Orange yellow powder passes through 30 mesh sieve. Melting Point: 171°-175°C. Curcumin Content:

Minimum 95% total curcuminoids by

*Raw Material:*  
Rhizomes of *Curcuma longa* L (Family Zingiberaceae). Preparation: Turmeric oleoresin is further processed to obtain the product. Physical Characteristics:

spectrophotometric absorption of solution of oleoresin at 422 nm, relative to that of recrystallised natural curcumin. TLC Pattern: Curcuminoids are separated into three spots by chloroform - ethanol (25:1) solvent system on silica gel layer (one major spot and two minor spots).

# Oleoresin Turmeric



**Physical Characteristics:**  
A thick homogeneous paste,  
orange yellow to brown in  
colour. **Aroma and Flavour:**  
Characteristic of turmeric,  
slightly bitter. **Curcumin Content:**

35-42% (to specification) by spectro-

photometric absorption of solution of oleoresin  
at 422 nm, relative to that of recrystallised natural  
curcumin. **Residual Solvent:** Less than 30 ppm  
as determined by gas chromatographic method  
described in "The estimation of residual solvent in  
spice oleoresins." Food Technology 1960, XIV, 301.

## *Raw Material:*

Rhizomes of *Curcuma  
longa* L. (Family Zingiberaceae)

**Preparation:** Total extractives of  
rhizomes of Alleppey Turmeric, using a  
non-halogenated solvent.



EXPORTERS OF **Meetu** BRAND INDIAN SPICES, CONDIMENTS,  
AND OTHER FOOD COMMODITIES, VEGETABLES AND FRESH FRUITS.

9th October 1993

Gentlemen,

We take pleasure in forwarding our rates for "Meetu" Brand range of Indian Food Products in Bulk and Consumer Packs.

All rates are in US Dollars per carton, CIF European Port

Packing Specifications unless otherwise mentioned

Bulk Packing = 25 kgs Jute Bags with inside Polyethene bags.  
1 kgs x 12 pkts = 12 kgs/ctn  
400 gms x 20 pkts = 8 kgs/ctn  
100 gms x 50 pkts = 5 kgs/ctn

	Bulk 25 kgs	1kg	consumer packs 400gms	100gms
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"Meetu" Whole Spices

Coriander Seeds	19.77	11.44	8.62	6.67
Fennel Seeds	27.82	15.13	11.09	8.27
Mustard Seeds	17.99	10.62	7.99	6.26
Cumin Seeds	71.66	36.21	25.15	16.76
Ajwan Seeds	28.73	15.79	11.37	8.38
Black Pepper whole	38.62	20.48	14.58	10.38
Black Cardamom	71.54	36.34	25.17	17.04
Turmeric whole	23.32	13.24	9.81	7.39
Methi Seeds	17.62	9.61	7.66	6.03
Methi Bardo	21.96	12.53	9.27	7.06
Rai Bardo	22.96	13.00	9.59	7.26
Anardana	72.39	36.72	25.42	17.17



Quality Trusted the World Over

9/9 D, Kastur Mahal, Sion, Bombay - 400022 INDIA  
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EXPORTERS OF **Meetu** BRAND INDIAN SPICES, CONDIMENTS,  
AND OTHER FOOD COMMODITIES, VEGETABLES AND FRESH FRUITS.

	Bulk	consumer packs		
	25 kgs	1kg	400gms	100gms
<b><u>Meetu Powdered Spices</u></b>				
Turmeric Powder	25.93	14.30	10.42	7.79
Coriander Powder	23.24	13.37	9.84	7.44
Cumin Powder	85.27	42.87	29.48	19.64
Chilli Powder	26.70	15.70	11.37	8.40
Madras Curry Powder	20.31	11.81	8.80	6.75
Black Pepper Powder	39.43	20.86	14.80	10.45
Fennel Powder	33.92	18.27	13.10	9.44

	Bulk	consumer packs		
	25 kgs	1kg	400gms	100gms
<b><u>Meetu Masalas</u></b>				
Chicken Masala	58.93	30.24	21.10	14.48
Mutton Masala	65.86	33.58	23.32	15.87
Roganjosh Masala	65.86	33.58	23.32	15.87
Fish Masala	65.86	33.58	23.32	15.87
Chaat Masala	53.87	27.87	19.52	13.49
Funjabi Chole ka Masala	53.87	27.87	19.52	13.49
Pav Bhaji Masala	68.72	35.01	24.26	16.45
Vindaloo Masala	65.86	33.58	23.32	15.87
Madras Sambhar Powder	43.97	23.11	16.34	11.51
Madras Rasam Powder	43.97	23.11	16.34	11.51
Garam Masala	68.72	35.01	24.26	16.45
Tandoori Chicken Masala	58.93	30.24	21.10	14.48

**Meetu**

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	Bulk	consumer packs		
	25 kgs	1kg	400gms	100gms
<b><u>Meetu Masalas ( continued )</u></b>				
Upma Mix	48.93	25.50	17.93	12.52
Idli Dosa Chutney Powder	65.86	33.58	23.32	15.87
Biryani Pulao Masala	93.49	46.89	32.19	21.41
Green Pudina Tea Masala	93.49	46.89	32.19	21.41
Tea Masala	89.53	44.98	30.92	20.62
Pani Puri Masala	39.01	20.74	14.76	10.52
Kitchen King Masala	72.60	36.91	25.54	17.25
White Chilly Powder	58.93	30.24	21.10	14.48
Anardana Powder	89.53	44.98	30.92	20.62
Amchur Powder	65.86	33.58	23.32	15.87
Ginger Garlic Paste	72.60	36.91	25.54	17.25

	Bulk	consumer packs		
	25 kgs	1kg	400gms	100gms
<b><u>Meetu Namkeens ( Indian Salted Snacks )</u></b>				
Kabuli Chana		25.15	17.71	12.37
Moong Dal		25.15	17.71	12.37
Chana Dal		25.15	17.71	12.37
Mixture		25.15	17.71	12.37
Mangalore Mixture		25.15	17.71	12.37
Pova Chivda Mixture		25.15	17.71	12.37
Navratna Mixture		25.15	17.71	12.37
Samosa		25.15	17.71	12.37



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	Bulk	consumer packs		
	25 kgs	1kg	400gms	100gms
Kachori		25.15	17.71	12.37
Bikaneri Sev		25.15	17.71	12.37
Nylon Sev		25.15	17.71	12.37
Bhavnagri Ghatia		25.15	17.71	12.37
Boondi		25.15	17.71	12.37

	Bulk	consumer packs		
	25 kgs	1kg	400gms	100gms

### Meetu Supari ( Betelnut ) Items

Katri Supari	105.99	52.96	36.28	23.98
Special Mukwas Pan masala	49.45	25.72	18.08	12.58
Supari Whole	68.25	34.76	24.12	16.38
Scented Salli Supari	106.96	53.28	36.47	24.07
Plain Salli Supari	94.09	47.16	32.40	21.56
Tukda Supari	65.15	33.25	23.10	15.67
Green Mukhwas	41.60	20.92	15.57	11.01
Sugar Coated Fennel Seeds	20.85	11.97	8.91	6.83
Tini Mini	29.67	16.21	11.73	8.59
Supari Head Cut	82.95	41.83	28.83	19.50



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EXPORTERS OF Meetu BRAND INDIAN SPICES, CONDIMENTS,  
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## Meetu Papads

Packing = 200 gms x 100 pkts = 20 kgs/ctn

### Madras Papads/Pappadoms/Appalams

a. 3.5"	25.48
b. 4.0"	24.68
c. 5.0"	23.90

### Other Papad Varieties

7" Udad Papad	25.80
7" Garlic Papad	25.80
7" Red Chilly Papad	25.80
7" Green Chilly Papad	25.80
7" Udad Plain Papad	25.80
7" Moong Papad 50% Moong Dal 50% Udad Dal	29.63
7" Special Jeera Papad	29.63
7" Special Moong Papad	29.63
7" Special Punjabi Papad	29.63
7" Special Udad Papad	29.63
Mini Papads 200 gms x 10 x 10	40.91

## Tamarind

### Tamarind Black

500g x 40 pkts	12.71
200g x 100 pkts	12.98

### Tamarind Brown with Seeds

500g x 40 pkts	14.26
200g x 100 pkts	14.54

### Tamarind Brown without seeds

500g x 40 pkts	18.13
200g x 100 pkts	18.38



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AND OTHER FOOD COMMODITIES, VEGETABLES AND FRESH FRUITS.

### Concentrate Tamarind

227 gms x 72 bottles	26.96
454 gms x 36 bottles	24.70

### Jaggery

#### Kolhapur Jaggery

10 kgs packing	5.92
1kg x 20 slabs	12.95
500 gms x 40 slabs	13.82

### Rice

Packing for 25 kgs, 10 kgs and 5 kgs will be in Outer Jute bags with Polyethene bags on the inside.

Packing for 1 kg bag will be in 200 gauge attractively printed PP bags. Master carton packing of 1 kg x 10 pkts = 10 kgs

	25 kgs	10 kgs	5kgs	1kg x 10pkts
Finest Indian Basmati Rice	26.34	10.67	5.39	11.85
Finest Indian Brown Rice	21.54	8.76	4.43	11.31
Finest Indian Parimal Rice	12.70	5.23	2.66	6.09
Finest Indian Parboiled Rice	14.81	6.07	3.08	6.93

	Bulk		consumer packs	
	25 kgs	1kg	400gms	100gms

### Miscellaneous Products

Roasted Daria	20.04	11.62	8.69	6.67
Roasted Gram	21.01	12.07	8.98	6.86
Sesame Seeds	24.08	13.56	9.97	9.51



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	Bulk	consumer packs		
	25 kgs	1kg	400gms	100gms
Tukmaria	28.96	15.88	11.51	8.46
Powa Thick	14.77	9.27	7.08	5.79
Sabudana	15.71	9.48	7.22	5.76
Char Magaz	33.24	17.97	12.91	9.36
Roasted Fennel Seeds	42.58	22.55	16.01	11.32
Sugar Candy	30.93	16.84	12.16	8.87
Henna Powder	26.80	14.95	10.93	8.17
Gum Benzoin	82.54	41.62	28.68	19.18
Gum Olibenum Quality I	87.42	43.93	30.22	20.10
Gum Olibenum Quality II	84.53	42.57	29.31	19.57

### Syrups

12 bottles x 700 ml/ctn

Rose, Khus, Pineapple and Green Mango Syrup

11.98/ctn



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EXPORTERS OF **Meetu** BRAND INDIAN SPICES, CONDIMENTS,  
AND OTHER FOOD COMMODITIES, VEGETABLES AND FRESH FRUITS.

