



Ready-to-use
**FOOD
MIXES**

for Meat & Food
Processing Industry

Bringing your Ideas to Life

Mission

- » To become the leader in technical assistance and support to Meat and Food Processing industry
- » To offer highly functional and superior quality products, processes, solutions, adapted to suit the needs of individual customers



Custom-blends, Solutions and Technical services for Manufacturers

- » Meat processors » Mayonnaise, Dressings, Snack sauces manufacturers » Chips, Snacks, Namkeen manufacturers » Ready meal manufacturers » Miscellaneous processed food manufacturers

Food service trade

- » QSR chains » Casual and fine dine restaurant chains » Hotels » Stand alone restaurants
- » Commissaries and Commercial kitchens » Flight kitchens » Catering companies » Modern Retail chains

Value Proposition

- » To 'work-in-sync' with the needs of our customers
- » To achieve alignment in all stages of Concept-to-Product, including 'Product Matches'
- » To deliver globally best products and practices, through technical expertise of BSA Canada
- » To ensure enormous 'value-addition' at every stage of production

BSA INDIA

BSA India Food Ingredients (P) Ltd is a subsidiary of BSA Sec/Lp headquartered in Montreal, Canada - a trusted Canadian seasoning company since 1989.

BSA India was incorporated in 1999. Its initial objective was sourcing spices, ingredients and raw materials from India and other Asian countries for BSA Canada. However, sensing a promising opportunity to participate in the evolving Indian food market, BSA India commissioned its state-of-the-art Seasoning blends plant in Alwar (Rajasthan), 150 kms south west of New Delhi. Today, the 2-acre BSA blends plant is a testament of BSA's commitment to the Indian market. BSA India stands steadfast in bringing and delivering globally best products and practices, through the technical expertise of its global operations at BSA Canada.

The underlying philosophy and forte at BSA is "**Customisation**". BSA's '**work-in-sync**' approach with its customers helps them bring their product ideas to life. Combining the science and the art of food, it door delivers end-to-end solutions from Concept-to-Product, including process integration and scale-up, adapted to suit the need of individual customer.

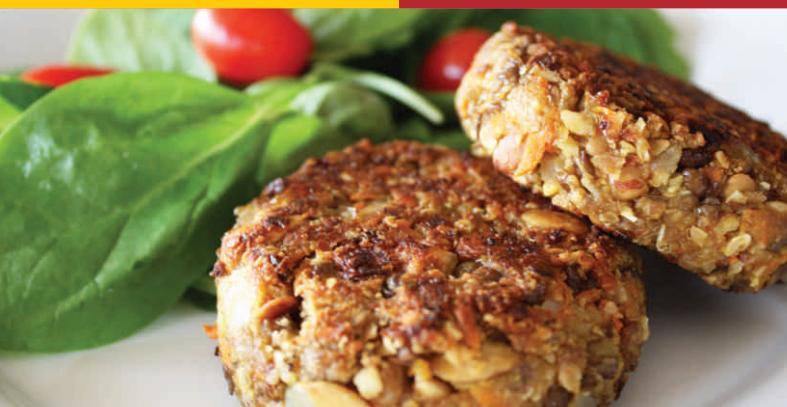
BSA's fully equipped Meat Lab-cum-Product Application Kitchen at its R&D Centre in Gurgaon, works as a resource and facility where customers can try out various permutations of Taste, Flavour, Visual and Functionality in their product concepts, until they achieve their 'Eureka Moments'!. In doing so, customers themselves go through a 360-degree experience of their own products, as their target customers would experience. Even as customers prepare to roll-out their product, BSA is happy to hand-hold them through the process of integration and scale-up.

BSA also keeps its customers abreast with the latest developments and trends in global food industry in various ways. The once-in-a-year BSA Meat Course brings together the who's who of the Meat, Food and Hospitality Industry and has become a platform for information exchange, technology updates and networking.

Over time, BSA's complete solution approach backed by a reliable customer service has earned it the trust of its customers across a wide spectrum of food industries. Today, BSA is a preferred vendor-of-choice for customers ranging from Processed Meats, QSR's, Horeca, Modern Retail, Mayonnaise, Snacks, Sauces and Snack foods.

