

Santa Maria

IT'S ALL ABOUT

# TASTE





# PALLAS FOODS NO.1 IN PROTEIN AND PRODUCE

EVERY PIECE OF MEAT, CHICKEN, FISH  
AND VEGETABLE NEEDS SEASONING.  
AT SANTA MARIA, WE HAVE ALL THE TASTES,  
FLAVOURS AND RECIPES THAT YOU NEED  
IN OUR TASTE BIBLE

Not only is food our passion, it's at the heart of our culture.  
We're proud to be able to share our knowledge and expertise  
having been in the spice business for over 115 years.  
For us, it's all about taste and flavour.

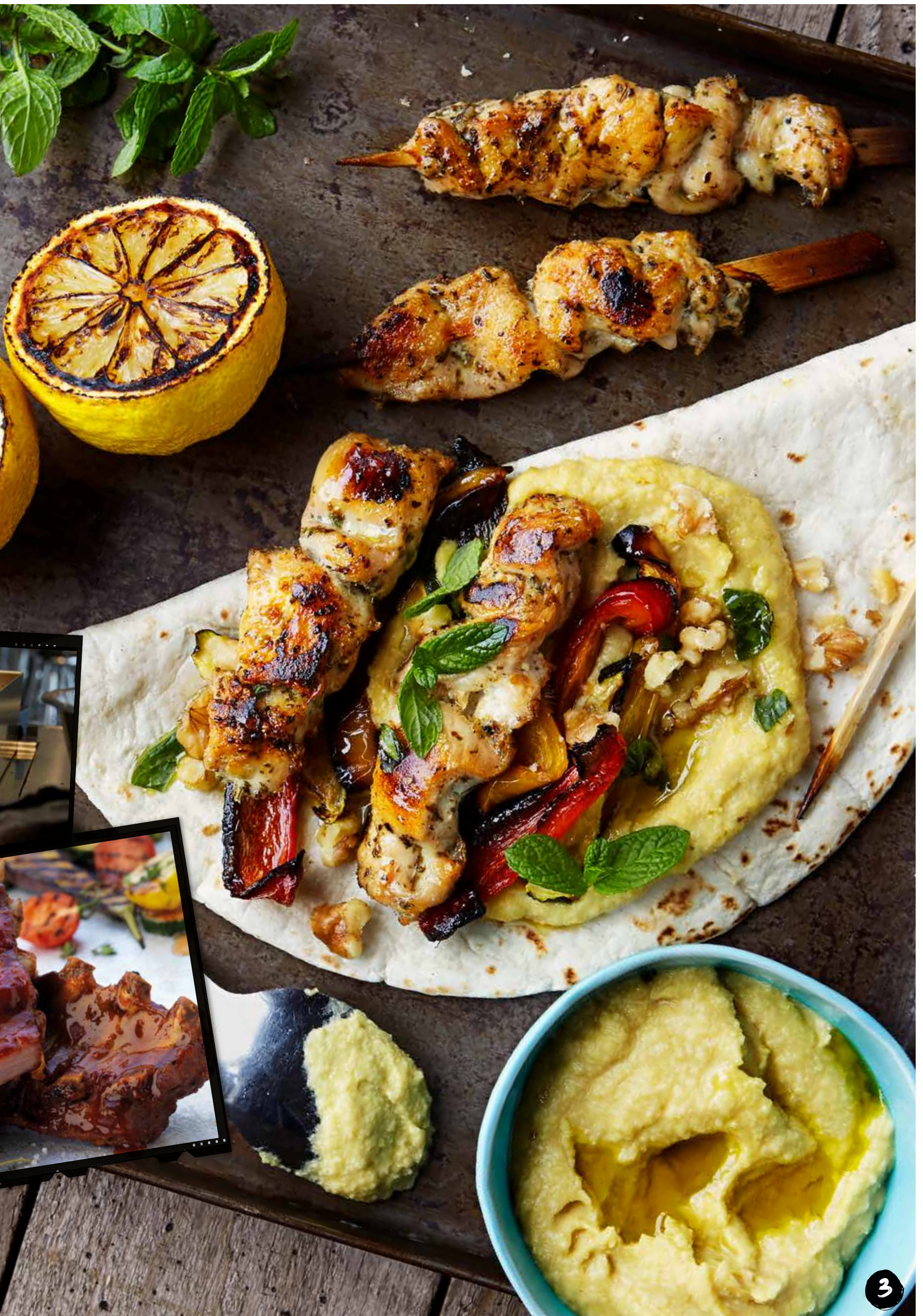
Our chefs and F.O.O.D.I.E.s have travelled the globe to research  
and select the finest spices and herbs, to create great tasting  
ingredients and products that appeal to consumers and bring  
them the adventurous world flavours and cuisines they want on  
the menu - delivering benefits for chefs, operators and wholesalers.

Combined with our unique insight, innovative trend-led food  
concepts and inspirational recipes, we work in partnership  
with our customers to add more value.

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NEW

Our new Louisiana-inspired American Cajun spice mix embraces the BBQ trend. It's a full-bodied blend of bell pepper sweetness with a hit of garlic and chilli heat – perfect for marinating grilled meats or adding to soups, sauces and rice dishes.

Season fish, meat or pasta with **BASIL & TOMATO** for a fresh taste of the Mediterranean.