### Business Terms & Conditions

#### Confirmation Of Order

-----

1. All prices are subject to our final confirmation & availability of stocks.

#### 2. Prices

-----

Quotations are based on C & F Net basis in terms of the existing freight rate. The exchange rates has been calculated on the basis of the prevailing market & in the event of any change in the exchange rate, the same would be charged to the buyers account, without obtaining their confirmation.

#### 3. Payment Terms

-----

All orders will be confirmed against irrevocable & confirmed letter of credit from a reputed Bank payable at sight in our favour for full value of our order through our Bankers, Bank of India, Sion Branch, Sion, Bombay 400022. "Partial" & "Transshipment" should be permitted with L/C validity for shipment 60 days & an additional 20 days for negotiation.

#### 4. Quantity

-----

Minimum order to be placed at least one full Container load of one item or assorted items. All rates are subject to this condition.

#### 5. Guarantee

-----

We do not guarantee any of the items covered under this price list against Health, Agriculture or Custom Laws of the Country of imports.

#### 6. Acceptance of Documents

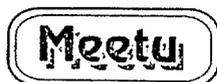
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Please note documents have to be paid on first presentation by the bank. In case of any delay in payment, overdue interest @ 18% p.a. will be charged from the date of first presentation.

#### NOTE :

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Every sale is subject to the Civil Jurisdiction of Bombay (India)



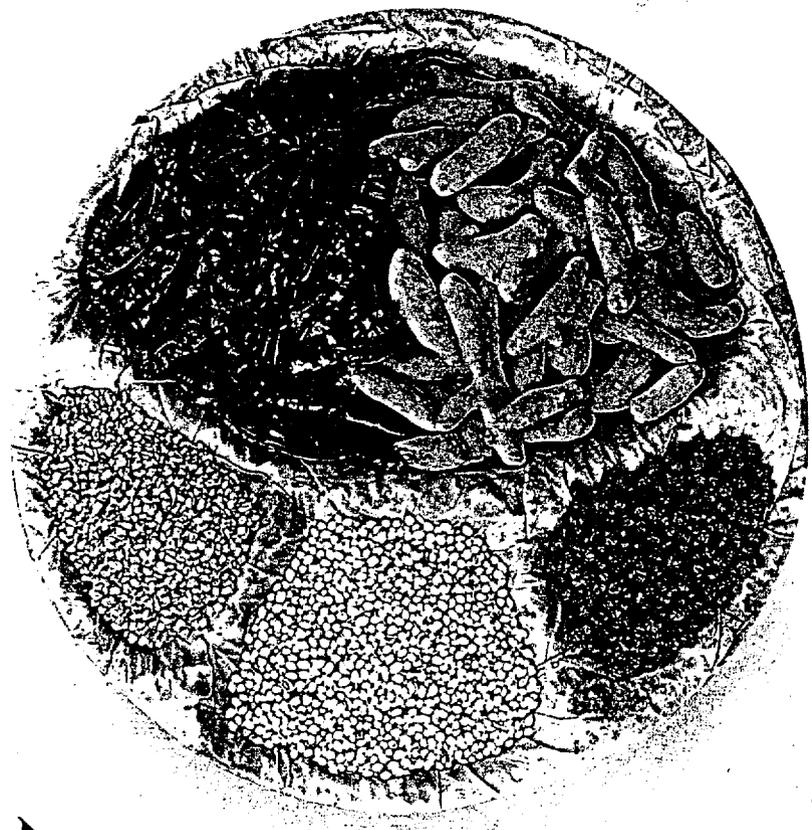
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Bon Appétit



Quality Trusted the World



Real Value Indian Food Products

**MSI**International



EXPORTERS OF **Meetu** BRAND INDIAN SPICES, CONDIMENTS,  
AND OTHER FOOD COMMODITIES, VEGETABLES AND FRUITS.



**Introduction**

M.S. International is an established Indian trading company which has made its mark in exporting spices, Condiments, Rice, ready to eat meals and other Indian food products and Fresh Indian Vegetables & Fruits. Our products have found ready acceptance in premium markets of France, Switzerland, Germany and other countries.

We present Indian Food Products matching International Standards in product quality, packaging and product presentation.

**L' Introduction**

M.S. International est une société de trading bien établie, qui s'est fait un nom dans l'exportation d'épices, condiments, riz, Namkeens et autres produits alimentaires indiens ( fruits et légumes notamment). Nos produits sont très bien perçus sur des marchés pourtant exigeants, comme la France, la Suisse, l'Allemagne et d'autres pays encore.

Nous proposons des produits conformes aux normes internationales, tant sur la qualité que sur le packaging et le conditionnement.

**Einleitung**

M.S. International ist eine etablierte Handelsfirma, die ihren Schwerpunkt im Export von indischen Gewürzen und Würzmischungen, Reis, Fertig-Namkeen und anderen indischen Nahrungsmitteln einschließlich frischer indischer Früchte und Gemüse hat. Unsere Produkte sind anerkannt auf den besten Märkten Frankreichs, der Schweiz, Deutschlands und anderer Länder.

Wir liefern indische Nahrungsmittel auf internationalem Niveau in Sachen Produktqualität, Verpackung und Produktpräsentation.



Ready to sell Consumer Packs  
enhancing Product Life and Product Visibility

"Standl" pouches are a step ahead of the widely accepted center seal pouches. Each is vacuum & nitrogen (when required) thereby enhancing product shelf life. Its position makes each pouch an excellent unit by itself. Each pouch is designed to maximum product visibility.

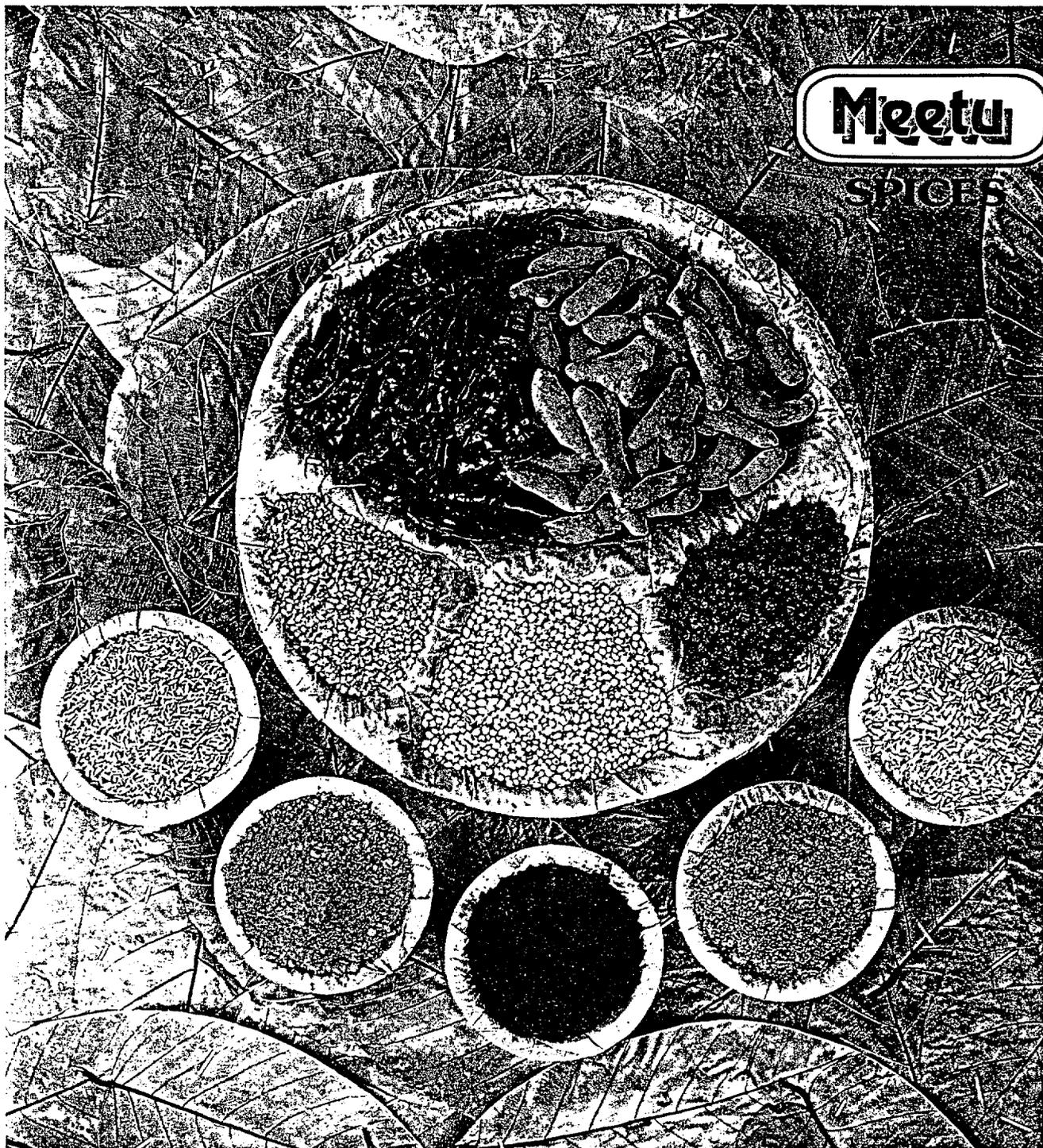
"Standl" pouches are available in consumer sizes: 100 gms, 400 gms & 1 Kg.

Les sacs "Meetu" Standl sont nettement au-dessus du conditionnement étanche moyen. Chaque sac est mis sous vide par la technique vacuum & azote, prolongeant ainsi la durée de vie en rayon des produits. La bonne apparence de ces conditionnements en fait un bon packaging. Chacun de ces sacs est étudié de manière à optimiser la visibilité du produit.

Les sacs "Meetu" Standl sont disponibles pour des paquets individuels de 100 g, 400 g et 1 Kg.

