

# U.S. FOODLINK

The bi-monthly newsletter for importers of U.S. foods

Vol. 16 No. 3



## SPECIALTY FOOD TRENDS OF 2020 Sprout from Past Interests

As consumers head into a new decade, they're interested in new experiences and flavors. No market reflects this desire as much as specialty food, the industry where fads and trends grow into dietary staples. Today's up-and-coming specialty foods reflect this pattern: They're not appearing out of nowhere but emerging naturally from existing habits.

One beneficiary of a now-established favorite is prebiotic foods, which are gaining consumer awareness and associated interest in product development around the globe. Whereas probiotics like yogurt contain helpful bacteria, prebiotics are the dietary fibers that feed these creatures, and can be found in foods including bananas, asparagus, seaweed, and barley.

Americans are expected to seek their prebiotics in forms of bars and crunchy snacks made with prebiotic-rich ingredients like barley and buckwheat, according to Mintel. As this trend emerges it may also lead to growing interest in foreign cuisine with prebiotic content.

At the same time, probiotics are still a recurring specialty food favorite, and the Specialty Food Association expects fermented beverages in particular to continue enjoying their time in the sun. Sales of drinks such as kombucha, which combine health benefits with interesting flavors, and drinking vinegars, which are high in probiotics, amino acids, and antioxidants, will continue flourishing at retail.

"As Americans begin to understand the link between fermented foods and health, we're seeing restaurants and retail brands turn to lesser-known or 'old-fashioned' fermented foods, like drinking vinegars, kimchi, and kombucha, as well as newer fermented foods derived from soybeans, including miso," said Melanie Zanoza Bartelme, global food analyst

*(Continued on page 2)*



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## Specialty Food Trends of 2020 Continued

at Mintel. “Prebiotics—familiar to some via vitamins and supplements—are lesser explored in current product innovation and menu offerings, but we expect these ingredients to grow in popularity over the coming years.”

Just as probiotics revived interest in fermented foods, these products are expected to boost the presence of another specialty ingredient: gochujang. This red chile paste, made from fermented soybeans, seasonings, and glutinous rice, is a staple of the Korean cooking that has made its way stateside due to the popularity of kimchi. The Specialty Food Association expects gochujang to make an appearance on foodservice menus and in prepackaged containers at retail as consumers work it into marinades, dipping sauces, soups, and stews.

Interest in Asian food may also be sparking growth in noodles, with protein-packed options a particular favorite. Consumers are moving beyond lentil- and legume-based versions, with trendsetters anticipating noodles created from seafood and ingredients that can offer minerals, dietary fiber, and other useful nutrients.

Noodles aren't the only specialty food offering a protein-powered kick. Anchovies are also poised for mainstream success, whether as a menu topping for burgers or as ingredients in butters, marinades, or even cookies. This trend could also be beneficial for other small jarred or tinned fish, such as sardines or herring.

Anchovies themselves tie into another trend that's not dietary but still close to the heart of specialty food: sustainability. These little fish can be sustainably caught, and other environmentally-friendly foods are expected to make their way to menus as well. Gen Z shoppers are particularly interested in these foods.

the leftover pulp from soy milk and tofu production; Planetarians, a protein-rich chip produced using the defatted sunflower seeds created during vegetable oil extraction; and Ugly Pickle Co., which makes pickles and condiments out of misshapen cucumbers, squash, and carrots.



While many up-and-coming trends are an evolution of what came before, some are a throwback, such as plants as plants. Plant-based meat alternatives are hugely popular and here to stay, but consumers are also thinking more about the benefits of undisguised fruits and vegetables. The Specialty Food Association expects consumers who are thinking critically about their meat replacements to look closely at ingredient lists, supply chains, water usage, and food safety, which could spark renewed interest in plants as simply plants.

