

FALL FOR THE SEASON

PLEASURE, HEAT, AND PICKLED SURPRISES: KEY TRENDS FROM THE FANCY FOOD SHOW

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The Fancy Food Show at New York's Javits Center hosted more than 2,200 vendors and 10,000 attendees this year, offering a vibrant look at how food and gift trends continue to evolve. As global travel, diverse palettes, and changing lifestyles reshape the way consumers eat, the show revealed a strong appetite for indulgent, flavorful, and portable experiences.

THE POWER OF PLEASURE

A dominant theme emerging from the show was pleasure—the idea that food should bring joy, comfort, and a touch of luxury.

One of the most talked-about names on the floor was **DUBAI**, which has evolved from a geographic reference into an entire subcategory of confections. While only one exhibitor, Just Orkan, produces chocolate bars in Dubai, many other brands are leveraging the name to evoke an aura of sophistication and indulgence.



From Bequet Confections' DUBAI-inspired caramels to Leonessa Chocolatier's Belgian chocolate creations, the "DUBAI" label has become as synonymous with high-end treats as Kleenex is with tissues.

Other indulgent pleasures on display included **truffles**—now appearing not just in fine dining but in snack form, from potato chips and popcorn to gourmet sauces.

Martha Stewart's collaboration with **Tartufi Jimmy of Italy** introduced a full line of truffle sauces that blend celebrity cachet with culinary refinement.

Even **caviar** found its way into snack formats, while **Runamok** brought a touch of whimsy with its glitter-infused maple syrup, ideal for cocktails and festive entertaining.



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GLOBAL GRATIFICATION... THE HEAT IS ON

A dominant theme emerging from the show was pleasure—the idea if pleasure was one pillar, heat was the other. “Hot” was the buzzword across categories, from **hot chili** and **hot honey** to spicy sauces and condiments. African, Asian, and South Asian brands were highly visible this year, reflecting both cultural crossovers and consumer curiosity for bold, international flavor.

Hot honey dominated the condiment conversation—appearing in everything from mustard and marinades to vinaigrettes and barbecue sauces. Bone Suckin’ introduced a line of hot honey vinegar sauces, while Notoko launched chef-driven Asian sauces made in the U.S. that bring authentic heat with approachable versatility.



PICKLED AND PROUD

Pickles made a strong showing in 2025’s snacking trends, not just as a condiment but as a **standalone snack**. Single-serve pouches of pickles, pickled cauliflower, and other vegetables offered consumers a flavorful, health-conscious alternative to chips.

Evergreen & Market showcased **Pickle Citrus snacks**, while **Foster’s** debuted pickled onions and other vegetables designed for grab-and-go convenience and gift baskets alike.

The rise of pickled snacks underscores a broader shift toward freshness, function, and fun—qualities that resonate strongly with today’s consumer mindset.

SWEETS AND GIFTABLES STILL SHINE

Confectionery and gourmet gifts remain a cornerstone of the specialty food world, blending design, nostalgia, and flavor. Vendors such as **Pierrot Gourmand** from France presented their signature lollipops with playful packaging, while **André’s Swiss Chocolates** offered beautifully boxed confections perfect for gifting.

As retailers plan for the fourth quarter—Halloween, Thanksgiving, and the December holidays—these sweets and gourmet assortments will continue to drive impulse and gifting sales. The trend toward elevated packaging and premium ingredients makes these items ideal for cross-merchandising and themed displays.



LOOKING AHEAD

As we move into the season of gatherings and gifting, retailers have abundant opportunities to incorporate these indulgent and experiential trends into their assortments. From glittered syrups and truffled sauces to spicy honeys and pickled snacks, the message from the Fancy Food Show is clear: consumers are embracing pleasure, play, and global flavor in every bite.

Stay tuned for our upcoming coverage on color and gifting trends for Fall/Winter 2026. Until then, here’s to a flavorful and festive autumn!

WATCH
TREND