

TOP TRENDS

from SUMMER FANCY
FOOD SHOW 2022



Fancy Food Show 2022 Stats

180K

products

37

key categories

1,500

U.S. exhibitors

\$170B

sales in specialty foods market

Hello,

Hot off the heels of the Specialty Food Association's 66th Summer Fancy Food Show, we were excited to see the variety of exhibitors, bringing to life their brands and products across categories. Being the nation's largest conference devoted to specialty foods and beverages, there was lots to consume—and of course, report on. Enjoy some of our top takeaways from the show, June 12th–14th at the Javits Center.

Enjoy,

Your Friends at WC&Co.





< Keep it Saucy

With fine foods being notorious for exciting and delicious flavor offerings, it's no surprise that sauces dominated the show. From spicy to sweet, and everything in between, sauce brands brought to life new ways of adding flavor to your home-cooked meals. Inspired by the founder's Afghan roots and well-loved family recipe, **Maazah**, offers gourmet flavor that goes with anything and everything. Using fresh herbs and spices, **Maazah** turns 6 simple ingredients into a bright and mouthwatering blend, perfect for a dip, spread or drizzle. From Stonewall Kitchen, **Urban Accents** make taco night even better with simmer sauces like Honey Chipotle and Tangy Tomatillo Garlic, perfect for the flavor lover. When it comes to pasta, you can trust **Carbone**. A New York City favorite, **Carbone** now allows you to experience the famous restaurant at home with their new line of sauces, truly a chef's kiss.



Screamin' for Ice Cream >

Nothing rings in summer more than indulging in a scoop of ice cream. On a hot day, that cold burst of deliciousness is truly unbeatable. Building from this sensational experience, brands reimagine how we 'ice cream', with innovation in ingredients, flavors, and even production. Known for their non-dairy milks, **Ripple** presented their new soft serve that uses a water-based, pea protein, and coconut to somehow create a tasting experience that is just like the real thing. Bringing the artisanal flare of French style ice cream, **Bellefontaine Creamery** offers classic ice cream alongside their new line of dairy-free. When it comes to production, **Solato** steals the show. In 60 seconds and with the push of a button, **Solato's** sleek Keurig-style machine uses capsules to produce fresh and undeniably smooth ice cream, gelato, frozen yogurt or sorbet.





< Chew On This!

One notable lasting effect of the pandemic is a heightened awareness to health and wellness. Brands have responded to this need by adding functional benefits and callouts to products across industries. Typically found in beverages or snacking, we now see this trend appear in the chewing gum category.

Using a mix of lavender, B-vitamins, and zinc, **Happy Gum**'s unique formula supports cognitive functioning and energy levels, enhancing the feeling of well-being, a true piece of happiness. **Mighty Gum**'s innovative product calls out immunity benefits. Their gum is made with extracts from Elderberry, Reishi Mushrooms, Ashwagandha, and other plant-based vitamins.

Now you can feel as fresh as your breath!

More Truffles Please! >

Pound for pound, truffles are one of the most expensive foods you can buy. However, we see truffles entering the scene as brands find new ways to add a touch of truffle to classic products that we know and love. Based out of Queens, NY, **The Truffleist** offers a range of specialty food options that all have one thing in common: truffles. Available in truffle butter, oil, and honey, **The Truffleist** turns staple ingredients into an elevated flavor experience, perfect for the at-home chef. Another hot brand in this space is **Truff**, offering infused hot sauce, mayonnaise, and pasta sauces. Beyond the product, **Truff**'s distinctive packaging effectively communicates modern luxury, using a jewel-like truffle structure for the caps. Keeping it fancy, it is no surprise that truffles made an appearance at the show.





< Just Add Bubbles

For seltzer lovers, the market is hot! Brands entering the scene with innovations across the board from adaptogens to energy drinks, are growing the category and reimagining how we seltzer. **Jelly Belly** showcased their new line of sparkling waters that add bubbles to their well-loved jellybean flavors—a great mixer for any experimental mixologist. Using pressed fruit for natural sweetness and taste, **Cawston Press** sparkling water is true to its roots. **Cawston Press** offers a range of unique flavors like rhubarb and elderflower, differentiating from the typical options we see in the category. Also inspired by mother nature, **Shrubby** adds pressed fruit, herbs, and spices along with their 'Shrub' mixer to sparkling water. Before refrigeration, people made use of perishable fruit by adding it to vinegar, often mixing the concoction with drinks for flavor. **Shrubby** modernizes this old-time tradition with their bubbly super-drink, calling out the health benefits of this innovation revival.

That's a Wrap! >

And that's a wrap on the 66th Summer Fancy Food Show! From beverage to chewing gum, we loved seeing brands bring their products to life. We hope you enjoyed our recap on the latest and greatest in the specialty food and beverage space.

Hungry for more trends? Let's start a conversation.

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