



Marketing the New Zealand Blackcurrant

Two Hundred Years of New Zealand Food & Cookery

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December 1835:
Charles Darwin lists
the contents of a
NZ colonial garden,
including:

....*asparagus,*
kidney beans,
rhubarb, apples,
figs, grapes, olives,
currants,
gooseberries,
hops....



1. Shoulder of Mutton. 2. Shoulder of Mutton. 3. Leg of Mutton.

BEVERAGES.

ARROWROOT.

INGREDIENTS.—1 small dessert-spoonful of arrowroot, 1 teaspoonful of castor sugar, $\frac{1}{2}$ pint of milk or water.

METHOD.—Mix the arrowroot smoothly with a little cold milk, boil the remainder and pour it on, stirring briskly meanwhile. Return to the stewpan, and boil for about 5 minutes, stirring all the time. Add the sugar and serve. If preferred, an equal quantity of water may be substituted for the milk.

TIME.—About 10 minutes.

BARLEY GRUEL (PATENT BARLEY).

INGREDIENTS.—1 tablespoonful of Patent Barley (Flour), pinch of salt, a little cold water, $\frac{1}{2}$ pint boiling water (or milk), sugar or Port to taste.

METHOD.—Mix the barley with cold water, until a smooth paste about the thickness of cream is formed; then add to this the salt, the boiling water (or milk, which is preferable); put into an enamelled saucepan; add sugar or wine to taste; simmer for about 10 minutes, stirring all the time with a silver or wooden spoon.

TIME.—About 10 minutes. SUFFICIENT to make $\frac{1}{2}$ pint.

BARLEY WATER.

INGREDIENTS.—2 oz. of pearl barley, 2 or 3 lumps of sugar, the thinly-pared rind of $\frac{1}{2}$ small lemon, 1 pint of boiling water.

METHOD.—Cover the barley with cold water, boil for about 2 minutes, and strain. Place the barley, sugar, and lemon-rind in a jug, pour in the boiling water, and cover closely. When cold, strain and use. This forms a nutritious, agreeable drink, and it is also largely used to dilute milk, thus making it easier of digestion. A very pleasant drink

may be more quickly prepared by using patent barley, following the directions on each packet.

TIME.—About 1 hour.

BLACK-CURRANT TEA.

INGREDIENTS.—1 dessertspoonful of black-currant jam, 1 teaspoonful of lemon-juice, 1 teaspoonful of castor sugar, $\frac{1}{2}$ pint of boiling water.

METHOD.—Put the jam, sugar, and lemon-juice into a jug, pour on the boiling water, and stir well. Cover with a plate or saucer, and let the jug stand by the side of the fire for about 15 or 20 minutes. Strain and use hot as a remedy for a cold, or allow it to become cold and use as a beverage to alleviate thirst or hoarseness.

TIME.—About 20 minutes.

CURDS AND WHEY
(See Milk Section).

EGG AND BRANDY OR WINE.

INGREDIENTS.—1 egg, 1 tablespoonful of good brandy, or a small glass of port or sherry, 1 tablespoonful of either hot or cold water, castor sugar to taste.

METHOD.—Beat the egg well in a cup, add a little sugar, and the water and brandy, port or sherry, and mix well. Strain into a tumbler, and serve.

TIME.—About 5 minutes.

EGG NOG.

INGREDIENTS.—1 white of egg, 1 tablespoonful of sherry or brandy, 1 tablespoonful of cream, castor sugar to taste.

METHOD.—Put the wine or brandy into a tumbler, add the cream and a little sugar, and mix well. Whisk the white of egg to a stiff froth, stir it lightly into the contents of the tumbler, and serve at once.

TIME.—About 5 minutes.

Mrs Beeton's Cookbook the colonial kitchen mainstay: Blackcurrant makes a great invalid tea!

SAGO MOULD.