# CHAPTER 1 - WORLD SPICES

## YOUR WORLD REFLAVOURED

As the saying goes, variety really is the spice of life! With six out of ten consumers demanding exciting new flavours and global cuisine, our World Spice blends are fantastic flavour boosters and a quick and easy way to bring popular trends to life – and onto the menu.

Our versatile range is ideal for making sauces, dressings, marinades, glazes, rubs and crusts – as well as lifting basic ingredients like **MEAT, FISH** and **VEGETABLES** and giving existing dishes a subtle yet spicy twist.



Season salmon with **WASABI & SESAME** and bake in the oven.



Rub **ORANGE & PEPPER** onto fish or chicken to create a zesty citrus crust.

## DISCOVER YOUR FAVOURITE BLEND!

Code	Description	Storage	Pack
SP224	Cacao & Chili	Ambient	290g
SP221	Chili & Lime	Ambient	285g
SP223	Orange & Pepper	Ambient	325g
SP199	Smoked Paprika	Ambient	230g
SP226	Basil & Tomato	Ambient	250g
SP222	Triple Pepper	Ambient	235g
SP225	Wasabi & Sesame	Ambient	295g
Coming Soon	Smoky BBQ	Ambient	300g
Coming Soon	American Cajun	Ambient	190g











CHAPTER 2 - BBQ

# BIG BBQ FLAVOURS

Taking its inspiration from the cuisine’s heritage and huge popularity in the US, the trend for barbecued meats and flavours has swept the nation becoming the biggest trend for 2015 in the eating out market across all sectors, in particular casual dining. It’s also in the top 5 favourite street food cuisines for 2016.

Every pub, restaurant and hotel has BBQ on the menu and our BBQ range makes it easy to tap into this trend with a selection of spice mixes, sauces and glazes that add just the right amount of flavour to enhance your protein and dishes, giving them a lovely hint of hickory smokiness or chipotle spice kick.

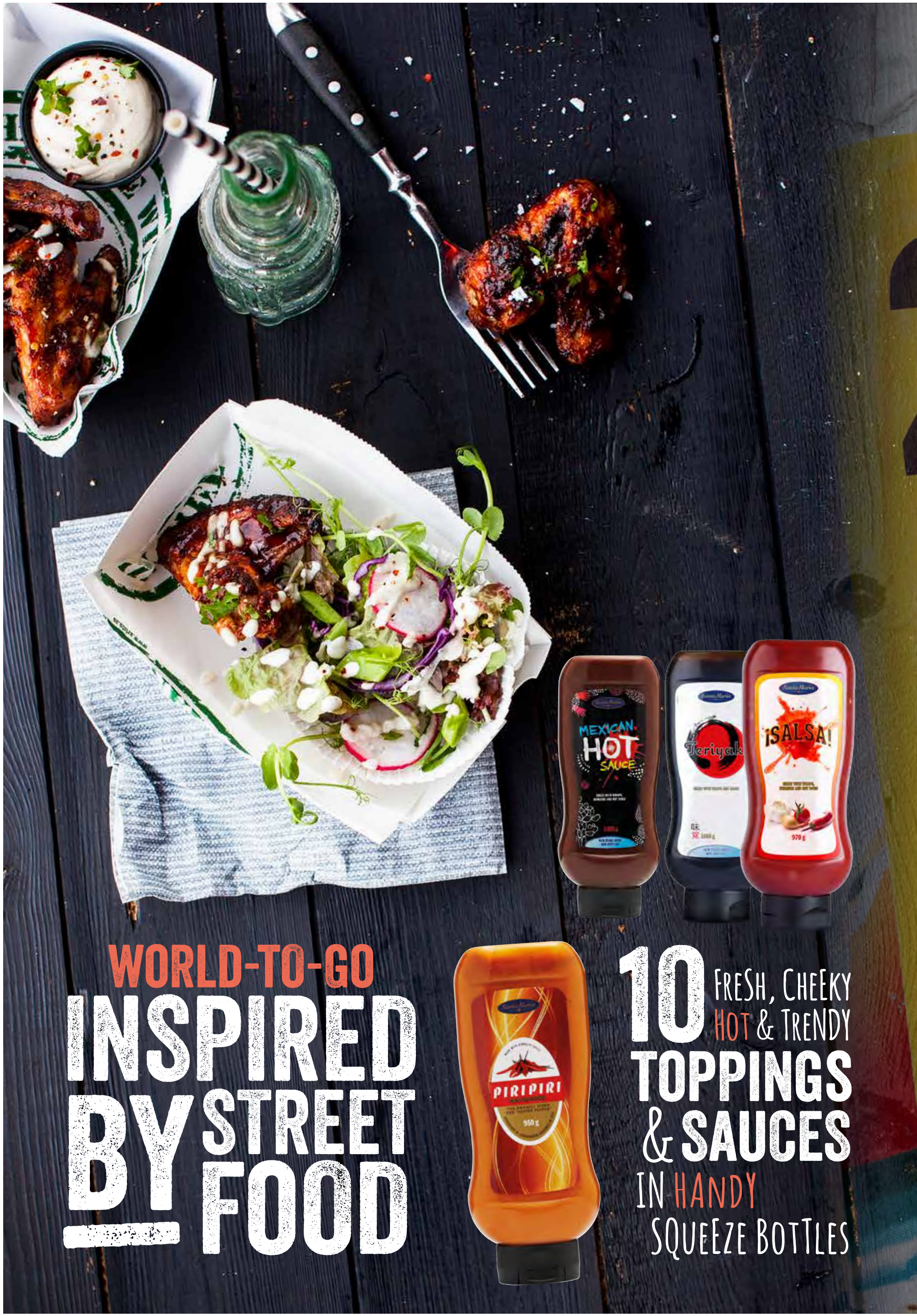
From **CHICKEN WINGS**, **RACK OF RIBS** and **STEAK**, to **PULLED PORK**, **BURGERS** and **WRAPS**, our Steakhouse BBQ Spice quickly and easily transforms popular menu items into tasty, trend-led BBQ dishes that meet consumer demand.



