

THE EBCO DOWNLOAD

Fancy Foods Winter Show 2023



WHAT IS FANCY FOODS?

It's one of the biggest trade conferences showcasing what's next in food, beverage, and flavors.

In January 2023, Ebco journeyed to Las Vegas for the winter Fancy Foods Conference. The show specializes in gourmet and premium food products. Here are some of the top trends we saw at the show!

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Tea Was Everywhere!

Tea finds new life through innovative textures and formats

At the show, Ebco noticed a huge emphasis on tea culture. We saw tons of tea products and new flavors anchored in tea beverages. Some brands are opting to build off of traditional tea flavors in ice creams (matcha and chai). Others are choosing to go off the beaten path and embrace bold flavors like ube. Indulgent taste profiles like Creme Brulee tea reigned supreme, and textural surprises like boba remain a huge priority!

Jelly inclusions are crossing into the mainstream, bringing layered tea products into focus



Milk Tea finds modern adaptations that are enjoyable on the palette, for example, we saw this mix of Black Tea and Smooth Macadamia Milk



Grain & Botanical Teas are made for health conscious consumers, like this blend from Juroku Cha, which contains 16 ingredients including jujube, millet, and mulberry leaves in its blend



Roasted and Brown Sugar Profiles were a hit at the show, and they are finding their way into the milk tea space, with consumers loving toasted and roasted flavors



Unique Flavors from Asia

What's next in flavor?

Some of the most exciting flavors we saw at the show were from the Korean-American brand, Noona's. The flavors they incorporated into their ice cream listed below were also flavors we saw reflected throughout the show. Here are our favorite flavors from Noona's, the ones we see potential in for innovators across the industry:

- *Black Sesame*
- *Red Bean Chocolate Chip*
- *Pandan with Palm Sugar Coconut Crunch*
- *Thai Iced Tea*
- *Toasty Mochi*
- *Taro*
- *Turmeric Honeycomb*
- *Toasted Rice*
- *Yuzu Blossom*
- *Dalgona Coffee*

This ice cream company, **Noona's**, creates what they call "Trailblazing Asian flavors." At the show, Ebco tried every flavor, and loved them all.



Makgeolli

Makgeolli is an unfiltered rice alcohol and is known as Korea's oldest liquor. It has recently regained popularity. Its ingredients include fermented rice, yeast, and water. Makgeolli typically contains 6-8% alcohol. Its color is a beautiful blue hue of "sweet milky deliciousness." The taste profile is boozy and fermented.



Even Torani, the prominent creator of flavored syrups that is used by many coffee shops, had Black Sesame Syrup at their booth. This happened to be their flavor of the year, signaling how much this profile has caught on in the mainstream.

TREND 03

A Sea of Opportunities

A recurring theme Ebco saw was kelp. This sea ingredient has become popular amongst leading edge companies. Kelp is a regenerative ingredient and is seen as a sustainable alternative to salt with a ton of health benefits. The Alaskan brand, Barnacle, is a leader in this space. Here's how the brand uses kelp:

- *Kelp salsa*
- *Kelp chili crisp*
- *Kelp popcorn seasoning*
- *Salt infused with kelp flakes*
- *Due to the strength of its flavor, kelp is used in condiments and smaller doses*

Also in the seafaring space, we saw fish jerky from Neptune Snacks. This sustainable ocean snack is jerky made from pollock or rockfish. Some of the flavors include ginger, spicy cajun, and juniper. Fish-based snacks are innovative examples of food focused on sustainability and bold flavors.



