

NEW YORK SUMMER

Fancy Food SHOW

By Sharon Adler

Just walked the New York Fancy Food Show for three days and would like to highlight some of my finds and what is trending in this classification. For many independent gift stores this is a growing category especially for third and fourth quarter. But this category is an opportunity for all year around.

This is a curated product list with contact information. Many of the vendors on the list are winners of the SOFI Award (the Oscars in the food world). Suggesting vendors that I have sampled their offering and think you might enjoy having their product in your mix. You should also go to the www.fancyfood.com website for more vendors, news and updates.

Statics

In 2016, 15% of all retail food was specialty food With a total retail food volume of \$99 Billion.

Categories that could be carried in gift retailers

- Chips, pretzels, snacks are \$3.6 billion
- Coffee & cocoa \$3.2 billion
- Chocolate & other confectionery \$2.2 billion
- Condiments, dressing and marinades \$1.9 billion

How to merchandise this category for gift stores

- select items that blend well with giftware graphics and themes as add on purchases
- buy with the Seasonal Holiday calendar
- pack "baskets" that to serveware, vases, or boxes as well as baskets
- present gourmet treat section in store and offer sample tastings

- merchandise a country theme such as Paris, Nordic, Made in U.S.A., Italy Brooklyn and combine food and product from that region
- custom labels and stickers can now be made with no minimums

FOOD TRENDS

- Flavor Profile- Coconut, Figs, Blueberry Cold Brew Coffee & Cold Brew Tea, Honey
- Country Themes- Paris, Nordic, U.S.A.
- Plant Based Foods & Product with Social Impact
- Wine & Chocolate, Cheese eaten with Toppers and Crackers
- Sweets- Marshmallows, Stroopwafels & Spoon Waffles, flavored Peanut Butter, Chocolate Limited Edition Offering- Vanilla, Honey, Maple Syrup
- Ice Cream and it's Add On's

PICKLED PINK



Pickled Pink makes sweet and savory items with a pretty label and most of all delicious. New addition to their line is pickled peaches. Artisan crafted in Atlanta, GA, small company with a limited distribution

PERNICIOUS PICKLING CO



Winner of a SOFI award for two items cauliflower and beets who offer savory products.

RUNAMOK MAPLE



Barrel aged infused flavors maple syrups, limited runs like Tom Cat Maple Syrup, so many flavors to choose from and the gift sets or individual bottles in various sizes make great gifts

BNUTTY



Peanut butter sampler gift set or individual flavors, small batch artisan made, gluten free, lush flavors such as Blissful Blueberry, Caramelious and more.

DOSCHER'S



Several cute packaging concepts for their candy canes and French chews at popular pricing \$1.00-\$3.00 wholesale. Hundred plus year old company from Cincinnati making French chews (similar to a soft taffy) and candy canes the old fashioned way in copper kettles small batches, chews come in 8 flavors and holiday mixes and the peppermint in canes in various flavors

CHICAGO IMPORTING COMPANY



Unique, sweet and flavorful
Produced with 100% pure cane sugar
Produced with authentic syrup, imported from Sweden
Serve chilled
Colorful holiday 4-pack carrier
Bottled in USA

Swedish heritage drinks to be served hot or cold an alternative gift to candy or wine. This Glogg has a following for those who know Swedish fare.

EAST SHORE SPECIALTY FOODS



Yummy, Yummy, bite size pretzels with cinnamon, nutmeg and ginger and comes in a wonderful gift package presentation for a pick me up gift. Very well price for teacher's gift, drop in guests over the holidays or stocking stuffer

LAKE CHAMPLAIN



Fun graphics and a very extensive line ranging from candy bars to gift boxes with truffles. Wide offerings for all holidays including Fall, Halloween and Everyday. Two of their items were 2017 SOFI winners, Moka Fleck and It's Hot Honey bars-view their website for the range.

SMASHMALLOW



SmashMallow offers a double trend -Marshmallows and Coconut, this low calories premium marshmallow treat also comes in 6 flavors beyond coconut made of organic sugar cane, 100 gluten free, 80 calories per serving, nothing artificial.

MELLOW FLUFFS BY HAMMOND'S BRANDS



Another marshmallow candy also low in calories and in 6 flavors from the well know vendor 120 year old Hammond offering flavors such as lime, birthday cake, coconut and snicker-doodle, low fat, low sodium and cholesterol free and Kosher Certified-cartoon graphic characters shelf life 10 months

CHUAO CHOCOLATIER



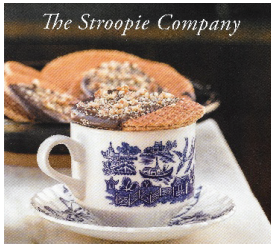
Another SOFI winner for New Product, Chuao has a marshmallow S'more's bar as well as Rocky Road, Mango and Churro and more flavors.

