



Gilroy Foods & Flavors™

## ■ Gilroy Foods & Flavors. The Chile Experts.

### Think Chiles, Think Gilroy Foods & Flavors

Chiles. These days, they're more than just fire and spice. They're fueling consumers' endless appetite for bold, authentic flavors.

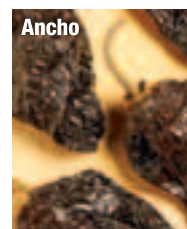
With a capsicum product portfolio that runs the gamut from sweet and mild to fiery, from GardenFrost® Softfrozen™ Purées and chile flavors to Controlled Moisture™ Vegetables and seasoning blends, *we're the industry's number-one supplier of chile ingredients. Nowhere will you find as many forms and flavors of chiles, as you'll find at Gilroy Foods & Flavors.*

### It's About Flavor, Not Flames

These days, the chile's cachet isn't just its heat. Consumer recognition of specific chile varieties like chipotle and jalapeño suggests that the ultimate chile experience can deliver fire, color or flavor. As consumers learn to appreciate what distinguishes a Scotch bonnet from a serrano, or a poblano from a pasilla, products that deliver a specific chile character—whether subtle and smoky or tart and tangy—will capture a market that knows the real thing when it tastes it.

### Pick a Pepper, Any Pepper

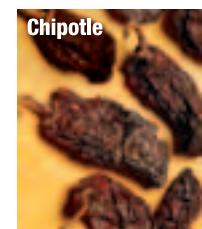
At Gilroy Foods & Flavors, we pride ourselves on staying ahead of the culinary curve. Our sourcing teams scour the world's chile-pepper hot spots to secure the most reliable, consistent, safe supplies available. Just as we do with our garlic, we've tapped our international grower network to build our specialty pepper catalog and capabilities. A sampling of the chile varieties we offer:



Ancho



Jalapeño



Chipotle



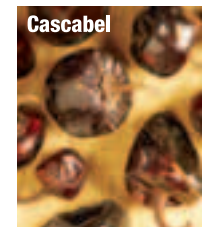
deArbol



Pasilla



Habanero



Cascabel



Poblano



Thai Red



Mulato



Serrano



Guajillo

### CHILES ARE THE FLAVOR OF THE DAY

Americans' passion for peppers is nothing less than extraordinary. In a few short years, consumers have embraced chiles in a variety of cuisines, from comfort food favorites to ethnic dishes. Whether you're after their pungent bite or fruity fragrance, chiles are no longer just a novelty. They're a necessity.

- During the past decade alone, Americans' chile use has increased 37%.<sup>1</sup>
- Chiles are becoming as American as apple pie. The

number of chile mentions on non-ethnic restaurant menus has doubled in just the past three years.<sup>2</sup>

- The nation's top 200 restaurants have menued chipotle more than four times the rate of mentions five years ago.<sup>2</sup>
- Americans are waking up to chiles. Breakfast and brunch menus across the country are banking on the pepper's appeal in everything from omelets and breakfast burritos to savory soufflés and home-fried potatoes.

<sup>1</sup>USDA <sup>2</sup>Food Beat, July/August, 2006



## WHERE FORM AND FUNCTION MEET FLAVOR

The Gilroy Foods & Flavors commitment to service begins with providing the industry's most extensive selection of chiles. But what really sets us apart is our ability to harness next-generation technology to transform those peppers into an equally impressive array of convenient, functional, versatile chile ingredients.

Our performance as a processor of fresh vegetables is unrivaled. In addition to customized flavors and seasoning blends, our pioneering technologies have brought you flavor-delivery innovations such as GardenFrost Purées and Controlled Moisture Vegetables. By applying these competencies to our supply of chiles, we've made it easier than ever to achieve true chile flavor in any application, anytime.

### Controlled Moisture™ Chiles

Just as exciting as the flavor of chiles are the unique eye appeal and textural diversity they bring to a dish. We use our unique Controlled Moisture (CM) technology to keep those colors and textures just as vibrant in our Controlled Moisture chiles as they are in the fresh-picked pepper. And because CM chiles have less water content—and thus less water loss than traditional IQF—and are ready-to-use without further cooking, it's hard to think of an application they wouldn't improve.

- Use CM chiles to give heat-and-eat fajitas a burst of seasonal color and a peppery bite.
- Add CM chiles to sandwiches or dough-based products for a flavorful accent.
- Experiment with different CM chile varieties in salsas or sauces to add differentiated flavor.
- Top salads with roasted chile strips in a spectrum of colors and flavors.

### GardenFrost® Purées

Nothing makes a fresher alternative to a heavy sauce or condiment than a jewel-toned purée with true-to-type chile flavor. The Softfrozen technology used to make GardenFrost Purées is the key to keeping a chile purée's color fresh and its flavor release instantaneous. But that's not all Softfrozen does. GardenFrost Purées thaw four times faster than traditional frozen purées, and can be used in a frozen state.