TWO tablespoons sago (cooked overnight in just enough water to cover), 1 cup breadcrumbs, 2 tablespoons sugar, 1 cup mixed dried fruits, 1 cup dates, 2 tablespoons butter, 1 tablespoon golden syrup, $\frac{1}{2}$ cup milk, 1 teaspoon carbonate soda.

Melt butter, golden syrup, and milk together; add soda while warm; then mix with other ingredients. Pour into a well buttered mould and steam for about 3 hours.

GOLDEN TAPIOCA.

THREE tablespoons tapioca, $1\frac{1}{2}$ tablespoon golden syrup, $1\frac{1}{2}$ pint milk, nutmeg, 2 teaspoons butter.

Soak tapioca overnight in milk. Butter piedish, and put tapioca and remainder of milk in oven for 1 hour. Then add syrup, butter, and nutmeg, and return to oven for 1 hour longer.

FOUNDATION STEAMED SPONGE PUDDING.

TWO tablespoons butter or dripping, 3 tablespoons sugar, 1 egg, 1 cup milk, 2 level cups flour, 1 teaspoon baking soda, 2 teaspoons cream of tartar, $\frac{1}{2}$ teaspoon essence vanilla.

Beat butter and sugar to a cream; add the egg and beat again. Add milk, soda, flour, cream of tartar and essence. Half fill a greased mould and steam 2 hours, serve with vanilla sauce.

For apricot sponge, put 2 tablespoons apricot jam on top of sponge before steaming; serve with apricot sauce. For strawberry, peach or raspberry sponge, prepare as for apricot sponge, but use the jam and sauce to correspond.

SIX-IN-ONE PUDDING.

TWO oz. butter, 2oz. sugar, 1 egg, $\frac{1}{2}$ teacup milk, 4oz. flour, 1 small teaspoon baking powder. Cream butter and sugar, add egg, then milk; lastly, flour and powder. Pour into greased basin and steam 2 hours.

DATE PUDDING: Add 4oz. chopped dates and a little nutmeg.

RAISIN PUDDING: Add 4oz. cleaned raisins.

APPLE PUDDING: Place cooked apples in bottom of bowl, then pour in batter.

COLLEGE PUDDING: Place jam in bottom of basin before adding batter.

BLACK CAP PUDDING: Place currants in bottom of basin before adding batter.

LEMON PUDDING: Add grated lemon rind and chopped candied peel to mixture, and serve pudding with lemon sauce.

**APPLE BUTTER SCOTCH.**

TWO cups milk, $\frac{1}{4}$ cup tapioca, pinch of salt, 1 tablespoon butter, $\frac{1}{2}$ cup brown sugar, $\frac{1}{2}$ teaspoon cinnamon. Scald the milk in a saucepan, add the tapioca, apples (chopped finely), and cinnamon; cook for 15 minutes. Melt the butter and sugar in another saucepan, and cook until brown; then stir into the tapioca mixture. Cook until the butterscotch is dissolved, then cool, and serve with whipped cream, or any fruit juices.

STEAMED APPLE PUDDING.

TAKE 1 cup flour, 1 level teaspoon baking powder, pinch of salt, 2oz. butter, 3oz. sugar, 1 egg, 2 tablespoons milk. Cream the butter and sugar, add the well-beaten egg and the milk; stir in the flour mixed with the baking powder and salt, and mix well. Put 3 apples (peeled and quartered) in the bottom of a greased basin, and sprinkle with ground ginger and a little sugar. Pour the mixture over the fruit, cover, and steam 2 hours.

BLACK CURRANT PUDDING.

TAKE 1 cup flour, 1oz. butter or dripping, 1 egg, 1 tablespoon sugar, 3 tablespoons black currant jam, $\frac{1}{2}$ teaspoon baking soda. Mix like a scone; add the jam lastly, and instead of using milk to mix, use cold tea. Grease a mould and steam for 2 hours. This makes an ugly colored mixture, but when steamed it is a dark brown. It is a delicious pudding when served with a custard sauce flavored with golden syrup.

