



By Appointment to  
Her Majesty The Queen  
Fine Food Ingredient Importers & Distributors  
Lupa Foods Ltd  
Borehamwood



Your partner  
in food since 1902

# TRENDS AND PRODUCTS

2022 Q4



# INTRODUCTION

## YOUR PARTNER IN FOOD SINCE 1902

Lupa Foods is a UK based full-service B2B partner to the food industry.


With a global and domestic sourcing footprint, we provide a selection of more than 600 bespoke and commodity products, combined with services that include NPD, technical, procurement, logistics and business.

Innovation and a customer centric approach is at the forefront of everything we do, and our 120 years' experience the foundation we build our customers' success on.

# BRCS

Agents and Brokers

CERTIFICATED

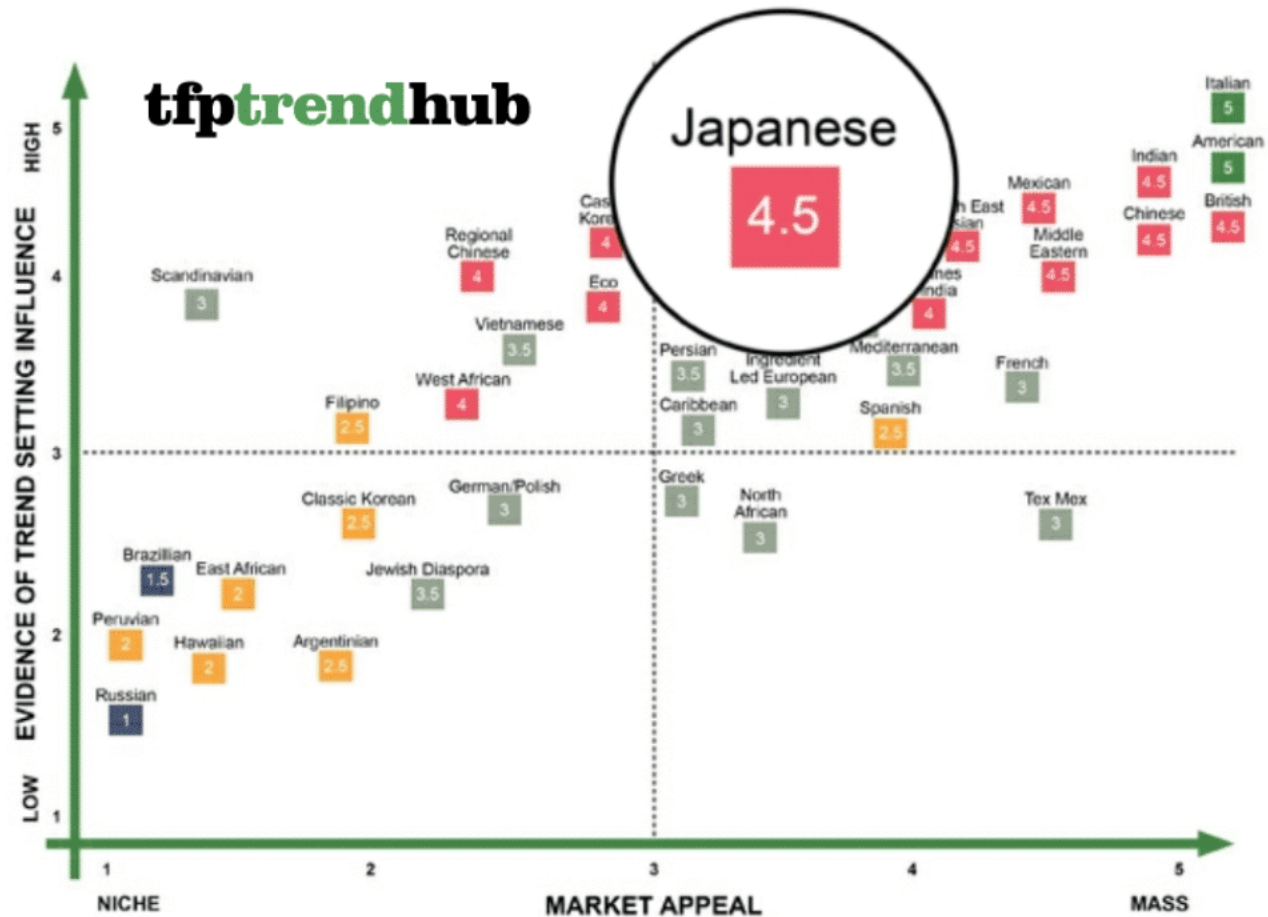


East Asia's culinary impact is rapidly expanding. The Korean and Japanese cultures are popular among the ever growing adventurous consumer.