## BBQ

Code	Description	Storage	Pack
MG224	Glaze Sweet Pineapple & Jalapeños	Ambient	2240g
MS503	Santa Fe BBQ Sauce	Ambient	2.1ltr
SP245	Steakhouse BBQ Spice	Ambient	700g
MS502	Sauce BBQ Original	Ambient	2.5ltr
SP227	BBQ Seasoning	Ambient	800g





**WORLD-TO-GO**  
**INSPIRED**  
**BY STREET**  
**FOOD**



**10** FRESH, CHEEKY  
HOT & TRENDY  
**TOPPINGS**  
& **SAUCES**  
IN **HANDY**  
SQUEEZE BOTTLES





## CHAPTER 3

# WORLD-TO-GO

1 IN 4 BUY STREET FOOD  
AT LEAST

2-3

TIMES A WEEK.

STREET FOOD IS INCREASING  
CONSUMERS' INTEREST IN  
FLAVOURS AND SPICES.

## CHECK OUT THE SAUCES

Item No.	Item Description	Storage	Pack
MS708	Piri Piri Sauce	Ambient	950g
MS711	Sweet Chili Sauce	Ambient	1100g
MS707	Teriyaki Sauce	Ambient	1090g
MS710	Bourbon BBQ Sauce	Ambient	1100g
MS706	Mexican Hot Sauce	Ambient	1060g
MS709	Chipotle Sauce	Ambient	890g
MS615	Ranch Style Topping	Ambient	920g
MX132	Guacamole Style Topping	Ambient	940g
PZ157	Diced Jalapeño Topping	Ambient	980g



CHAPTER 4 - STREET FOOD 2

# HOT ON THE STREET



CURRY SAUCE

ADD CURRYWURST TO BURGERS, HOTDOGS  
OR A CHICKEN GOUGON WRAP WITH A CRISPY  
SLAW FOR A STREET FOOD INSPIRED OFFER



74%

INTEND TO KEEP  
EATING STREET FOOD.

THE TASTE OF  
STREET FOOD  
MADE EASY



54%

OF CONSUMERS  
ARE EATING  
STREET FOOD  
MORE THAN  
EVER BEFORE.

STREET FOOD  
HAS GROWN  
IN POPULARITY  
IN THE LAST

2 YEARS.



Code	Description	Storage	Pack
Z494064	Sriracha Sauce	Ambient	970g
Z494065	Curry Sauce	Ambient	1000g
Z494066	Habanero Cheese Sauce	Ambient	970g
Z494067	Pad Thai Sauce	Ambient	1000g
Z494068	Pulled Pork Rub	Ambient	550g
Z494069	Beef Brisket Rub	Ambient	600g
Z494070	Jamaican Jerk Seasoning	Ambient	570g



## CHAPTER 5 - MEXICAN

# AUTHENTIC MEXICAN





You can build a whole meal based on a **TORTILLA** or **TACO TRAY**. Just add **PROTEIN, FRESH VEGETABLES** and one of our **MEXICAN SPICE MIXES** to create dishes packed full of flavour.

Our most successful product is our **MEXICAN FAJITA SEASONING** due to its authentic taste and versatility – not limited to just meat and vegetables, the mix can also be used to ‘Mex’ up rice, salads, soups and sauces.

\* SANTA MARIA FOODSERVICE, ‘WHAT’S NEXT IN STREET FOOD?’ REPORT, 2016

# MEXICAN SPECIALITIES

Code	Description	Storage	Pack
OR246	Chipotle Paste	Ambient	750g
PU116	Pinto Beans	Ambient	2250g
FF121	Nacho Chips (Round)	Ambient	475g
MS614	Creole Sauce	Ambient	1100g
MX130	Mexican Salsa	Ambient	2300g
MX106	Mexican Fajita Seasoning	Ambient	650g
MS727Z	Guacamole	Frozen	1000g
MS526	Cheddar Cheese Sauce	Ambient	3kg
MS726	Chunky Salsa	Ambient	2.25kg
MX100	Salsa Rio Grande	Ambient	3.85kg
MX111	Taco Shells	Ambient	10x275g
MX112	Taco Tubs	Ambient	25x8 Packs
MX114	Jalapeño Pepper Sliced	Ambient	3kg
MX117	Taco Spice Mix	Ambient	1100g
MX136	Chunky Salsa, medium	Ambient	3.7kg

