

# NEWSLETTER



INGREDIENTS

Your Long Term Partner

MEAT, CULINARY & SNACK INGREDIENTS

Q1 2020

Dear Readers,

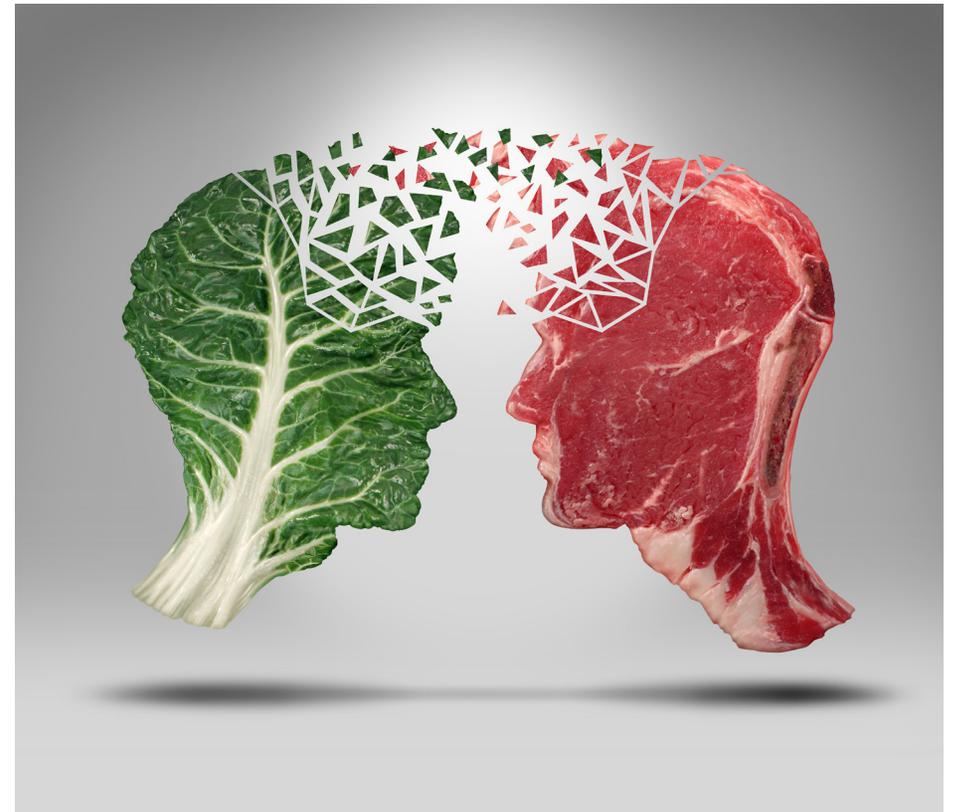
The decade of 2020 has kicked off to a tumultuous start with the largest global pandemic we have seen in our lifetimes. The COVID-19 virus has affected almost every aspect of human life in some form or the other and while we all hope that it subsides soon, its full ramifications on the global economy and our way of life is yet to be determined. (Please see FSL's COVID-19 Notice at the end of this Newsletter).

Food industry experts are now beginning to weigh in on how this pandemic will shift long-term consumer psychology and their purchasing decisions in light of these new concerns and fears. In the food industry we are likely to see an acceleration towards the healthy eating, clean label and flexitarian diet trend as concerns around the consumption of animal products increase due to a recent WHO study which revealed that some behaviors associated with meat consumption and the use of antibiotics in the animal industry can be risk factors in creating new diseases.

In an attempt to provide our customers with the right information and solutions to help them navigate the dynamic nature of the food industry, FSL has developed an innovation portfolio of food and beverage products in response to these significant shifts occurring in consumer demand. We intend for these innovative and healthier solutions to propel our customers brand towards new, innovative and healthier categories.

In this edition of our Newsletter we will be sharing some of our new plant-based meat concepts within our innovation portfolio. This includes an entirely original range of Arabian meat analogues developed by FSL in addition to Western meat analogues such as bacon and our delicious plant-based burgers which won an innovation award at Gulfood 2020.

We will also be introducing FiberStar, Inc., FSL's new supply partner for citrus fibers and other plant-based ingredients which add functional properties and nutritional value in a wide variety of meat, meat analogue and culinary applications.