Chefs are creating unique culinary mashups and experimenting with sweets like mochi. We predict this East Asia Food Trend to continue.



Asian cuisine is continuing its influence on our dining experiences led by; Japanese, Casual Korean, South East Asia and Chinese dishes. As this influence continues these cuisines are gaining mass appeal.



# ASIAN CUISINE



An interesting fusion of Japanese and Italian cuisines is re-emerging. Itameshi - which translates to casual Italian meal in Japanese - is not new but it is something that popped up a little bit more prominently during the pandemic due to the use of seasonal ingredients, elements of comfort and familiarity, and the history behind Italian and Japanese cross-culturalism. The truth is that pantry staples from Japan are already well-loved throughout the world.

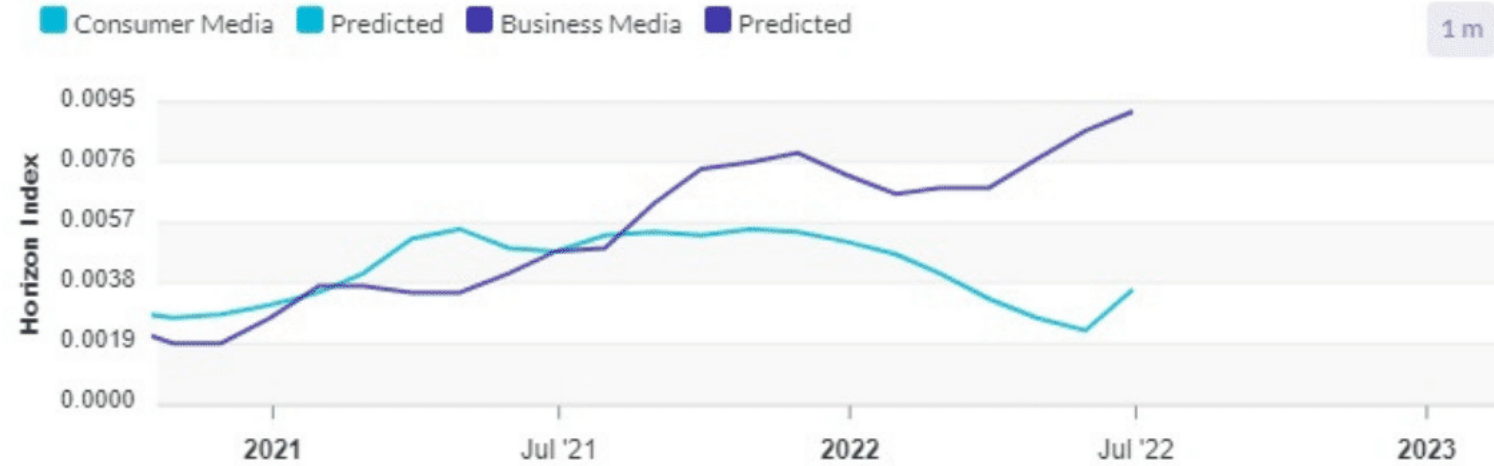
With well-known tastes like Miso and Soy Sauce, Japanese flavours have made their way into our supermarkets, restaurants, and homes, placing the **umami** taste profile of savouriness on the map. As one of the five fundamental flavours, umami is found in broths and cooked meats.



A slightly sweet, slightly salty, thick reddish-brown sauce. It's an Asian version of ketchup or BBQ sauce.