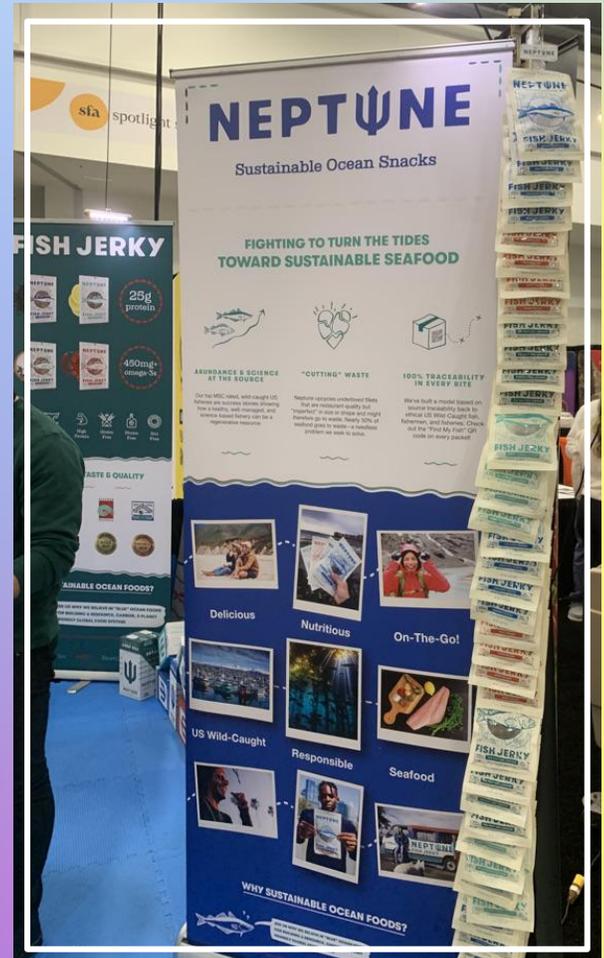
Sweet Citrus
Ginger
\$8.00

SHOP NOW



Spicy
Cajun
\$8.00

SHOP NOW



Fun, Emerging Formants

In the snacks and better-for-you spaces, innovative formats and new takes on old classics continue to shake up more traditional products.

The DTC brand [Waterdrop](#) presents a new way of thinking about the Crystal Light model. They call their product a “micro drink.” Each drop is super tiny and flavored, making them perfect for on-the-go. They are functional and meant for hydration.



Ebco also saw healthy versions of popular quick serve products. This ramen packet from [Ramen Z](#) is zero gluten, zero dairy, vegan, and low calorie. This signals the trend of brands rethinking classics and updating old formats to make them healthier.



[Eat My Greens](#) is a health brand that makes soups in a pouch. Geared towards convenience, their Black Bean & Chipotle with Cacao Soup is easy to heat up and provides a full bowl of veggie soup packed with nutrition. No more bulky cans!



[Gel-Shotz](#) makes non-alcoholic jello shots. Jelly formats were so popular at Fancy Foods, and this format was especially a hit. They make fun cocktail-inspired flavors like Blue Hawaiian and Mai Tai. These little bite-sized products can be mixed with alcohol or enjoyed on their own.

Ready-to-Eat Products

Convenience is (still) king. We're seeing the priority of immediacy manifesting in new, exciting ways. At the show, we noticed products and snacks that are meant to go straight from packaging into your mouth or straight from the pouch into a pan to cook. With more people returning back into the office for work, there's a demand for quick meals and snacks.

HERE'S WHAT WE SAW:

- *Pouch-based food products like jackfruit chili that's ready to heat*
- *Ready-made hearts of palm pasta in a pouch*
- *Fibrous Asian-style noodles from Miracle Noodle*
- *Squeezable pancake mix from Happy Grub*



Veggies are making their way into ready-to-eat formats.

We've seen this happen with pickled veggies, and now veggie brands like [Poshi](#) are making it easier to taste delicious, ready-made bagged veggies, moving these products into snacking culture.

Superfood Seasoning

Product Spotlight

One of our favorite items from the show was Spicewell's [superfood salt and pepper](#). By adding ayurvedic ingredients like turmeric to their blend, Spicewell creates an anti-inflammatory product packed with health benefits. This product showed us that salt can be a conduit for flavor through innovative spice blends. Spicewell shows food innovators that there are ways to create superfood benefits from just basic seasoning itself!



What's New In Snacking

Snackifying New Ingredients and Old Favorites

We saw fun updates to age-old favorites like matzo, which now finds new life in the chip aisle. Plantain chips were hot, and so were cassava chips. Cassava has anti-inflammatory benefits, and its hearty texture signals that it could evolve into other chip spaces and maybe steal some of potato chips' thunder. Sugar permission was also a big trend, which we saw reflected in snacks and other items in the food and beverage categories.



Just the Fun Part:
Just the bottom of the drumstick!



Cassava and Plantain Chips



Matzo Chips

What's Next in Beverages

While tea was the main beverage trend we saw, we were also excited to discover even more innovative beverage products. Here's what we found interesting in the RTD space:

- Easy to digest tea with fermented flavors from [The Republic of Tea](#). They boast that their teas have "1 billion probiotics per tea bag"
- Aloe vera and sugar cane drinks
- [Savia's](#) flavored Coco Milks with jelly chunks (prominent textural inclusion!)

Natural ingredients are at the forefront, and consumers won't sacrifice their love for bold flavors. The brands at Fancy Food are listening!



Thank you!

For a full look into the trends,
watch our Trend Brief on Fancy Foods.

Click to
Watch Now!

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