BLACK CURRANT ROLY-POLY.

TAKE $\frac{1}{2}$ cup black currant jam, 1lb. flour, 2 tablespoons breadcrumbs, 4 oz. suet, pinch of salt, 1 apple, 1 tablespoon golden syrup. Mix the flour, shredded suet, and salt together, then add cold water to mix to a stiff dough, and roll out to an oblong shape. Peel the apple and chop it; add the syrup, jam, and and breadcrumbs, and mix together. Spread over the dough, moisten edges, and roll up. Roll in a floured cloth, put into a pot of boiling water, and boil for 3 hours. Serve with sauce flavored with golden syrup.

CHOCOLATE NUT PUDDING.

TAKE $1\frac{1}{2}$ oz. cocoa, 2oz. flour, 2oz. suet, 2oz. breadcrumbs, 2oz. sultanas, 2oz. shelled walnuts, 3oz. sugar, 1 flat teaspoon baking powder, 1 egg, and milk. Wash, pick over and dry sultanas; chop walnuts, make the breadcrumbs and mix with cocoa, flour, and baking powder. Chop suet finely, and mix in thoroughly; add sugar, walnuts and sultanas, and mix all together. Beat up egg, and add with sufficient milk to mix all to about the thickness of a cake. Put in basin; cover with greased paper, and steam for 2 hours. Turn out and serve with custard or cream.

In the 1950's
NZ's most
popular
recipe book:
Blackcurrant
Pudding &
Rolypoly!

More Iconic Black Moments In NZ History:

- 1950's: legendary radio personality Aunt Daisy suggests a Blackcurrant savory sauce recipe for lamb!
- 1970's: Trendy Blackcurrant and Raspberry sauce.
- 1980's: Barkers creates the world's first unsweetened Blackcurrant concentrate.
- Newmans exports NZ frozen Blackcurrants to European bakeries.
- 1990's: Sujon Berryfruits starts marketing IQF Blackcurrants in New Zealand.
- NZ Blackcurrant Cooperative formed and exports to Australia, Europe and USA



Juice is King and how most New Zealanders enjoy Blackcurrants!

Of the estimated 125 retail products in NZ in 2008 66 are forms of juice and are estimated to account for 90% of the volume.



RIBENA : the market-making icon brand!

- Started in the 1940's and now a global icon for the industry.
- In 2008 GSK features the grower as a vital part of the Ribena brand value



Phil Hyatt features in a major TV commercial campaign in New Zealand this year

A Cinderella story:

the Rise & Rise of A Superfruit Superstar

- In the 1980's Blueberries achieved world fame for their blue-black antioxidants and the word 'superfruit' was coined.
- A Woodend Blackcurrant farmer said if Blue's good Black might be better!
- Some pioneering research proved him right.
- A Californian scientist picked up the results.
- World leading Japanese company Meiji was researching new products with Blueberries.
- The NZ research flagged an exciting new development.
- The result was the Meiji Corporation's NZ Blackcurrant product development focus; and the creation of the Japan Cassis Association.



I Love
Cassis

活動報告

日本カシス協会とは

日本カシス協会

お問い合わせ



カシスについて

みんなで質問



日本カシス協会のサイトへようこそ！

日本カシス協会は、「味よし」「体によし」「取り入れやすい」の3大魅力を国民の皆様へお伝えし、生活における、カシスの存在感をますます高めていくことを、第2回カシスサミットにて宣言しました。

キャラクターの
名前が決定しました！

→ たくさんの応募
ありがとうございました



NEWS

2008年11月05日 MFw

秋の夜長・疲れ目にはカシスを！

2008年09月10日

日本カシス協会のキャラクターの名前が決定しました

カシスについて



カシスの栄養素

カシスを知っていますか？カシスはベリー類のなかま



目に良いカシス

なぜカシスが目にいいのか。物を見る仕組みから、ク



カシスの豆知識

カクテルなどリキュールでの利用が一般的なかシスで



生産地情報

ニュージーランドでは、カシスを「ベリーの王様」と呼ぶ

Hugely popular and informative
Japan Cassis Association website
championing cassis!