Trend Watch



Trendline	1 m	6 m	12 m	24 m
Consumer Media ⓘ	54.8% ▲	-28.4% ▼	-24.8% ▼	4% ▲
Business Media ⓘ	8% ▲	29% ▲	94.5% ▲	235.7% ▲

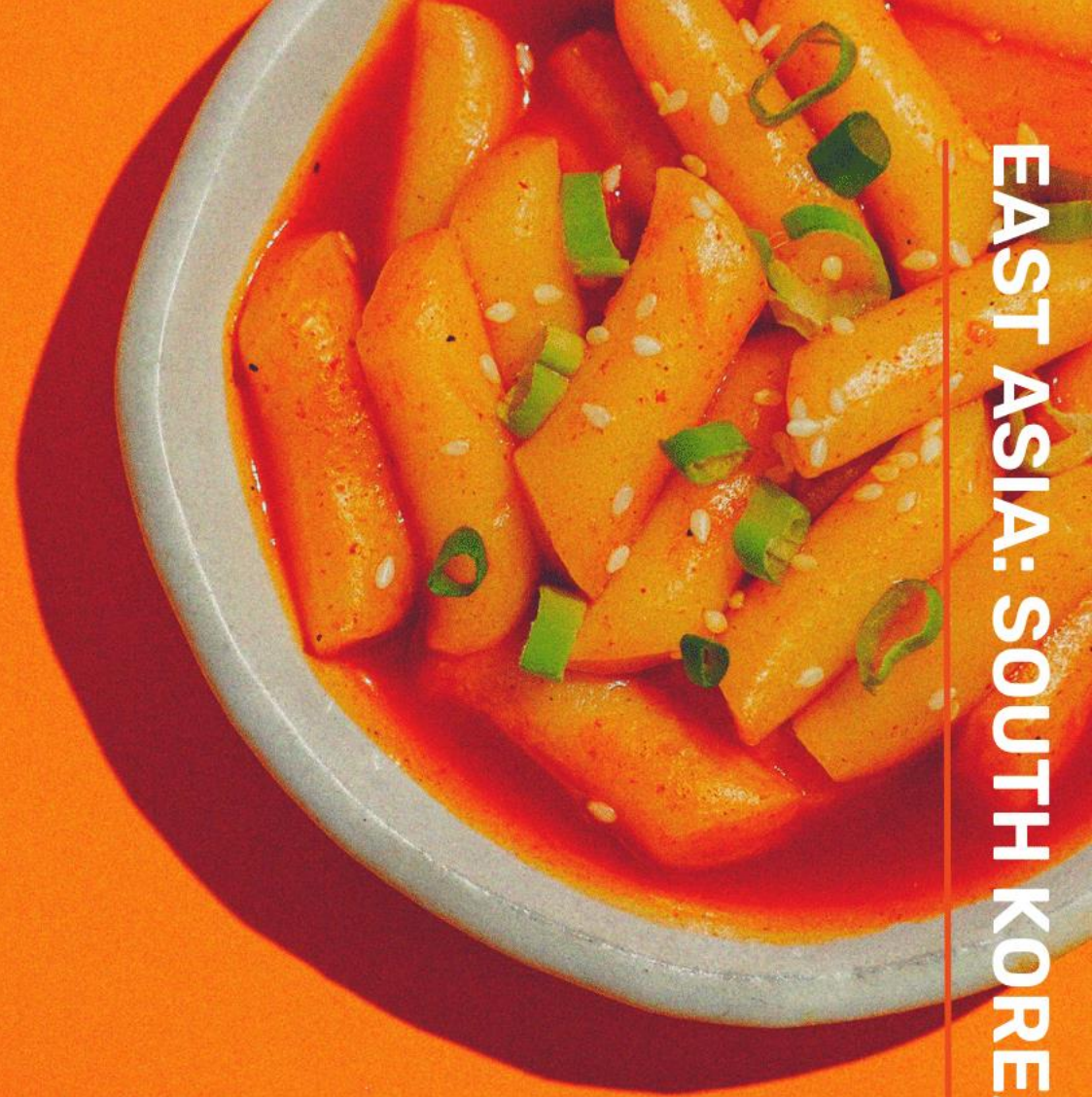
# ASIAN SAUCE

Consumers are drawn to Korean cuisine such as tteokbokki, fried chicken, and Korean corn dogs because of the K-craze. The K-culture is sweeping the globe; in fact, the Oxford English Dictionary has added 26 Korean terms.

Colours, textures, and the flavourful confluence of sweet, savoury, and spicy are all present in K-Cuisine. South Korean instant snacks (Buldak, Chapaguri) have become a ubiquitous appearance in stores, quickly appealing to the public.