"Meetu" - Standl - Taschen sind den gewöhnlichen, zentralverschlossenen Verpackungstaschen um einiges voraus. Jede Tasche ist, so wie sie geliefert wird, vakuumverpackt und stickstoffbehandelt, und verlängert somit die Produkthaltbarkeit. Auf diesem Stand ist jede Tasche ein exzellentes Warenstück an sich. Jede Tasche bietet die größtmögliche Produktsichtbarkeit.

"Meetu" - Standl - Verpackungen sind in Verbraucherpackungen von 100 gr, 400 gr und einem Kilo erhältlich.



The climatic conditions in India give Indian Spices a unique taste & flavour. Continuing this rich heritage, great care is taken by us to ensure that this unique taste & flavour is retained in our handpicked whole Spices & pure ground Spices.

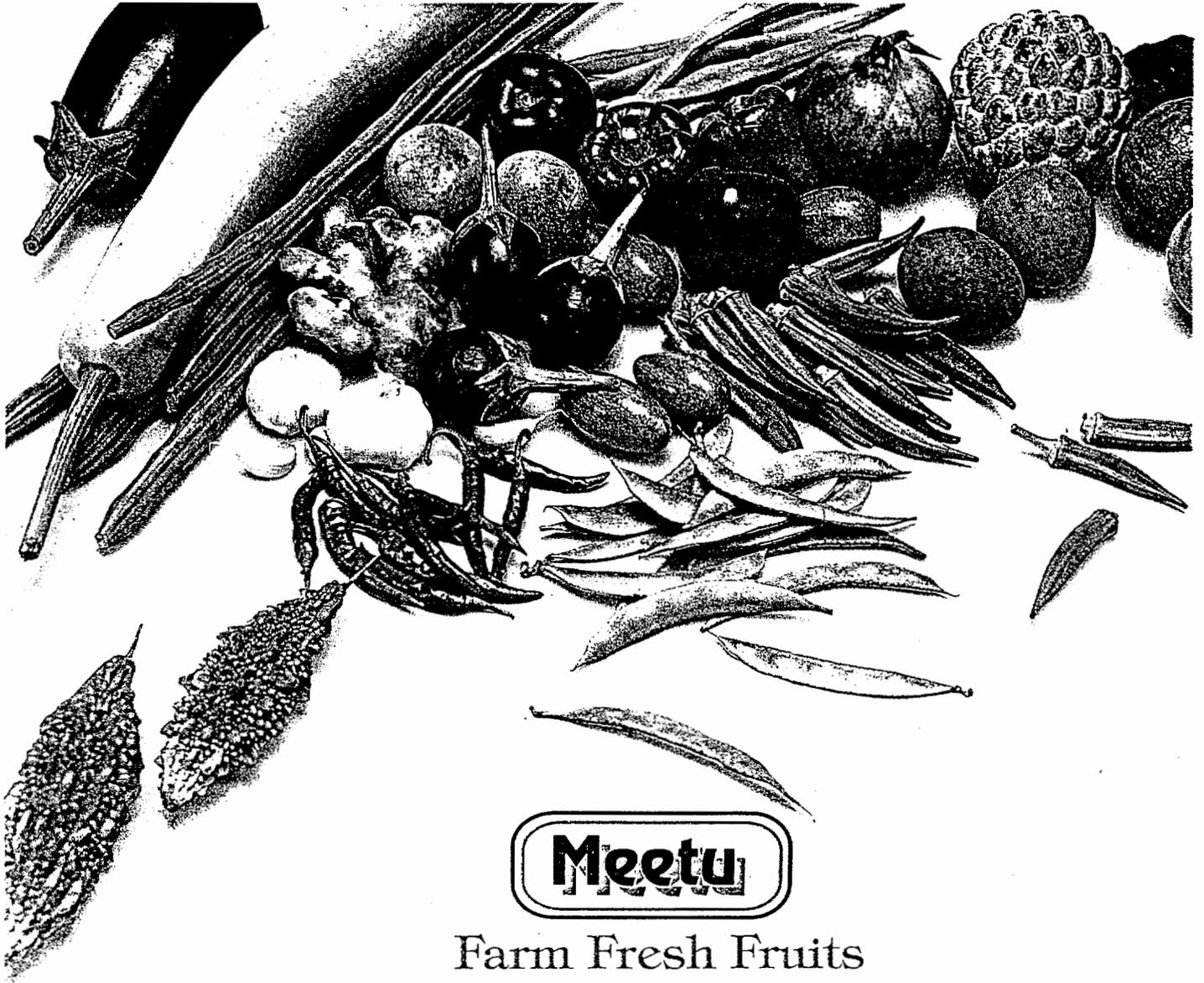
We take pride in presenting to you our trusted quality products in bulk and consumer packs.

Les conditions climatiques particulières en Inde donnent aux épices un goût et un parfum uniques. Nous prenons grand soin de perpétuer cette spécificité, par la cueillette manuelle des épices.

Nous sommes heureux de pouvoir vous présenter nos produits de qualité, en gros et en paquets individuels pour la consommation.

Die klimatischen Verhältnisse in Indien indischen Gewürzen einen einzigartigen Geschmack und ein ebensolches Aroma. reiche Erbe bewahrend tragen wir Sorge daß der einzigartige Geschmack und das in unseren handverlesenen Gewürze Würzmischungen erhalten bleibt.

Wir freuen uns, Ihnen unsere bewährten Qualitätsprodukte sowohl in Groß- als auch in Kleinmengen liefern zu können.



# Meetu

## Farm Fresh Fruits and Vegetables

Handpicked and hygienically packed fumigated Indian Fruits and Vegetables are airlifted to reach you across the globe within 24 hours. The range includes the full variety of Indian Vegetables as well as Indian fruits like Alphonso Mangoes, Kesar Mangoes, Seedless Grapes, Guava, Chickoo, Pomergranates & Custard Apple.

If you feel an impulse to get acquainted with us, please do not hesitate to get in touch with us. We look forward to being of service to you.

Fruits et légumes indiens frais cueillis à la main et conditionnés de manière hygiénique dans des exploitations agricoles désinfectées. Ces produits sont acheminés par avion et sont ainsi disponibles en moins de 24 heures sur les différents marchés du globe.

La gamme inclut la variété complète des légumes et fruits indiens, comme les mangues Alphonso et Kesar, les raisins sans pépins, les goyaves, les Chickoo, les grenades et les pommes custard.

N'hésitez pas à nous contacter pour tout autre renseignement. Dans l'espoir de travailler prochainement avec vous, veuillez agréer, Messieurs, nos respectueuses salutations.

Handverlesene, hygienisch verpackte ausgeräucherte, landfrische indische Früch Gemüse liefern wir Ihnen per Flugzeug rund den Globus innerhalb von 24 Stunden. Die gesamte Palette riecht von indischem Geschmack zu Früchten wie Alfonso Mangos, Kesar Mango, kernlosen Weintrauben, Guaven, Chic Granatäpfeln und Zimtäpfeln.

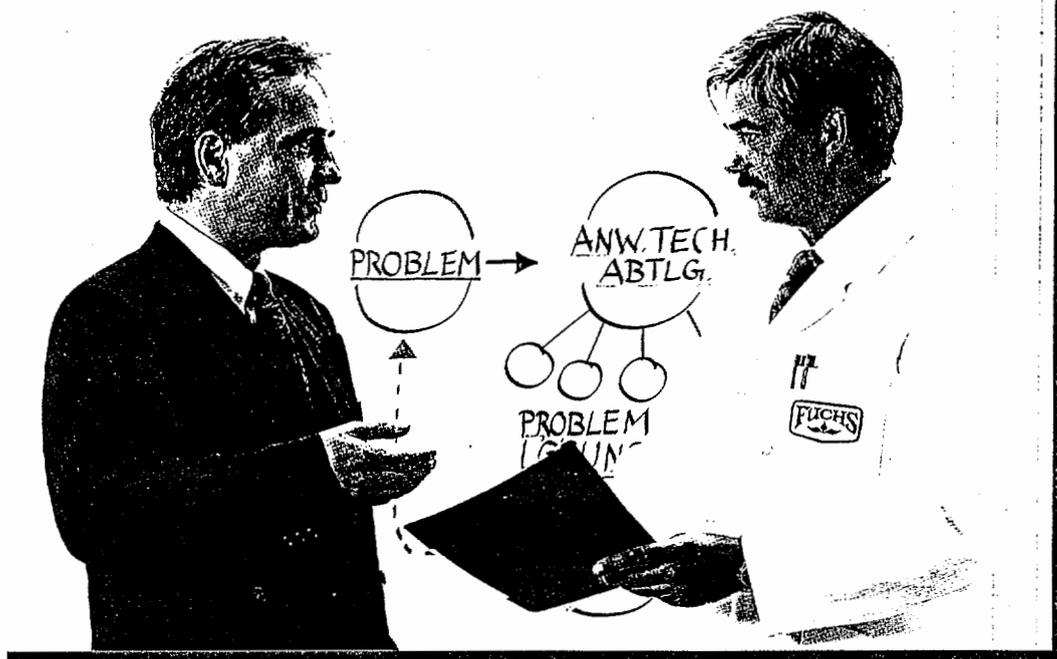
Wenn Sie möchten, treten Sie ohne zögern uns in kontakt. Wir würden uns freuen, Sie beliefern zu Können.

**MSI**International

9/9 D, Kastur Mahal, Sion, Bombay - 400 022.

Tel: 91 - 22 - 4078320, 4074567 • Fax: 91 - 22 - 4070627 • Telex: 011 - 71152 SBCC-IN





## FUCHS Gewürzkompetenz

### Marktorientierung und Service

Die Fuchs GmbH in Melle besitzt hohe Anerkennung als kompetenter Gewürzanbieter für die weiterverarbeitende Lebensmittelindustrie, Ernährungshandwerk, Großverbraucher und Fachgroßhändler im In- und Ausland. Kundenspezifische, maßgeschneiderte Produktlösungen sowie ein beispielhaftes Vollsortiment sind neben servicestarker Beratung das Kernstück unserer Leistungsstärke.

### Innovative Gewürztechnologie

Insbesondere in der Technologie der Gewürzverarbeitung beansprucht FUCHS eine internationale Führungsposition. Innovative Aufgaben wie z. B. "Micro-Control" werden im Hause entwickelt und die Anlagen dafür in der FUCHS Industrietechnik selbst gefertigt.