# WRAPS AND TORTILLAS

Code	Description	Storage	Pack 6x
TR121	8” Flour Tortillas	Frozen	10 x 10
TR103	10” Flour Tortilla Wraps, economy pack	Frozen	5 x 10
TR112Z	12” Flour Tortilla Wraps	Frozen	10 x 10
TR111Z	10” Flour Tortilla Wraps, 150 days	Ambient	5 x 10
TR104	10” Tomato Tortilla Wraps, 150 days	Ambient	5 x 10
TR107	12” Flour Tortilla Wraps, 120 days	Ambient	10 x 10
PD8750	Discovery Hot Wrap paper		

TACO  
SPICE MIX



FAJITA  
SEASONING





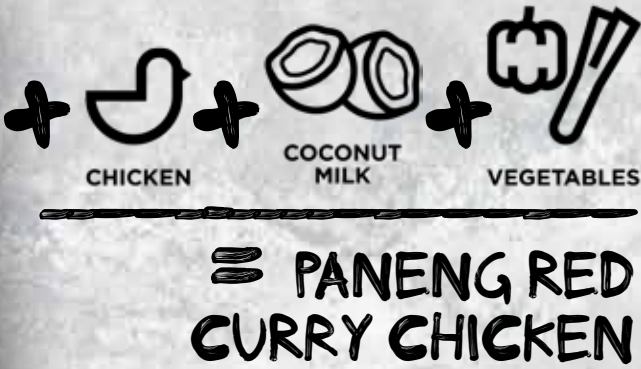
# CHAPTER 6 - THAI

# SPICE-

# THAI STYLE

Thai cuisine is renowned for its unique **FLAVOURS**, freshness of ingredients and use of aromatic **HERBS** and **SPICES**. The trend for Thai-inspired food, flavours and concepts is featuring in every pub, hotel and restaurant.

Our range of carefully blended spice mixes and authentic ingredients makes it easy to recreate consumers' favourite **THAI CURRIES, SOUPS, STIR-FRIES AND NOODLE DISHES**, as well as giving a Thai-inspired twist to menu classics like **GRILLED FISH, SALADS AND WRAP FILLINGS**.



PANENG RED CURRY



## THAI

Code	Description	Storage	Pack
OR237	Asian Egg Noodles	Ambient	6000g
SP132	Chicken Thai Wok Spice Mix	Ambient	710g
Z494062	Paneng Red Curry Spice Mix	Ambient	660g



CHAPTER 7 - INDIAN

INSPIRING  
INDIAN FLAVOURS

Our Age Cohorts Report shows that Indian cuisine is in the top five consumer favourites when eating out, and **CURRY** is the no. 1 sauce of choice.

Our range of versatile **SPICE MIXES** makes serving up tasty curries, Indian-inspired dishes and classics with a ‘twist’ quick and easy, and allows the spiciness to be dialled up or down to cater for the taste preferences of different consumer groups and sectors.

SOURCE: SANTA MARIA FOODSERVICE AGE COHORTS REPORT 2015



INDIAN RAITA  
RICE



TANDOORI  
SPICE MIX

CHICKEN TIKKA  
SPICE MIX

TIKKA MASALA  
SPICE MIX

INDIAN SPICES

Code	Description	Storage	Pack
SP102	Chicken Tikka Spice Mix	Ambient	680g
SP103	Garam Masala Spice Mix	Ambient	700g
Z494063	Raita Spice Mix	Ambient	780g
SP101	Tandoori Chicken Spice Mix	Ambient	690g
SP104	Tikka Masala Spice Mix	Ambient	625g



## CHAPTER 8 - PEPPERS

# USED BY ALL MASTERED BY SOME

Peppercorns, like wine, derive their names from their place of origin. And like wine, the fruit of the pepper vine is characterised by its terroir. Each variety has unique flavours and aromas. The taste of a peppercorn comes from aromatic essential oils in the peppercorn shell, only released when ground. This is why freshly ground peppercorns always give the best flavour!

We have a great story to tell about our finest pepper - Tellicherry. It comes from the verdant slopes of Tellicherry in Kerala, Southern India, which is the best pepper-growing region in the world. The pepper vines grow at altitudes between 2000 and 3000ft above sea level and need heat and the monsoon rains to flourish. It takes three years before the 40ft vines are mature.

Careful cultivation and the right conditions will produce just one crop a year and when the fruit is ready, experienced workers handpick the vines. Once harvested, we select only the best quality peppercorns for our grinders.

WOODY  
& EARTHY



### GREEN PEPPER

Green peppercorns are unripe berries harvested just after flowering.



