

The Latest Hullabaloo

Hullabaloo Food "We put in less ... so that you can have more." NEWSLETTER 22 MAY 2009

Hi all,

I am pleased to announce that an entire childhood spent believing that swallowing chewing gum was bad for you was **WRONG**. My research into starches and gums has revealed that it is all a **BIG lie**. It does not lie in that wet and cold place for 7 years, but quietly goes the way of all things.

And talking about getting stuck in a wet and cold place, despite what you might think May is a beautiful time of year in Tassie. It is just starting to get nippy - strong winds whip through the city like a huge vacuum cleaner – it actually feels very alive - and everyone's veggies patches and fruit trees are forcibly delivering up the last of their summer offerings.

It is the time of year to pick, pluck and pull every last bit of goodness and flavour out of the garden before it gets carried across the Derwent - and preserve it!

I love the smell of cooking quince; it is so earthy and old-fashioned. I love cooking with it, quince jelly, quince paste, but it really surpasses itself when teamed with vinegar and chilli – so I am very pleased to announce a whole new Hullabaloo Food department that includes my to die for Quince and Pear Chutney.



Cheers,

NEW PRODUCTS

Not just new products –
but a whole new category.



[Register on line at the Hullabaloo Food website](#)

MYSTERY DISCOUNT CODE

To celebrate Allergy Awareness Week I have decided to run a Treasure Hunt.

Somewhere in the Hullabaloo Food product range, listed under **MORE** information in one of the product details is a secret discount code. Everyone who finds the code can enter it as they leave the check out and it will take 10% off their order.



P.S. there is a different code and different location everyday!!!!

ALL ABOUT VEGETABLE GUMS AND THICKENING AGENTS.

Most of you will be familiar with thickening food with starches – such as wheat flour or tapioca starch. Gravy and custard are two commonly homemade foods that use starch to thicken. When the grains of starch come into contact with boiling water they absorb the water and expand, thickening the food.

Starches are a cheap and easy way to thicken food, but because starches can easily reverse the thickening actions they are not suitable for long-life commercial foods. You will know what happens to a jug of gravy left in the fridge overnight - will start to weep clear water.

So instead in the food industry Vegetable Gums are used as thickening agents, gelling agents, emulsifiers and stabilisers. Most often gums are found in the woody elements of plants or in seed coatings. All gums are polysaccharides, (poly – many; saccharide – sugar molecule) that is they are similar to sugars but with many sugar units making up a large molecule. They are, odour less and almost tasteless.

Vegetable Gums even hold onto the water when they are digested – which is why too much vegetable gum (either as a food additive or in plain fruit and vegetables) can have a laxative effect. Despite this occasional side effect in large doses vegetable gums are preferred by the food industry because they are stable and can be added in very tiny quantities.

E NUMBER GUMS

400	Alginic acid (from seaweed)
401	Sodium alginate
402	Potassium alginate
403	Ammonium alginate
404	Calcium alginate
405	Propylene glycol alginate
406	Agar, isinglass
407	Carrageenan
407a	Processed eucheuma seaweed
409	Arabinogalactan
410	Locust bean gum (seeds of the carob tree)
412	Guar gum
413	Gum Tragacanth (Astragalus tree)
414	Gum Arabic Acacia tree)
415	Xanthan gum
416	Karaya gum
418	Gellan gum (bacterial fermentation)
425	Glucomannan (Konjac plant)
440(a)	Pectin
461	Methylcellulose
464	Hydroxypropylmethyl cellulose
466	Sodium carboxymethyl cellulose
1450	Starch sodium octenylsuccinate

PECTIN

- Comes from the Greek word meaning congealed or curdled .
- It was first isolated in 1825 and comes from the cell wall of fruits and vegetables.
- Commercial Pectin is mainly extracted from citrus plants and is a white to light brown powder,
- It is primarily used as a gelling agents in jams and jellies. It is also used in fillings, sweets, as a stabilizer in fruit juices and milk drinks and as a source of dietary fibre.
- Typical levels of pectin used as a food additive are between 0.5 – 1.0% - this is about the same amount of pectin as in fresh fruit.
- Apples contain 1.5%, apricots (1%) quince, plums, gooseberries, oranges (3%) and citrus peel (30%) are high in pectin. Carrots contain 1.4%.
- Soft fruits like cherries (0.4%), grapes and strawberries contain little pectin.
- Pectin is also used in throat lozenges as a demulcent. In cosmetic products, pectin acts as stabilizer. Pectin is also used in wound healing preparations and specialty medical
- Pectin is even used by cigar smokers and collectors will use pectin for repairing damaged tobacco wrapper leaves on their cigars.