### Qualitätsmanagement

Die FUCHS Qualitätsphilosophie dokumentiert sich bereits im Engagement des Rohwarenanbaus, z. B. Brasil Paprika. Von FUCHS garantierte Qualität, Qualitätssicherung sowie aktive Produktsicherheit erhalten zukünftig eine noch größere Bedeutung vor dem Hintergrund der Normenreihe DIN/ISO 9000 ff.

## FUCHS Spice Competence

### Market Orientation and Customer Service

FUCHS Ltd. based in Melle is recognized as a leading spice manufacturer for the food processing industry, catering and speciality wholesalers in the FRG and abroad. Tailor-made problem solutions according to customers individual demands. An extensive range of products and full service systems have become the essential items of our success.

### Innovative Spice Technology

FUCHS plays a leading roll in the international spice manufacturing technology. Innovative concepts like MicroControl were developed by the FUCHS Research Division. In our own construction departments and work shops, we plan and produce machines made to specification.

### Total Quality Management

FUCHS quality philosophy has set new standards in raw material cultivation e.g. Brasil Paprika. Guaranteed quality, quality assurance and product safety will become very important aspects in future because of international standards such as ISO 9,000 and following.





## Erlesene Kräuter und edle Gewürze

Weltweit schaffen FUCHS Gewürzspezialisten die Basis für perfektionierte Qualitätsstandards durch Engagement beim Rohwarenanbau sowie optimale Einkaufsdispositionen aller Gewürze verschiedener Provenienzen. Nur Rohwaren, die den hohen Qualitätsanforderungen gerecht werden, können zu FUCHS edlen Kräutern und Gewürzen bzw. deren Gewürzkompositionen verarbeitet werden. Alle Qualitätssicherungssysteme sind auf die spezifisch festgelegten, qualitätsbestimmenden Parameter ausgerichtet und durch Spezifikationen garantiert.

Volle Marktabdeckung des Gewürzbedarfs, stets aktuell/innovativ, für jeden Qualitätsanspruch, ist die beständige Leitmaxime für das FUCHS Gewürzsoriment.

Ob Fertiggericht aus industrieller Produktion, Tagesgericht aus der Großküche oder Wurstspezialität aus der Fleischerei: Für jeden Gewürzverwender finden sich die richtigen Kräuter, Gewürze und Würzzutaten, ob im Klein- oder Großgebinde - zum Beispiel:

### ● FUCHS Beutel Programm

Gute Qualitätsgewürze und Spezialitäten im aluminiumbeschichteten Beutel mit Aromaschutz \* praktisches Packungsformat, wenig Platzbedarf \* für Gastronomie und Großverbraucher.

### ● FUCHS Gourmet Line

Garantierte Spitzenqualität in besonders praktischer, griffsicherer und dekorativer Dose aus PET-Kunststoff \* mit aufschraubbarem Dosiereinsatz und Schnellschlußdeckel \* für Gastronomie und Großverbraucher.

## Choice Herbs and Superior Spices

FUCHS spice specialists are present worldwide to assure that optimal spice quality is achieved. We supervise the cultivation of spices. FUCHS only uses raw materials which meet its high quality standard requirements. All quality assurance systems are predetermined to the parameters which guarantee quality by specification.

FUCHS spice range "The leading edge in spice technology" offers a complete coverage of the entire consumer sales market in order to meet customer demands. Always up-to-date and innovative.

We have the right herbs, spices and flavour ingredients for you:

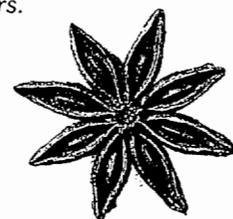
- pre-prepared foods
- canteen meals
- sausage specialities

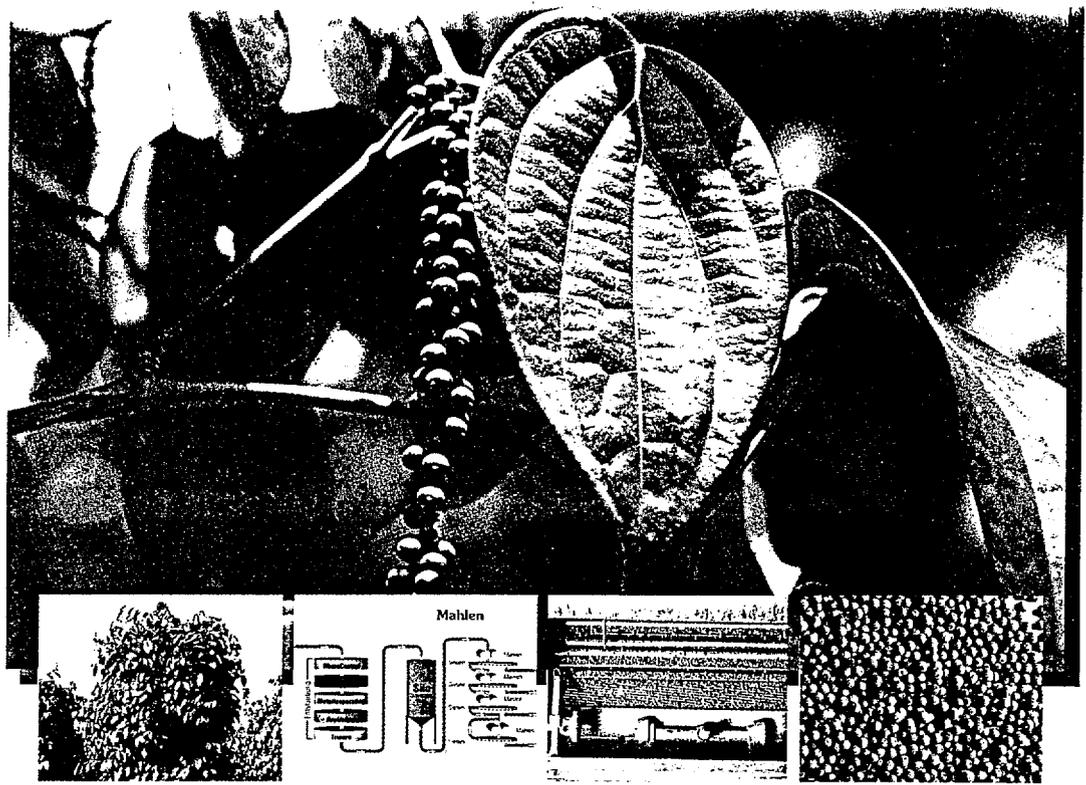
### ● FUCHS Bag Program

Superior quality spices and specialties packaged in aluminium coated bags offer full flavour protection\* practical size\* little floor space required\* for caterers.

### ● FUCHS Gourmet Line

Guaranteed top quality products packaged in a decorative jar made of PET plastic with a practical handy grip\* practical twist on/off cap\* for caterers.





## Pfeffer-Variationen

**G**rüner, schwarzer und weißer Pfeffer sind die verschiedenen Früchte eines immergrünen, bis 5 m hohen, Kletterstrauches. Jede Pfeffersorte hat ihre besonderen Würzeigenschaften mit individuell und charakteristisch ausgeprägtem Aroma. Die wertbestimmenden Inhaltsstoffe des Pfeffers sind das nicht flüchtige Piperin (Schärfe) und das flüchtige ätherische Pfefferöl (Aroma).

Unzählige Pfeffer-Variationen von FUCHS bieten für jede Lebensmittelzubereitung die entsprechende Würzqualität: ganz, in unterschiedlichen Feinheitsgraden gemahlen oder in verschiedenen Schrotungen.

Bei speziellen Problemstellungen - sei es die Notwendigkeit der Standardisierung, Erhöhung der Produktsicherheit sowie der Wunsch nach mikrobiologischen Standards - setzt die innovative FUCHS Gewürztechnologie ein, zur Herstellung von eingekapselten oder keimreduzierten Pfeffer-Produkten. Bereits im Vorfeld der Reinigungsstufen ist eine generelle präventive Pfefferdämpfung vorgeschaltet, um eine höhere Produktsicherheit zu gewährleisten.

Grüner Pfeffer wird vorwiegend als grüner Pfeffer in Lake verwendet. FUCHS Grüner Amazonas Pfeffer ist der Beweis einer erfolgreichen Qualitätsphilosophie durch optimale Erntebedingungen und ein speziell entwickeltes Verarbeitungssystem.

## Pepper Varieties

**G**reen, black and white pepper are various stages of ripe fruit from a tropical plant that can grow up to five meters in height. Every pepper variety has its own special spicy taste and individual characteristic flavour. The value-giving natural components of pepper are hotness and volatile essential pepper oil. The variety of application of this exotic spice delicacy is almost unlimited.

FUCHS offers pepper for every kind of food preparation. How it is offered: whole, and in various grind sizes from finely ground to coarse ground. FUCHS uses innovative spice technology to make encapsulated or germ count reduced products.

### Tailor-made problem solutions:

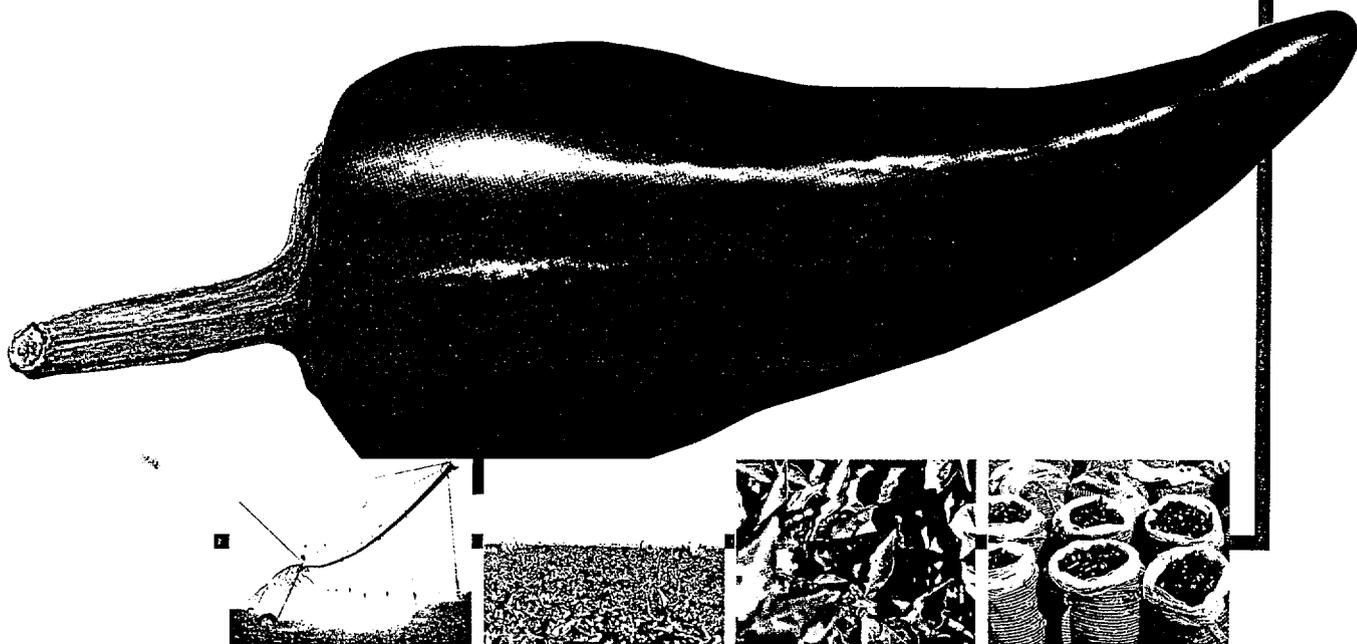
- standardised high flavour content
- increased product safety
- microbiological standards

During the first cleaning phase a preventive treatment of steam is used in order to guarantee product safety. Green pepper in brine is very widely used.