High profile health trends leading to mass market food retail opportunities in Japan:





Four Leaf Japan offers Japanese consumers 'First Leaf': a premium Blackcurrant-based health product based on New Zealand-grown berries.



Creating a sense of community between the New Zealand Blackcurrant grower and the Japanese consumer: sustainable business in every way: a wonderful win-win.

New-Nutrition BUSINESS magazine:
***Superfruit: major health food strategist
defines superfruit success:***

- Superfruits are the product of a strategy, not something you find growing on a tree.
- - Case Study 1 Cranberry
 - Case Study 2 Pomegranate
 - Case Study 3 Blueberry
 - Case Study 4 Bilberry
 - Case Study 5 Mangosteen
 - Case Study 6 Goji
 - Case Study 7 Açaí
 - Case Study 8 Plum
 - Case Study 9 New Zealand Blackcurrant
 - Case Study 10 Gold Kiwi
 - Case Study 11 Watermelon
 - Case Study 12 Cherries

New Nutrition Business magazine:

- **The 10 Key Trends for 2008:**

- Key Trend 1: Digestive Health – a wellness issue and the biggest opportunity
- Key Trend 2: Fruit and superfruit – the future of food and health
- Key Trend 3: The marketing power of “naturally healthy”
- Key Trend 4: Beauty foods – the newest niche
- Key Trend 5: Weight management more about maintaining than losing
- Key Trend 6: Mood food feels its way
- Key Trend 7: A tipping point for the premiumisation of health
- Key Trend 8: Healthy snacking for the “me” generation
- Key Trend 9: Kid’s nutrition – connecting to multiple trends is crucial
- Key Trend 10: Are antioxidants the new probiotics?

- **FROM WHAT WE KNOW ALL ARE AN OPPORTUNITY FOR THE BLACKCURRANT!**

The New Zealand Growth Strategy

Create
NEW REASONS
for drinking
juice

Encourage rigorous science to support health claims.
Focus on concepts requiring high fruit content.
Promote those to brands and consumers.

Create
NEW WAYS of
CONSUMING
Blackcurrants

Understand the culinary and health supplement potential of Blackcurrants.
Focus on concepts with high volume potential.
Promote to brands and consumers.

Make
New Zealanders
proud of
their homegrown
Blackcurrants:
AN ICON!

In all we do make Blackcurrants relevant to national identity and lifestyle.
Encourage others to champion and promote us because we are seen as an icon in the making!
Encourage development of NZ-specific cultivars with unique consumer values

The New Zealand Blackcurrant Research Foundation

- **THE FUNCTION**

- Collate various research findings from around the world and understand relevance to NZ-grown fruit.
- Coordinate research projects with local and international research institutions: eg
- HortResearch Healthful Berries programme
- Japan Cassis Association

- **THE OBJECTIVES**

- Understand our relevance to a consumer's health and lifestyle choices.
- Give focus and purpose to the NZ Blackcurrant promotional programme.
- Have F&B and Health Supplement brands want to use our berries in their New Product Development Programmes.

Overview of Promotional Strategy:

- Get top chefs to show the potential for NZ-grown Blackcurrants.
- Sift their ideas and select the ones with high volume manufacturing potential.
- Target foodwriters to understand and enjoy the values of NZ-grown Blackcurrants so they promote Blackcurrants in their writings.
- Excite food technologists to add NZ-grown Blackcurrants to their New Product Development project lists. With concepts that need tens or hundreds of tonnes of fruit, puree, concentrate or powder.
- Use our New Zealand – based knowledge as real-life success-story examples for our offshore customers.