100+ Customized Products | 300+ Standardized Products | 3000+ Products in Library

Freeze Thaw Stable,
Functional
MARINADES,
Pre-Marination
System



Functional
Ready Mixes / Bases
for
BURGER PATTIES,
Nuggets

Ready Mixes for
MAYONNAISE,
Dressings



Freeze Thaw Stable,
Functional Bases for
SAUSAGES,
Hot Dogs, Cold Cuts,
Ham, Bacon

Ready Mixes / Bases
for
INDIAN GRAVIES



Instant Mixes for
**BATTER, BREADING,
COATING**
System



Ready Mixes / Bases
for
STOCKS & SOUP



Ready Mixes for
Cold and Hot
BEVERAGES



Wide range of
Ready Mixes for
RICE, NOODLES



Functional Ready
Mixes for
FERMENTED MEAT
products



Professional
Western
COOKING SAUCES



Wide range of
**SEASONINGS,
SPRINKLES**



∞
**Freeze Thaw Stable,
Functional**

— MARINADES, —

Pre-Marination System



BSA offers marinades in 3 convenience formats: Rubbing type, Tumbling type and Injecting type. These marinades reduce the loss of natural meat juices during the cooking process. As a result, the cooked meat products stay juicy, tender and succulent to deliver awesome eating experience. The freeze thaw stable property of the marinades, prevents the loss of moisture during storage in frozen conditions. The resultant increase in yield, offers improved cost economics.

BSA mixes for emulsified and cooked meat products come neatly packed, complete with pre-dosed levels of all the functional ingredients. Therefore, all you need is meat, water and BSA mixes to make perfect Hot dogs, Franks, Wieners, Cold cuts etc.

BSA mixes impart high functionality to your products. The products get perfect texture, firmness, slice-ability and bite. The excellent water and fat binding properties, prevent the loss of moisture during cooking. Furthermore, the freeze thaw stable properties, prevent loss of moisture during freeze thaw cycle. As a result, you maximize production yields and minimize production costs.

∞

**Freeze Thaw Stable,
Functional Bases for
SAUSAGES,
Hot Dogs, Cold Cuts,
Ham, Bacon**

∞





Functional Ready Mixes for
FERMENTED
MEAT
products

For fermented meat products like Pepperoni, Salami, BSA is a one-stop shop and offers fermenting culture, binders, seasonings, casings, process know-how and end-to-end technical support. BSA offers complete packages for fermented meat products such as fermented and fully cooked; fermented, semi cooked and dried; fermented and dried; thereby enabling you to create world class fermented meat products right here in India, at a fraction of imported costs.

**Functional Ready Mixes /
Bases for**

BURGER PATTIES,

Nuggets

BSA provides neutral binder base with or without seasonings for Burger Patties, Nuggets, Seekh Kebabs. Be it coarse emulsion product or whole muscle product, these highly functional mixes maximize cooking yields and provide good binding, texture and succulence to the product. These mixes impart excellent freeze thaw stability to the products, with low moisture purge, making them one of the most economical products available.





Instant Mixes for Batter, Breading

COATING SYSTEM

for Fried Applications

Be it Fried Chicken or Nuggets, BSA offers a range of coating systems to choose from, for your fried applications. Predusts, Batters, Breaders, Tempura, in plain white and golden yellow colors; these coatings will give you a great surface texture, crunchy bite and a non-greasy appearance. As these batters give you a good pick-up, it makes for a great economic sense as well.

Making broth can be a long, tedious and unexciting daily drill. Ask any Chef and they will admit how much of a necessary evil broth making is. Necessary - yes, but evil - not any more. Try BSA Chicken Broth, Veggie Stock or Brown Stock for the unstated and subtle notes, demanded by the Professional Chefs.

BSA soup bases are 'easy-to-reconstitute' preparations. They can be good when used as it is or can be given further flavor directions by playing with spices and herbs of your choice.