*"As a chef with a farm that grows almost everything we use in the restaurant, when I do need to bring in produce that we can't grow ourselves I like to see where it comes from. What impressed me with Tellicherry pepper is the commitment to quality and sustainability."*

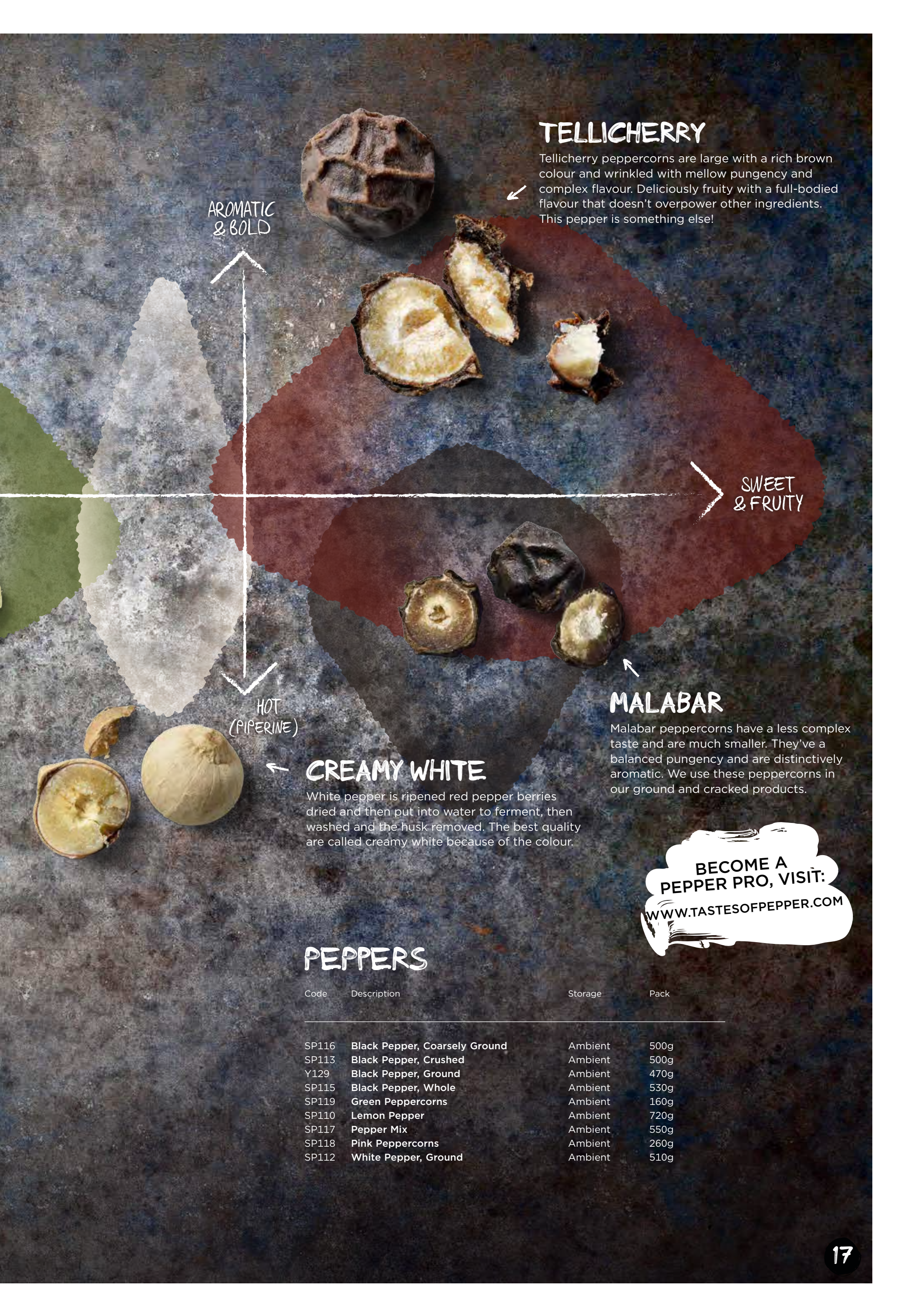
*It was great to visit the farms in Kerala and gain firsthand knowledge as to what makes Tellicherry pepper so special. The fact that all the berries are single origin means that the flavour profile and provenance is assured so I can rely on its consistency in seasoning."*

- SIMON HULSTONE

CHEF PROPRIETOR, THE ELEPHANT RESTAURANT







# TELLICHERRY

Tellicherry peppercorns are large with a rich brown colour and wrinkled with mellow pungency and complex flavour. Deliciously fruity with a full-bodied flavour that doesn't overpower other ingredients. This pepper is something else!

AROMATIC  
& BOLD

SWEET  
& FRUITY

HOT  
(PIPERINE)

# CREAMY WHITE

White pepper is ripened red pepper berries dried and then put into water to ferment, then washed and the husk removed. The best quality are called creamy white because of the colour.

# MALABAR

Malabar peppercorns have a less complex taste and are much smaller. They've a balanced pungency and are distinctively aromatic. We use these peppercorns in our ground and cracked products.

BECOME A  
PEPPER PRO, VISIT:  
[WWW.TASTESOFPEPPER.COM](http://WWW.TASTESOFPEPPER.COM)

# PEPPERS

Code	Description	Storage	Pack
SP116	Black Pepper, Coarsely Ground	Ambient	500g
SP113	Black Pepper, Crushed	Ambient	500g
Y129	Black Pepper, Ground	Ambient	470g
SP115	Black Pepper, Whole	Ambient	530g
SP119	Green Peppercorns	Ambient	160g
SP110	Lemon Pepper	Ambient	720g
SP117	Pepper Mix	Ambient	550g
SP118	Pink Peppercorns	Ambient	260g
SP112	White Pepper, Ground	Ambient	510g



CHAPTER 9 - CHILLIES

SO MUCH MORE  
THAN HEAT

Spicy flavours are the rising star of taste preferences. Consumers are increasingly seeking out spicier options on the menu, with 32% liking spicy foods more than they did 3 years ago, and both sweet and hot chilli featuring in their top 10 sauces. These Santa Maria products can really add some spice and heat to dishes.

