

Summer Barbeques Sizzle with Hela

December 2016



Summer BBQs

As the temperatures get colder, we are already thinking about heating things up with a complete range of delicious and appealing summer BBQ product ideas.

At Hela, we think that BBQs can be expanded to well beyond the traditional sizzling burgers and sausages. We have put our creative side to work and have developed a wide range of BBQ worthy concepts that should entice consumers of all types.

- Innovative hot dog, sausage and burger ideas
- Healthier choice meat products with ancient grains and pulses
- New whole muscle beef, pork, chicken, turkey and seafood BBQ offerings
- New BBQ-ready cheese products that add zest and flexibility to any meal
- Tasty salad dressings and sauces
- Delicious and eye catching rolls, buns and flatbreads

This newsletter only contains a fraction of the ideas and concepts that Hela has worked on to be ready for the 2017 BBQ season.



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Hot Dogs and Burgers

These are the basic staples of any summer meal and BBQ. At Hela, we have taken a fresh look at these products and have created mouth watering new concepts.

New Hot Dog Concepts

- Summer Pale Ale with Cheddar
- Prime Rib Beef Flavour with Red Wine
- Bloody Mary Style with Bacon
- Campfire Grill and Smoked Pepper Jack Cheese
- Korean BBQ
- Rosemary and Cranberry Chicken Hot Dog

Flavourful and Exciting Burgers

- Carne Molida Style Beef Burger
- Mezcal, Avocado and Meyer Lemon Chicken Burger
- Peanut Curry Filipino Style Chicken Burger
- Craft Beer and Smoked Jalapeño Havarti Beef Burger
- Fine Herb & Black Garlic Beef Burger
- Spicy Saskatoon Berry Turkey Burger

and many more...



Whole Muscle & Seafood BBQ Offerings

We have utilized our creative capabilities to re-energize and add value to whole muscle cuts that will please everyone. Using trends and ideas that target today's food buyer, rubs, glazes and marinades are sure excite your taste buds.

Glazes & Marinades

- Honey Lime Pork Ribs with Fine Herbs
- Toasted Hazelnut Orange Flavoured Chicken Wings with Sumac
- Elderflower Yuzu Flavoured Pork Chops with Black Pepper
- Piquant Chili & Kaffir Lime
- Spicy Thai Ginger

Seasonings & Rubs

- Smoky Applewood Fish Fillets
- Zesty Lime with Toasted Coconut and Dill Shrimp
- Sweet Maple with Hot Chili
- Thai Lime with Refreshing Lemongrass Chicken Breast
- Mexican Chorizo & Tasty Salsa Steak
- Sweet & Tarty Yuzu Sauce Style

These are just a few of the many new great tasting concepts waiting for you to add your finishing touch.



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Grill Worthy Sausages

Sausages are a crowd favourite made even better when re-imagined by the creative minds at Hela. Using modern food trends like Food Truck Fusion and local ingredient sources, Hela has developed a complete new wave of products that excite the senses and the mind.