- Use a GardenFrost chile purée to boost the flavor in an upscale sandwich spread.
- Give your frozen pie a Latin twist—use a poblano or chipotle purée in your pizza sauce.
- Wake up dips, salsas and spreads with unique chile flavors.
- Use as a base for moles and authentic ethnic sauces.



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### Seasoning Blends

Decades of experience in creating blends with everything from garlic and onions to cumin and oregano has taught us first-hand that the best flavor profiles develop layer upon layer, through seasoning blends. Our seasoning blends with chile keep the fire and flavor in check while also fitting form to function—whether in a topical blend for snacks, or in a seasoning mix with bold particulates that brighten up a sauce. We can custom-design a blend that suits your application, from the size of the grind to the strength of the Scoville score.

- Develop a spice blend that capitalizes on the popularity of both rubs and chile-based character in one handy dry-rub product.
- Diversify a line of gourmet sausages with customized chile-inflected seasoning blends.
- Spice up a snack food with a chile-rich seasoning designed for topical application.
- Add a hint of chile seasoning to a standard soup to create a distinctive flavor with a mild buzz, or even a mild chile flavor, without going for the burn.

### Chile Flavors

Each chile has a unique flavor “fingerprint.” We've analyzed, identified and cataloged those fingerprints, allowing us to develop the most comprehensive line of authentic chile flavors in the industry. And because we understand the chemical basis of chile character, we can ramp up or tone down individual flavor components to suit your target application. Need a chile high in herbal notes? Want to balance heat with sweet? Are you after a dependable kick of capsaicin? Our in-house flavor chemists can build you a precise flavor from scratch in whatever form you choose: liquid, dry, oleoresin, water soluble, you name it. All are versatile vehicles for delivering quintessential chile flavor.

- Add a tropical-chile top note to seafood bisque with a habanero flavor designed to accentuate the pepper's fruit character.
- Guarantee long-lasting, reliable chile identity with a flavor engineered to withstand retort, or any other high-heat process.
- Use a concentrated flavor to convey consistent, clear chile character in applications where overt chile appearance and texture just don't fit.
- Chile and chocolate? It's the latest rage, and a subtle shot of ancho flavor to even a tiny truffle does the trick.



## IDEAS TO ENHANCE YOUR APPLICATIONS

### ANCHO

Ancho chiles' fruity undercurrent of sweetness offsets their mild pungency while accentuating caramelized notes. With “sweet heat” making waves in savory applications, now's the time to add ground ancho chile to a recipe such as coffee-braised short ribs.

### HABANERO

Everybody knows the habanero as one fire-breather of a chile. But don't let its sky-high Scoville score fool you. This pepper's tropical profile—redolent of coconut, papaya and berry—is a fruit salsa's best friend. Whether in a seasoning blend or puréed, it makes a great addition to any formula for this popular condiment.

### PAPRIKA

If deviled eggs are your only use for paprika, it's time you give this ground chile a second taste. Among the mildest of peppers, smoked paprika is known in Spain as *pimentón*, where it lends bittersweet toasted notes to chorizo and the tapas favorite *patatas bravas*—spicy fried potatoes.

### CHIPOTLE

Although it's one of the most popular chiles, we haven't even begun to explore the chipotle's full potential. Its profile is as compelling as a fine wine's, with complex notes of tobacco, chocolate and roasted nuts. Deep, smoky heat rounds it out, making its fame well-deserved.

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*Our food technologists will work with you hand in hand to draw up the “blueprint” for your ideal chile ingredient. Whether you’re looking to hit a specific Scoville range, need an all-natural label or have a finicky application that demands an unusual amount of processing tolerance, our ability—and readiness—to fit form to function is your ace in the hole.*



## Customization: It's All About You

The ideas only multiply from here. And so does the degree of support that the Gilroy Foods & Flavors team can offer. With access to unparalleled culinary expertise, we have the facilities, the experience in food creation and the imaginative insight to help you fine-tune your product's chile flavor. Fluent in the principles of culinary design, as well as the diverse collection in our chile portfolio, our research chefs will guide you through the choices to find the chile that has it all locked up for your application: flavor, color, character.

## Your Quality Safeguard, from Field to Factory

At Gilroy Foods & Flavors, we've staked our reputation on the belief that quality at the core translates to quality throughout the entire operation. And the core of our business is our raw materials. So it should come as no surprise that we devote the same meticulous attention to sourcing and handling our chiles as we do to all of the vegetables that we supply for you.

## One Call Does It All

Selection, specialization, support. When it comes to chiles, your source is Gilroy Foods & Flavors. For more information, call (800) 921-7502 or visit [www.gilroyfoodsandflavors.com](http://www.gilroyfoodsandflavors.com). We're ready to work with you.

VEGETABLES

FLAVOR SYSTEMS

SEASONINGS

  
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