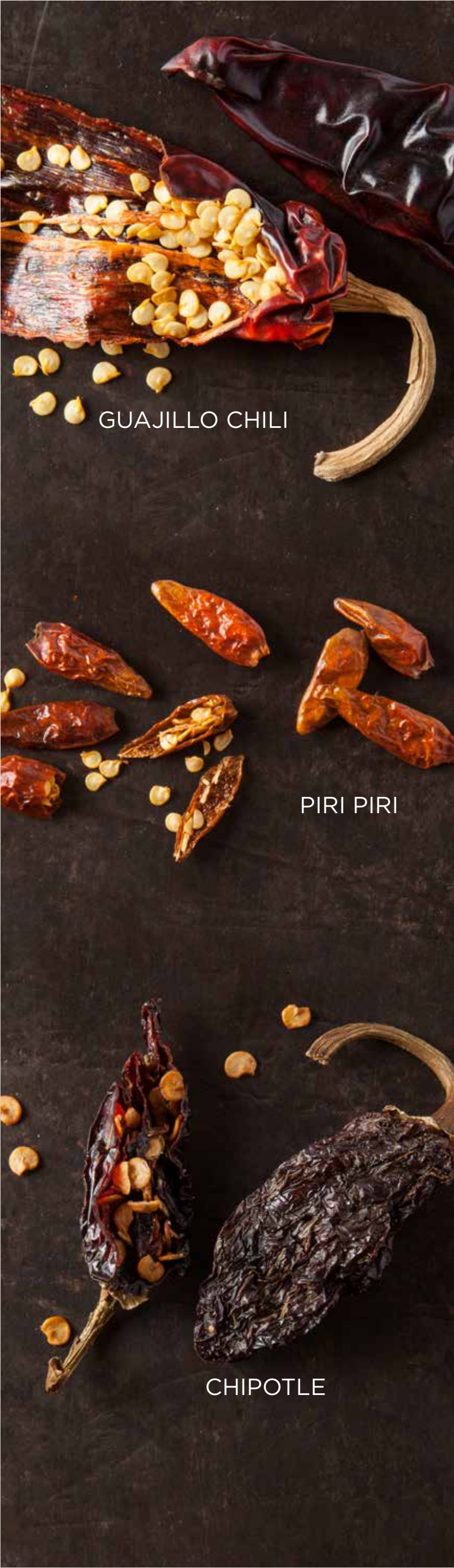
CHILLIES

A whopping three quarters of the global population now eat chilli every day. Particularly well used in Mexican, Spanish, Hungarian, Indian, African and Asian cuisines, chilli works well in both savoury and sweet dishes. Like pepper, chilli is a versatile spice making it the ideal spice to help meet consumers’ evolving tastes and demands for spicier flavours.



SOURCE: SANTA MARIA FOODSERVICE AGE COHORTS REPORT 2015

Code	Description	Storage	Pack
SP111	Cayenne Pepper	Ambient	500g
SP199	Smoked Paprika	Ambient	230g
SP183	Chilli Powder	Ambient	535g





# CHAPTER 10 - HERBS

## PURE HERBS

One of nature’s best culinary and sensory surprises – a little goes a long way. They’re packed full of flavour with wonderful aromas and can make all the difference between a good and great tasting dish.

Herbs refers to any green or leafy part of a plant used for seasoning and flavouring a recipe, and are distinguished from spices which are made from another part of the plant such as bark, roots and fruits.

### OREGANO (ORIGANUM VULGARE)

- The biggest selling herb used in cooking
- Known for its warm, balsamic and aromatic flavour, oregano is more flavoursome when it’s dried
- The essential oils are in the leaves and flowers. The best quality oregano consists of just that – leaves, flowers and nothing else
- We source our South American oregano from Chile and Peru
- Oregano complements **ROASTED** and **GRILLED MEAT, FISH** and **VEGETABLES**, in particular **TOMATOES, AUBERGINES** and **LAMB**, and is best when added just at the end of cooking so it retains its pungency

### THYME (THYMUS)

- Best suited to drying to retain its pleasant aroma and floral, slightly sweet taste
- The best quality and type for culinary use is Thymus vulgaris, which we use for our pure herb
- It grows in Provence and we are proud to have used the same supplier for more than 20 years
- Its distinctive silver-grey colour makes it stand out from other varieties of thyme and is indicative of its superior quality and taste
- Great for enhancing **PASTA SAUCES, CHICKEN, FISH** and **TOMATOES**. It also marries well with sage and rosemary for **MARINATING GRILLED** and **ROASTED MEATS**



## HERBS

Code	Description	Storage	Pack 6x
HB207	<b>Basil</b>	Ambient	180g
HB238	<b>Bay Leaves</b>	Ambient	45g
HB205	<b>Chives</b>	Ambient	30g
SP184	<b>Coriander, Ground</b>	Ambient	350g
Y146	<b>Coriander, Whole</b>	Ambient	280g
HB208	<b>Dill, Freeze Dried</b>	Ambient	150g
Y142	<b>Oregano</b>	Ambient	57g
HB209	<b>Parsley</b>	Ambient	110g
HB203	<b>Rosemary</b>	Ambient	290g
HB201	<b>Tarragon</b>	Ambient	105g