New Zealand Blackcurrant Culinary '101'

- A top team of NZ foodies gets together thanks to:
- the NZ Blackcurrant Cooperative/Sujon Berryfruits/Barkers.
- Blackcurrants and proteins and herbs and spices tasted 'afresh'
- The results make national headlines: The Future is Black!



The Future is Black

Muffins to mains – the culinary adventures of the New Zealand blackcurrant.



To New Zealanders, the blackcurrant represents a rich, wholesome fruit drink, and the local blackcurrant industry has become a world leader in producing intensely coloured berries that are perfect for drink concentrates. But does the blackcurrant have a future outside the juice jug?

Kiwi chefs and bakers have been able to buy frozen blackcurrants for over a decade but have only used them very sporadically and for specialised products. Are they missing out on an ingredient with huge culinary potential?

The grower-owned Blackcurrant Cooperative exports frozen fruit and concentrate to Japan, Australia, Europe and North America. Although Japan is the key market, some exciting

opportunities are developing, particularly in the USA. However, the Co-op recognises that the key to export development is getting our act together at home.

There are some wonderful parallels between New Zealand's blackcurrant and New Zealand's iconic 'ubër-brand' wine – sauvignon blanc. An average grape in its homeland France, the grape came to Marlborough and underwent an organoleptic 'Cinderella' as the intense sunlight and other factors of terroir produced flavours that have changed the way the world sees both New Zealand and the grape. The blackcurrant story is similar. Some very average varietals from Scotland came to New Zealand and over the last five decades, a combination of skilled varietal breeding programmes, innovative berryfruit farming practices and

TASTING THE TALK:

The New Zealand Blackcurrant

- **“A sweet earthy taste.**
- **Aromas of fresh gooseberry and passion-fruit with hints of raspberry, combined with the floral notes of carnations and roses.**
 - **An underlying tannic structure adds complexity and balance to the blackcurrant’s acidity and sweetness.**
 - **The aftertaste is fresh and cleansing. Aromatics linger but not the sweetness.”**

“Highlights of the Culinary 101 tasting:

- Fantastic sorbets and granitas
- Pickled Blackcurrant with cheeses.
- Blackcurrants and bananas in smoothies.
- Blackcurrant and mango is a dream team.
- A little Black makes Blue beautiful.
- Blackcurrant IS the ultimate muffin berry!
- Blackcurrant and tomato is astonishingly good together!
- Sauvignon Blanc and Blackcurrant jelly with shellfish!
- Blackcurrant and smoked salmon or tuna: YES!
- Blackcurrant & Mint: Delightful!
- Blackcurrant chili chocolate mole: HUGE!
- Blackcurrant Xmas mince pie: best ever!
- Blackcurrant & Kewpie mayonnaise: amazing shrimp dip?
- AND Blackcurrant pickle could be the ultimate soba noodle sauce? “Kai-Zen!”

We challenge some top New Zealand chefs with our knowledge:



- Jonny Schwass
- Restaurant Schwass, Christchurch.
- Captain NZ Culinary Olympic team
- Culinary Olympian Gold medalist:
- The brief “Create a Blackcurrant menu for a one of Japan’s top foodwriters”

The results amaze and delight!



One of the world's top chefs creates his ultimate NZ menu for NZ Trade & Enterprise's Asian Dinners



- **Blackcurrant Gazpacho soup - Lamb with Blackcurrant sauce – Blackcurrant Sorbet Panna Cotta. The only ingredient used more than once in this iconic 'NZ' menu!**