### FUCHS Green Amazon Pepper:

- the taste of success
- ideal crop conditions
- a specially developed processing system





## Paprika-Variationen

**G**ewürzpaprika, *Capsicum annum* L., wird nach dem Gehalt an qualitätsbestimmenden Inhaltsstoffen klassifiziert: natürliche Farbe (Capsanthin-Gehalt, ASTA-Wert), Geschmack und Aroma sowie Schärfe.

Das weitumfassende FUCHS-Paprika-Programm mit über 100 Artikeln wird jeder Produkthanforderung gerecht und umfasst alle Paprikatypen (Delikateß, Edelsüß, Rosen) – in unterschiedlichem Farbwert, Vermahlungsgrad, Aroma und Geschmack, granuliert, eingekapselt, keimreduziert und enzyminaktiviert, oder als Flakes etc.

Die Beeinflussung von Paprikaqualitäten ist in erster Linie eine Frage des Anbaus und Anbaugesbietes. Brasilien, dort wo die Paprikapflanze ihren Ursprung hat, bietet mit seiner warmen Klimazone ideale Voraussetzungen für den Anbau von Paprika. Die Anzahl von Sonnenscheintagen, die hohe Sonnenscheindauer pro Tag, und der gleichmäßige Temperaturverlauf schaffen einmalige Wachstumsbedingungen für einen international anerkannten Qualitätsbegriff:

### FUCHS Brasil Paprika.

Das spezielle Paprika-Know-How von FUCHS bietet Qualitätsgarantien, ob für Farbwert oder Aroma – in ständiger Lieferbereitschaft von frischer Ware.

## Paprika Varieties

**P**aprika, *Capsicum annum* L. is classified according to its content of value-giving natural components e.g. natural colour (Capsanthin content, ASTA-Value), taste, flavour and pungency.

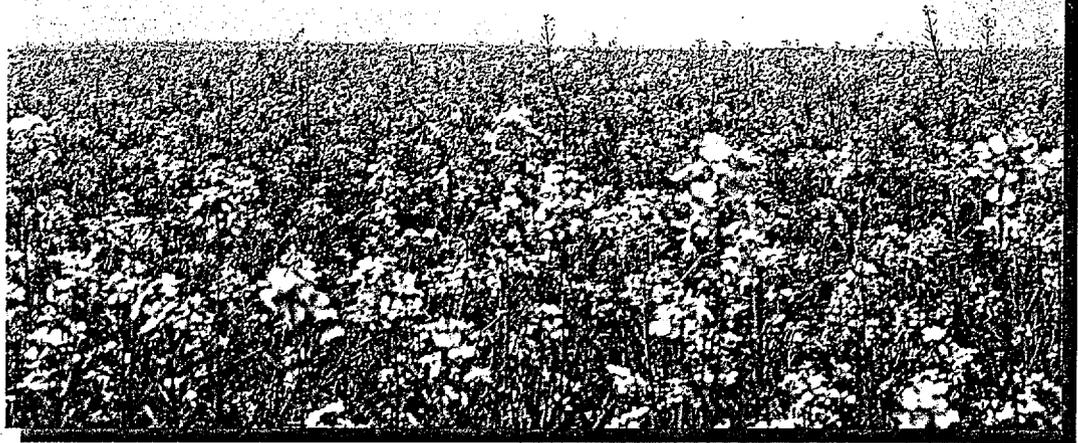
The extensive FUCHS Paprika product range with more than 100 articles design to meet your requirements includes all varieties of Paprika. Delicatessen, premium sweet and hot paprika are offered in various colour values, blending, flavour, taste, granulations, encapsulated, germ count reduced, with inactivated enzymes and as flakes.

Paprika quality is mainly affected by its cultivation and cultivating regions. Paprika has its origin in Brasil. Brasil has an ideal climate and growth conditions for the cultivation of paprika. The number of sunny days, the long duration of sunshine per day and the stable temperature create ideal growth conditions.

### FUCHS Brasil Paprika

=recognized brand quality worldwide. The special paprika know how guarantees a high standard of quality in colour and aroma and assures a constant availability of fresh products.





## Senf-Variationen

Senf (Senfkörner) war für Jahrhunderte das am häufigsten gebrauchte und angebaute Gewürz. Sein Einsatz in der heutigen Lebensmittelindustrie erfüllt zahlreiche Funktionen; Senf gibt Geschmack und Aroma, wirkt als Emulgator, hat farbgebende Eigenschaften, ist ein natürlicher Konservierungsstoff und beeinflusst Textur sowie Wasserbindung.

Die spezialisierte Senfsaat-Verarbeitung von FUCHS bietet verschiedene Senf-Typen (Gelb-Senf, Oriental-Senf, Braun-Senf) zur Erzielung der gewünschten Produkteigenschaften: Senfkörner ganz, gemahlen oder geschält, feinstvermahlen (Flour) sowie Blends (Mischung der verschiedenen Typen).

Durch Kombination der verschiedenen Senf-Typen und deren Keimreduktion werden besondere Eigenschaftsvorzüge erzielt und unzählige viele Anwendungsmöglichkeiten bei gleichzeitig höherer Produktsicherheit eröffnet:

### FUCHS MustTex MC

Beispiel: Anwendung von MustTex MC in Naßpanaden

- Ersatz für Eigelb
- Verbesserung der Gelbfärbung
- Verbesserung der Viskosität und Anhaftung
- Geschmacksverstärkung
- Vereinfachtes Zutatenverzeichnis

## Mustard Varieties

*Mustard (mustard seeds) has been the most used and cultivated spice for centuries. Mustard fulfils numerous functions in the food industry. It gives taste and flavour and acts as an emulsifier. Mustard has colourgiving characteristics. It is a natural preserving agent. Mustard is water-absorbent.*

*FUCHS offers various mustard varieties in order to achieve the desired product characteristics (yellow mustard, Oriental mustard, brown mustard). Whole mustard seeds, ground or peeled, finely ground (flour) and blends.*

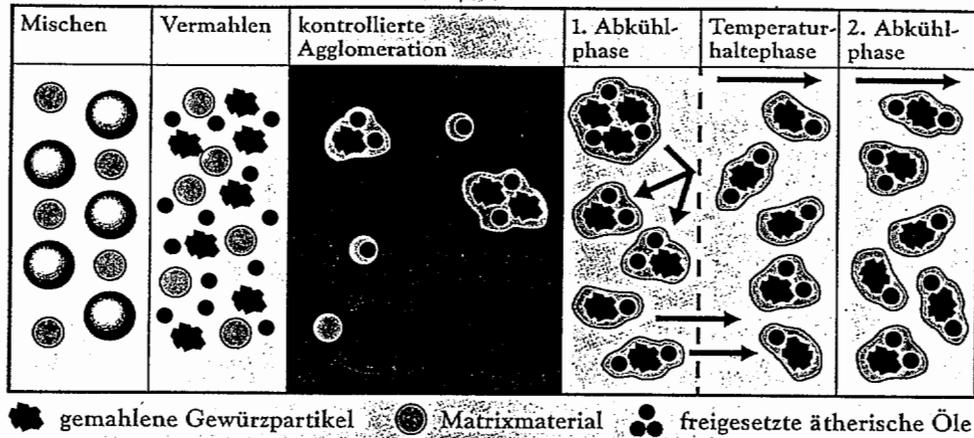
*Special characteristic advantages are achieved by combining germ count reduction with various mustard variations. Numerous applications are possible with high product safety.*

### FUCHS MustTex MC

Example: Application of MustTex MC in moist coatings (batter & breadings)

- Substitute for yolk
- Improvement of yellow colour
- Improvement of viscosity and binding
- Flavour enhancer
- Simple labeling and instructions





Plus

### Eingekapselte Gewürze

Die Mikroverkapselung von Gewürzen dient vor allem der Standardisierung und Stabilisierung von Gewürzen durch das Einkapseln von wertbestimmenden Gewürzinhaltsstoffen. Die stabilisierende Würzkraft bewirkt konstante charakteristische Geschmacks- und Aromaprofile.

Gleichzeitig wird eine Verminderung enzymatischer Aktivität und reduzierte Keimzahlen erreicht. Eingekapselte Gewürze werden bevorzugt überall dort eingesetzt, wo standardisierte Würzkraft und gleichzeitig verringerte Keimzahlen erwartet werden.

- standardisierte hohe Aromagehalte
- sehr gute Lagerstabilität
- konstantes Geschmacks- und Aromaprofil
- reduzierte Keimzahlen ohne Begasung und Bestrahlung
- verminderte enzymatische Aktivität

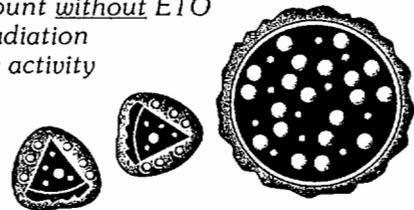
Eingekapselte Gewürze = Aromaschutz und Würzkraft

### Encapsulated Spices

The encapsulation of spices provides for the standardization and stabilization of spices by encapsulating the value-giving natural components. A stabilizing spiciness effect creates a constant taste and flavour profile.