CHEWING GUMS

- Chewing gum is traditionally made from Chicle, a natural latex and is still demanded in the Japanese market, or more recently made from a synthetic rubber known as polyisobutylene, which is a non-vulcanisable form of the butyl rubber used to line tires and cheaper
- Chewing gum was banned in Singapore in 1992. This included the import and sale of chewing gum in Singapore because of the damage inflicted on public transport and public place by its incorrect disposal.
- When a BBC reporter suggested that overly draconian laws would stifle the people's creativity, Lee Kuan Yew retorted: *"If you can't think because you can't chew, try a banana."*
- Mastic a chewing gum from ancient Greece is obtained from the mastic tree and Spruce gum, a chewing gum of American Indians is obtained from spruce trees

AGAR

- Agar or agar agar is a gelatinous substance derived from seaweed.
- It is white and semi-translucent, and sold as washed and dried strips or in powdered form.
- Agar-agar is approximately 80% fibre, so it can serve as a great intestinal regulator.
- In the past century it has been used as culture medium for microbiological work - hence Agar dish.
- It is commonly used as a substitute for gelatine by vegetarians and vegans. (1tbl gelatine = 1 tbl agar)
- It is used as a thickener for soups, in jellies, ice cream.
- Anmitsu, a Japanese dessert made of small cubes of agar jelly and served in a bowl with various fruits or other ingredients.
- In India agar is known as "China grass" and is also used for desserts.
- Agar will not set in vinegar or foods rich in oxalic acid like rhubarb, spinach or chocolate.

XANTHAN GUM

- Xanthan gum is a polysaccharide and produced by fermentation of glucose or sucrose by the *Xanthomonas campestris* bacterium.
- Xanthan gum is capability of producing a large increase in the viscosity of a liquid at very low concentrations, i.e.1%.
- In salad dressing xanthan gum makes it thick enough for the dressing to stay mixed when still, but the shear forces generated by shaking and pouring thins it so it can be easily poured. When it exits the bottle, the shear forces are removed and it thickens back up so it clings to the salad.
- Xanthan gum is used in gluten-free baking to give the dough or batter a "stickiness" that would otherwise be achieved with the gluten.
- In the oil industry, xanthan gum is used in large quantities, usually to thicken drilling mud. These fluids serve to carry the solids cut by the drilling bit back to the surface.
- Xanthan gum is added to concrete poured underwater, in order to increase its viscosity and prevent washout.
- In cosmetics it is used to prepare water gels and it has some skin hydrating properties. Some people are allergic to xanthan gum, with symptoms of intestinal gripes, diarrhoea, temporary high blood pressure, and migraine headaches.
- Xanthan gum is a common ingredient in toothpaste, fake blood recipes and Gunge!

CARRAGEENAN

- Carrageenan was first used in China around 600BC. It was introduced on an industrial scale in the 1930's.
- The 80% of the world supply comes from the Philippines,
- The seaweed is normally grown on nylon lines strung between bamboo floats and harvested after three months when each plant weighs around 1 kg.
- The seaweed is dried, ground, sifted to remove impurities such as sand, and washed. After treatment with hot alkali solution (e.g. 5-8% potassium hydroxide),
- The cellulose is removed from the Carrageenan after treatment with a hot alkali solution, by centrifugation and filtration.
- Carrageenan is initially soluble in hot water, and then added to cold foods such as yoghurts and ice-cream.

Hullabaloo Food is an exciting new business that understands the needs of, and caters for, a growing number of health-conscious people with multiple food allergies & intolerances. All our products are free from tree nuts, peanuts, preservatives and artificial additives.

If you would prefer not to receive this newsletter please email admin@hullabaloofood.com

If you read the small print and would like to earn some in-store credit as a Hullabaloo Food referee then [EMAIL US](#).

WWW.HULLABALOOFOOD.COM