While these are fast fixes, Korean cuisine is also making its way into restaurants, with menus including anything from Korean-style fried chicken to Gochujang-laced appetisers. Korean condiment exports have also increased dramatically.

It's no secret that the flavour and balance of spice is what makes a dish great. **Gochujang Paste** has taken over Sriracha as the 'coolest' condiment around with a surge of upscale Korean restaurants, fried chicken joints and chefs around the country offering their own take on it.

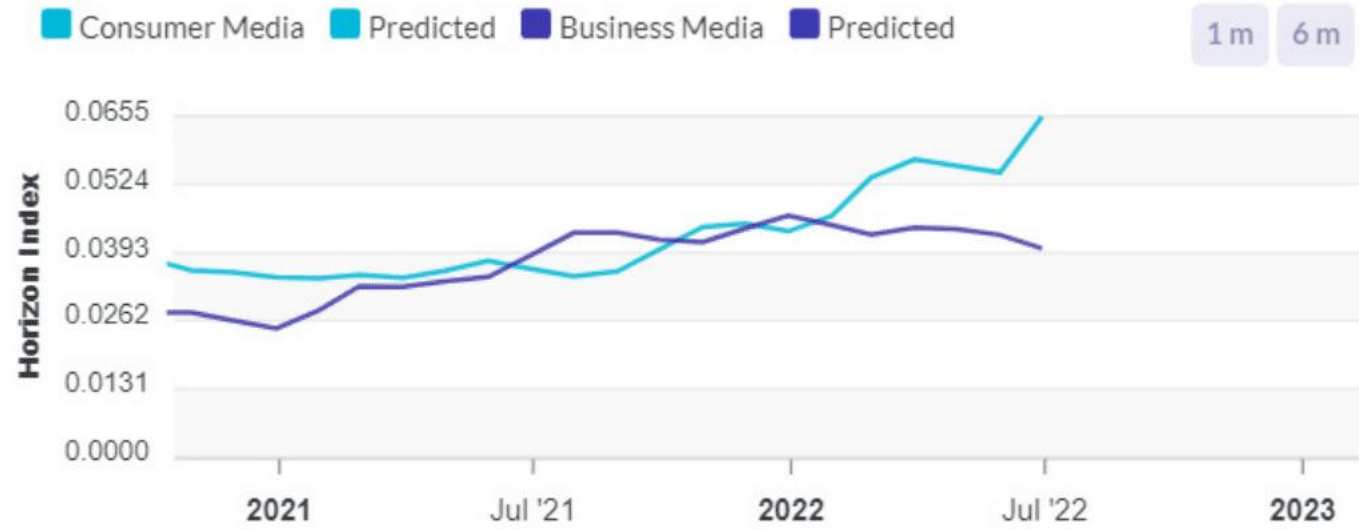




Gochujang or red chili paste is a savory, sweet, and spicy fermented condiment, popular in Korean cooking.



Trend Watch



Trendline	1 m	6 m	12 m	24 m
Consumer Media ⓘ	19.7% ▲	51% ▲	80.7% ▲	67% ▲
Business Media ⓘ	-6% ▼	-13.5% ▼	3.6% ▲	33.8% ▲