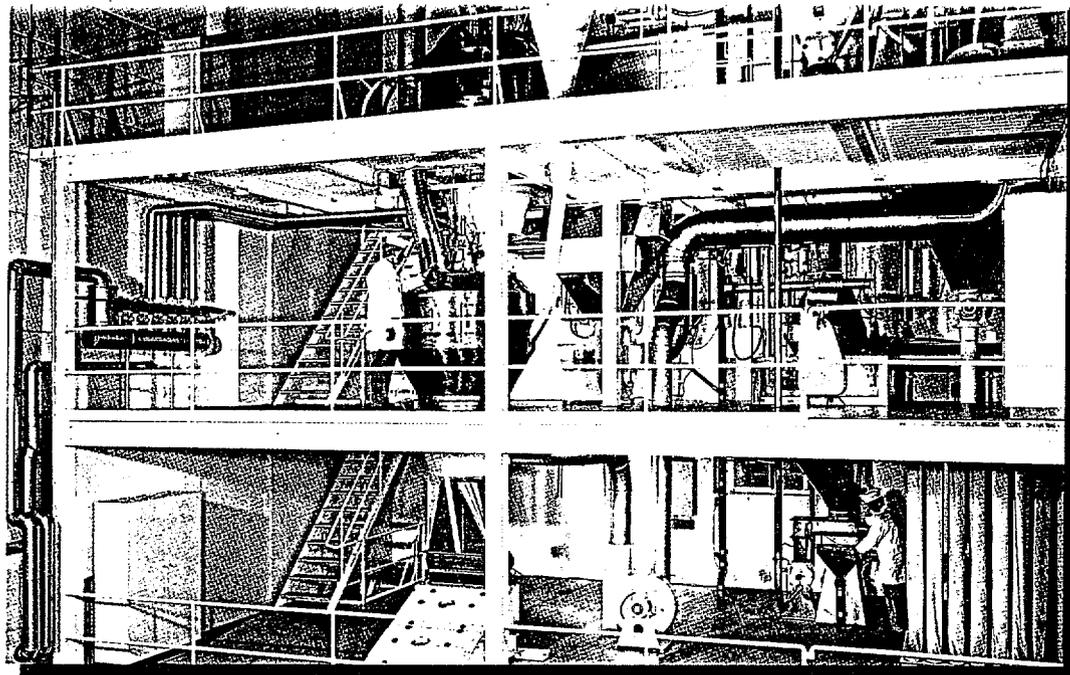
The reduction of germ count and the inactivation of enzymes is achieved at the same time. Encapsulated spices are used for standardization of spiciness and reduced germ count.

- Standardized high content flavour
- High storage stability by encapsulation of valuable spice ingredients
- Constant taste and flavour profile
- Reduced germ count without ETO treatment or irradiation
- Reduced enzyme activity



Encapsulated Spices = Protection of Flavour and Spiciness





*Micro  
Control*

## Keimreduzierte Gewürze

## Germ Count Reduced Spices

Die Verwendung von keimreduzierten Gewürzen ist für einige Anwendungsgebiete der Lebensmittelherstellung unerlässlich, um die erforderliche mikrobiologische Sicherheit zu gewährleisten.

The use of germ count reduced spices is absolutely necessary for certain product applications in food manufacturing. Microbiological security for the food industry.

Die Gewürze werden durch Erhitzen in einer feuchten Wasserdampf-Atmosphäre keimreduziert. Durch eine präzise Steuerung von Prozesstemperatur und Einwirkzeit wird die benötigte Keimreduktion erreicht, ohne daß damit unerwünschte Einflüsse auf die wertbestimmenden Inhaltsstoffe sowie Geschmack und Aussehen der Gewürze verbunden sind.

Germ count reduction is achieved through a computer-controlled process where the spices are thermally treated in a humid atmosphere. This is done without harming the value-giving attributes of flavour, taste and appearance.

Erreicht wird eine Reduktion der Gesamtkeimzahl bis zu 99,9 %. Besonders bewährt sich das Verfahren bei der Reduktion hitzeresistenter Sporenbildner (Bacillus, Clostridien). Hefen, Schimmelpilze, Listerien, Salmonellen und coliforme Mikroorganismen werden praktisch vollständig abgetötet. Die Nachfrage nach keimreduzierten Gewürzen ist enorm steigend - entsprechend wurde die Verarbeitungskapazität auf

A reduction of up to 99.9 % of the total plate count can be achieved. MicroControl treated products show an interesting reduction of heat resistant spore forming bacteria (Bacillus, Clostridium). Mould, yeast, listeria, salmonella and coliforms are completely neutralized. The demand for germ count reduced spices has steadily increased the last few years. That is why production capacity has been increased to

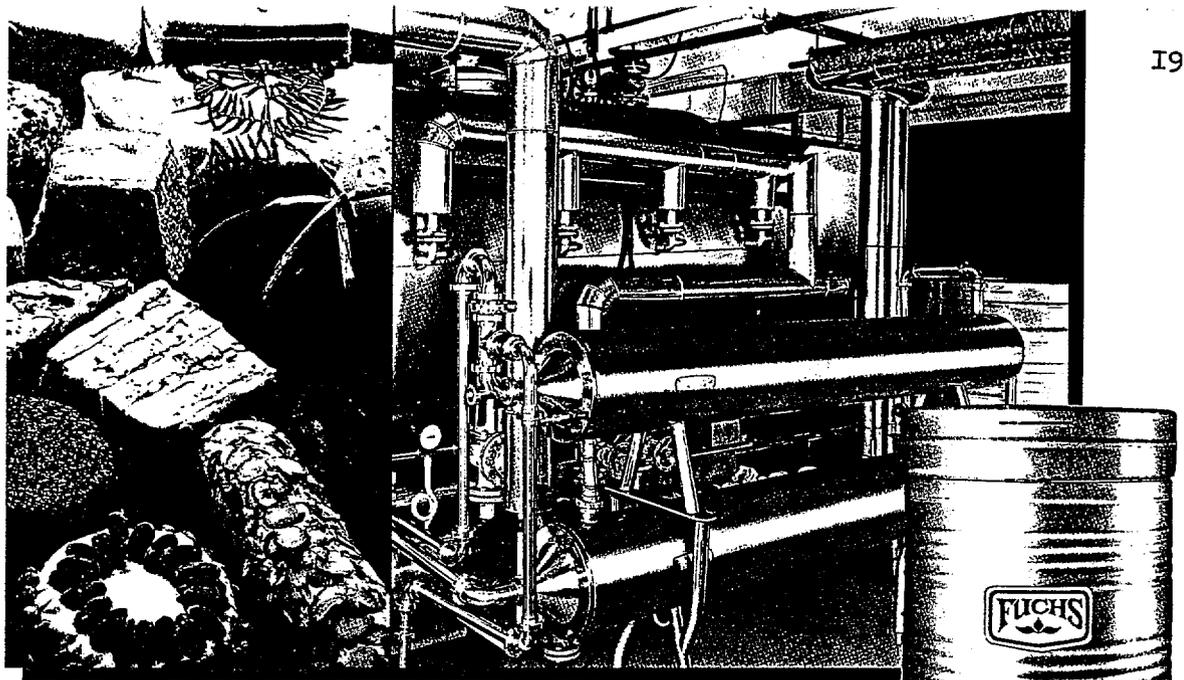
**2000 t**

pro Jahr ausgeweitet.

**2,000 tons**  
annually.



Das umfassende Sortiment • Extensive Range of Products



**FUCHS**

*Liquid  
Control*

## Pasteurisierte Kräuter- und Gewürz- zubereitungen

Die Entwicklung von

**FUCHS LiquidControl**

ist eine Antwort auf zahlreiche Probleme, besonders in der Molkereiwirtschaft.

Mit Hilfe der LiquidControl-Technologie werden pumpfähige, pasteurisierte Kräuter- und Gewürzzubereitungen hergestellt, die auch für eine vollständig automatisierte On-Line Dosierung konzipiert sind.

Die Anwendung dieses Verfahrens ermöglicht insbesondere Herstellern von Frischeprodukten den Einsatz von Kräuter- und Gewürzzubereitungen, die eine geringe Keimbelastung aufweisen. Dabei ist maximale Produktsicherheit gewährleistet, ohne Sterilisation oder Verwendung von Konservierungsstoffen.

## Pasteurized Herbs and Spice Preparation

The development of

**FUCHS LiquidControl**

is an answer to numerous problems especially in the dairy industry.

The LiquidControl-technology opens the possibility to produce pasteurized, pumpable herb- and spice seasonings. These products are defined for the on-line dosage process.

The application of this process plays an important role especially in the fresh food manufacturing industry, because the herb- and spice seasonings are germ count reduced. Applying germ count reduced herb- and spice seasonings guarantees the maximum of product safety without chemical additives or sterilization.

**FUCHS**

Das umfassende Sortiment • Extensive Range of Products



## Marinaden, Grill- und Fleischwürzungen, Panaden

Seit jeher gehört die besondere Sorgfalt unserer Gewürzspezialisten dem Geschmackserlebnis von Fleischspezialitäten.

Für die meisterhafte Würzung von Fleischwaren stehen fachgerechte Gewürzberatung, Konzept, Know How und eine unendliche Vielfalt von gelungenen FUCHS Gewürzreationen zur Verfügung.

Unzählige Grill-, Dekor- und Fleischwürzungen jeder Geschmacksrichtung, Marinaden und Würzöle sowie Panaden bieten für jeden Anwendungsbereich das richtige Produkt.

## Marinade, Barbecue and Meat Flavouring, Coatings

Our spice specialists have always catered to meat specialities. FUCHS spice specialists are always available to consult about the perfect flavouring of meat products.

Professional consultation, innovative concepts, know how and an unlimited variety of successful spice creations are offered by FUCHS spice specialists.

Perfect flavouring for barbecues, spice decorations and meat. Marinated, spice oils and coatings (batter & breadings) are available for every field of application.





## Würzspezialitäten regional – international

**G**eschmacksvielfalt ist heute gefragter denn je. Die Nachfrage nach Exotik ist ungebrochen - ein Ausdruck für die Beliebtheit von regionalen und internationalen Spezialitäten und deren charakteristischer Würzungen.

Mit all ihrer Erfahrung und Feinfühligkeit ergründen die FUCHS Gewürzspezialisten nahezu jedes Geheimnis aus nahen Regionen und fernen Ländern.

