

February 2022

## WINTER *Fancy Food Show*

The Specialty Food Association's Winter Fancy Food Show returned to an in person event with all of the excitement and fanfare the new location in Las Vegas had to offer. Professionals in a wide range of retail and foodservice businesses emerged from behind their computer screens to explore flavor trends and sample new products. There was plenty to enjoy even though many exhibitors were challenged with missing shipments. Here are some of the favorites noted by the Culinary Visions® team at the show:

### A FRESH LOOK AT COMFORT CLASSICS

There is no denying the love of comfort food, and today's comfort foods have a healthy twist that speaks more of flavorful indulgence than any kind of deprivation.

Innovation in pasta is reviving this comfort category. New variations of pasta made with lentils, carrots and pumpkin were among the many varieties on display.

An overwhelming number of choices in the plant forward, plant based and low carb keto friendly categories make it easy for today's consumers to create their own unique balance of healthfulness and indulgence.

#### *Global Flavors Inspire Snacking*

From street food flavors to exclusive premium ingredients, the snack category is feeding the desire for travel with flavors from around the globe. Notable examples included: foie gras flavored potato chips, turmeric and chili peanuts and fonio (a gluten free ancient grain) chips with West African flavors.

#### *Blurring the Line between Food and Cosmetics*

Specialty foods with added health benefits continue to grow in popularity. Some of the featured products at the show are blurring the line between food and cosmetics. Some examples include collagen protein drinks boasting hydration, immune boosting and clean energy. Also, oils to drink or use topically on skin.

### IMPLICATIONS FOR FOOD MARKETERS

#### **Brands with Purpose Matter**

– Consumers have high expectations for manufacturers and retailers to behave responsibly in every aspect of their business.

#### **Elevate the Everyday Experience**

– Sauces, seasonings and condiments that make every day meals more interesting are appealing to pandemic-weary consumers.

#### **Light Footprint Living Appeals**

– The momentum for sustainable products and practices is accelerating with the debut of more products made with upcycled ingredients that might normally go to waste.

### PANDEMIC ERA TRENDS WITH LASTING IMPACT

New Research from Culinary Visions® and Y-Pulse® supports the innovation and products seen at the show.

**Mindful Choices** – Foods with added health benefits were notable throughout the show. 74% of consumers surveyed agreed that eating food they feel good about is more important to their wellness than watching their weight.

**Informed Consumers** – Company representatives were able to discuss many aspects of food production beyond the tasting experience. 79% of consumers said they want to know as much as possible about what they are eating from food sourcing to preparation.

**Restaurant Quality Experiences At Home** – Chef inspired recipes added culinary appeal to a wide range of sauces and prepared foods on display. 79% of consumers crave the variety they can get from restaurants, yet a majority said they plan to eat more meals at home.

**Awareness of Life in Balance** – Healthful ingredients were highlighted in products across all categories seen at the show. 83% of consumers said they are looking forward to more healthful eating.

Contact [info@olsoncom.com](mailto:info@olsoncom.com)

to learn more about the latest consumer insight for food marketers.