



# AT YOUR SERVICE

**SKIDMORE Sales & Dist. Company**



Spring Edition 2000

## HELLO AGAIN

*This newsletter is designed to keep you informed of new developments that are occurring in the area of food ingredients. We hope you will find some of the items of interest. We encourage you to request additional information or samples by calling your sales representative, our office at 800-468-7543 or fax 513-759-4270.*

## IN SEARCH OF PERFECTION

At Skidmore Sales, we believe our future depends on our ability to keep our customers completely satisfied. To us that means each experience must be done to perfection. We need your help to achieve this objective. Only you know if you were completely satisfied! We can, and do, track all the conventional service measurements of order fill rates, delivery times, carrier performance, credit memo's, and telephone service, but all of them combined, does not necessarily equate to perfect service. We want you to know that feedback is not only viewed as positive input to use, we view it as critical to our success. To us, a "complaint" is a "gift." We promise to treat these gifts as opportunities to show you what we really can do for our customers.

These are our principles:

- All customers who complain are friends
- We thank all customers for complaints
- Every complaint is justified and a gift
- A customer will never need to talk to more than one person about a complaint
- We learn from and correct mistakes.

Enclosed with this mailing you will find a card to keep handy as a reminder of our request for "A Gift". Please call us. We promise it will be a pleasant experience for you and help us to serve you better.

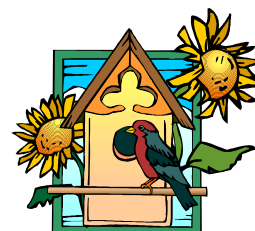
## CONCENTRATE ON SOY PROGRAM

As we mentioned in our Fall Newsletter, the U.S.D.A. proposed rule change on soy protein and the school lunch program has been approved. The new regulation will go into effect, April 10, 2000. The new rule will permit soy products to be used not only as an additive without limitations, but also on their own.

**Central Soya** has developed the "Concentrate on Soy Program" in anticipation of this ruling. Their program will focus on food manufacturers and their use of soy protein concentrate, and on the school food service directors and their demand for soy-enhanced products. **Central Soya** has a broad line of soy based products for use in the school lunch program. We will keep you posted as more information on the "Concentrate on Soy Program" develops. If you have any questions or would like additional information prior to the next announcement, please contact your sales representative or give us a call at 800-468-7543.

## ANNOUNCEMENT

We are happy to announce effective March 21, 2000 Skidmore Sales will be representing Kalsec, Inc. and their broad range of natural extracts in Western New York. As you may know, Kalsec's product line includes Oleoresins, Essential Oils, Aquaresins, Aquaresin Spice Blends, Vegetone Natural Colorants, Specialty Chili Extracts as well as their Natural Antioxidant "Herbalox". This additional vendor compliments our line of products for the Western New York area. We look forward to contacting you on behalf of Kalsec. Please give us a call for samples, literature or any information that you may require.



### Special points of interest:

- *New Deoiled Lecithin—Centrollo 8215*
- *Manildra is completing their modified wheat starch plant*
- *Basic Food Flavors announces their expansion into a new production facility*
- *New line of Dry Chicken Broths*
- *Purac's Purasal P HiPure*
- *New Product Trends*



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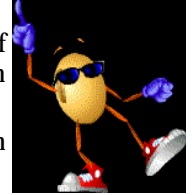
## ***NEW DEOILED LECITHIN PROVES SUPERIOR***

For over 60 years **Central Soya** has been paving the way for quality and reliability with innovative lecithin products. Last year they successfully introduced **Centroflo™ 8215** as the latest addition to their complete line of soy lecithin products.

Applications for this ingredient include breads, cookies, muffins, low-fat products, soups, sauces and gravies. One of the primary benefits of **Centroflo** is that it slows the staling of baked goods by complexing with the amylose portion of wheat flour, thereby extending shelf life and providing softer baked foods.

As a free flowing powder, **Centroflo** provides manufacturers with a product which is easy to weigh, handle and clean up. In addition, it does not require the use of special equipment such as pumps and metering equipment.

Recently, a major bakery in the Northeast put **Centroflo** to the test. Consumer perceptions were a major factor for this company while evaluating the inclusion of **Centroflo** in their formulation and they did not receive any negative feedback. Additionally, a freeze/thaw stability test proved that the product containing **Centroflo** had superior softness. The client is now a customer and is moving ahead to incorporate **Centroflo** into other products. For samples or additional information on **Centroflo**, please call us at 800-468-7543.



