

TRIPPER NEWSLETTER

YOUR PARTNER IN INDONESIA
FOR SWEET SPICES AND OTHER
NATURAL INGREDIENTS

ISSUE 2 | July 2009



TRIPPER OPENS SALES OFFICE IN EUROPE



This summer Tripper will establish a sales office in Rotterdam, the Netherlands. As part of our strategy to develop the European market Patrick Berthelemy will move from the USA and set up a new company Cassia Coop to sell Tripper's products. Liz Hunt, until now one of our customer support officers in Oxnard, will join him in September. Initially, the cinnamon and vanilla market will be targeted. Towards autumn ginger, nutmeg and mace will be added to the product line.

PRODUCT HIGHLIGHT : TRIPPER'S CINNAMON

DRAGON CINNAMON™ (INDONESIA)



DRAGON CINNAMON™

Origin: Indonesia/
Korintji

Flavor: Sweet &
Pungent

Color: Reddish brown

V.O. Content: > 2.5%
v/w

DRAGON CINNAMON™ ranks as our number one ground spice product. This cinnamon is a superior quality product with a very high oil content. To ensure the highest standard, this product is certified and screened through ISO, HACCP, NFPA and also offered USDA Organic. We can customize DRAGON to your mesh and packaging wishes.

DRAGON CINNAMON™ PRODUCT LIST

CODE	DESCRIPTION	PACKING
DRAG60	Cinnamon Ground 60 Mesh	50 Lb/Cs
DRAG10	Cinnamon C&S 1/4"	50 Lb/Cs
DRAG60O	Cinnamon Ground 60 Mesh Organic	50 Lb/Cs
DRAG18O	Cinnamon TBC 18 Mesh Organic	50 Lb/Cs
DRAG10O	Cinnamon C&S 1/4" Organic	50 Lb/Cs
DRAG06O	Cinnamon C&S 1/2" Organic	50 Lb/Cs

WHAT IS A DRAGON?



CLASS : Reptilia
FAMILY : Varanidae
Species :
Komodoensis

The Komodo dragon is a venomous species of lizard that inhabits the islands of Komodo, Rinca, Flores, and Gili Motang in Indonesia. It is the largest living species of lizard, growing to a length of 7 to 10 feet and weighing around 150 pound. They eat mostly carrion, but also hunt and ambush prey including invertebrates, birds and mammals. The Komodo dragons lay about twenty eggs in abandoned nests that incubate for seven to eight months. Young vulnerable Komodo dragons dwell in trees, safe from predators and cannibalistic adults. They take around three to five years to mature, and may live as long as fifty years. They are protected under Indonesian law and can be seen in Komodo National Park.

INTRODUCING GECKO CINNAMON™ & GIBBON NUTMEG™



Over the years, Tripper's DRAGON Cinnamon has earned the reputation of being a top-end quality of cassia. At the same time, we realize that not the whole market is prepared to pay for top quality, especially in these turbulent financial times. Therefore, we decided to develop GECKO Cinnamon. Slightly below DRAGON quality, with a lower volatile oil content than our DRAGON Cinnamon, GECKO is a great alternative, which meets our own high quality standards. Where GECKO completes our cinnamon line on the medium to high end, we are currently developing GIBBON Nutmeg as the next best alternative for our high-end RHINO Nutmeg.

CODE	DESCRIPTION	PACKING
GECK60	Cinnamon Ground 60 Mesh	55 Lb/Cs
CODE	DESCRIPTION	PACKING
GIBB30	Nutmeg Ground 30 Mesh	50 Lb/Cs

4TH OF JULY

Independence Day 10 Surprising Facts



Independence Day is the quintessential American holiday, full of parades, picnics and...surprising facts? You bet!

1. Independence day commemorates the adoption of the Declaration of Independence on July 4, 1776.
2. Fireworks were made in China as early as the 11th century.
3. Uncle Sam first appeared on supply containers during the war of 1812. The US Congress didn't adopt him as a national symbol until 1961.
4. There are many precise rules for taking care of the American flag.
5. Not all members of the Continental Congress supported a formal Declaration of Independence, but those who did were passionate about it.
6. The first two versions of the Liberty Bell were defective and had to be melted down and recast. The third version rang every 4th of July from 1778 to 1835.
7. The American national anthem, the "Star-Spangled Banner," is set to the tune of an English drinking song ("To Anacreon in Heaven").
8. The iron framework of the Statue of Liberty was devised by French engineer Alexandre-Gustave Eiffel, who also built the Eiffel Tower in Paris.
9. The patriotic poem "America the Beautiful" was published on July 4, 1895 by professor Katherine Lee Bates.
10. Father of the country and architect of Independence George Washington held his first public office at 17. He continued in public service until his death in 1799.

WHAT IS A GECKO?



