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Inspiration from the Winter Fancy Food Show

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The first glimpse of the newest foods, flavors and ingredient trends of the year were on display at the Specialty Food Association's Winter Fancy Food Show in San Francisco. With more than 80,000 products from 1,400 companies, this show attracts a wide range of food business segments including specialty and gourmet retail, supermarkets, mass merchandisers and foodservice. The U.S. specialty food industry continues to post double digit growth with sales estimated at \$120.5 billion.

Trend Spotting Highlights

Free-from claims and healthful benefits.

Vendors were happy to point out what was not in their products, and among the most notable claims were: non-GMO, gluten-free, no added sugar and no artificial ingredients.

Medicinal Notes. Tonics, elixirs and foods with ingredients offering health benefits were available in almost every category.

Single Origin. Especially in coffee and chocolate categories, the allure of an exotic origin with limited supply was irresistible.

Small-Batch Production. The new term for artisan-made is becoming small-batch production; company founders were delighted to share their passion for quality and explain the exquisite attention to detail in production techniques.

Hot Ingredients. Chickpeas, coconut, matcha and an expansive variety of grains were the focal point of many new products. Pantry staples re-imagined also abounded, such as mayo made with coconut or avocado oil.

Comfort in a Jar. Classic comfort with a twist is perennially on trend, and this year the container du jour seems to be the mason jar, and its creative presentations range from breakfast to cocktails.

Serious and Playful. Recognizing the diversity of consumers, there were products positioned as wicked and rebellious, as well as virtuous and vegan — each appealing to a unique audience.

Appealing to Modern Consumers

Avoidance Behavior. Consumers are dieting less, but are avoiding particular ingredients such as sugar and gluten. According to a recent Culinary Visions Panel study, 56 percent of consumers surveyed said they were limiting certain ingredients in their diets.

Tradition with A Twist Appeals. Even new-age sack foods often appear with traditional flavors updated just a bit, such as pink salt, honey spiced-barbecue and peppercorn ranch.

Convenience without Compromise. Foods and beverages that are convenient and hassle-free without any compromise in flavor or authenticity charm consumers.

Wellness is Multi-faceted. Whether it is energy, detoxing or relaxation, the power of foods and beverages to enhance life continues to gain momentum.

| The Fancy Food Show in San Francisco featured 80,000 products from 1,400 companies.



| Matcha, the green tea powder, flavored many products at the show, including cookies.