Other plant-based substitutes are still performing strong, particularly in the dairy-free space. Oat milk is a rising star in a category previously dominated by almond- and coconut-based products, and interest in the ingredient is spreading its use to numerous different foods, ranging from creamers to ice cream. Some of the more unique applications are a spreadable cultured oat milk butter from Rucksack Foods and oat milk chocolate bars from Endanger Species Chocolate, which allows consumers to indulge without guilt.

“Our consumers really dictate where we take our new product lines,” Whitney Bembenick, director of innovation at Endangered Species Chocolate, said in an interview with *Food Business News*. “We saw the growing trend of milk alternative products available, and we knew we needed to respond to market demand. We looked at all of the options—from almond to coconut milk—but nothing compared to the smooth, creamy taste that oat milk brought to the table.”

Oat milk may also become part of the upcycling trend, with Renewal Mill already planning to work with manufacturers on developing functional ingredients from their byproducts.

While many older trends are giving way to newer versions, manufacturers should also keep an eye on specialty food interests still going strong in 2020. In particular, the Specialty Food Association expects CBD to continue growing as a functional ingredient; dairy-free yogurts, beverages, and frozen desserts to make a bigger presence; and the regional cuisines of Asia, West Africa, and Latin America to pique mainstream interest.

Sustainability claims aren't necessarily limited to how a food is grown or raised—specialty foods can also earn this distinction through the method they're created. For instance, upcycled products, which are produced from ingredients that would have otherwise been discarded, are gaining mainstream appeal. Examples include tea made from discarded avocado leaves, frozen pizzas created with toppings from vegetable scraps, and whey beverages formed from a waste product from the cheese-making process.

Some companies involved in this space include Renewal Mill, which launched a brownie mix made from okara,



# Gen Z Looks for Sustainability, But Doesn't Shy from Technology

The youngest generation is securing its place in the workforce, and the food industry needs to prepare for them as they shape trends to their desires. Gen Z already has buying power of \$29 million and accounts for 25% of all dining out occasions, and those numbers are likely to rise as the cohort becomes more established.

This socially conscious generation likes chicken, with 46% of Gen Zers saying it's their dinner of choice. Beef, in comparison, has been getting a bad rap for alleged environmental concerns—a distinct problem for such a socially conscious generation. Every generation appreciates sustainably raised food, but Gen Z leads the pack.

“Sustainability is personal for consumers, which is why healthy for me and healthy for the world claims do so well,” said Crystal Barnes, SVP of global responsibility and sustainability at Nielsen. “By identifying an opportunity to be more sustainable and implementing a reasonable plan of action to accomplish it, companies achieve an authenticity that paid advertising can't buy.”

Sustainable doesn't necessarily correlate with natural. Gen Z also is more likely to try a food grown with technology (77%) and are more comfortable overall with the use of technology to grow food (71%) than any other generation, according to the Institute of Food Technologists.

However, this technology must appear trustworthy and its use can't be hidden. Another 27% of Gen Z fits the profile for what Ketchum calls “Food eVangelists”—a small but influential group that wants to impact the way food is raised, packaged, and sold, and isn't afraid to tell their social group about what foods they do or don't trust.

“Food eVangelists are open to learning about food technology and will share more with their networks, but they are also quick to dismiss a poor explanation,” noted Kim Essex, partner and managing director of Food Agriculture & Ingredient for Ketchum. “Food eVangelists in their 20s are especially powerful, not only for purchases they influence today but also for the future generations they'll impact.”

As a result, manufacturers that showcase the benefits of their efforts can earn praise for their sustainable methods without being tarred as overly processed. This still calls for good communication and an understanding of what the youngest generation is searching for in its food.

## EVENT CALENDAR

Meet our U.S. Suppliers exhibiting with us at these events.

