

# Roland Foods

## MAY, 2014

# Market Report

### IN THIS ISSUE...

- THE GLOBAL IMPORT BRIEF
- TREND REPORT: ASIAN HOT SAUCES
- ROLAND FOODS CHEF RECIPE: SPICY MANGO SAUCE

GLOBAL EXPERTS IN SPECIALTY FOODS®

**SHOW TIME IN CHI-TOWN** ROLAND FOODS POP-UP RESTAURANT AT THE 2014 NRA SHOW IN CHICAGO, MAY 17-20. CONTACT YOUR SALES SPECIALIST TO RESERVE A TABLE. BOOTH #3460

## THE GLOBAL IMPORT BRIEF: WORLD FOOD SUPPLY



California is facing a severe water shortage resulting in reduced water allocations to farmers. The reduction in water will result in less **SUSHI RICE** acreage to be allocated this year. Prices will increase as current inventories are depleted and the markets react to the expected production shortfall.

Due to low rainfall in Costa Rica, availability of **HEARTS OF PALM** has shortened in the past weeks and created delays in shipments.

While prices for **RED and BLACK QUINOA** keep increasing, there have also been sudden increases in prices of **AMARANTH and KANIWA**. For these grains, suppliers are talking about of an overall increase of 40-45%.

Pricing remains very firm for Italian **ARBORIO RICE** due to less acreage planted and poor harvest last year. Demand has decreased slightly due to current higher pricing, but worldwide inventory will be tight until the next crop, at the end of September, 2014.

As expected, the **ARTICHOKE** season in Spain finished about four weeks earlier than usual. Total offer of product is less and prices have increased in Spain and Peru. Spanish packers might have difficulty delivering total contracted quantities to U.S. customers. At the same time, packers from Peru are rushing customers to close their contracts as soon as possible due to high demand. The offer from Chile is still uncertain.

After some months of tight inventory levels we are pleased to announce that we now have **OVEN ROASTED TOMATOES** in stock for our customers. Thank you for your patience.

Prices of **BASMATI RICE** in India continue to increase, especially on the traditional variety. Only the traditional variety has been passing FDA pesticide inspection. The traditional variety is now very short in availability.

## TREND REPORT:

### ASIAN HOT SAUCES

Hot and spicy continues to be the top trend in 2014 as diners look for more flavor and variety. Looking to spice up your menu? Want to turn the heat way up? Go beyond the usual buffalo sauce and take your pick of Roland Foods' popular Asian hot sauces.

**SRIRACHA** is named after the city of Si Racha in Eastern Thailand where it is believed to have originated. Sriracha is commonly used in Asian cuisine as a condiment for soups, noodle dishes, spring rolls and Phô, but has become increasingly popular in the American home kitchen as a condiment for burgers, wings, or any dish needing an extra kick of heat. Sriracha's wide appeal and versatility offers an easy way to make any dish a spicy, on-trend menu item.



### SRIRACHA CHEESE FRIES



**SAMBAL OELEK** is made from fiery, sun-ripened chilies without the addition of other flavors for a pure chili sauce experience. While there are many forms of Sambal, Sambal Oelek is the standard, ground chili base used in so many traditional Indonesian dishes. Because of its pure chili flavor, Sambal Oelek is excellent in dishes where other flavors need to be highlighted. This is a hot sauce lover's hot sauce because it is spicier than Sriracha. Used as an addition to a sauce or a condiment, its visible chili flakes and seeds deliver that mouthwatering burn that diners crave.



**THAI SWEET CHILI SAUCE** is a much milder hot sauce with a sweet tangy finish. Because of its mild heat, Thai Sweet Chili sauce is well received by diners with a more sensitive palate. Sweet chili sauce works well as a condiment for chicken wings, fried dumplings, cold noodle salads, as a vegetable dip and in many other dishes. This sauce has a broad appeal and is easily introduced in many different menu styles.



## SPICY MANGO SAMBAL SAUCE

This sauce is great alongside grilled fish or added to chicken sandwiches. It is also a great accompaniment to different types of fried seafood. Try it as a dipping sauce for fried coconut shrimp!

### INGREDIENTS

- 1 quart Roland® Major Grey's Mango Chutney
- ½ cup Roland® Sambal Oelek
- 1 gal. high-quality mayonnaise

**PROCEDURE** Whisk all ingredients together thoroughly and refrigerate.





New Roland® Fregola featured in a chilled Greek salad of feta, chick-peas and parsley with a lemon tarragon dressing.

## FREGOLA

Just in time for summer salads, Roland Foods is pleased to present Fregola! Similar to Israeli Couscous, Fregola are tiny bits of toasted pasta typically found in the region of Sardinia. It gets its name from the "friction" that occurs while it's made, imparting a nutty flavor that is further enhanced by being lightly toasted in the oven.

Although it looks like Israeli Couscous and is made from the same semolina wheat, its toasted, nutty flavor gives it a much more complex, earthy taste. This allows it to stand up to stronger flavors in more elaborate dishes and can help to round out a dish when it seems flavor is lacking. It may be flavorful but make no mistake, this is a versatile starch that can play many roles. From salads to soups, it can also be a supportive side dish and even anchor the center of the plate.

Item #72740 - 12/17.6 oz. Bags

## NEW ITEMS TRENDING NOW

HOT WEATHER, COOL DISHES

Semi-Dried Tomatoes are Italian tomatoes that have been picked at peak ripeness and slowly dried in an oven for the perfect amount of time to achieve the fresh texture and intensely bright flavor of an August tomato. Roland® Semi-Dried Tomatoes are arguably the most fresh-tasting, shelf-stable product on the market.

Only the finest Italian tomatoes are selected using the highest standards for ripeness, size and color. Once halved, these prized tomatoes begin a slow method of drying which concentrates their umami flavor. Since they are only partially dried, Roland® Semi-Dried Tomatoes retain the tender and juicy texture of a perfectly ripe, fresh tomato with brilliant color.

Unlike fresh tomatoes that sometimes under-deliver on flavor, Roland® Semi-Dried Tomatoes are guaranteed to have the bright, tangy and slightly sweet flavor we expect from summer tomatoes.

Item #45970 - 12/27 oz. Tins • Item #45972 - 6/86.8 oz. Tins

## SEMI-DRIED TOMATOES



New Roland® Semi-Dried Tomatoes alongside Burrata, drizzled with Roland® Balsamic Vinegar of Modena, garnished with fresh basil.

**FOR MORE INFO CONTACT ME,  
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