Ready Mixes / Bases for

STOCKS, SOUP





Professional Western

COOKING SAUCES

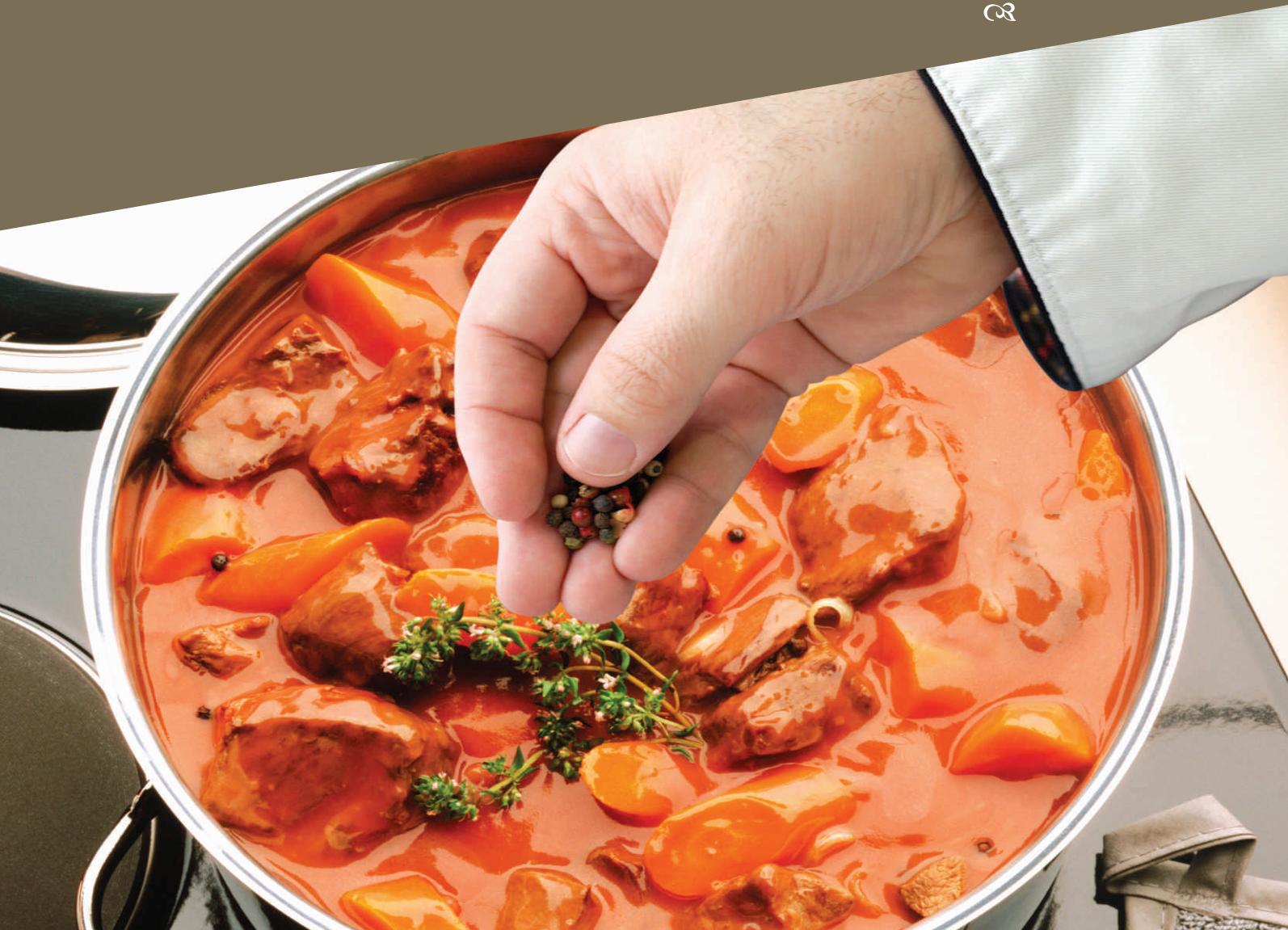


BSA brings you a range of popular western culinary sauces that combine the refinement in taste with superb convenience. These 'easy-to-reconstitute' mixes will satisfy the creative appetite of any Professional Chef.