### JUNE

#### 9-12: Alimentec

Bogotá, Colombia  
Corferias  
[feriaalimentec.com](http://feriaalimentec.com)

#### 17-20: Food Taipei – Taipei International Food Show

Taipei City, Taiwan  
TWTC Taipei Nangang  
Exhibition Center  
[foodtaipei.com.tw](http://foodtaipei.com.tw)

#### 24-25: Free From Functional Food Expo 2020

Amsterdam, The Netherlands  
Rai Amsterdam  
[freefromfoodexpo.com](http://freefromfoodexpo.com)

### AUGUST

#### 13-17: HKTDC Food Expo Hong Kong

Hong Kong Convention and Exhibition Centre  
[event.hktdc.com/fair/](http://event.hktdc.com/fair/)  
[hkfoodexpo-en](http://hkfoodexpo-en)

#### 18-20: Fi South America

São Paulo-SP, Brazil  
Transamerica Expo Center  
[figlobal.com/southamerica](http://figlobal.com/southamerica)

### SEPTEMBER

#### 1-3: Seafood Expo Asia Hong Kong, China

Hong Kong Convention & Exhibition Centre  
[seafoodexpo.com/asia](http://seafoodexpo.com/asia)

#### 7-10: Fine Foods Australia

Melbourne, Australia  
Melbourne Convention & Exhibition Centre  
[finefoodaustralia.com.au](http://finefoodaustralia.com.au)

#### 9-11: Fi Asia

Jakarta, Indonesia  
Jakarta International Expo  
[figlobal.com/asia-indonesia/en](http://figlobal.com/asia-indonesia/en)

#### 22-26: THAIFEX

Bangkok, Thailand  
IMPACT Exhibition and Convention Center  
[thaifex-anuga.com/en](http://thaifex-anuga.com/en)

#### 23-24: Vitafoods Asia

Singapore  
Sands Expo & Convention Centre  
[vitafoodsasia.com](http://vitafoodsasia.com)

#### 29-Oct 1: Food Tech Summit

Mexico City, Mexico  
Centro Citibanamex  
[foodtechnologysummit.com](http://foodtechnologysummit.com)

#### 30-Oct 2: Expo Alimentaria 2020

Santiago de Surco, Peru  
Jockey Exhibition Center  
[expoalimentariaperu.com/en](http://expoalimentariaperu.com/en)

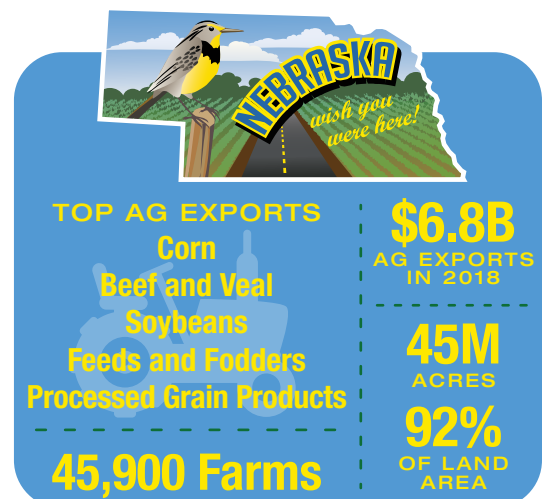
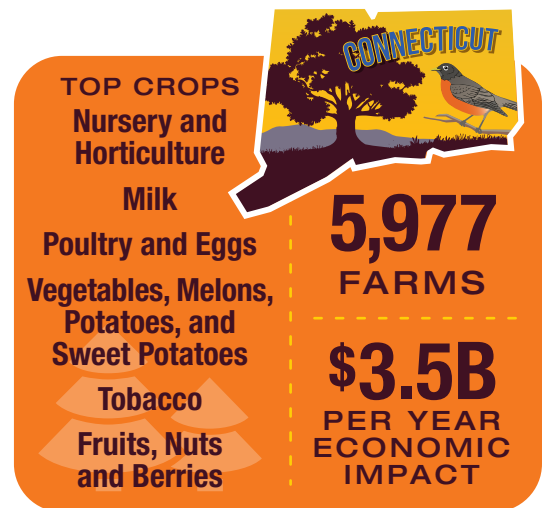
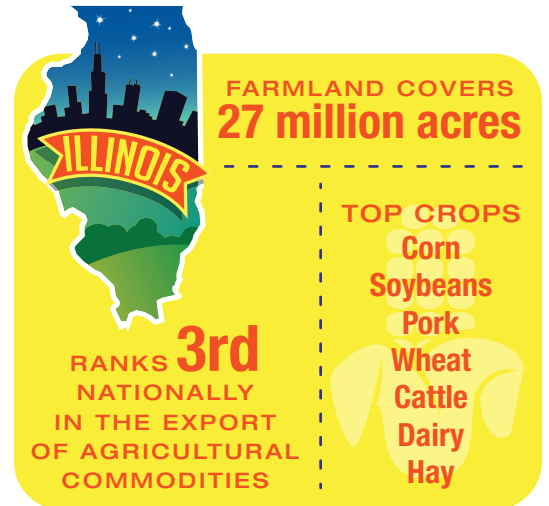
### OCTOBER

