

Fancy FOOD SHOW 2022

The Fancy Food Show returned to New York after not having trade shows for two years. It is a widely attended trade show with countries from around the world, 1800 vendors and thousands of attendees from all over the United States and globally.

It is exciting to attend to meet new vendors and see returning vendors with new introductions. Being one of the largest trade shows at the New York City Javits Center they partner with the SFA-Specialty Food Association the leading trade association for the \$175 Billion dollar specialty food industry. The association presents **sofi Awards** (specialty outstanding food innovation) each year. So when I note that a product won a sofi award and 102 were given out at the show it's similar to winning an Oscar award.

This is the first of several articles I will be writing on categories at the Fancy Food Show and I hope you will contact some of the vendors for your store or website. I am including contact information.

OUTDOOR & INDOOR ENTERTAINING

Cocktails, Mocktails are very popular and more offerings are in the market.

#1 THE SPICE LAB has a line of all natural glass rimmers for drinks to trim your cocktails with TROPICAL HIBISCUS Sugar Rimmer, BLOODY MARY Salt Rimmer, CHILI LIME Salt Rimmer and more. The Spice Lab is best know for their seasoning for grilling and cooking in gift packages such as the Grilling Collection, and a new line Nom Nom Paleo of Asian Spice powders.

Contact: www.spices.com - (914) 275-4478

#2 DON PABLO is a line of coffee infused with real Whiskey is not a flavoring made with by chemical flavoring but high-grade coffee beans soaked in real whiskey until the beans soak up the flavors. Three flavors Irish Whiskey & Vanilla, Kentucky Bourbon, and Canadian Whiskey & Maple. They are sold in a three piece gift pack containers or single serve cups or indivial containers that look like wooden barrels. They are non-alcoholic and will top off your events with novelty and a good taste.

Contact: www.BurkeBrands.com - VP of Sales (302) 249-5628

#3 FREE SPIRITS is one of the major categories at the food show is low and no -alcoholic free spirits in drinking behavior as people want a healthier lifestyle. These new Free Spirit drinks are added to cocktails with some alcohol in it and this lower the quaintly in the drink but you still have some or the drink totally substitutes the alcohol with Free Spirits. Free Spirits are infused with mood lifting energizing vitamins and botanicals. Free Sprits mimics the warming "burn" of alcohol in a drink so you get the same feel of a drink without the alcohol. Once the bottle is open it has a usage life of six months.

Contact: www.drinkfreespirits.com - (917) 592-5433

#4 SKINNY MIXES has a wide selection of mixes such a Flavor Bursts in a small squeeze drop container to add flavoring to water, Natural Margaritas mixes in bottles and Natural Syrups . The calories are low and the choices of flavors are broad and very good. I tasted their frozen chocolate drink at the show with no calories and it was delish. With a wide variety of items you could find a category to merchandise in baskets gifts or your entertainment section.

Contact: www.skinnymixes.com

#5 RUNAMOK MAPLE syrups always have giftable bottles and sample gift sets. Most people think of maple syrup for breakfast items at the show Runamok had recipes for Maple Old Fashions and Strawberry Sours and Amber Old Fashions. What's also fun is the glitter in the maple syrup, it's sparkly.or your entertainment section.

Contact: www.runamokmaple.com - (802) 849-7943. Also found in Blend Sales, Green 456, Colette Waldowski at (612) 275-8071



#6 WINE CHIPS is a new vendor with a tasty idea created a line of thick cut potato chips with flavors that compliment what your drinking and serving. The chips have flavor profiles such as cheese, meat, and various salts and there premium made chips are package in gold foil and in a kraft tube box. For example, under CHEESE there is a Blue Cheese potato chip which is delicious with dessert wines-port. CHARCUTERIE has a Billionaire's Bacon potato chip and for DESSERT different chocolate chips. These are all premiums and are pricy but created a lot of buzz at the show.

Contact: www.winechips.com - (310) 874-3250

#7 EFFIES is a homemade line of biscuits are a companion profile for a wide variety of cheeses with eight flavors to choose from. They are available in various packaging in bags, boxes, samplers. They are very good and again make room for them in a gift basket or the section of serveware as an add-on gift. They are winners of a SOFI award this year and other years as well.

Contact: www.effieshomemade.com - (617) 364-9300

#8 RUSTIC BAKERY creates a wide variety of Artisan Crisps for cheese and charcuterie boards, and other treats for Halloween, Christmas, Chanukah, Valentines and other events. They are different in flavor profiles such as the artisan crisps made with citrus, ginger and thyme.

Contact: www.rusticbakery.com - (707) 789-7400

#9 MAGGIE LYON CANDY introduces candy with liqueur flavors and with fun names and simple lean packaging.

Contact: www.maggielyons.com - (770) 446-1299



This is the first of several articles covering the Fancy Food Show. I will be covering items for Holidays and including some of the winners of the **sofi Award** for 2022.

The Buyer's Guide will be posting new trend direction throughout the year and also on the Minneapolis Gift Mart website.

Enjoy the remainder of the summer!