## ***FRENCH'S INGREDIENTS***

**French's Ingredients** suggests using **French's Worcestershire Sauce** as a base for sauces, marinades, entrees, salad dressings, ethnic dishes or as a condiment. It helps to create richer sauces and more savory gravies. Soups, stews, meatloaves and Caesar salad dressings get extra flavor from the robust taste of **Worcestershire**. Available in a light or regular concentrate form it can be used in a variety of food products due to the high flavor retention during cooking, heat processing, freezing and storage.

Their line of other sauces include: Cattleman's Original, Classic, Hot and Spicy, Smoky and Sweet & Bold Barbecue Sauces, Red Hot Sauce, Hotter Red Hot, Buffalo Sandwich Sauce, Dijon Mustard, Prepared Mustard and Rochester Sauce. Call us for additional information on any of these products or to order samples.

*Use French's  
Worcestershire  
Sauce to create  
richer sauces and  
more savory  
gravies*

## ***MANILDRA—INTRODUCES NEW PRODUCT***

**Manildra Group USA** is broadening its horizons beyond the traditional markets of native **wheat starch** and **vital wheat gluten**. They are in the final stages of completing a modified wheat starch plant in Hamburg, Iowa which will have the capability of manufacturing pregelatinized wheat starches, as well as oxidized, crosslinked and acid modified wheat starches. Production of pregels is currently on stream and modifieds should be available within the month. Manildras' parent company "The Manildra Group," located in Sydney, Australia, is also in the process of finishing work on a modified tapioca plant in Thailand. Native tapioca is available currently and modified tapiocas are approximately six months away.

**Manildra** has also just completed the construction of its' new wheat protein isolate facility to serve the functional food protein industry. Target applications such as dairy analogs, including coffee whiteners, whipped toppings, cheese products and milk replacers, are served by Manildra's "IWP" line of products. The meat industry is served by the "Gemtec" line of proteins in applications requiring gelation, emulsification or injection. If you would like to request samples or more information, please call us at 800-468-7543.

## ***EXPANSION ANNOUNCEMENT***

**Basic Food Flavors** is proud to announce the expansion of their North Las Vegas, Nevada production facility. This expansion should be complete by early May. Not only will they be increasing their capacity on traditional vacuum dried hydrolyzed vegetable proteins, but they will also offer spray-dried HVP's as well. Whether it is hydrolyzed soy protein, hydrolyzed wheat protein, hydrolyzed corn protein or any blend of the three, Basic Food Flavors has just the product you need. They have the highest quality, they are competitively priced and have Kosher flexibility.

**Basic Food Flavors** now offers you one stop shopping for your **Hydrolyzed Vegetable Proteins**, powdered, granular and a full line of liquid products as well. If it is chicken, beef or pork, **Basic Food Flavors** has the variety of flavor profile that you need. Put Skidmore Sales and Basic Food Flavors to the test and give us a call. We will provide you with the information and samples you need tailored for your unique application. For samples, please call 800-468-7543.



## ***DRY CHICKEN BROTH TECHNOLOGY***

**International Dehydrated Foods** has been pioneering R&D efforts in basic poultry ingredients for years. Now they have developed a new line of dry chicken broths—agglomerated and free-flowing powders that bring a host of advantages you won't find in any other powdered broth.

Their new dry broth technology features these user-friendly characteristics:

- Agglomerated and free-flowing eliminates costly mixing problems.
- Freely disperses in ambient water with no clumping.
- Better flavor profile by boosting savory taste and umami notes.
- Excellent at reducing costs when compared to liquid broth.
- Choose from a range of flavor characteristics from light chicken taste to intense savory notes.
- Excellent in a wide variety of applications.



Whether you convert from the traditional dry or frozen concentrate, **IDF's** new line of **powdered chicken broths** can provide you with significant taste and manufacturing benefits. Get the **IDF** advantage today by calling us at 800-468-7543 for samples and more information.

## ***A.E. STALEY MFG. COMPANY***

As you know, **A.E. Staley Mfg. Company** is one of the largest corn refiners in the United States. They have a very broad range of food starches made from waxy and dent corn as well as tapioca and potato. Those starches include native starches, confectioner starches, high performance cook-up starches, cold water swelling starches, traditional pre-gel products, lipophilic starches as well as fat replacers. Their other corn based products are polydextrose, maltodextrins, corn syrup solids and fructose. **A.E. Staley** has just published their new Staley Food Ingredient Brochure which includes their Applications/Product Cross Reference Guide.

Whether it is for bakery, snack, beverage, confection, dairy, meat and savory or any prepared food application **A.E. Staley** probably has the product for you. If you would like to receive their new Brochure and Cross Reference Guide or samples, please feel free to give us a call.