#### 17-22: SIAL Paris

Paris, France  
Paris Nord Villepinte  
[sialparis.com](http://sialparis.com)

#### 21-23: FIGAP 2020

Guadalajara, Mexico  
Expo Guadalajara  
[figap.com](http://figap.com)



# news briefs

**Meat companies began offering blended products made partially with vegetables to better compete against plant-based products.** Applegate plans to launch a line of meat-and-veggie burgers and meatballs at grocery stores in April, while Tyson Foods, Perdue Farms, and the Better Meat Co. are creating blended meat options, reported *Yakima Herald-Republic*.

**U.S. sales of raw cauliflower and foods containing the vegetable rose to \$700 million in 2019.** This is up nearly 40% from 2016, according to Nielsen. The vegetable now outsells cabbage and garlic, and has become more popular than kale, which is experiencing a decline in sales. Cauliflower-crust pizzas account for one-quarter of total pizza sales at Stew Leonard's, while Kroger introduced 14 store-branded items featuring cauliflower over the past year, reported *The Wall Street Journal*.



Association's "Sweet Insights: State of Treating 2020" report. Chocolate is the largest over the non-chocolate and gum and mints segments, with strong dollar gains in 2019 in sugar-free, seasonal, and smaller pack sizes.

**Spicy pucker flavors are becoming trendier.** New product launches include PepsiCo's Doritos Flamin' Hot Limón, Ruffles Lime & Jalapeño, and Kettle Brand's Wasabi-Ranch and Chili-Lime flavors. Dishes pairing spicy and citrus flavors are among the fastest-growing trends on menus right now, according to market research firm Datassential. Lemon-pepper, chili-lime, and lemon-dill are among the top pairings on menus, reported *The Wall Street Journal*.



**Food businesses are lending a helping hand for distressed public.** With workers in the restaurant, sports, and entertainment industries heavily impacted by closures during coronavirus, companies like Amazon and Lineage Logistics are offering employment opportunities. Additionally, other companies are providing services and products to ensure their customers are receiving necessary food items.

**U.S. retail sales of plant-based foods grew 11.4% in the past year.** This brings the total plant-based market value to \$5 billion, according to the Plant Based Foods Association. The leading drivers continue to be plant-based milks, meat, and dairy alternatives in general. Refrigerated plant-based meat is driving growth, up 63% in the past year.

**Americans are spending an average of \$178.44 on supplies related to the coronavirus outbreak.** Parents of children under the age of 18 spent \$189.80 on supplies, while Millennials spent \$44.30 more than Baby Boomers, according to a report from LendingTree.

**Equinom will open offices in the U.S. to serve North America.** The Israel-based company is a non-GMO seed specialist and believes this expansion will accelerate the company's penetration into the global food market and bring it closer to key farming communities and grain handlers, as well as to food and food ingredient companies. Equinom named Rick Mignella EVP and managing director to lead the U.S. team.