DAELMANS STOOPWAFELS



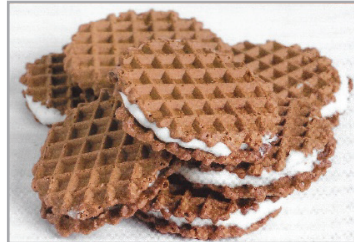
A major trend is the spoonwafels at this year's show, we've seen this trend evolving but this year there are so many offerings. Daelmans is a Dutch company who serves their product on United Airlines with over 40 million wafers. They offer this wafer in various flavors as well as mini wafers in reseal packages.

STROOPIES



Another Dutch waffle cookie with 13 flavors including coconut sprinkled and chocolate dipped and a new Organic product line offering at the show is Stroopies . Stroopies mission statement supports refugees who are starting over in Lancaster PA by providing employment and making a quality product at retail

WAFFLEWAFFLE



A waffle company who also has a sandwich cookie different than the Dutch Spoonwafel versions by using real waffle batter is Waffle Waffle. This has a 9 month shelf life, Kosher.

HONEY-ACRES SINCE 1852



Honey Acres has a wide offering of honey products such as honey straws, flavored honeys and mustards . Their introduction at this show were HOT honey mustard and a DILL honey mustard. Condiments make great gift with a long shelf life for retailers.

MELVILLE CANDY



Mellville Candy Company a 75 year old maker of lollipops, chocolate seasonal treats as well as a basic line of candy .Honey spoons for tea in a wide variety of offerings and a alternative to the hot chocolate spoons

SAVANAH BEE COMPANY



This company won a SOFI award for their Sourwood Gold Reserve Honey which is limited edition and premium pricing but if you would like to donate to the cause of sustain bees try this gift honey as well as other gift sets. They also have cosmetics and creams that are honey based and sell honeycomb as a spread. All very high quality and a good cause.

EVERTON TOFFEE



Dating back to 1753 this company has a interesting history , charming tins but most of all really good treats.I loved the pretzels dipped in toffee and the toffee. Priced very well and not widely distributed good graphics on the tines .

SWEET WHISPERS



Sweet Whispers started in 2016 making gourmet fruit filled meringues that melt in your mouth. You need to a taste and it comes in pretty packaging comes , 4 flavors to choose from -blackberry, key lime, raspberry and passion fruit. Very different than the popular French meringues or our traditional meringues. The surprise jelly inside is wonderful and only 50 calories

OLIVIA'S KITCHEN



Another small company with simple and pretty packaging offering 3 items at this time, sea salt caramels, oatmeal cookies and chocolate chip oatmeal cookies .Now selling to 5 locations and all upscale Olivia who is a graduate of the Le Cordon Bleu

LAS OLAS



They won the Gold SOFI award for Sweet Snacks , on trend for the consumers want for coconut, chocolate and cashew nuts, really enjoyed this treat not too sweet

LE BON MAGOT



Le Bon Magot is the winner of 5 SOFI Awards in 2017 for her exotic condiments based on a global palate . Elegant presentation and a variety of offerings in chutneys, jams, preserves, dressings and spice mixes. Again used as toppers for cheese or other spread and you have a broad line to choose from and limited to where it's sold. They are in Lakeside Supper Club in Montgomery, MN locally and at better eateries.

WAGSHAL'S IMPORTS



Continuing with cheese toppers several gift sets or individual jars , very tasty and well priced coming in a range of jar sizes

34 CRISPS



Ultra thin crisps were seen at various booths for cheese service for the past several shows. They can be eaten as a snack as well as the server for cheese or other canapes . 34 Crisps come in many flavors, in the picture this is a chocolate crisp served for desert with cheese and fruit.

BUTTERFIELDS



Since 1924 Butterfields is making hard candy in copper kettles in small batches. Appealing to adult tastes with lovely packaging at giftable prices. 2 oz bags start at .95 cents (Wholesale) and gift sets range under \$20.00 at retail.

DATE LADY



Bronze winner of the SOFI award for dessert toppings and sauces 100% organic date syrup ,gluten free,Kosher-Dairy can be used on apples for a candy apple dip or over ice cream and cheesecake

FAT TOAD FARM



SOFI winner for new product Bourbon Barrel Aged Hard Cider Goat's Milk Caramel Sauce-how do they fit all that on the label? They also won in 2015 for another product topping.A small Farm in Vermont raising goats based on Mexican confection cajeta ingredient

KONERY

Again a waffle but this time for ice cream, hand made in Brooklyn, NY



creating unique flavors with a shelf life of 6 month,notice a decorative lace design embossed into the cone. Flavors such as red velvet, toasted coconut,birthday cake and a separate gluten free, lactose free, vegetarian line with a 4 month shelf life. A premium cone for that ice cream lover in nice packaging .

LE CHOCOLAT DES FRANCAIS



If you want a French theme to compliment you giftware here are a few French vendors. Le Chocolat des Français a 3 year old company having success as a chocolatier in France .They created a special American artwork with a French twist for their line of chocolates being introduced to the U.S. market. They have bars, small squares in a assortment pack and other configurations.

LOC MARIA BISCUITS



A range of imported cookies from France warehoused in the U.S.The crisp crepe cookies is the traditional ending to a meal in Paris. They come plain as seen or dipped in chocolate and offer holiday tins . So lite you will want to eat them in one sitting