# GOCHUJANG

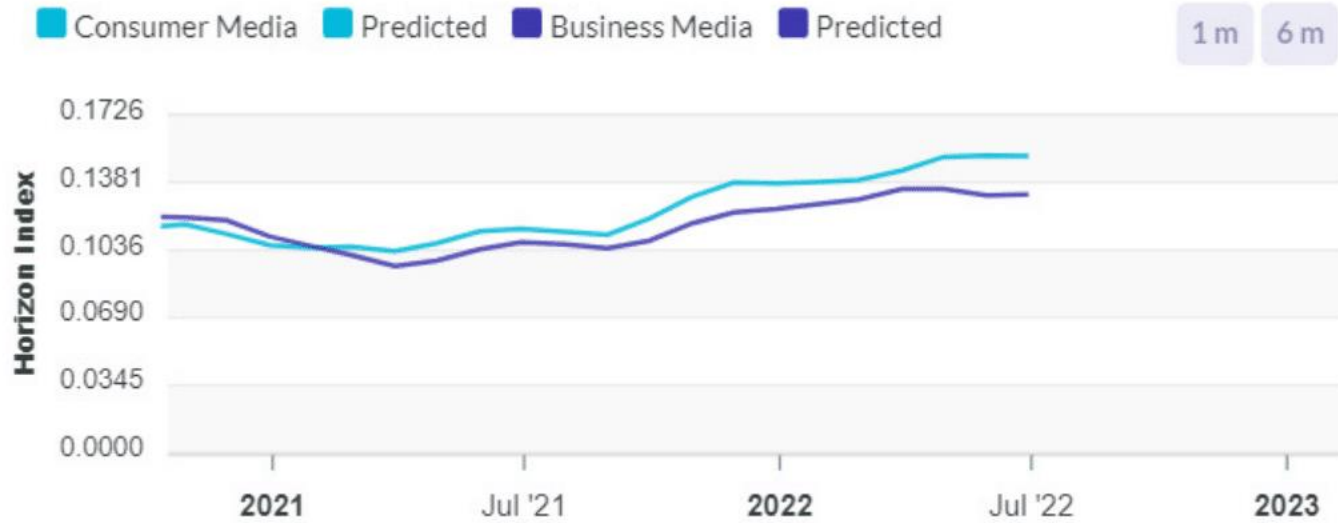




Lemongrass tastes almost like a mix of lemon and lemon mint adding a slightly sharp and tangy taste without the bitterness of lemon.



Trend Watch

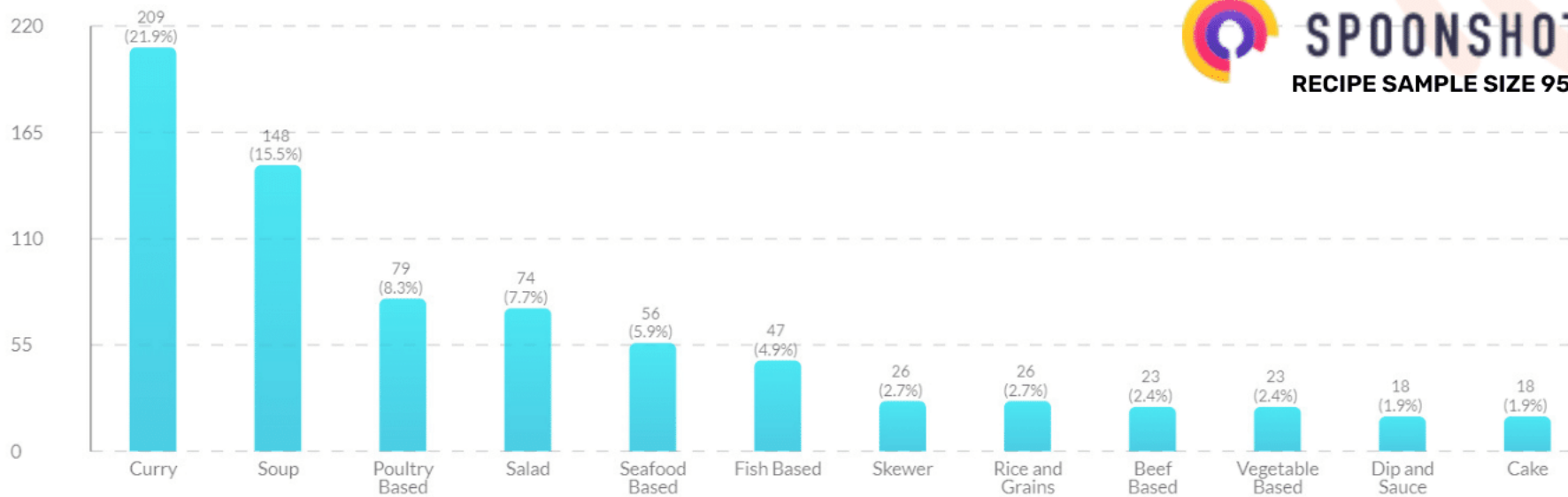


Trendline	1 m	6 m	12 m	24 m
Consumer Media ⓘ	-0.1% ▼	10.1% ▲	32.4% ▲	31.8% ▲
Business Media ⓘ	0.4% ▲	6% ▲	22.8% ▲	11.3% ▲