**The confectionery category generated \$37.5 billion in retail sales in 2019.** This made it the fourth largest across food retail channels, according to the National Confectioners

**Countries stockpiling food could have global repercussions on the overall food system.** Industry analysts noted that Kazakhstan, Vietnam, Serbia, and Russia have all banned exports of certain food items, and China pledged to buy more rice than ever from its domestic harvest. An analyst with Chatham House warned consumer stockpiling coupled with protectionist policies could eventually lead to higher food prices, reported *Bloomberg*.

**Losses at regional farmers markets could range from 10% to 25% in annual sales.** This

would amount to more than \$500 million, according to a report by Local Food Economics using data from USDA. Some growers that have seen sales drop from restaurants are shifting to retail, moving away from chef-focused niche items with a very short shelf-life to easier grown items that can be sold at supermarkets, reported *Bloomberg*.



## U.S. FOODLINK

Tim Hamilton  
Executive Director  
thamilton@foodexport.org

Greg Cohen  
Communications Manager  
gcohen@foodexport.org

Adolfo Montelongo  
Communications Coordinator – Content  
amontelongo@foodexport.org

Laura Buske  
Communications Coordinator – Publications  
lbuske@foodexport.org

Sara Larson  
Communications Associate – Social Media  
slarson@foodexport.org

### FOOD EXPORT ASSOCIATION OF THE MIDWEST USA

309 W. Washington Suite 600  
Chicago, IL 60606  
T: 312/334-9200  
F: 312/334-9230  
www.foodexport.org  
info@foodexport.org

Michelle Rogowski  
Deputy Director  
mrogowski@foodexport.org

Teresa Miller  
International Marketing Program Manager  
tmiller@foodexport.org

Molly Burns  
Branded Program Manager  
mburns@foodexport.org

### FOOD EXPORT USA-NORTHEAST

One Penn Center  
1617 J.F.K. Boulevard, Suite 420  
Philadelphia, PA 19103  
T: 215/829-9111  
F: 215/829-9777  
www.foodexport.org  
info@foodexport.org

Suzanne Milshaw  
Acting Deputy Director / International Marketing Program Manager  
smilshaw@foodexport.org

Howard Gordon  
Branded Program Manager  
hgordon@foodexport.org

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### MISSION STATEMENT

The U.S. Foodlink newsletter and e-mail bulletin are brought to you by the Food Export Association of the Midwest USA and Food Export USA-Northeast, two state regional trade groups located in the U.S. that promote exports of U.S. food and agriculture. Food Export-Midwest and Food Export-Northeast administer many services through Market Access Program (MAP) funding from the Foreign Agricultural Service (FAS) of the USDA. U.S. Foodlink was created to provide readers credible data and information in an easy-to-read format.

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Food Export - Midwest & Food Export - Northeast



Food Export - Midwest & Food Export - Northeast



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## Red's Best

*Boston, MA*

Red's Best is a seafood company founded in 2008 to serve fishermen from local coastal communities – sustainably managed and responsibly harvested under US regulations by local New England fishermen. One of the highlighted products currently being exported is Winter Skate, which is offered both skin-on and skin-off. Skate is a protein-rich food low in cholesterol, sodium and fats, with a mild, ocean flavor and texture similar to a scallop. Red's Best can ship in 5, 10, or 20 KG cases. Barndoor Skate is also available in 20 KG cases. [redsbest.com](http://redsbest.com)



## Katz Gluten Free

*Mountainville, NY*

Established in early 2006 by Mrs. Katz, with not much more than a home model kitchen mixer, some thoroughly tested recipes, and an unyielding quest for perfection, Katz Gluten Free features an extensive selection to meet the culinary demands of every gluten-intolerant individual. Made from pure, all-natural high quality and fresh ingredients, with no preservatives added, for absolutely no-guilt consumption! Today, they are a recognized leader in the category, operating in a state-of-the-art facility, certified Gluten Free by the GIG, for unmatched reliability in complying with strict GF standards.

