



Fancy FOOD SHOW 2023

I attended the Fancy Food Show in New York at the end of June. It is a huge trade show, attracting a wide range of buyers domestically and globally. It had a 21% increase in attendance by retailers and is the largest specialty food event in North America. Attendees are specialty retailers, foodservice, restaurants, press, influencers, and trend spotters.

There were 2,200 vendors exhibiting 180,000 products and it took days to cover the space of the New York Javits Center. Food is no different than any other category. It has trends coming in and outgoing. Not all these trends will be covered in this article but they will be addressed over several articles.

A FEW KEY TRENDS

Crunchy Snacks, Popcorn, Pretzels, and Chips with various flavors

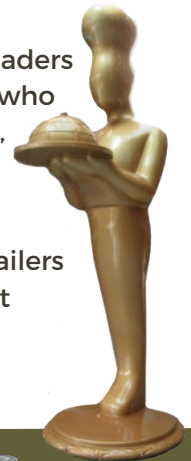
Honey & Dates Infused Products

Broader Plant Based & Upcycled Products

Alcohol-Free Cocktail Culture

Sales of specialty foods and beverages are projected to reach \$207 billion in 2023. There are many new start-up vendors in a special section called the incubator and there are branded established vendors from all parts of the U.S. and hundreds of international vendors who can ship directly or have hooked up to U.S. distributors.

There is an award presentation called **Sofi™** judged by buyers, chefs, influencers, industry leaders and other leaders in the food world. They judge 53 categories to come up with the winners who receive the **Sofi™** trophy and within each of the 53 categories there is also a ranking of gold, silver, bronze winners like the Olympics. I am outlining this if you read on in my article it might reference the **Sofi™** (specialty food industry association).



Each year I cover this show for the Minneapolis Mart and suggest a list of items I feel the retailers might try and the vendor contact information. This is one of several articles I will write about mixing gourmet food with gifts this year.

I have broken it into themes: **Gift Baskets**, **Holidays**, **Diversity**, **Gourmet**, **Giftables**

#1 GIFT BASKETS

SALUTE SANTE!

Salute Saint sells Cold Press Grapeseed Oil from Napa Valley. Non GMO. Almost all the TV chefs and top restaurant chefs use this pure grapeseed cooking oil and on their salads. Most grapeseed oil has a mix with sunflower oil, but this is pure grapeseed in a gold metallic metal or in a glass bottle like a wine bottle.. This is similar to giving a fine wine, It is not easy to find and any cook would think it's a wonderful gift. www.grapeseedoil.com • Food and Vine - (707) 251-3900

TRUFF

The Original Hot Sauce with a decorative bottle and cap is sold by Bergdorf Goodman and gift stores. A 1.5 oz bottle is \$5.99 and 6 oz bottle is \$14.99 and they have gift sets. They have been on Oprah's Favorite Things List for 4 years. TRUFF is a luxury condiment brand with truffle-infused twists in hot sauce, mayo, salt, truffle oil and pasta sauce. wholesale@truff.com



Bruce Julian HERITAGE FOODS

Heritage Goods sells gift sets of Good Morning Vodka, and the Bartender Kit, which comes in a reusable tote bag. They also carry other items such as Couch Mix Snacks that have cute packaging cracker, corn, and peanut with spicy flavors.

info@BruceJulianHeritageFoods.com • (704)247-7573

CHEWYS

Chewys are Eastern European Kosher pastries that have been served at the White House starting with President Carter and all the presidents after. Also, Julia Child wrote to CHEWY'S thanking them for sending their rugulach. These delicious little pastries can be enjoyed with tea or coffee, are not too sweet and come in many flavors. www.chewys.com • (800) 241-3456



RUNAMOK

Runamok is Maple Syrup made in Vermont and comes in a sample bottle gift box with several small bottles for different occasions, basic maple for the pantry and a set to serve with cheese. They also created a sparkle glittery in their syrup on three of their special blends. These make great gifts and are different as a hostess gift. www.runamokmaple.com • (802) 849 7943



SALT of the EARTH

Salt of the Earth is a bakery from Brooklyn, NY and they make a wonderful large size flat crispy chocolate chip cookie individually wrapped in a counter box. These cookies come in several flavors. They are Kosher have names like The Snappy Dresser. The sample I tasted was very good and this bakery is showing for the first time at the show. They also make two cookies with cheesecake as a filling like a cheesecake sandwich, also sold individually wrapped. All their items can come in gift boxes too.

www.saltoftheearthbakery.com • (646) 300-5089

#2 HOLIDAY

RUSTIC BAKERY

Rustic Bakery does a wonderful job on their packaging, but most importantly, their items are wonderful. They sell crackers, cookies, and flatbread. They are sold in boxes, and some are individual packaging for cookies and other offerings. They are priced higher because they are high quality items manufactured in California.