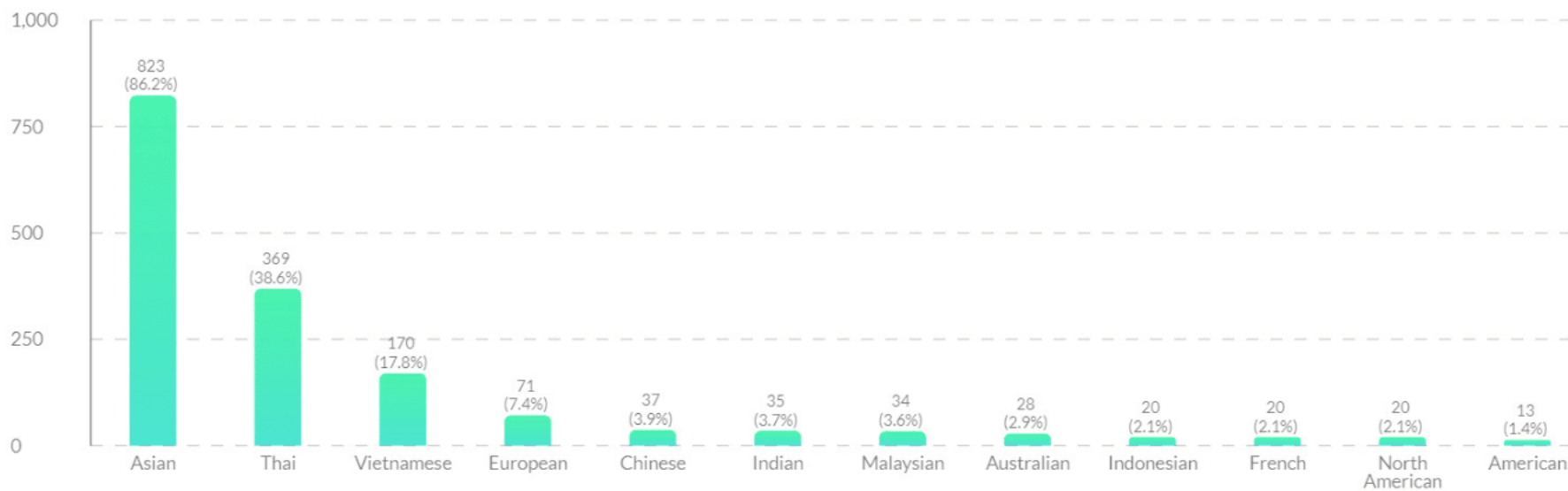
# LEMONGRASS



## RECIPE CATEGORY



## CUISINE TYPE



**SPOONSHOT®**  
RECIPE SAMPLE SIZE 955

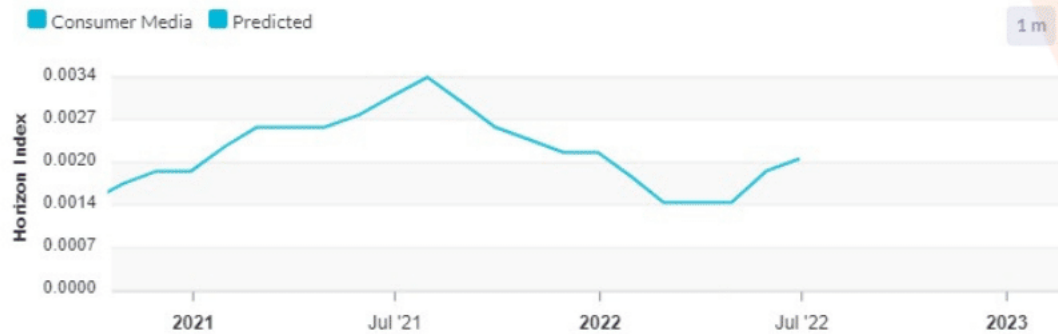
# LEMONGRASS



**LUPA  
FOODS**



**RED MISO**



Trendline	1 m	6 m	12 m	24 m
Consumer Media	11.5% ▲	-3.4% ▼	-33.2% ▼	90.8% ▲
Business Media	-	-	-	-

**KOREAN BLACK BEAN**



Trendline	1 m	6 m	12 m	24 m
Consumer Media	30.1% ▲	210% ▲	452% ▲	97.2% ▲
Business Media	-	-	-	-



# OUR PASTE RANGE

**We have a wide range of Asian inspired pastes that can be used as a foundation for authentic flavours and dishes.**

**Shelf-life of 12 months on most and formats include:**

Sachets: Sizes on request | MOQ 10,000 units

Sapphire Jar: 1.2 KG | MOQ 500kg

Tub: 10KG | MOQ 250kg

**Contact us for more information, specifications and prices.**

## **Black bean**

A dark brown, thick, smooth paste made from fermented soya beans. It characteristically has a salty, bitter taste that goes well with chicken or beef and works well in Chinese stir fry recipes.