Mit dem sicheren Gespür für Trends werden Original-Würzrezepturen zu beliebten Geschmacksrichtungen modifiziert.

Die Exotik der Würzspezialitäten beginnt bereits beim Namen, z. B.:

**Dayong  
Garam Masala  
Sichuan-5-Gewürz  
Thüringer Rostbrätl Würzung  
Soljanka und, und, und...**

FUCHS Würzspezialitäten – stets aktuell, innovativ und kreativ.

## Spice Specialities regional – international

**T**aste variety is very much in demand. The demand for something exotic has never let up. This can be seen in the popularity of regional and international specialities and their traditional flavouring.

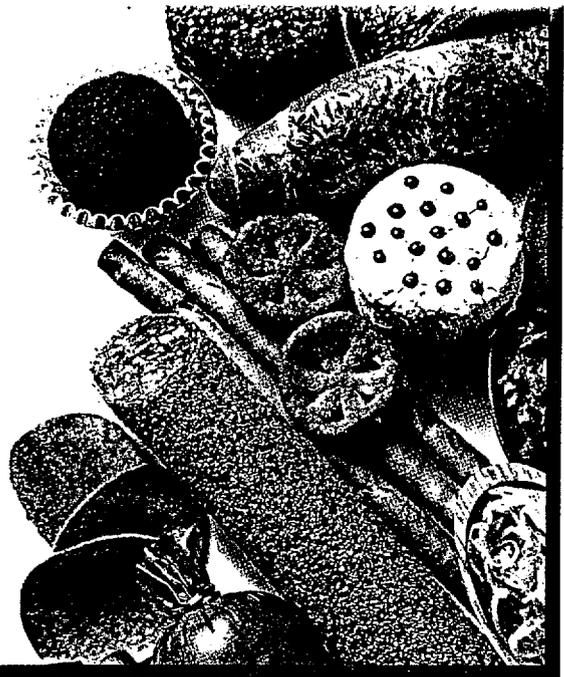
FUCHS spice specialists have utilized their years of experience to discover the secrets of near and distant countries.

Original spice recipes are modified to popular trends. FUCHS caters to all tastes.

The exotic spice specialities begin with their names, e.g.:

**Dayong  
Garam Masala  
Sichuan 5-Spice  
Thuringer Sausage Flavour  
Soljanka**

FUCHS Spice Specialities – up-to-date, innovative and creative.



## Gewürzcreationen für Lebensmittel aller Art

Der Nahrungsmittelmarkt ist ständig in Bewegung; die Ansprüche der Verbraucher steigen und sind zunehmend differenzierter.

Tagtäglich stehen unsere Gewürzspezialisten im Dienste der Nahrungsmittelindustrie, um den wachsenden Anforderungen und Problemstellungen zu entsprechen.

In Kooperation mit dem Kunden entwickeln Spezialisten aus den verschiedenen Anwendungsbereichen (Fleisch- und Wurstwaren, Feinkost, Snackfood, Molkerei etc.) individuelle Rezepturen und Problemlösungen für eigenständige, hochwertige Markenprodukte. Doch nicht nur Geschmack und Aroma, als primäre Eigenschaften, stehen im Vordergrund. Ebenso wichtig sind Aspekte wie Optik, Convenience, problemlose Verarbeitung und Lagerung bis hin zu Fragen der jeweiligen Verarbeitungstechnologie und der lebensmittelrechtlichen Behandlung.

Ob zur Herstellung von Snackprodukten, Brot- und Backwaren, Konserven, Feinkostwaren, Molkereiprodukten, Fischwaren oder für die Würzung von Fertig- bzw. Teilfertiggerichten - die Fülle der FUCHS Gewürzcreationen ist grenzenlos.

## Spice Creations for all Kinds of Food

The food industry is on the move. Consumers demand high standards.

Every day our spice specialists work together with the food manufacturing industry to meet their demands and find tailor-made problem solutions. Our spice specialists, in joint cooperation with our customers, develop individual recipes and problem solutions for high quality brand names.

Fields of operation are meat, sausage, delicatessen foods, snack foods and dairy products etc. The primary product characteristics taste and flavour are not the only important aspects to be considered.

Other important aspects are appearance, convenience, ease of processing, storage, individual customer technology and food law regulations. FUCHS has an unlimited spice creation program:

- for manufacturing of snack foods
- for bread and confectionary products
- delicatessen products
- dairy products
- fish products
- pre-prepared dishes
- ready-made dishes





## Convenienceprodukte für Großverbraucher

Der Rationalisierungszwang der Gemeinschaftsverpflegung und der Gastronomie führt zu einem weiteren Anstieg von Convenienceprodukten.

Bevorzugt werden „schnelle Helfer“, die als Basisprodukte eingesetzt werden und individuelle Abwandlungen ermöglichen.

Das FUCHS Convenience-Basisprogramm bietet intelligente Lösungen, insbesondere für GV-Profis, die Vielfalt, Abwechslung und einfache Handhabung fordern, ohne in ihrer Freiheit und Individualität bei der Speisenzubereitung eingeschränkt zu sein - natürlich in der vom Anwender und Handel geschätzten FUCHS Qualität.

Zur neuen Convenience-Produktgeneration gehören klare und gebundene Suppen, Saucen, Dressings, Dips u. ä. zum Kombinieren mit

„Tausend und  
FUCHS Geschmackvarianten.“

## Convenience Products

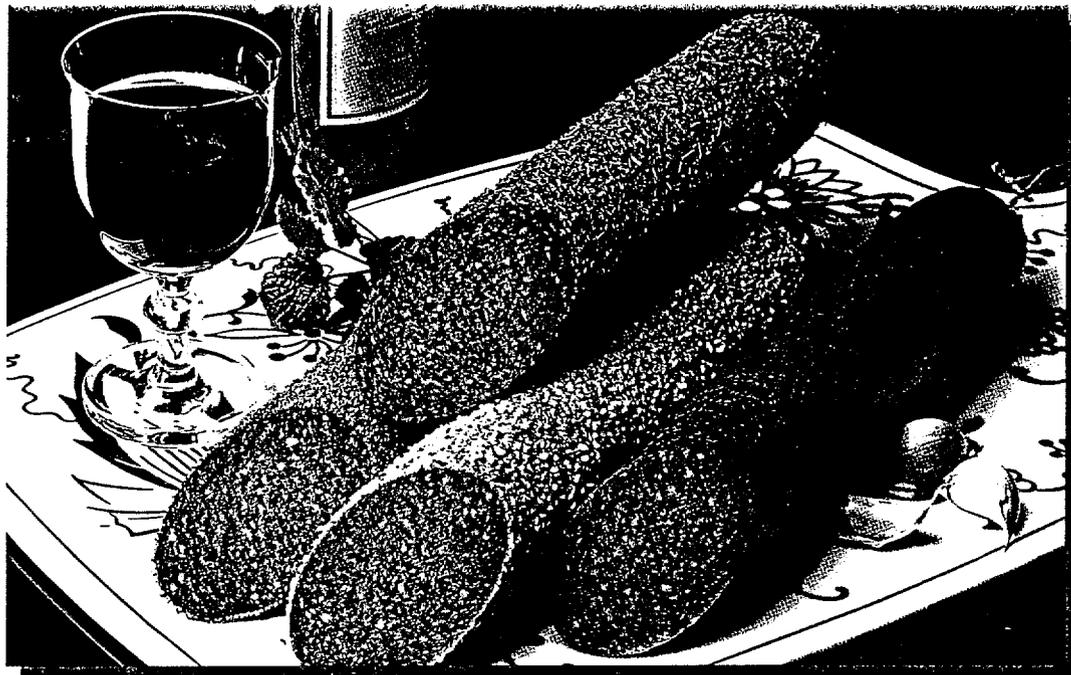
Streamlining in canteens and in the catering trade has led to a further increase of convenience products. Preference is given to basic products.

This makes possible individual variation. The FUCHS Convenience-Basic-Program offers smart solutions for canteen professionals. They demand variety, change and easy handling without restricting their freedom and individuality in meal preparation. FUCHS quality is recognized by consumers in all market fields.

The new convenience product generation consists of bouillon, soup thickeners, broth, sauces, dressings and dips to combine with

“Thousands of  
FUCHS taste varieties.”





## Gewürzcreationen für Wurstwaren

**W**urstspezialitäten aus deutschem Lande sind ein feststehender Qualitätsbegriff, der weit über die Landesgrenzen hinaus für Tradition, Rezeptkunst und Geschmack steht.

Das Erfolgsgeheimnis vieler erfolgreicher Fleisch- und Wurstwaren basiert auf der Verwendung raffinierter und unverwechselbarer FUCHS Gewürzcreationen. Die dazu nötigen Voraussetzungen schaffen langjährige Erfahrung, Spezialwissen und viel Kreativität der FUCHS Fleischexperten.

Stets „die bessere Lösung“ zu bieten: Das ist die tägliche Herausforderung der FUCHS Fleischexperten - egal ob es dabei um Geschmack, Rezepturoptimierung oder verarbeitungstechnologische Probleme geht.

Und nicht zuletzt: Neue Konzepte und Ideen erfordern die fortschreitende Entwicklung. Mit mehr als 500 Gewürzcreationen für

- Brüh- und Bratwurst, Würstchen
  - Koch- und Rohwurst, Rohwurstspezialitäten sowie für
  - Roh- und Kochpökelfleisch
- bieten sich für jeden Anwendungsbereich die gewünschten Geschmacksnuancen.

## Spice Creations for Sausage Products

**S**pice specialities from Germany have always been known for their quality. They are famous for their tradition, imaginative recipes and taste.

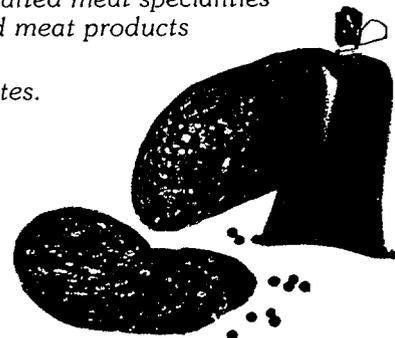
The secret of success for many meat and sausage products were based on the usage of FUCHS cunnings spice creations. FUCHS created the necessary requirements through many years of experience, extensive know how and much creativity. Tailor-made problem solutions.