BSA Indian gravy mixes are created under the supervision of Professional Indian Chefs. These preparations impart complex flavors and textures in the gravies, to bring out the fine nuances of Indian cooking that will satisfy the instincts of Connoisseurs and Professional Chefs alike.

Ready Mixes / Bases for

INDIAN GRAVIES





∞

Ready Mixes for

MAYONNAISE, DRESSINGS

∞

Make your "Own Mayo" using BSA's range of mayonnaise base mix, without compromising on your time. Extremely simple and easy to make within minutes, it allows you ample room for creativity. Strong emulsion properties, that won't separate once made; heat stable, it will withstand the heat in a variety of food preparations requiring heat applications; versatile, will allow you to make mayo in different levels of fat. Also available is a range of ready-to-use popular Dressing Mixes, Chutney and Relish Mixes for everyday use in fast food and fine dine restaurants. Industrial packs available for manufacturers.

88

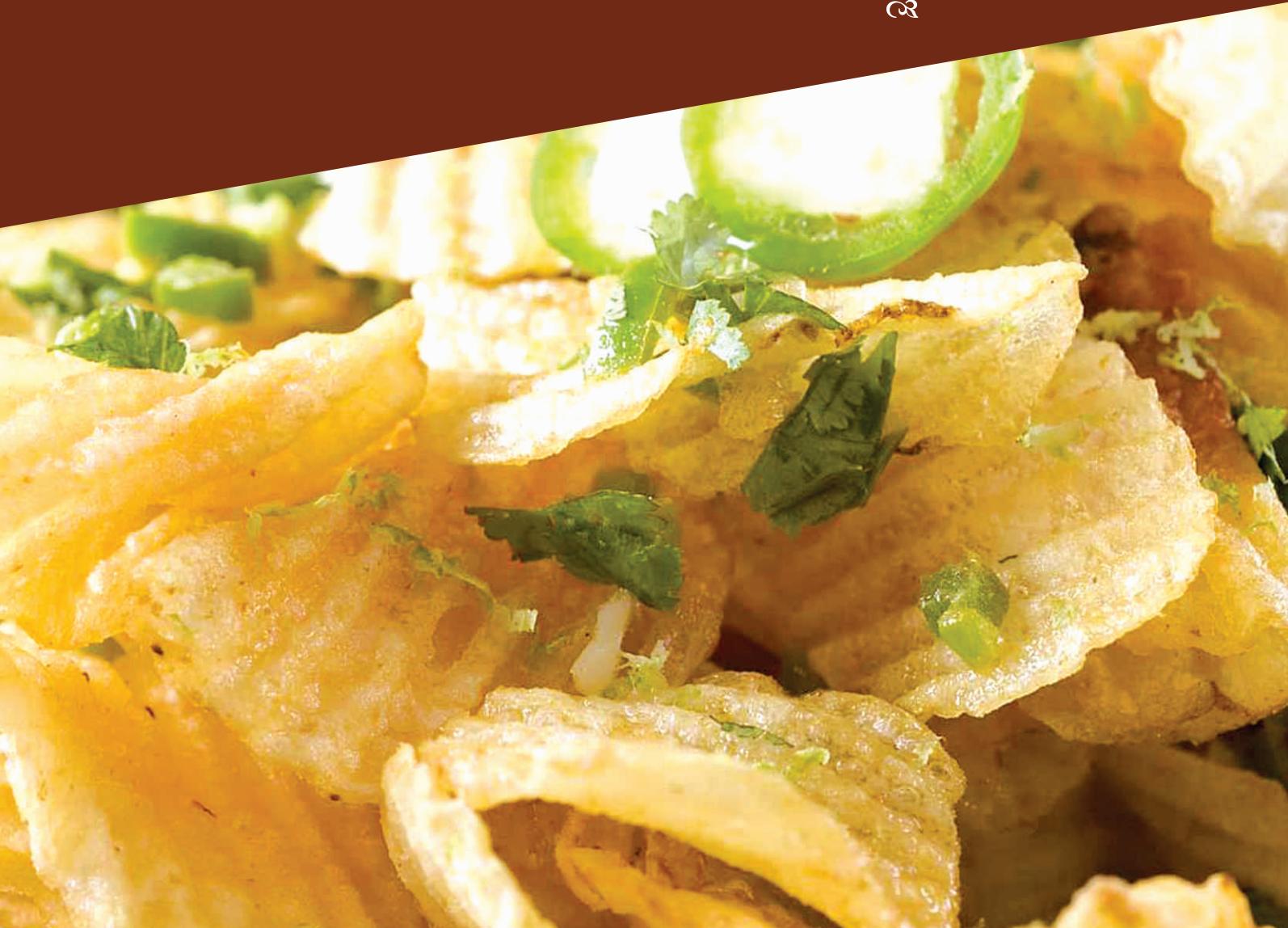
BSA brings you a range of seasonings from across the world - Indian, North American, Mexican, Cajun, European, South Asian, Middle Eastern and African. Perhaps the widest range in the market, you should be able to find the flavor of your choice on our list. If you don't, just let us know and we will create it for you. BSA will continue to add popular flavors to this range.