## **Gochujang**

This traditional Korean paste is a blend of fermented soybeans, red peppers and chilli flakes. Its sweet and spicy flavour makes it versatile.

## **Green Thai**

A fiery blend of green chillies which is balanced with acidity from lime and aromatic lemongrass and coriander. This paste pairs well with prawns, chicken or vegetables and is one of the most popular Thai curries.

## **Red Thai**

A versatile base for many Thai dishes. The paste is flavoured with red chillies, fish sauce and lemongrass which gives it a rich, aromatic flavour. Red Thai is milder than Green Thai despite its intense colour, but still has a warm kick.

## **Anchovy**

A fish paste prepared using anchovies as a primary ingredient. It is used as a condiment and as an ingredient in various dishes to provide flavour to foods and as a source of nutrients.

## **Red Miso**

A staple of Japanese cuisine. The delicious umami flavours come from fermented soybeans and a little of this paste goes a long way, adding rich depth of flavour to your cooking.

## **Tomato**

A thick paste made by cooking tomatoes for several hours to reduce the water content, straining out the seeds and skins, and cooking the liquid again to reduce the base to a thick, rich concentrate. It is used to impart an intense tomato flavour to several dishes.

## **Chipotle**

Chipotle chilli is mixed with water, tomato puree, spirit vinegar, sugar, onion powder, salt and chilli to form a smooth paste.

## **Black Garlic**

A garlic paste made with aged white garlic, adding a sweet yet savoury taste without an after smell. Perfect for dressings, stocks, marinades, chillies, stir-fries and sauces.

## **Sriracha**

A spicy paste made from red chillies, garlic and vinegar. It is used to enhance the flavour of many dishes including soups, noodles, dips and sauces.

## **Lemongrass**

A thick, fibrous paste made primarily from blended lemongrass that has a strong aromatic aroma. It combines well with chicken, seafood and vegetables and the lemon flavour is wonderful used in Asian dishes such as marinades, curries, stir fries and soups.





## Gochujang Prawn Pasta

### Ingredients

- 1 tbsp. Olive Oil
- 3 Large Cloves Garlic, crushed
- 2 tbsp. **Gochujang Paste**
- 150ml Double Cream
- 350g Fresh Pappardelle (or dried pasta equivalent)
- 250g Raw King Prawns
- 15g Butter
- 30g Parmesan, grated
- Fresh Parsley, chopped

### Method

1. Heat the oil in a saucepan over a medium heat. Add the garlic and gently fry for 2-3 minutes.
2. Add the Gochujang paste and gently cook for a further 5 minutes.
3. Gently pour in the cream and stir well to combine with the paste, cook gently so that it reduced by half.
4. Cook the pasta as pack instructions, reserving 120ml of pasta water.
5. When the sauce has reduced, add the prawns and pasta water and cook for 8-10 minutes, until the prawns turn pink and are cooked through.
6. Stir in the butter and parmesan then serve into bowls. Sprinkle over the chopped parsley.

## Thai Lemongrass Chicken

### Ingredients

- 1 tbsp. Vegetable Oil
- 2 tbsp. **Lemongrass Paste**
- 2 Chicken Breasts, thinly sliced
- 1 x 225g can Bamboo Shoots, drained
- 100g Mushrooms, sliced
- 80g Fine Green Beans, cut into 2cm pieces
- 2 tsp. Fish Sauce
- 2 tbsp. Oyster Sauce
- 1 tbsp. Soy Sauce
- 100ml Coconut Milk

### Method

1. Heat a little oil in a wok, add the lemongrass paste and cook over a gentle heat for 2 minutes to release the flavours.
2. Add the sliced chicken and fry for 4 minutes, stirring constantly.
3. Stir in the bamboo shoots, mushrooms and green beans and continue to stir fry for a further 5 minutes.
4. Add the fish sauce, oyster sauce, soy sauce and coconut milk. Bring to the boil and simmer for 3-4 minutes.