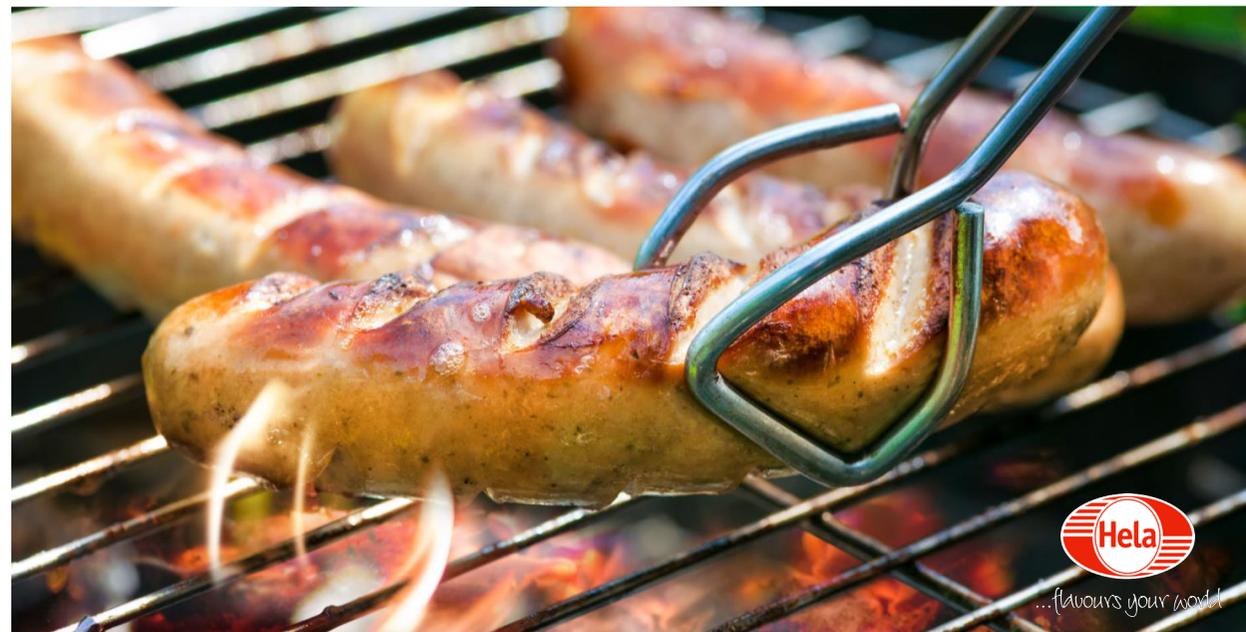
New Smoked Chicken/Turkey Sausages

- Green Apple with Smoked Gouda
- Smoked Caribbean Jerk
- Chorizo & Ripe Mango
- Chianti with Fine Herbs
- Baja Jalapeño Mole
- Woodfire Rotisserie Style

Traditional Full Flavour Pork Sausages with a Healthy Twist (reduced fat & sodium)

- Tasty Bacon & Cheddar
- Mild & Hot Italian
- Robust Honey Garlic
- Spicy Jalapeño & Cheese

Hela wants to help you develop a line of mouth watering sausages for next year's BBQ season.



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Combination Meat Products

Today's consumers are looking for a new type of BBQ product - one that combines the best of traditional meat products with the latest in technology by adding ingredients for a new eating experience. At Hela we have worked ahead of the trend to develop products that reflect the variety of potential choices in a wide range of products.

Traditional Style Products

- Pork or chicken based hot dog that contains a partial serving of vegetables
- Healthier choice breakfast patties, burgers or sausages with ancient grains and pulses
- Sausages combined with chunked vegetables
- Burgers with over 50% non-meat ingredients
- Fibre enriched burgers, sausages and hot dogs

Full Vegetarian Products

- Hot dogs
- Sausages
- Beef and chicken style burgers
- Soy based or allergen free options



BBQ-Ready Cheese

Our conceptual product development team has pushed the boundaries to develop a line of dairy products that lend themselves to BBQ.

Great new ways to add value and eating opportunities for cheese products in a patty, skewer or sausage form:

- Delicious marinated pieces of heat tolerant cheese perfect for grilling
- Marinated, seasoned, and chopped pieces of cheese that are perfect as a base in formed patties - developed to resist melting over a hot grill
- Ground pieces of cheese artfully flavoured and seasoned to create delicious sausages that are perfect for eating in a bun like a meat based product

Hela has used knowledge from our multi-national sister companies and combined this with our in-house capabilities to create this delicious line of dairy-based analogue products. We think that they are sure to meet specific nutritional, ethical or creative food expectations coming from today's challenging consumer.



Salad Dressings, Topicals and Seasoned Butters

We recognize that BBQ also includes other types of food products. So we have spent time exploring the other types of foods eaten at a BBQ and have come up with a large number of salad dressings, topical spice mixes and seasoned butters.

Salad Dressing bases for a variety of salads

- Tarty Lemon Garlic with Rosemary
- Black Garlic & Fine Herb
- Sweet and Toasted Almond with Cranberry
- Strawberry Black Tea with Cardamom

Topical Seasonings for grilled vegetables

- Mango Mint Grilled Asparagus
- Sundried Tomato & Italian Cheese
- Spicy BBQ
- White Wine and Herb

Seasoned Butters

- Sweet Chili & Beet
- Chardonnay Tarragon
- Sautéed Onion & Bacon
- Spicy Buffalo Wing & Blue Cheese

Many specialized blends and seasoned oils available to add taste and profit to your vegetables.



Rolls, Buns and Flatbreads

We haven't forgotten about the delicious baked goods that add a finishing touch to a great barbeque. The creative side of Hela comes to the forefront when we apply knowledge learned over many years to conceptualize easy-to-make and great tasting products.

Seasonings for Rolls & Buns

- Steak Spice with Butter
- Caesar Cocktail with Bacon
- Horseradish and Cheddar
- Sundried Tomato & Romano Cheese
- Amber Ale and Smoked Gouda
- Sweet Sriracha

Seasonings for Flatbreads & Tortillas

- Tequila Lime
- Creamy Cucumber Dill with Yogurt
- Aji Amarillo with Parsley
- Sweet Potato Miso

Many specialized blends and seasoned oils are available to add taste and profit to your offerings.



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