## GULFOOD 2020 SHOW NEWS

Our partners Global Food Industries won the innovation award at Gulfood 2020 for Healthy Farm brand of Plant-Based burgers.



## FSL's Plant-Based Meat Innovation Portfolio:

### Plant-Based Burgers:

Our plant-based burgers are developed with an innovative and proprietary blend of ingredients which gives them their meat-like bite and juicy texture. These burger patties are high in protein, rich in fiber but low in saturated fat. They are made from pea protein, are GMO free and contain no cholesterol - making them the perfect choice for meat lovers and flexitarians who wish to maintain their health but still enjoy an indulgent burger experience.

Our plant-based burgers have won innovation awards at Gulfood under the label of the Healthy Farm brand owned by Global Food Industries.



### Plant-Based Bacon:

Few can resist the crispy texture and juicy flavor of bacon on a burger or with breakfast. Bacon is traditionally created from pork, which is not consumed by Muslims, hence in the Middle East most of the bacon sold is created from beef which is not consumed by Hindus. Muslims and Hindus combined make up over %80 of the GCC population which indicates a large share of the market which can be capitalized upon with a bacon product which is accessible to the entire GCC market.



FSL's plant-based bacon developed by Van Hees is free of any animal products and respectful to consumers of all religions. It is also a much healthier option than conventional bacon which is very high in saturated fats which clog the arteries. In fact, our Bacon is rich in Omega3- Fatty acids which are actually good for cardiovascular health.

### Plant-Based Chicken Tikka Nuggets

A favorite for children and an easy snack for mothers to prepare at home, chicken nuggets have traditionally been made with reconstituted poultry fragments and have limited nutritional value. Our mouth-watering tandoori chicken tikka nuggets are high in both protein and fiber. Above all, their taste is superior to most nuggets due to their crispy breaded texture and tantalizing tikka flavor which children and adults alike will crave. They are developed with a customized blend of seasonings and matrix by Van Hees.



## Plant-Based Shawarma, Shish Taouk and Chelo Kebab

These traditional Arabian delights have been developed in a plant-based version by our MCS and Flavors team with the objective of adapting a global trend to the culinary preferences and taste profile of our region. These products are the first of their kind in the region and were recently subjected to their first internal trials within FSL and being taken into further development by our innovation team.



## COVID19- NOTICE

As the entire world suffers an unprecedented and escalating health crisis, Food Specialities Limited has implemented various measures to ensure the continuity of our services and the safety of our employees, customers and society.

We are monitoring the Coronavirus (COVID19-) situation on a daily basis and have assigned a dedicated team to respond to the situation. We recognize the important role which FSL plays in managing the food industry supply chain during these critical times and we have Business Continuity Plans to ensure the consistency of our services to customers.

We are already experiencing a few unavoidable delays with shipments due to freight congestion, unavailability of vessels and a shortage of food grade containers. However, we are doing our best to service deliveries in a timely manner and are responding dynamically to ensure operations in these types of exceptional situations.

We are also aligning with directives from public health authorities in the UAE and the World Health Organization and taking the following additional steps in response to this situation:

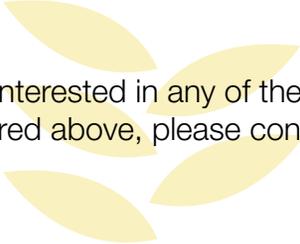
- Restricting our employees and customers exposure with remote-work solutions and minimizing physical meetings with video-conferencing solutions.
- Securing our stocks of raw materials and working closely with our suppliers to ensure that they are also following all the necessary precautions.
- Restricting international travel, large events and meetings.
- Restricting non-FSL employees from entering any FSL premises.
- Enforcing social-distancing and other precautionary measures at all times.
- Increasing the frequency of deep cleaning in all our premises.
- Keeping our employees regularly informed of impeccable hygiene practices.

FSL's commitment to the well-being of all our stakeholders and the health of our society remains as strong as ever. We stand in solidarity with all our partners to overcome this challenge together.

We wish you and your loved ones safety and good health.

Sincerely,

**FSL Management Team**



If you are interested in any of the products featured above, please contact:

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