Their website offers discounts! www.rusticbakery.com

TOO GOOD GOURMET

Too Good Gourmet has novelty packaging for holiday items. The company is the largest woman-owned cookie producer in North America. Their packaging is cute and they have a large assortment. They are based in California.

www.toogoodgourmet.com • (877) 850-4663

MR. CRUMBLES

A Sofi™ winner for Best New Product, Mr. Crumbles is a woman-owned company. This DOUBLE cookie “sandwich” is filled with vanilla filling and would be a perfect stocking stuffer, Halloween treat, or great for children parties. They make 6 varieties. It's dairy-free, egg-free, vegan and plant based. They also make plant-based muffins.

stacy@mrcrumblesdelectables.com • (772) 877-9290

MAGNOLIA BAKERY

A well-known bakery started in 1996 in New York City and expanded to 30 locations worldwide. They have now introduced at the Fancy Food Show new Banana Pudding Cookies in packages in four flavors. These are “soft” cookies with banana pudding as the cookie dough at the base and comes in chocolate chunk, confetti with white chocolate and vanilla with white chocolate and plain flavors.

www.magnoliabakery.com • CPG@magnoliabakery.com



#3 DIVERSITY

WITZIS

Witzis raw granola gluten and grain free was established in 2018. This is a created and owned by a woman for her son who needed this type of granola when it wasn't available. It comes in seven flavors such as pumpkin spice, chocolate honeyberry and lemon raspberry. WITZP is Paleo and Keto certified, plant-based, organic ingredients, low sugar, pre-soaked & dehydrated (not baked). info@witzisrawgranola.com • (216) 478-9163

PHYLLIS ANN'S FAMILY RECIPE

A local company in Ohio who have had success with their family recipe of spices, these spices are sold individually and they also have gift sets..

radrigues@thephyllisannbrand.com • (740) 764-5552

MAURY'S HIVE TEA

Maury has reinvented the tea bag by combining a blend of whole leaf teas with granulated honey all in one tea bag. He created a new concept of honey and tea mixed into one tea bag all handmade in Norwalk, CT.

www.mauryshivetea.com • laurie@maurysshivetea.com



UNCLE CLARENCE BBQ

This new company makes condiments for BBQ using his father's BBQ recipes. Uncle Clarence BBQ was founded in 2021. They have BBQ sauce, BBW seasoning, rub seasoning, seasoning with a "kick" and Calypso heat seasoning.

clarence@mitchellfoodsllc.com • (844) 424 9877

BARRELED BEE

Barreled Bee specializes in non-alcoholic items. In 2017 Lee Hedgmon mixed different honeys in different spirit barrels, creating unique tastes. Now she is presenting Haute Honey Spicy Ketchup and Honey Buzz BBQ Sauce. These two products are used in cooking and condiments. This woman-run start-up business also makes BUZZ STIX HONEY sticks featuring Buzz Stix Abby's Chocolate Martini, Buzz Stix Bourbon Lemonade, and more flavors.

www.thebarreledbee.com • Brianna@teamchicexecs.com • (760) 992-9113



#4 ADD-ONS FOR GOURMET SECTION, WINE BAR, COOKBOOKS

EFFIES

Effies won a gold Sofi™ award for their corn biscuits and has also won awards over the years. They produce a line of biscuits for wine and cheese pairing, desert jams and for hors d'oeuvres. They are so good you can enjoy them plain as crackers. www.effeshomemade.com • (617) 364-9300

LE PANZANELLA

Le Panzanella makes a line of ultra-thin crackers with sea salt, rosemary, and other flavors. These crackers are non-GMO, vegan, low fat, and cholesterol free. www.lapanzanella.com • (855) 745-1218

PARTNERS

Partners crafts slow-baked crackers. The sample I tried was olive oil & sea salt. They are delicious as is but also great with cheeses and other toppings. They are made in Des Moines, WA.

www.partnerscrackers.com • (800) 632-7477



#5 GIFTABLES: STOCKING STUFFERS & CHILD'S PLAY

HAPPY GRUB

HAPPY GRUB is a woman-owned small business that created the fun method of making squeezable instant pancake mix in flavors children like and a method a child can handle to make their own pancakes. Just add water, shake the container, and squeeze the container. 100% whole grain non-GMO and made of natural ingredients. Flavors include Buttermilk, Whole Wheat, Apple Cinnamon, and Yummy Banana. info@eathappygrub.com

BAKING COACH

Baking Coach is a cookie activity kit with pre-measured ingredients to mix the cookie dough right in the package. It also comes with paper parchment, a glove, and craft stick tools. Just add butter and water to the mix in the pouch. Three flavors and yields 16 to 22 cookies. www.bakingcoach.com • (631) 543-8608