Geckos are small to medium sized lizards, found in warm climates throughout the world. Geckos are unique among lizards in their vocalizations, making chirping sounds in social interactions with other geckos. The name stems from the Indonesian/Javanese word Tokek, inspired by the sound these animals make. The Malay word for gecko is *cicak* (chickchack). In defense they expel a foul-smelling material onto their aggressors. They have specialized toe pads that enable them cross indoor ceilings with ease.

PRODUCT COMPARISON

DRAGON CINNAMON™ (DRAG60)



V.O Content : > 2.5% (v/w)
Moisture Content : < 14.0% (w/w)
Acid Insoluble Ash : < 2.0% (w/w)

GECKO CINNAMON™ (GECK60)



V.O Content : 1.80-2.50% (v/w)
Moisture Content : < 12.0% (w/w)
Acid Insoluble Ash : < 1.0% (w/w)

CINNAMON IN PLASTIC BAG, MINUS 2CTS/LB



In these financial times, we realize that price is a key driver even more than before. Almost four years ago we introduced the aluminum gusset bag to pack our products, to accentuate the premium quality of our goods. We also kept on using our normal plastic bags, which have identical quality characteristics as the gusset bag. Since the gusset bag costs almost two dollar-cents per pound, we decided to phase out this bag for DRAGON cinnamon this summer. Depending on your volumes, the plastic bag may save you 2 to 3 percent per pound. If you prefer to keep the gusset bag for our DRAGON products, you can for the old price. Our other products will continue to be packed in the aluminum bag until the end of the year. On your next order, ask our sales team to quote your cinnamon in plastic bags.

TRIPPER'S VISION



TRIPPER wants to be the strategic partner of choice at origin for customers in search of sweet spices and other natural ingredients, which are sourced, manufactured and delivered consistent with international quality and inclusive business standards.

The Tripper Group seeks to build lasting partnerships with its customers sharing our experience in Indonesia and knowledge of vanilla, sweet spices and other natural ingredients to attain mutual success. We are committed to providing clean, safe, traceable spice ingredients of high and consistent quality directly from controlled sources at origin to customers worldwide.



For more information, please visit : www.tripper.com

For questions, comments or suggestions, please contact us at : newsletter@tripper.com

com

For pricing or other sales related inquiries, please contact us at : info@tripper.com

TRIPPER STAFF ANNOUNCEMENT

HERALD VOORNEVELD (COO/MD)



In March Tripper hired Herald Voorneveld in the position of chief operating officer and managing director of the Tripper Group. From the group's headquarters in Bali he manages day-to-day operations. He also set in motion a two-year process to transform the whole organization according to lean management principles. Among his priorities is stabilizing and improving the value chain, which has to result -before the end of this year- in less than a five working days delivery time throughout the USA of our thirty standard off-the-shelf products. Full container orders will ship within a week and should reach clients in 30-40 days. Finally, made-to-order products (customized packaging and/or specifications) follow a fast track, aligned with the customer's needs and expectations, and can be delivered in two to three months.

RECIPE

CHOCOLATE CINNAMON PUDDING

INGREDIENTS

- 3 tbsp cornstarch
- 3 tbsp dark cocoa powder
- 1 tsp DRAG60 cinnamon
- 1/8 tsp RHIN30 nutmeg
- 1/2 cup sweet condensed milk
- 1/2 cup full cream milk or bitter chocolate
- a pinch of salt

DIRECTIONS

1. Whisk cornstarch, cocoa powder, cinnamon, nutmeg and salt.
2. Add milk and sweet condensed milk, while whisking.
3. Bring to boil over medium heat, whisking constantly until the mass starts to thicken.
4. Pour in chocolate. Cook until chocolate is completely melted and mass thickened.
5. Pour into cups and put in refrigerator to stiffen.
6. Garnish with white chocolate and cinnamon powder before served.

CINNAMON CAKE



INGREDIENTS

Cake:

- 4 1/2 ounces butter
- 1 cup brown sugar
- 3 eggs
- 2 cups all purpose flour
- 2 1/2 tsp baking powder
- 1 tsp DRAG60 cinnamon
- 1/4 cup full cream milk
- a pinch of salt

Topping:

- 2 ounces butter
- 1/2 cup brown sugar
- 1/2 cup grated coconut
- 1 tsp COBR1X vanilla extract
- 2 tsp DRAG60 cinnamon
- 2 tbsp cream

DIRECTIONS

1. Cake

- Grease and flour a pan and laminate with parchment paper, set aside.
- Cream butter and sugar until fluffy, add the eggs, mix well.
- Whisk the dry ingredients, pour little by little into the batter, mix at moderate speed.
- When the ingredients blend well, pour in the milk. Continue mixing at moderate speed until blended well.
- Pour mass into the prepared pan and bake at 350oF for about 35 minutes.

Topping

- Heat and melt butter and sugar until well diluted. Pour other ingredients, mix well.

Finalize

- Pour the topping onto the cake. Bake the cake again for 10-15 minutes.

**The recipes were tested in Tripper Nature's Kitchen.*