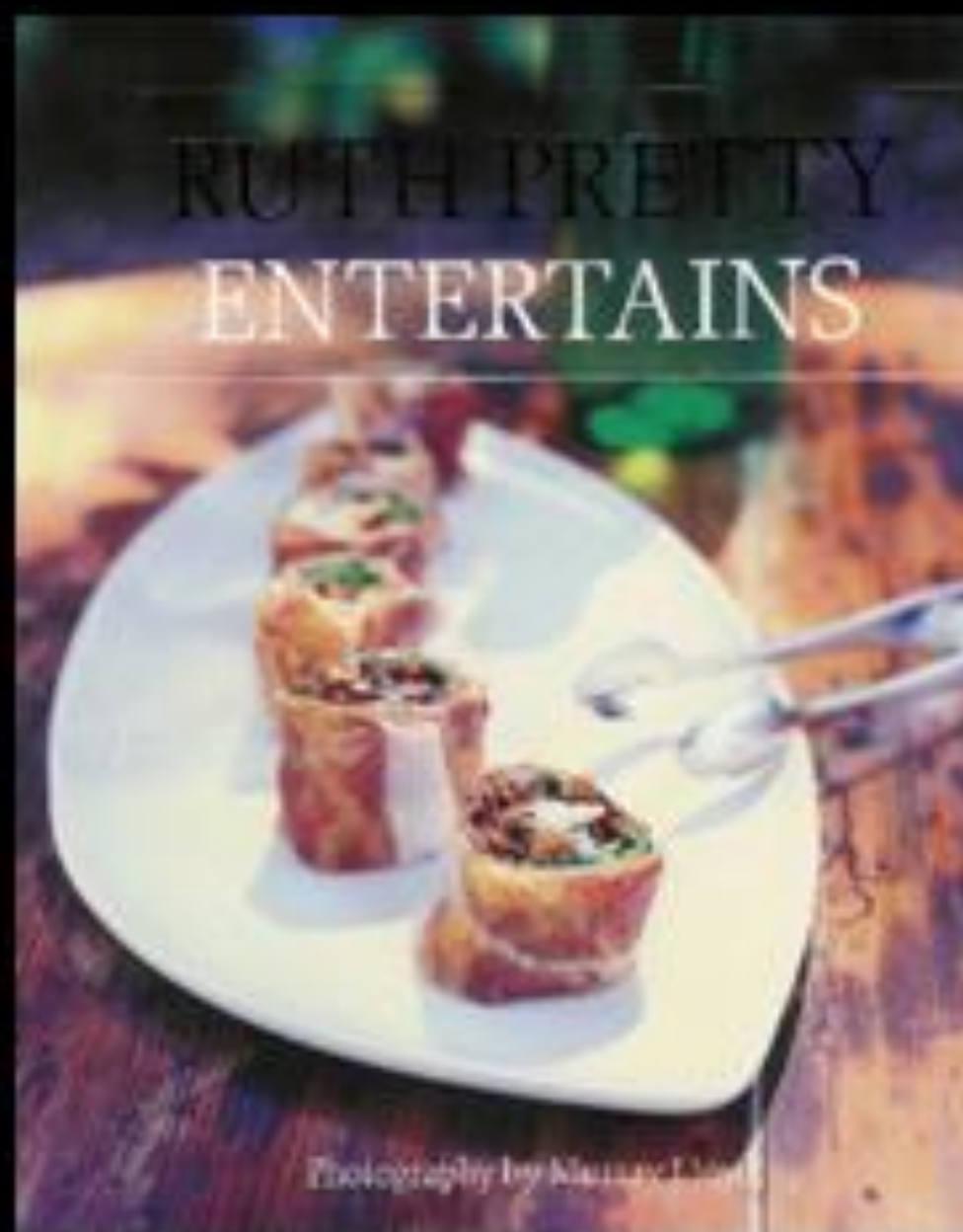
We take the Blackcurrant to the NZ Foodwriters Guild Annual Awards Dinner-

*TV One Good
Morning Cook
doubles December
IQF Blackcurrant
sales for Sujon as a
result of her
Blackcurrants Xmas
'pudding' recipe!*

Ruth Pretty, New Zealand's top caterer uses Blackcurrants at the NZ Foodwriters Guild Awards: twice!