Now run wild with your imagination and create a riot of flavors for a wide range of applications.

Wide range of

SEASONINGS, SPRINKLES

89





80

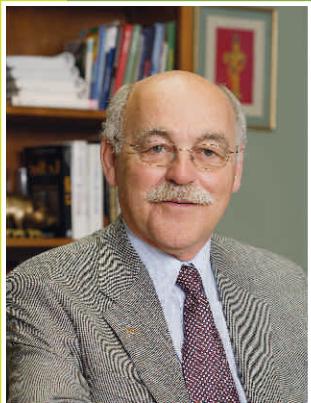
Ready Mixes for Cold and Hot

— BEVERAGES —

82

BSA beverage mixes come in popular flavors, for both cold and hot applications. Presented in single serve or convenient pack sizes, they are easy, quick and economical to use and ideal for fast food kiosks, in-flight service, catering and banqueting operations.

The Man. The Team. The Commitment.



Marcel Baril
CEO

BSA is the fulfillment of a dream that evolved from a concept that I had been considering for a long time.

When BSA was founded in 1989, its first objective was to promote a new approach to the food processing market – an approach that was focused on providing premium products and technical services that met the specific needs of its customers.

Over the years, BSA has set itself apart from its competitors and has become a leader in the industry, with its 'work-in-sync' approach creating a new benchmark.

Since 1999, BSA has begun purchasing raw materials through its office in India. In addition, BSA has also set up a plant in India in 2008 to produce custom-blends for the domestic market.

Today, BSA employs more than 200 people whose mission is to satisfy your needs by offering you superior products and services. Rest assured this mission will always be at the very heart of all the strategic decisions we make.

On behalf of BSA's senior management team, I reaffirm our company's commitment to be a reliable and respectful supplier at all times.



ISO 22000:2005 Certified Plant at Alwar, Rajasthan



Production Infrastructure

The infrastructure at BSA India (Alwar, Rajasthan) plant is state-of-the-art. All the plant equipments are in stainless steel; sieves, magnets and metal detection systems are placed at appropriate intervals. The plant follows good hygiene and manufacturing practices.

An umbrella ERP system, which is the mother of all operations, monitors and controls the entire production process. Raw Materials, Specs Systems, Approved Vendors, Customers and their Products - all carry a unique code, stored and accessed only through the ERP system. The entire operation sequence including Raw Material Purchase and Reception, Quality Control, Product Development, Production and Finished Goods Approval is managed online with the ERP process, ensuring no loss of critical business information, along with end-to-end traceability of products.



R&D Centre at Gurgaon

BSA R&D Centre, Gurgaon (Delhi/NCR), is a place where ideas are brought to life. Our Chefs, Processed Meat / Food Technologists work alongside our customers to create a variety of products, suited for the customer's specific operational requirements. Our fully equipped Meat Lab-cum-Application Test Kitchen can replicate actual operational conditions for a diverse range of industries including Processed Meat, Processed Food and Food Service; so products can be tested for their functional performance in real life conditions. Customers can also evaluate several flavor permutations to reach their preferred flavor profiles.

Come to BSA with your ideas and our creative team will work with you to deliver a product you want.



