

## Malt Products Hires Director of Culinary Innovation and Invests in New HQ with Food Innovation Station

Malt Products Corporation is serving up something brand new for our customers. Or rather, someone.

We are delighted to introduce Joe Savelli, our first-ever Director of Culinary Innovation. Joe joined our team in April and will spearhead efforts to help our customers incorporate MPC's nutritive sweeteners into more of their products.

We created this role in culinary innovation to develop new ways of showcasing our ingredients in consumer-friendly foods. Joe will put his talents at the disposal of our customers and interact with their own R&D and product-development teams. And we selected Joe because... well, we'll let his resume do the talking.



Joe Savelli, MPC's new Director of Culinary Innovation

Joe's a foodie through and through. He received his bachelor's degree from the Culinary Institute of America, where he excelled in recipe development and helped launch a new campus restaurant. His experience in hospitality and food service has given him a very thorough perspective on the industry – from menu concepts through day-to-day management.

Joe also comes to us with an impressive track record developing and tweaking commercially successful recipes. In the baked goods sector, he helped a prominent company hone recipes for everything from brownies and breads to cookies and cakes. In doing so, Joe demonstrated his ability to integrate emerging industry trends, such as gluten-free, vegan and non-GMO ingredients.

Most recently, Joe was Lead Culinary Specialist for Impossible Foods, where he utilized his expertise in plant-based ingredients to develop some of the most popular vegetarian and vegan selections in the packaged-goods market. As a company focusing on all-natural, nutritive sweeteners, it's no surprise we saw Joe as the right choice for this new role.



Food Innovation Station at MPC's new headquarters in Saddle Brook, NJ.

Joe is already whipping up wonders at MPC's new headquarters in Saddle Brook, NJ. This spacious new facility includes a Food Innovation Station for recipe concepting, and in his short time here Joe has already dabbled in sweet, savory and everything in between. One week he had ice cream with CaneRite™ Panela, our all-natural, free-flowing powder sweetener made from the freshly squeezed juice of the entire sugar cane plant. The following week, he used that same sweetener for a barbeque sauce slathered across a hearty helping of steak. If Joe thinks he can extend his office honeymoon period by preparing delicious treats for his colleagues that incorporate our nutritive sweeteners... well, he's right.

But of course, we didn't bring Joe aboard to please our palates. We did it to please yours – and your customers'. Joe stands ready, willing, able and impeccably qualified to assist you with introducing healthier, more label-friendly sweeteners into your food products while still dazzling consumers with taste, texture and overall satisfaction.

Joe and all of us at MPC look forward to an even closer collaboration with you, our valued customers. Stay tuned for details about our upcoming ventures, including live demonstrations at our inviting new headquarters. In the meantime, here are recipes for Joe's panela ice cream and barbeque sauce. Bye for now, and *bon appétit*.

## Sous Vide Panela Strip Steak with Panela BBQ Sauce Recipe

### BBQ Sauce

- 5 oz. tomato paste
- 3/4 cup packed of **CaneRite Panela**
- 3 tablespoons spicy brown mustard
- 2 cloves garlic, minced
- 2 tablespoons worcestershire sauce
- 1 teaspoon kosher salt
- 1/2 teaspoon freshly cracked black pepper
- 4 cups water

Procedure: Whisk all ingredients in a large pan and bring to a boil over medium-high heat. Reduce heat to simmer. Cook for approx. 1 hour, stirring occasionally, until reduced by about half or desired thickness. Cool completely before putting into an airtight jar. Store in refrigerator.

### Dry Rub

- 1/2 tablespoon thyme
- 1 tablespoon garlic powder
- 1/2 teaspoon celery salt
- 2 teaspoons chili powder
- 1 tablespoon garlic salt
- 2 tablespoons smoked paprika
- 1/2 tablespoon black pepper
- 1/4 cup kosher salt
- 1/2 tablespoon cumin
- 1 tablespoon onion powder
- 2 tablespoons dried mustard
- 2 teaspoons cayenne pepper
- 1/3 cup of **CaneRite Panela**

Cooking Procedure: Mix all dry-rub ingredients together. Rub generously on steak, reserving 3 tablespoons of dry rub. Place seasoned steak into a vacuum seal bag with 2 cloves of garlic and a sprig of rosemary. Seal bag removing all air. Place into water bath at 125 °F for 3-4 hours. Remove bag from bath. Open bag and remove steak, let rest for 5 minutes. Sprinkle the top of steak with some of the panela dry rub. Use a blow torch to sear the top and bottom of steak. Cut into slices 1/4 in. thick and serve with the **CaneRite Panela** BBQ sauce.

## Upcoming Events

**July 16-19** – National IFT (IFT First)  
McCormick Place, Chicago, IL  
Malt Products Corporation  
Booth# S2159