Nut Free | Dairy Free | Kosher [katzglutenfree.com](http://katzglutenfree.com)



## Pyramid Foods, LLC

*Shawnee, KS*

PITMASTER LT's barbecue sauces are the creations of longtime Kansas City area resident and barbecue pitmaster Luther "LT" Took's perfected over three decades. Crafted of 100% natural blends of gluten-free, preservative-free, nut-free, dairy-free, and soy-free ingredients. In 2016, he created PITMASTER LT's to share authentic, Kansas City-style barbecue taste with people all over the world. Pitmaster LT's Classic BBQ Sauce give meats and baked beans a smoky-sweet barbecue taste, while the Spicy BBQ Sauce infuses a similar, but smoky-spicy, taste. PITMASTER LT's is now sold in parts of the U.S. and Canada. [PitmasterLT.com](http://PitmasterLT.com)



## Alden Group

*Farmington Hills, MI*

Founded in 2007, with the goal of providing healthy cooking oils to the world, Alden has grown to be a major domestic and international supplier of Non-GMO oils and market leader with the LifeOil brand, offering a full line of specialty seed oils. Alden Oils is a leading provider of specialty, Non-GMO Project verified and organic oils to the bulk ingredient, foodservice, export and retail markets.

The company has offices in Michigan and South Dakota with refining and co-packaging strategic partners located in Iowa and warehousing/transloading locations in Michigan, offering custom specialty oil supply chain solutions to our customers with high quality oils and personalized customer service. We challenge the usual. [aldenoils.com](http://aldenoils.com)

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# featured PRODUCTS



## PDB Group LLC dba Absolutely Lobster

*Bala Cynwyd, PA*

Absolutely Lobster® makes cooking lobster simple & delicious. Absolutely Lobster tails are juicy, plump, and full of fresh from-the-sea lobster flavor. The only fresh frozen lobster tails that can be cooked in 3 minutes from frozen in a microwave. Our Patent Pending process creates an all natural buttery lobster sauce while cooking.

Sustainable Maine Lobster + GMO Free Maine Butter + Sea Salt | Handcrafted Ingredients | No Preservatives | Made in Maine [AbsolutelyLobster.com](http://AbsolutelyLobster.com)



## Athena Brands, Inc. dba Green Mustache

*Brooklyn, NY*

Green Mustache focuses on creating innovative, delicious plant-based snacks. Our company began as a story shared by millions of parents – it's the one about a child and her very particular eating habits – including her strong aversion to greens. Over time we came to realize that this story stretched far beyond the narrative of the picky eater and simply became the story of every person trying to find convenient and tasty ways to be healthy. Hence our tagline: "Greens For All, Big & Small!"

**PLANT POWER** – Everything we do stems from our commitment to plant-based living. Because we believe the food you eat should help your body – not harm it. We're on a mission to nourish all generations by creating plant-based snacks that are super-tasty, approachable and fun.

**BANISH THE BAD STUFF** – Not only do we care about what's in our products, we care just as much about what's not in them: no pesticides, chemical fertilizers or GMOs, no added sugars, no preservatives, and no artificial colors or flavors.

**OUR SNACKS** – Inspired by a childhood classic, Mustache Munchies are baked "cheese" crackers updated to appeal to a broader demographic as they are also organic, gluten-free, vegan and made with clean, healthy ingredients. These crunchy crackers are a fan-stache-tic snack for the whole family and are also a creative option as a soup or salad topper. Our snacks are also in a whimsical handlebar mustache shape—it'll be hard not to play with your food! [getgreenmustache.com](http://getgreenmustache.com)



## Venus Wafers Inc.

*Hingham, MA*

Mariner Organic Flatbreads are baked with the finest ingredients just like everything at Venus Wafers since when we started baking over 87 years ago. Mariner Organic Flatbreads are Certified Organic, Non-GMO, Vegan Verified, and Kosher Approved. Available in 3 flavors: Sea Salt Multigrain, Rosemary, and Ancient Grains.