Quality Assurance

In keeping with its mission of offering only premium quality products, BSA Quality Assurance team carefully examines all raw materials and finished products that come into or are shipped out from the plant. Because of the way we handle the ingredients, control our production lines and train our personnel, we are able to ensure the traceability of all our ingredients.

The consistent quality of products is a norm at BSA. We have received ISO 22000 certification in 2011 from third party auditors SGS-INDIA. The plant's HACCP policy ensures the quality and safety of the goods and services. The allergen management system guarantees absolute safety of all BSA products.



Raw Material Supply Chain

BSA India sources majority of its raw material from the common approved vendors that supply to BSA Canada, thereby assuring highest quality of ingredients. Infact, BSA India is the buying hub for BSA Canada. Over 1000 different ingredients are sourced from 20+ countries across Asia, Africa and Europe. Every supplier is audited for food safety and quality compliance capability, which includes a plant visit as well.

BSA's ability to leverage its combined buying volume gives it the advantage of buying at the most competitive prices.





Technical Support & Customer Care

At BSA working with our customers is no less than a treat!!! Something we love to do, again and again. We partner with our customers and work-in-sync with them, to develop highly functional and superior quality products, even if it means a door-step delivery policy.

A specially designated technical support team is always ready to deliver live experiences at the customer's facility, on their equipments and using their raw materials. BSA lives through this partnership, till the time the customer offers a similar experience to its end-consumer and beyond as well.

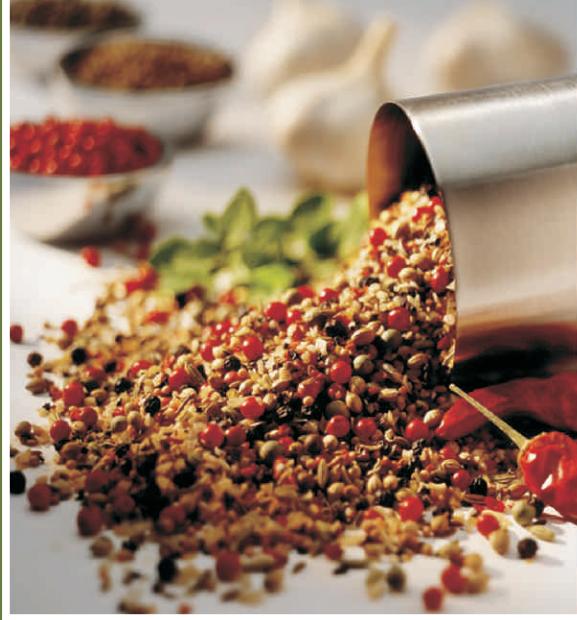
Also a dedicated full-time customer service officer is your one-point contact for any service; right from taking the order, loading the ERP system, tracking, monitoring, delivering and assisting you to make your experience of working with BSA a pleasant one.



Excited ! Let's roll.

Schedule a demo right away and witness how ingredients create magic
to add value to your business.

Simply call
(+91.) 99826.27280 or (+91.144.) 513.2212
and we will take it forward from there.



BSA INDIA FOOD INGREDIENTS PVT LTD

Plant and Manufacturing Facility

F-29, Agro Food Park, MIA Extension, Alwar - 301 030 (Rajasthan) | T: (+91.144.) 513.2212

Corporate Office

806, Tower C, Unitech Business Zone, Nirvana Country, Sec-50, Gurgaon (Haryana)

T: (+91.124.) 404.9807 | M: (+91.) 99826.27280 | E: bsaindia@bsa.ca

BSA - Montreal

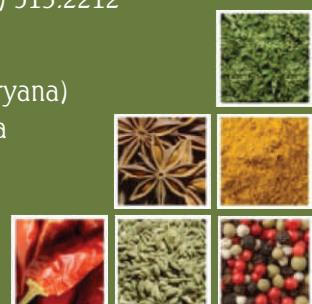
6005, Boulevard Couture, Montreal, Quebec H 1P 3E1, Canada

T: 541.852.2719 | F: 541.852.6132 | E: ventes@bsa.ca

W: www.bsa.ca



1989 | 2014



www.bsaindia.in