### **Thai Sweetcorn Fritters**

#### **Ingredients**

- 2 eggs
- 90g Plain Flour
- 1 x 326g Tinned Sweetcorn, drained
- 2 tbsp **Red Thai Paste**
- 1½ tbsp. Fish Sauce
- 1 tbsp Lime Juice
- 3 tbsp Olive Oil or Vegetable Oil for frying

#### **Method**

1. Make the batter by whisking the eggs and flour together in a medium sized mixing bowl.
2. Stir in the fish sauce, red Thai paste, lime juice and the drained sweetcorn. Mix until the ingredients are well combined.
3. Heat the oil in a large based heavy based frying pan. Fry the fritters in batches of three to avoid lowering the temperature of the oil too much.
4. Drop a heaped tablespoon of batter per fritter into the oil and fry for 4-5 minutes, turning a few times until crisp and golden brown.
5. Transfer the fritters onto a try lined with kitchen paper to absorb any excess oil before serving.



### **Miso Salmon with Grilled Asparagus**

#### **Ingredients**

- 4 Salmon Fillets (skin on)
- 2 tbsp. **Red Miso Paste**
- 4 tbsp. Mirin
- 1 tbsp. Fresh Ginger, grated
- 2 tbsp. Lemon Juice
- 1 tbsp. Olive Oil

#### **Method**

1. Combine the red miso paste, mirin and ginger in a large bowl to make a marinade. Reserve 2 tbsp of the marinade for the sauce (before the salmon is added).
2. Place the salmon in the marinade and leave for 2 hours or overnight.
3. Heat 1 tbsp. of olive oil in a frying pan over a medium heat. Add the salmon skin side down, covered, for 3-4 minutes. Turn the salmon over and continue to cook, covered, for a further 3-4 minutes, or until the salmon is just cooked through.
4. To make the sauce, heat the reserved marinade with the lemon juice in a small saucepan until it begins to boil. Remove from the heat.
5. Serve the salmon with grilled asparagus and the sauce drizzled over the top.



### **Mango and Avocado Salsa**

#### **Ingredients**

- 1 Mango, peeled and very finely diced
- 1 Avocado, peeled and very finely diced
- 1 Red Onion, very finely diced
- 2 Salad Tomatoes, finely diced
- 1 tbsp. Coriander, finely chopped
- 1 tsp. **Siracha Paste**

#### **Method**

1. Place the mango, avocado, red onion and tomatoes in a bowl and mix well to combine.
2. Stir through the coriander and siracha.

### **Chicken with Blackbean and Cashew Nuts**

#### **Ingredients**

- 2 Chicken Breasts, cut into bite-sized pieces
- 3 tsp. Cornflour
- 2 tsp. Soy Sauce
- 1 tsp. Sesame Oil (for marinade)
- 1 tbsp. Sesame Oil (for frying)
- 1 Red Pepper
- 1 Green Pepper
- 5 Spring Onions, cut into 2cm pieces
- 2 tbsp. **Black Bean Paste**
- 50g Cashew Nuts

#### **Method**

1. Place the chicken in a bowl, stir in the cornflour, soy sauce and 1 tsp of sesame oil. Mix well and leave to marinate for 1 hour.
2. Heat 1 tbsp. of sesame oil in a large work and add the chicken. Stir fry for 5 minutes.
3. Add the red pepper, green pepper and spring onions. Continue to cook for a further 5 minutes.
4. Stir in the black bean paste and cashew nuts, and then heat through for 2-3 minutes, ensuring that all the ingredients are evenly coated with the sauce. Serve immediately.







# MISSION

## WHY LUPA FOODS?

**We aim to be an essential partner to the food industry for quality ingredients.**

To be a leader in the development, supply and production of sustainable, high quality and innovative products. We earn the respect and loyalty of customers through consistency and product excellence, and by focusing on customer service.

We care for the environment, striving to continuously reduce our impact on the planet, ensuring a better future for all that calls it home.



# LUPAFOODS

Your partner in food since 1902



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Linked 



# REACH OUT