Since 1931, family-owned and operated Venus Wafers has pioneered healthful crackers and flatbreads to meet the changing tastes of convenience-driven consumers. From their founder's first product more than 87 years ago, a 100% whole wheat wafer bread, through their authentic Lavasch, Water crackers, Stoned Wheat crackers and Organic Flatbreads. Venus has always strived to bake with the finest ingredients into a variety of shapes and sizes that are packaged in an appealing fashion. [venuswafers.com](http://venuswafers.com)



## YZ Enterprises dba Almondina

*Maumee, OH*

YZ Enterprises, Inc is family-owned and operated in Ohio, USA and we have been baking our delicious and healthful Almondina Brand cookies and snacks since 1989. Almondina Brand products are thin and crunchy twice baked almond cookies, crackers and snacks and are perfect for any occasion. Every recipe is full of almonds and has only natural ingredients with no chemicals or preservatives. Almondina Brand is kosher, dairy and cholesterol free, has no added fat or salt, and no trans-fat. Our newest addition to our line is also non-GMO. Almondina Brand is available in three delightful lines that are sure to please: Almondina Biscuits, Toastees and non-GMO Almond Bites. [almondina.com](http://almondina.com)

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## Prime Food Products Inc dba T & E Foods

Ridgewood, NY

Just add boiling water to our new Cream Soup Mixes for a rich and creamy, hearty soup. Produced with the finest natural ingredients, including sea salt and the highest quality spices. For a truly gourmet soup, you can add your choice of chunky vegetables to the Cream of Vegetable, sliced mushrooms to the Cream of Mushroom, diced onions to the Cream of Onion, or even zucchini to the Chicken Flavor for a creamy squash soup. The possibilities are endless with this unique soup mix. With only 50 calories per serving, you can eat more than one variety, too.

Vegan | Parve | Kosher | Wheat Free | Corn Free | Dairy Free | Suitable for Vegetarians | Contains no MSG [primefoodproductsinc.com](http://primefoodproductsinc.com)



## Elmhurst 1925

Elma, NY

Elmhurst has the distinction of having been founded twice; first in 1925 as a dairy company – then, in 2017, as almost the opposite: a plant-based beverage brand. Having lived the animal-to-plant revolution within the lifecycle of our company, we are uniquely placed to deliver not just imitational, but true dairy alternative options.

- Simpler ingredients. All Elmhurst products contain six ingredients or less. No added gums, emulsifiers, or oils. Our unsweetened line of nut milks uses just two ingredients – nuts and water.
- Better nutrition. Elmhurst uses more of the source ingredient than its competitors. For instance, our nut milks have up to 4x as many nuts per serving, while all oat milk varieties have at least 16g whole grain per serving. Our unique HydroRelease™ process uses only water to separate the nutrients of the source ingredient and reassemble them in a creamy, milk-like beverage for full nutritional profile and authentic flavor.

Our containers are made of 100% recyclable materials and Forest Stewardship Council certified. In 2020, we launched our Mission Transition initiative, encouraging consumers to challenge themselves with a 50% swap of animal for plant-based nutrition.

Shelf-stable aseptic packaging helps manage food waste while opening the door to diverse usage occasions. Elmhurst's on-the-go applications are surging with the introduction of single-serve options in 2020.

Non-GMO | Gluten-free | Carrageenan-free | Kosher | Free of Artificial Flavors [elmhurst1925.com](http://elmhurst1925.com)



## Simple Supplemental Foods

Birmingham, MI

The goal of Røsted brand is to provide all natural, minimally processed, sensational and healthful food options. Our customers enjoy unique and bold flavors and great nutrition. We provide retail-ready and value-added specialty food products which are made from visible whole foods, with limited ingredients. We also aim to prove to the world that eating healthy doesn't have to be bland and boring... it can be fun and full of flavor.