## ***PURAC AMERICA***

Effective March 20, 2000, the FSIS will permit the use of sodium lactate and potassium lactate as a means of inhibiting the growth of *Listeria monocytogenes* in fully cooked meat and poultry products at a level of up to 4.8% of the total formulation.

**Purac's potassium lactate** has been tested in challenge studies by leading meat companies. The results were a full inhibition of *Listeria* and no flavor impact on the end product with **Purasal P HiPure**. This resulted in a broad range implementation of their Purasal in meat products.

Natural sodium lactate is a natural ingredient, common to meat tissue, which controls pathogenic organisms (e.g. *Listeria monocytogenes*), extends the shelf-life and enhances the flavor, without effecting significantly either product property. **Purac's** latest development, **Purasal P HiPure**, is a potassium lactate which gives the same improvements as **Purasal S** and has a very bland taste.

At use levels between 2.5% and 3.3% of the liquid lactate, customers find shelf-life improvements of 30% to 110% for cooked items, compared to non-lactate treated product. If you would like specific literature or further assistance, call us at 800-468-7543.

## ***NEW PRODUCT TRENDS***

**Consumers during 2000 and beyond will be looking at some trends as well as new products such as the following:**

- \* Food Products Making Medical Claims Online Shopping will Increase Dramatically in 2000
- \* Nutraceuticals and Functional Foods Food as Gifts will Increase
- \* More Organic Products Sweet Potatoes will be on their way back
- \* GMO Free Products Cooking at Home May Return
- \* Specialty Natural Food Stores and Gourmet Stores Increase in Soy Based Product
- \* The most popular flavor may be Orange

These are just a few of the popular predications for 2000 and beyond.



**SKIDMORE Sales & Dist. Company**

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**PLEASE SEND INFORMATION ON: FAX THIS FORM TO 513-759-4270**

Anchovies – Paste, Fillets \_\_\_\_\_ Lactic Acid \_\_\_\_\_  
Anticaking Free Flow Agents \_\_\_\_\_ Lecithin—Powder & Liquid \_\_\_\_\_  
Antioxidants, Natural \_\_\_\_\_ Maltodextrins \_\_\_\_\_  
Autolyzed Yeast Extracts \_\_\_\_\_ MSG—Nucleotides \_\_\_\_\_  
BBQ Sauces—Hot Sauce \_\_\_\_\_ Mustards—Dry & Prepared \_\_\_\_\_  
Buckwheat Flour \_\_\_\_\_ Natural Brewed Soy Sauce \_\_\_\_\_  
Colors—FD&C, Natural \_\_\_\_\_ Oats—Rolled, Bran, Groats \_\_\_\_\_  
Chili Peppers & Powder \_\_\_\_\_ Oleoresins, Aquaresins \_\_\_\_\_  
Corn Syrup Solids \_\_\_\_\_ Phosphates \_\_\_\_\_  
Dehydrated Apples \_\_\_\_\_ Polydextrose—Dextrose \_\_\_\_\_  
Dehydrated Onion & Garlic \_\_\_\_\_ Shortening & Oils \_\_\_\_\_  
Dehydrated Potatoes \_\_\_\_\_ Sodium & Calcium Caseinate \_\_\_\_\_  
Dehydrated Vegetables \_\_\_\_\_ Sodium & Calcium Lactate \_\_\_\_\_  
Fat Replacers \_\_\_\_\_ Soy Proteins \_\_\_\_\_  
Food Chemicals \_\_\_\_\_ Spices—Whole & Ground \_\_\_\_\_  
FreshTaste Fruit Powder \_\_\_\_\_ Starches—Cook-Up, Instant \_\_\_\_\_  
Freeze Dried Items \_\_\_\_\_ Starches—Modified Starches \_\_\_\_\_  
Fruit Juice Concentrates \_\_\_\_\_ Tomato Paste, Diced Tomatoes \_\_\_\_\_  
Gums and Carrageenan \_\_\_\_\_ Vegetable Juice Concentrates \_\_\_\_\_  
Honey and Molasses \_\_\_\_\_ Worcestershire Sauce—Wet & Dry \_\_\_\_\_  
HVP's \_\_\_\_\_ Whey & Non-Fat Dry Milk \_\_\_\_\_

Send information on items not listed above: \_\_\_\_\_ Phone: \_\_\_\_\_

Contact: \_\_\_\_\_ Fax: \_\_\_\_\_

Company: \_\_\_\_\_