

# ten things YOU SHOULD KNOW

OUR 2018 FAVORITES

DECEMBER 2018

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## Jackfruit

Move over, tofu. The newest meat substitute on the block is jackfruit, the largest tree-borne fruit in the world. It is native to Asia and when cooked has a taste and texture comparable to pulled pork. We are spotting jackfruit in dried fruit products as well as canned and combined with BBQ and Thai curry flavors. | Weight Watchers

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## ACV

Apple cider vinegar has definitely created a following with consumers in search of good health. Taking the drink beyond just a shot in the morning, you can now be add it to your beauty regimen as well. dpHUE has introduced an Apple Cider Vinegar Scalp Scrub made with avocado oil and aloe vera to help keep your scalp healthy as well. | Allure

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## More Fruit

More than half (52%) of consumers have increased their fresh fruit consumption in the past year. Other interesting facts? Calling out the premium status of fruits and vegetables could get about one-third of shoppers to pay more, and nearly half of consumers will pay more for something that has a fresh claim, in particular. | Datassential

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## Nothing "Beets" this Latte

Trendy java is on the rise! Americans spent \$3 million on matcha lattes last year alone. The next buzzy beverage according to Health Magazine is the Beet Latte. Beets contain phytonutrients called betalains that have antioxidant and anti-inflammatory properties and pair well with the bold, earthy notes of coffee.

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## Millennials & Cooking

Believe it or not, 63% Millennials actually enjoy cooking. They tend to welcome the idea of cooking for themselves, friends and families with a robust spirit and a diverse approach as they challenge the influences of familial cuisine and create their own multicultural methods of meal preparation. | Hartman Group

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## Unfamiliar Food

51% of consumers say they are willing to try a new, unfamiliar food if it provides a health benefit. The lesson to product developers? Go bold with healthy intros to stand out. | Prevention

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## Mushroom "Enhanced"

Mushroom products and foods "enhanced" with mushroom powders are filling supermarket shelves. We are spotting everything from Mushroom Coffee Mix, Mushroom Kettle Chips, Kombucha, Chocolate Elixirs and even granola bars. Have you spotted any of these? | Cooking Light

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## Tahitian Vanilla

The top growing global flavor from 2017-2018 YTD is Tahitian Vanilla—even with the expense of the pure extract. Consumers love the classic flavor profile in everything from ice cream, yogurt, protein beverages and even popcorn in Germany! | Mintel GNPD

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## More Than Just Pancakes

Drizzling maple syrup over your Sunday pancakes is just the beginning. Epicurious suggests the following: add to salad dressing, sweeten whipped cream, put it on bacon, stir into sour cream, add to your coffee or tea, flavor frosting and even make a mustard.

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## Za'atar

In the September issue of Food Network magazine, they predict 5 future must-haves for every home cook. Za'atar is listed as #3. "Home cooks are experimenting with new flavors like never before, and za'atar is at the top of the list. The Middle Eastern seasoning blend of sumac, marjoram, thyme and sesame seeds is great on hummus and salads." Have you used it yet?