

Marshmallow

Flavour of the month

October 2024

Melt me or have me whole, I am one for all

Rising from a delicate dusting of cornstarch and icing sugar, the marshmallow emerges in all its glory. Known for its super sweet yet delicate flavour, this treat melts in your mouth, leaving you craving more.

Crafted from a simple base of sugar, egg whites, syrup, cornstarch, and gelatine as a stabilizer, the modern marshmallow has evolved significantly from its ancient origins. The name "marshmallow" originates from the marshmallow plant, which grows up to six feet tall and blooms with pale pink flowers. In ancient Greece, the plant's sap was valued for its medicinal properties, used to heal wounds and soothe sore throats. Later, Arab physicians discovered the anti-inflammatory benefits of its leaves, while the Romans used the sap as a laxative—far from the indulgent treat we enjoy today.

Over time, the sap was transformed into a sweet treat by the ancient Egyptians, who blended it with nuts and honey. This early version of the marshmallow was reserved for nobility and the gods, held in the highest esteem. The marshmallow we know today, known as pâte de guimauve, originated in France, where marshmallow root was whipped with sugar, water, and egg whites to create a beloved confection. It wasn't until later that marshmallow sap was replaced by gelatine to meet the demands of a faster production process.

In today's market, the marshmallow has transformed from a simple sweet treat into a world of possibilities, thanks to its versatile nature. Flavours like raspberry and chocolate have been added, and classic concepts have been reimaged. The traditional s'more, made with chocolate and graham crackers, has seen a summer upgrade with the addition of dipping the marshmallow in strawberries. Rice Krispies treats are elevated with peanut butter, and Ben & Jerry's has expanded their range with the marshmallow-inspired Blue Skies flavour.

Even beverages have embraced the marshmallow's charm. Vodka brands have highlighted its sweeter, smoky side with toasted marshmallow flavours, and coffee takes on an autumn twist with charred marshmallow, complementing the roasted, fruity notes of the brew. However, the most surprising innovation has come in the savoury world. Craft burger and beer establishments are offering s'more burgers, where a marshmallow is toasted atop the patty and served on a graham cracker before adding the other ingredients. Not to be outdone, cup noodle brands have released a campfire-inspired s'more sauce for their ramen—a testament to the marshmallow's endless potential. Where will this delightful treat pop up next?



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The sweet, distinctive flavour of **marshmallow** is truly unique, offering a light yet unmistakable taste. Our **marshmallow flavouring** captures this essence effortlessly, delivering that beloved sweetness without the need for actual marshmallows. For an extra touch of nostalgia, we also offer a toasted version that evokes the warmth and comfort of winter nights spent roasting marshmallows over a fire.

Imagine a reverse s'more: it starts with a crisp, yet tender meringue flavoured with toasted marshmallow, giving you a delightful crunch with a gooey, creamy centre reminiscent of biting into a marshmallow. This is then dipped in a layer of smooth milk chocolate, creating a rich, melted chocolate coating. Inside, you'll find a luscious Anglaise buttercream made from leftover egg yolks, flavoured with a vibrant combination of rhubarb for a fruity burst and rosemary for a refreshing herbal finish that beautifully contrasts the sweetness.

This concept reinvents the classic rum baba, elevating it to new heights. Instead of the traditional rum, the base is infused with toasted marshmallow flavour, imparting sweet and creamy notes to the dough. After soaking overnight in a sugar syrup, the baba is generously filled with Chantilly cream flavoured with malt. The malt enhances the roasted wheat notes of the baba while balancing the sweetness of the marshmallow, creating a sophisticated and delightful contrast.



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