And now Ruth
Pretty's latest
cookbook features
Blackcurrants
three times:
*baked in
champagne with
apples
*in a summer fruit
pudding
*as a chicken
glaze



SuperBlacks™

New Zealand-grown Blackcurrants



Tackling key influencers for good nutrition:
We go to the NZ Dietetics Conference



Dietitians: influencing consumers at every level: primed for our research results!

Then we tackle the food tech's! The NZ Institute Food Science & Technology Conference 2008

- **Using Blackcurrants instead of Blueberries.**
 - More flavour/more health values/less costs!
- **Is the Blackcurrant the food technologists new ingredient superstar for 2009?**



Food Technology Conference Presentation: **Good Product Development is happening now in New Zealand...**



*(good examples
from Barkers)*

**But.....
what about
YOU?**

Food Technology Conference Presentation:
**What's on Your New Product Development
Whiteboard Wish-list right now?**

- Meat sauces?
- Gelatos ,
sorbets, ice
creams?
- Cereal bars?
- Biscuits, muffins,
cakes?
- Savory chilled
summer soups?
- Smoothies and
designer juices?
- Chutneys,
pickles.
- Dessert sauces

Food Technology Conference Presentation

- **From Glass to Gelato:**
- Gelato (Sorbet) Recipe concept developed at Co-op's Culinary '101'
- Proven by leading chefs Jonny Schwass and Jason Dell
- Now ready to be pitched to high volume brands offshore: Japan/USA/Australia and more
- **HIGH VOLUME OPPORTUNITY**
- Creating new customers and new consumers!



New Zealand's First Blackcurrant Harvest Festival: SARAU!

- A team of growers and locals get together in the Upper Moutere-Nelson lead by Jenny Leith.
- A wonderful new food festival on the NZ calendar.
- 2009 promises to be even better!





**Blackcurrants championed by NZ
Trade & Enterprise at FoodEx
JAPAN 2008!**



**Japanese visitors to FoodEx love
our tastings: Koi Suru Kashisu!**

To Summarise the Strategies:

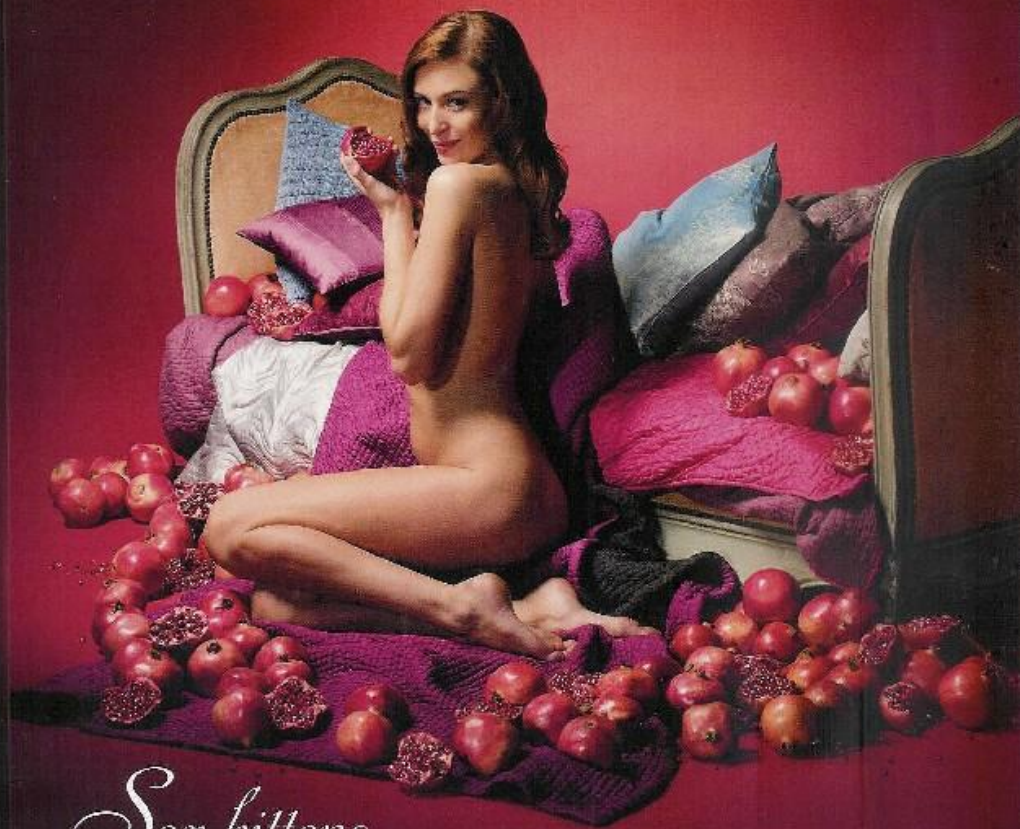
- **HAVE** a foundation of generic knowledge about NZ-grown blackcurrants and potential uses for health, nutrition and enjoyment.
- **DISCOVER** new uses for Blackcurrants. Exciting new uses that have **SIGNIFICANT** volume and sales potential!
- **START** creating interest and demand from consumers: the people who eat and drink Blackcurrant products.
- **THEN** use all of the above to start creating interest and demand amongst industry customers: the people who buy our Blackcurrants to make new products for consumers.