This is the daily challenge of the FUCHS meat specialists. It does not matter if it concerns flavouring, recipe perfection or technical problems.

New concepts and ideas demand progressive development. We cater to all tastes with more than 500 spice creations

- cooked sausages, fried sausages, sausages
- boiled sausage, salted meat specialities
- salted and boiled meat products

We cater to all tastes.





## Geschmacksverstärker

... damit Gutes noch besser schmeckt.

Die Geschmacksqualität und damit die Wertschätzung unserer Lebensmittel ist zum entscheidenden Kaufkriterium geworden.

Ein eigenständiges, individuelles Geschmacksprofil resultiert aus dem harmonischen Zusammenspiel von Gewürzen, würzenden Zutaten und der geschmacklichen Verfeinerung mit Hilfe von Geschmacksverstärkern.

Funktion der Geschmacksverstärker:

- zur geschmacklichen Verfeinerung und Abrundung des allgemeinen Geschmacksvolumens
- Hervorhebung individueller Geschmacksnuancen
- beleben wirkungsvoll den Eigengeschmack der verwendeten Zutaten

Entsprechend unterschiedlicher Anforderungen bietet das praxisbewährte FUCHS-Sortiment Geschmacksverstärker ohne Glutamat, oder salzarm für diätetische Lebensmittel und, und, und...

## Flavour Enhancers

... for better food taste.

Product quality is the deciding factor when making a purchase.

An independent flavour profile results from the coordination of spices, flavouring ingredients and taste refinement.

Flavour enhancer functions:

- taste refinement and rounded-off flavour
- to cater to all tastes
- taste refreshment

Corresponding to the various demands FUCHS offers a complete range of flavour enhancers, for example without glutamine or low in salt for dietary foods etc.



## Hilfs- und Grundstoffe

Die sichere Herstellung von Lebensmitteln erfordert neben höchstem technologischem Know How ein System zuverlässiger Hilfs- und Zusatzstoffkomponenten sowie Grundstoffen.

Seit vielen Jahren vertrauen Verwender der fleischwirtschaftlichen Kompetenz und der spezifischen Wirkungsweise von FUCHS technologischen Hilfsstoffen für Wurstwaren.

Das praxiserprobte Programm umfaßt essbare Überzugsmassen, Gelatinen, Frischhaltungsmittel, Kutterhilfsmittel und Umrötungsstabilisatoren ebenso wie Spritzmittel, Bindungsstabilisatoren, Reifemittel und Emulgatoren.

Neben spezifischen Hilfsstoffkomponenten zur Wurstwarenherstellung umfaßt das FUCHS Hilfs- und Grundstoffprogramm Ergänzungsprodukte für Lebensmittel aller Art.

## Auxiliary Materials and Raw Materials

Safe manufacturing of food requires in addition to modern technology, a supply of reliable auxiliary materials, additive components as well as raw materials.

Customers have placed their confidence in FUCHS auxiliary materials for meat and sausage products. Trust our meat competence.

This proven program includes eatable frostings, gelatins, preservatives, binders, reddening stabilizers, injection agents, binding stabilizers, mellowing agents and emulsifiers.

Besides special auxiliary material components for sausage manufacturing, the FUCHS auxiliary material and raw material program also includes supplemental food products of all varieties.





## Aromen und Extrakte

Aus bestimmten Einsatzbereichen der Lebensmittelverarbeitung resultieren Produktanforderungen, die erst durch den Einsatz von Gewürzaromen und Extrakten erfüllt werden können.

Aspikwaren, z. B. sind klare Lebensmittel, in denen Gewürzpartikel die Optik beeinträchtigen würden. Auch wenn allerhöchste mikrobiologische Reinheit gefordert ist, kann die Verwendung von Aromen und Extrakten sinnvoll sein.

Zu berücksichtigen ist jedoch das von originären Gewürzen abweichende Aromaprofil bei der Verwendung von Aromen und Extrakten. Deshalb werden keimreduzierte Gewürze bevorzugt, sofern deren bakteriologischer Status ausreicht.

Das FUCHS Aroma- und Extraktprogramm umfaßt eine Vielzahl von Aromen und Extrakten auf verschiedenen Trägerstoffen (Salz, Dextrose, Maltodextrin, Gemisch verschiedener Trägersubstanzen, Emulsionen etc.) mit ihren jeweiligen Eigenschaften.

Aromen und Extrakte auf Salz oder Dextrose z. B. sind klarlöslich, leicht dispergierbar mit optimalen Verarbeitungseigenschaften in höchster mikrobiologischer Reinheit.

## Flavours and Extracts

Individualized requirements of the food processing industry can be fulfilled by using flavours and extracts.

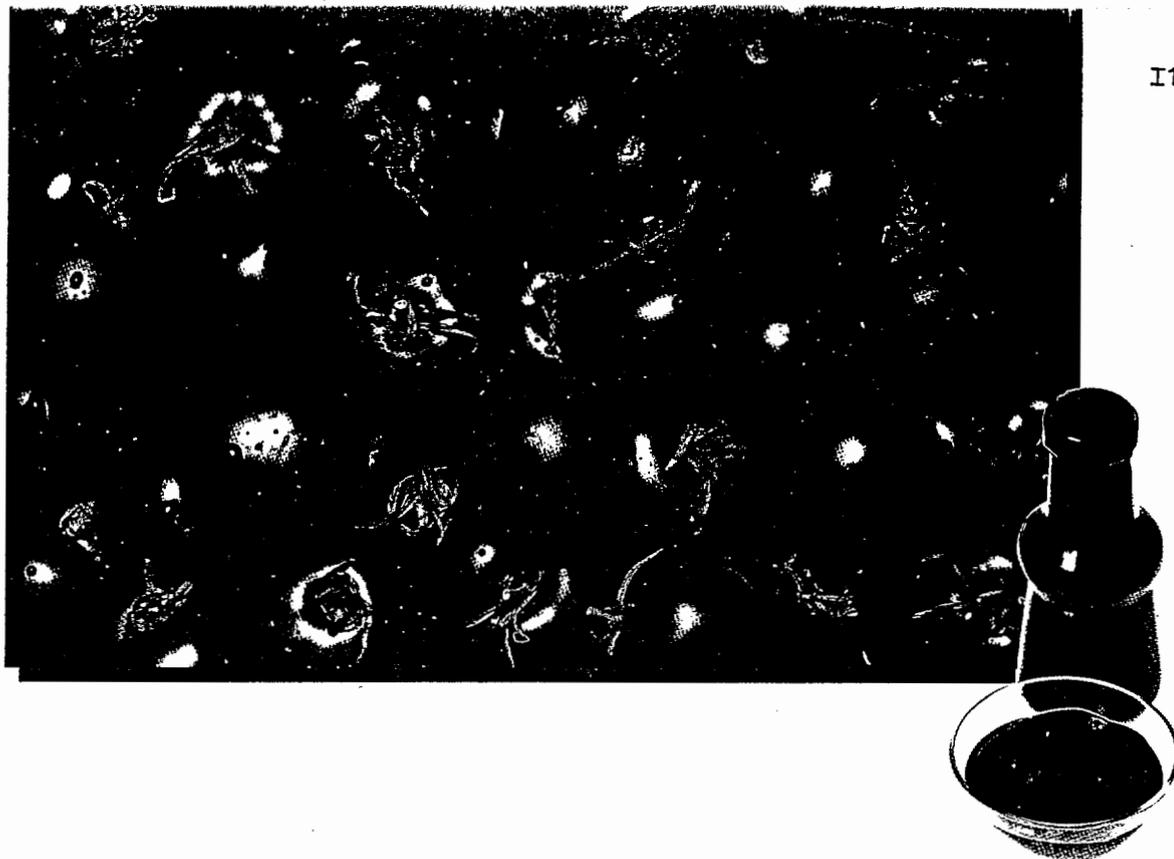
*The appearance of aspic products can be affected by spice particles. Usage of flavours and extracts are practical. You get top quality with extraordinary purity.*

*The varying flavour profile from original spices must be taken into consideration when using flavours and extracts. That is the reason why germ count reduced spices are preferred today.*

*The FUCHS flavour and extract program consists of an extensive range of flavours and extracts from various carriers (salt, dextrose, maltodextrin, mixtures of various carriers, emulsions) and their corresponding characteristics.*

*Flavours and extracts mixed with salt or dextrose are readily soluble, easily dispersed and have excellent processing characteristics with a high degree of microbiological purity.*





**Würzmittel, Ketchup,  
Saucen, Feinkostsaucen  
- flüssig und pastös -**

**E**rst 1955 wurde Gewürzketchup in Deutschland eingeführt. Seitdem erfreut sich der Gewürzketchup wie kaum ein weiteres Lebensmittel amerikanischen Ursprungs, immer größerer Beliebtheit.

Ein vielseitiges Geschmackserlebnis ohne großen Aufwand ist ohne Ketchup, Feinkost- und Würzsaucen in der modernen Ernährung undenkbar. Ausgewählte, hochwertige Zutaten und die Rezeptkunst von erfahrenen Gewürzspezialisten sind die Garantie für die hohe Produktqualität der universellen „Geschmackswunder“ von FUCHS.

Für jeden Anwender findet sich die richtige Geschmacksrichtung in der gewünschten Konsistenz (flüssig oder pastös), ob scharf, süß und fruchtig, pikant-würzig, mildaromatisch oder süß-sauer - zum direkten Verzehr oder Würzen.

Beliebte Würzmittel z. B. sind: Sojasauce „Hongkong“, Worcestersauce, Delikateß-Suppenwürze, Brasilianische Pfeffersauce, Mango-Chutney, Paprika-Relish - eine Welt voller Innovationen.

**Flavouring Agents,  
Ketchup, Sauces  
Delicatessen Sauces  
- liquid and paste -**

**K**etchup was introduced to Germany in 1955. Spice ketchup has become a very popular American product. Today's modern nutrition is unthinkable without ketchup, delicatessen and spice sauces.

Carefully selected ingredients and imaginative recipes from experienced spice specialists guarantee high product quality. Try the "taste miracle".

We cater to all tastes. Available in all forms. Liquid or paste, hot, sweet, fruity, spicy, mild flavouring or sour-sweet.

Popular flavouring products are Soya Sauce "Hong Kong", Worcester Sauce, Delicatessen Soup Flavouring, Brazilian Pepper Sauce, Mango Chutney and Paprika Relish - a world full of innovations.

