

NEW YORK  
SUMMER



SHOw

Having just attended the New York Fancy Food Show, I want to share some finds with you that you could merchandise as add-on gifts in your assortments. The show covers many more categories such as cheeses, olives, pastas and loads of other foods. The two categories I have selected would merchandise into many of the retailers visiting the Minneapolis Mart.

I will be referring to the softi™ Award that has been given out by the specialty organization food industry to the best of best in certain categories for over 47 years. Sixty judges from the industry sample hundreds of entries and trophies are given.

The awards are given in order of importance, similar to many other contests, Gold, Silver, Bronze and a New Product entry in their classification categories.

Not all of the items I am listing are current 2019 softi™ winners, many have won the softi™ trophy in past seasons. I couldn't list all the wonderful items I tasted and enjoyed and I will be writing about food and drink products over this coming season. So look for more recommendations in candy, bar treats and food gifts.

Should you need more information go to [specialtyfood.com](http://specialtyfood.com) for additional product lines and categories I didn't cover that you would like to carry in your store.

A new start up group at the show is RangeMe who develop a website you can sign into to connect you to many food vendors. You might want to review their site at [www.rangeme.com](http://www.rangeme.com)

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## OVERALL THEMES FOR AUGUST

The Sweet Spot - Cookies & Cakes • Tea and Coffee or Drinking Chocolate

### THE SWEET SPOT

**THE DATE LADY** won the gold soft™ for her Date Lady Fruitcake that is not just for Christmas but served all year round. Date Lady also supplies savory syrups, Sweet Chilli Sauce, Organic BBQ Sauce as well as a Chocolate Spread for ice cream or toast. The fruitcake is her new winning item introduced for the 2019 show and it's very tasty, moist, and sweetened with dates mix in with pecans. Delish! NO Preservatives | NO Food colors NO Artificial flavors | NO Gluten\*Kitchen may contain wheat.  
[www.ILoveDateLady.com](http://www.ILoveDateLady.com) • 417-414-2282



From Italy a Silver soft™ went to **MANICARETTI FILIPPI PANETTONE CLASSICO**. It was beautifully wrap in holiday paper and in several flavor offerings a classic panettone, a cherry panettone, a fig & chocolate panettone, and an orange & chocolate panettone. It is made with special natural yeast and the dough is allowed to rise three times, almost 20 hours before baking. [www.manicaretti.com](http://www.manicaretti.com) • 1-800-799-9830



Traditional **Christollen** made in Dresden, Germany by **DRESDNER BACKHAUS** has a 6 month shelf life packaged in holiday boxing for Christmas or Easter. The stollen also comes in various flavors of fruitcake, marzipan, raisin and others. Also this company distributes other German confectionery treats so visit their website and review their offerings.  
[www.haramchris.com](http://www.haramchris.com) • [rseifert@haramchris.com](mailto:rseifert@haramchris.com)



**CHEWYS** produces gourmet Rugulach (rug-uh-la), an Eastern European small delicate flaky pastries made with various fillings, choose from 21 flavors. Chewys also produces Hanentashen cookies, a fruit filled sugar cookie pastry in the shape of a triangle. Rugulach has been served at the White House many times over many administrations: Presidents Carter, Reagan, Ford, Clinton, and President Trump. Also high praise was given by Julia Child in a letter stating how delicious the Rugulach cookies are. Check out these pastries in so many flavors. [www.chewys.com](http://www.chewys.com) • 1-800-271 1346



**RUSTIC BAKERY** creates beautiful festive cookies, cakes and crackers for holiday offerings that are wonderful. Their gingerbread cookies are made with strong flavoring of ginger spices as part of their Christmas line and their pumpkin shape cookies are covered with crystal orange sugar a perfect gift for Halloween. Rustic Bakery has elevated packaging for presentation, gluten free and kosher. Not widely distributed so you will be offering a unique item in your region. [www.rustbakery.com](http://www.rustbakery.com) • 707-789 7400



## TEA & COFFEE OR DRINKING CHOCOLATE

Coffee and tea always make good gifts and are great add-on sales if you carry other drink accessories such as teapots, cups with saucers or desert plates. Tea pairings at meals are now trending in restaurants, similar to wine pairing, being served with each course having a different cup of tea that compliments what is being served. There is also the wellness factor in certain teas, hot chocolate and coffee drinks to help overcome stress or cleansing of the system. Here you can add food to your wellness section if carried in your store. Drinking chocolate is a winter time favorite and the offerings listed are rich and not sweet but have depth of flavor.

**FLYING BIRD** is a small company who supports local farmers by using their plants. They assemble their botanical certified organic teas and drinking chocolates in Bellingham, WA. Their teas come in plant based silken pyramidal tea bags or can be purchased as loose teas and are blended with herbs, flowers, citrus and spices all in small batches. Craft packaging and charming graphics made this a gift all year round.

[www.flyingbirdbotanicals.com](http://www.flyingbirdbotanicals.com) • 360-366-8013

**THE REPUBLIC OF TEA** won the Gold soft™ for their **Milk Oolong** full leaf tea which is gluten free, kosher and non GMO, grown in China. It's mild, smooth and silky with a fragrance of sweet cream and pineapple. Some of their other offerings are Stress Suppress and a stackable Wellness group of teas. For the **Downton Abby** lovers the Republic of Tea has a whole new range of limited edition teas for the upcoming movie in September 2019. The Downton Abby introductions are package with images from the movie and are name for the major characters in the film.

[www.republicoftea.com](http://www.republicoftea.com) • 415-475-5160

**NEWBY** is a London based tea company that warehouses in the U.S. Their offerings are in high-end luxury teas with very elegant specialty foil packaging. Each tea is sealed in a triple layer alu-foil to protect against heat, light, moisture, and pollution to preserve their freshness and character for the perfect cup. **NEWBY** is non-profit registered UK charity and their Foundation gives all the proceeds towards Autism and for Robotics and Minimal Access Surgery and other medical research.

[www.newbyteas.us](http://www.newbyteas.us) • 917-819-0574

**MAKABI & SONS** is a new producer from LA created a shortbread sandwich cookies packaged as 6 per box with beautiful artwork. These shortbread sandwich cookies are flavored with various teas and are meant to be eaten with tea. Some of the flavors are with Oaxacan spiced chocolate, English Bergamot Earl Grey, Japanese Matcha & Black Sesame and more flavors are married with artwork on the boxes such as a teapot fitting reflecting the flavor of Earl Grey.

[www.makabiandsons.com](http://www.makabiandsons.com) • 1-818-383-8082



*I will be writing about candy, condiments, non-alcoholic and bar mixers and food gift items in my next article. Please continue to find my articles on line and more will be covered in giftware in the upcoming Buyer's Guides.*