## HERB MIXES

Code	Description	Storage	Pack 6x
HB211	<b>Herb Garden Seasoning</b>	Ambient	430g
HB212	<b>Herbs de Provence</b>	Ambient	215g
SP137	<b>Hunters Mix</b>	Ambient	450g



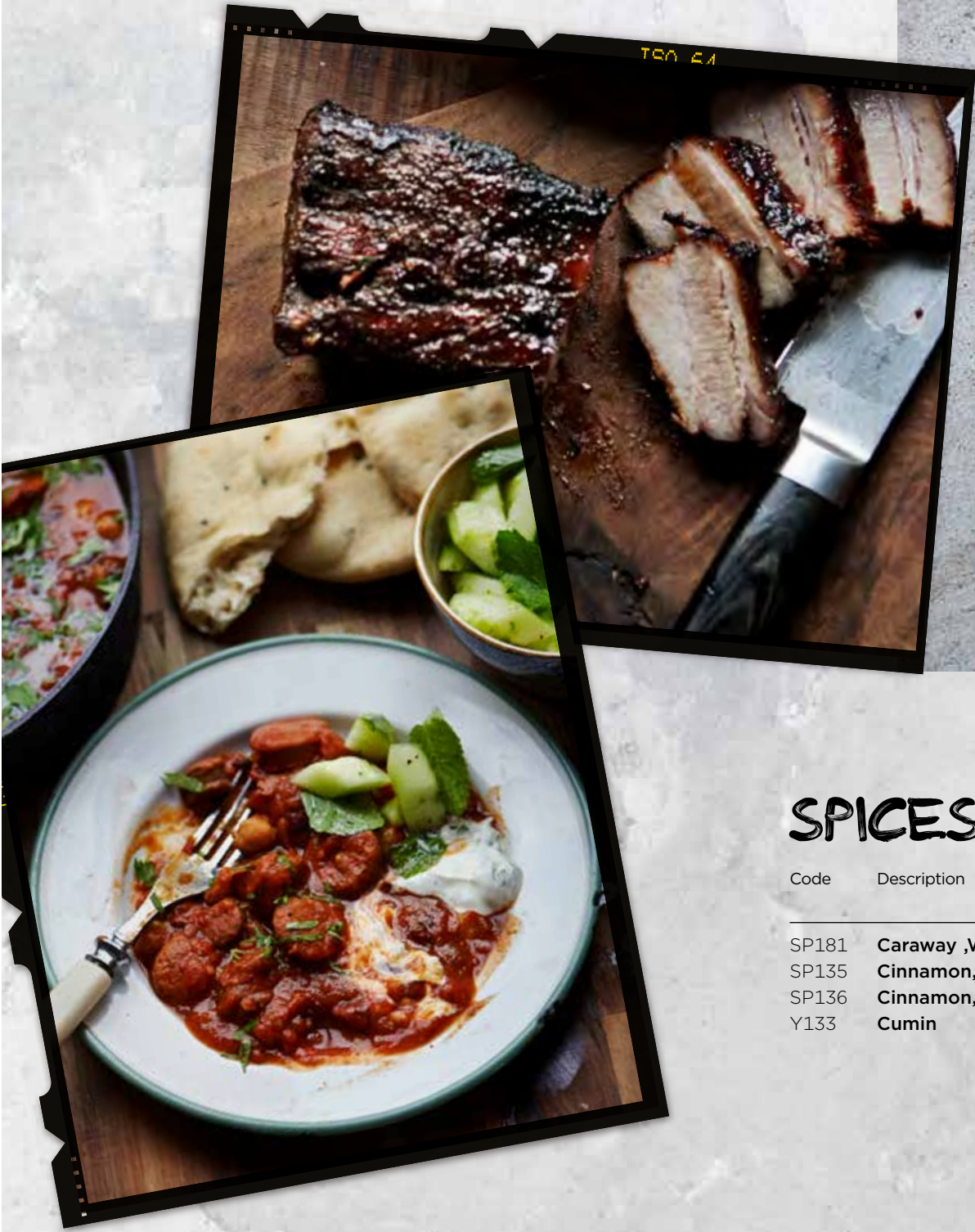
# CHAPTER 11 - SPICES

## THE SPICE OF LIFE

It only takes a touch of spice to transform a dish from the ordinary to the extraordinary.

Spices don't just taste and smell wonderful, they add visual appeal too. And with consumer demand for adventurous new flavours and cuisines on the rise, spices play a key role in bringing popular trends and dishes onto menus to meet this need. In fact, our Age Cohorts Report shows that 32% of people like spicy food more now than they did three years ago, and 37% prefer bolder flavours.