An opportunity for this Conference – agree on a worldwide positioning platform for Blackcurrants!

- **Examples**
- BLUEBERRIES = EYES & BRAIN
- POMEGRANATES = HEART HEALTH
- CRANBERRIES= 'THE SIMPLE DETOX'
- And now: PINEAPPLES = JOINT HEALTH!
- Science shows Blackcurrants could have any or all of those platforms BUT
- The Market doesn't believe a one size fits all claim no matter how real!
- **What do Blackcurrants Equal?**

Pomegranate
goes for a new
position?

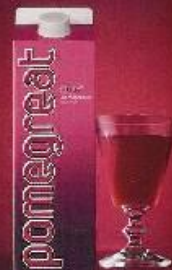
SEX SELLS.
“get your juices
flowing:
drink Pomegreat
juice!



*Sex kittens
don't drink milk.*

They drink Pomegreat. Sexiness comes from within. So, take care of your body and you'll love everything about it. A refreshing glass of Pomegreat has twice the natural antioxidants of a glass of cranberry juice drink. It's a tasty way to help you feel healthy and sexy. So drink up and start purring. Boosting your vitality has never been so much fun.

Pomegreat. Get your juices flowing.



www.pomegreat.com

Positioning Platforms that are Strategic Options for Blackcurrants

- Oxidative stress
- Metabolic syndrome
- Anti-aging
- Sports stress recovery
- Sports performance
- Diabetes
- Immune system boost
- Gastro-intestinal health
- Mental Acuity
- Dementia
- **WHICH IS THE BEST CHAMPION FOR THE GLOBAL DEVELOPMENT OF OUR BLACKCURRANT INDUSTRY?**



**Example of a Potential
Positioning Platform**

Blackcurrant

the stress-fighting fruit!

Blackcurrant: the stress fighting fruit!

- New Zealand's Waikato University launches a new-generation antioxidant rating for pre-emptive reduction in oxidative stress.
- Blackcurrants have exceptional potency for this new health value.
- New product launched in UK, Hong Kong and NZ.
- Every retail buyer said yes!



New Zealand Manuka honey and Blackcurrants. New Zealand Honeydew and Blackcurrants: Exciting new consumer products

Let's get together.....

- Making a bigger pie is better than fighting over a small one.
- New Zealand brands compete, but find ways of working together as well.
- None of us have exploited the potential in our own countries yet! And yet we grow and market one of, if not the most exciting foods in the world.
- **Let's grow the Blackcurrant pie and give the world "the best berry for health!"**