We were the very first brand in the US to take a Crunchy Lentil snack to the retail marketplace. Our trademark line of Crunchy Lentils offers 4 amazing flavors, and in a very desirable, beautifully designed package. Retail Cases are 12-pack, and we also offer Bulk and Foodservice application for specific opportunities. Also, we're great with communication and easy to work with. [rostedsnacks.com](http://rostedsnacks.com)



## Healthy Food Ingredients

Fargo, ND

Healthy Food Ingredients is an on-trend specialty ingredient supplier and exporter bringing food safety and supply assurance to protect your brand promise.

We start with a sustainable supply chain, backed by IntegriPure®, our innovative micro reduction process, to offer a full portfolio of ingredients including non-GMO, organic and gluten-free pulses, soybeans, grains, seeds, flax, expeller oils, and signature product Suntava Purple Corn™ with unique processing capabilities for milling, flaking and blending and consumer-ready products. Looking for a private label brand? We can help with that too!

We are dedicated to delivering safe, healthy, premium-quality ingredients in partnership with our diverse grower network. [hffamily.com](http://hffamily.com)

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## FLORICON PARTNERS

BETTER FOOD FROM BETTER IDEAS

### Floricon Partners

Johnson Creek, WI

With over 25 different types and varieties of cheeses, these locally-sourced Wisconsin-made products will be a fan-favorite in everyone's fridge. We have the ability to customize sizes and packaging in 1oz, 2oz, 3oz, 4oz, 8oz and 12oz for all varieties. We also can ship from any port, making our homegrown cheese easily accessible all over the globe. [floriconpartners.com](http://floriconpartners.com)



### Boyajian Inc.

Canton, MA

Fine Oils & Vinegars · Pure Citrus Oils · Natural Flavors

In 1987, drawing upon his Armenian heritage and family tradition, John Boyajian made his first bottles of garlic-infused olive oil for the customers of his new retail operation in Cambridge, Massachusetts. The response to "America's Original Garlic Oil" was overwhelming.

Today, Boyajian Inc. operates a state-of-the-art production facility and corporate headquarters in Canton, Massachusetts. Boasting a line of fine infused oils, bread dipping oils, vinegars, pure citrus oils, and natural flavorings & extracts, Boyajian products are regarded as "essential tools" by consumers and food professionals around the world.

All our oils are naturally infused in small batches, using only real herbs and spices. This process can take as many as eight weeks, when each small batch is taste-tested to ensure quality and consistency. Our fine vinegars are made only with real fruit and natural ingredients without any added color, flavor or sugar.

[boyajianinc.com](http://boyajianinc.com)



### New Grounds Food, Inc. dba Eat Your Coffee

Boston, MA

Founded by college students tired of sugar/chemical-filled energy drinks and looking for something that delivered clean, convenient caffeine, Eat Your Coffee is on a mission to help people control their caffeine-intake and get more done with edible caffeine options fueled by real, ethically-sourced coffee. Eat Your Coffee produces caffeinated snack bars, 90-calorie caffeinated snack bites, and a line of keto-friendly caffeinated nut butter pouches! All products have at least 65mg of caffeine (same as a shot of espresso) and are vegan, gluten-free, non-GMO, and Kosher. Distributed nationally in over 3000 offices, juice shops, gyms, and cafes across the U.S., Eat Your Coffee is pioneering a new category in caffeinated snacking and helping consumers take control and understand what they're consuming to stay alert and focused. [eatyourcoffee](http://eatyourcoffee.com)



### Vesta Ingredients

Indianapolis, IN

Vesta Nutra is proud to introduce an environmentally friendly extraction process for the Vesta-branded Natto MK-7™, using supercritical CO<sub>2</sub> extraction with high pressure and low temperature, resulting in a concentrated and pure extract that is very stable and highly bioavailable form from *Bacillus subtilis natto*. This process is environmentally safe, sustainable and provides a completely all-natural, allergen-free product. Vesta Nutra is a full-service provider of dietary supplements and nutritional ingredients, and remains a leader in the development, manufacturing and supply of first-class dietary supplements around the world. [VestaNutra.com](http://VestaNutra.com)

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