SOURCE: SANTA MARIA FOODSERVICE AGE COHORTS REPORT 2015



### CUMIN

- One of the world's most consumed spices
- Considered to be among the most aromatic due to its essential oils
- Used both whole and ground, its taste is intense and slightly bitter and helps to add an earthy, warming feeling to food
- Cumin features extensively in **INDIAN** and **MEXICAN** dishes so is ideal for tapping into the consumer popularity of these cuisines
- We source our cumin from India because of its quality and a rich taste that's ideal for making a host of dishes, such as **CURRY, CHILLI** and **SOUPS**

### CURRY MADRAS

- Our Curry Madras blends coriander, turmeric, fenugreek, cayenne pepper, fennel, cumin and black pepper
- It gives an added kick for those who like their curries slightly hotter
- Ideal for creating intensely flavoured **SAUCES, MARINADES** and **OILS**

## SPICES

Code	Description	Storage	Pack
SP181	Caraway ,Whole Seeds	Ambient	470g
SP135	Cinnamon, Ground	Ambient	550g
SP136	Cinnamon, Whole	Ambient	300g
Y133	Cumin	Ambient	430g





## TURMERIC

- Grown in Asia, South America and Australia - ours is sourced from India
- Characterised by its beautifully intense yellow colour and earthy, slightly hot pepper flavour

## CINNAMON

- One of the world’s oldest spices
- Essential oils found in the bark give cinnamon its characteristic flavour and aroma, which usually has a sweet and warm fragrance with a slightly bitter, pepperlike taste reminiscent of black Earl Grey tea and dark cocoa
- We only use cinnamon classed as premium quality and the main origin is Indonesia (Cinnamomum Burmannii)
- Indonesian cinnamon is very aromatic and sweet, perfect for use in cooking, in particular **BAKING** and **SWEET DESSERTS** as it keeps all of its flavour when heated

Turmeric is widely used in South Asian, Southeast Asian and Middle Eastern cooking to enhance the appearance of **CURRIES, RICE DISHES, SOUPS, SALADS** and **VEGETABLES**



TURMERIC

STAR  
ANISE

CINNAMON

Code	Description	Storage	Pack
SP140	Juniper Berries	Ambient	340g
Y135	Mustard Seeds, Brown	Ambient	675g
SP134	Nutmeg, Ground	Ambient	550g
SP180	Nutmeg, Whole	Ambient	590g
PU306	Star Anise	Ambient	200g
SP120	Turmeric	Ambient	500g
PU307	Blue Poppy Seeds	Ambient	600g
SP142	Madras Curry Powder	Ambient	500g
SP182	Ginger, Ground	Ambient	420g



CHAPTER 12 - BAKING

THE BAKING  
REVOLUTION

Consumers are increasingly looking to enjoy delicious baked products when they eat out of home.

Combined with expertise, the key to successful baking is the quality of ingredients used. Our range of products helps good bakers become great!

We're particularly proud of our **VANILLA SUGAR**. Its unrivalled taste comes from the ground seeds of the vanilla pods that we source from West Indian Islands - you can see these flavoursome dark spots in amongst the white sugar. It gives a natural and fresh flavour to **CAKES, PASTRIES, DESSERTS** and **CREAMS** - as well as adding depth to milk to give coffees and chocolate-based drinks a lovely taste and aroma.



ADD A SPRINKLE OF  
VANILLA SUGAR AS  
A COFFEE TOPPING

VANILLA SUGAR

BAKING INGREDIENTS

Code	Description	Storage	Pack
FU162	Arrowroot	Ambient	570g
T604	Gelatine Powder	Ambient	710g





## CHAPTER 13 - SPICE MIXES

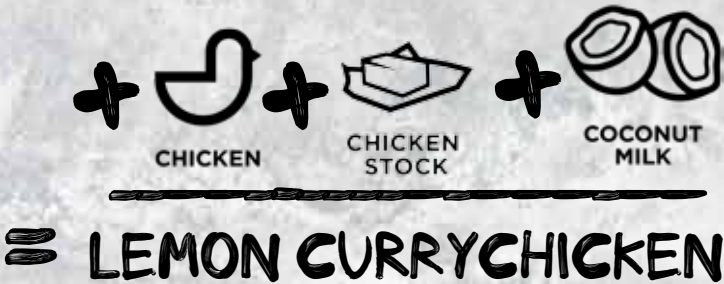
# MIX IT UP!

Our consumer research shows that flavour is at the heart of diners needs and expectations when eating out – one third now want more seasoning in their food than they did three years ago. They’re becoming more and more open to trying new things, driven by their desire for variety and the adventurous flavours and cuisines they’ve experienced from their travels around the world.

Our spice mixes are an easy and convenient way to bring big flavours to food that make a world of difference. They can be used to enhance existing dishes, as well as giving a subtle yet spicy twist to classics, helping differentiate menu offerings from the competition while giving consumers the tasty, new and interesting food that they want to eat.

Our versatile range of quality seasoning blends are an ideal way to give a flavour boost to **GRILLED CHICKEN, MEAT and VEGETABLES, SALAD DRESSINGS, SAUCES and FRENCH FRIES.**

SOURCE: SANTA MARIA FOODSERVICE AGE COHORTS REPORT 2015



LEMON CURRY



GRILL SEASONING

## SPICE MIXES

Code	Description	Storage	Pack
SP153	Chicken Seasoning	Ambient	750g
Z494061	Lemon Curry	Ambient	500g



AT SANTA MARIA FOODSERVICE WE  
BELIEVE IN DOING THINGS DIFFERENTLY.

TALK TO OUR  
TEAM OF F.O.O.D.I.E.S

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