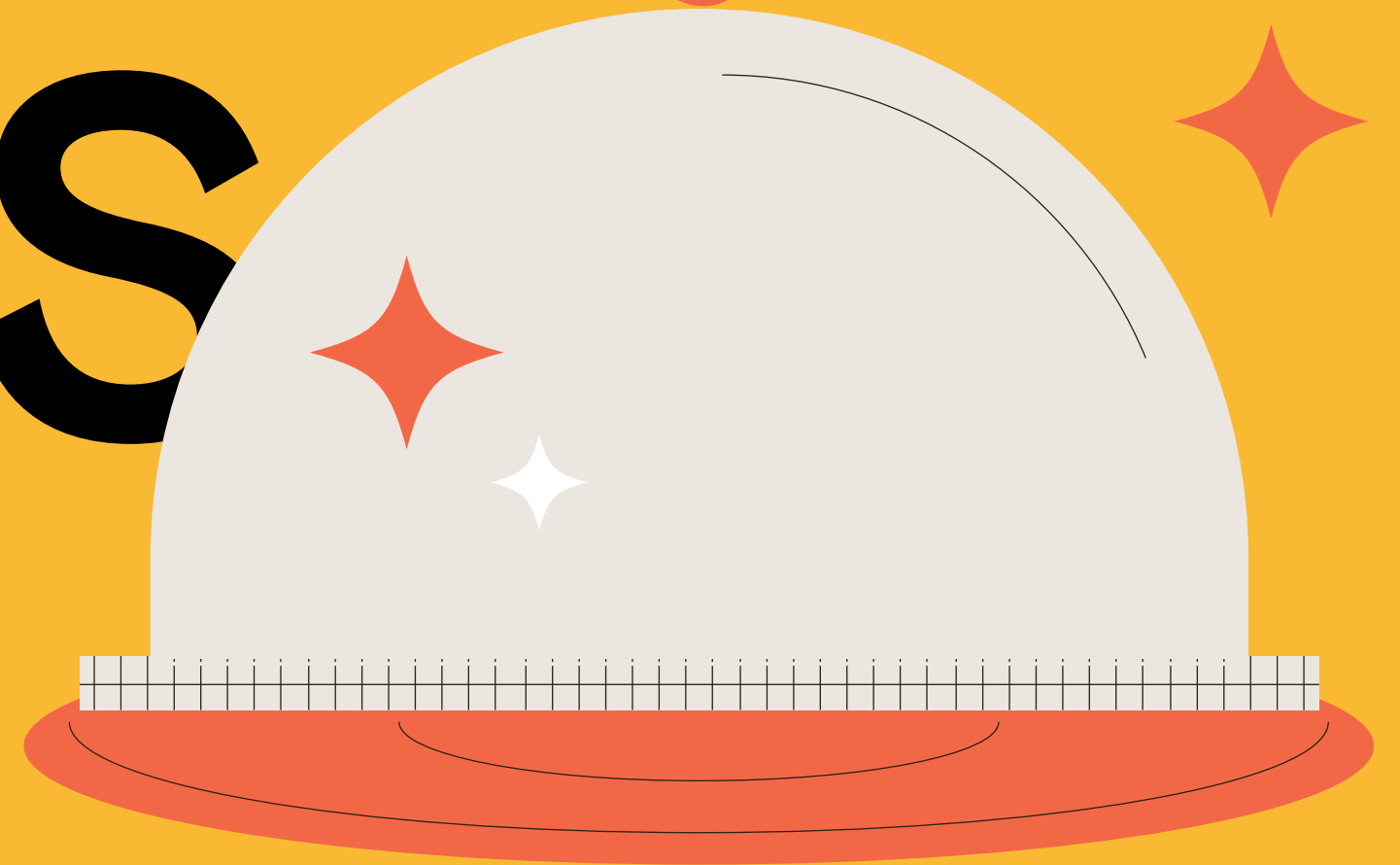


FANCY FOOD TRENDS

Let's be honest — the best thing about any party with a dress code is the food on silver trays. Lucky for us, Fancy Food is all about the nibbles (with none of the neck ties). Here are some of our favorite snacks, steals and trends from the 2020 Winter Fancy Food Show.

- 01. Nut Butter 2.0
- 02. Drinking Chocolate
- 03. White < > Bright
- 04. King Keto

- 05. Spice Up Your Life
- 06. Sustainable Substrates



NEW NUT TO CRACK



You know what's nuts (and we're not trying to butter you up)? The continued rise of better-for-you butters, schmears and spreads that are spanning the spectrum from walnut, granola and even cash-ew... Bless you! The popularity of good fats have sparked a smooth movement that won't quit (toast not required).

BRANDS

- Kween Granola Butter - Granola Butter
- Wellnut Farms - Walnut Butter
- The Amazing Chickpea - Chickpea Butter
- Keto Butta - Seed & Almond Butter

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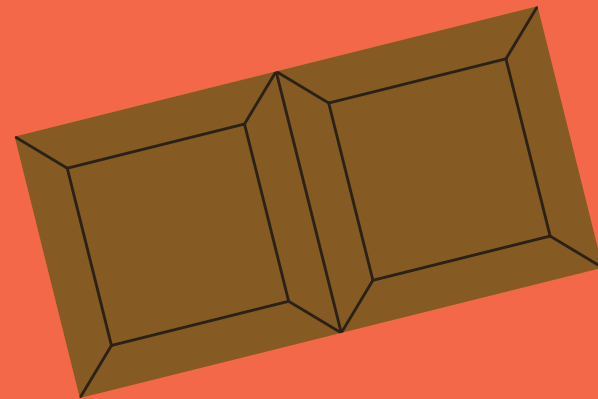
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MALLOW'S & PJ'S OPTIONAL

The last time we saw this much drinking chocolate was at camp in the 6th grade... and we're not complaining. Hot cocoa has glow'd up and jumped into bed with chef-inspired flavors like Mayan chocolate, mushroom infused, cardamom and lavender rose. We can't wait to channel our inner child and try every flavor of grown-up hot cocoa.

BRANDS

- Numi Organic Tea
- Cacoco
- Momo Cocoa
- Nibmor

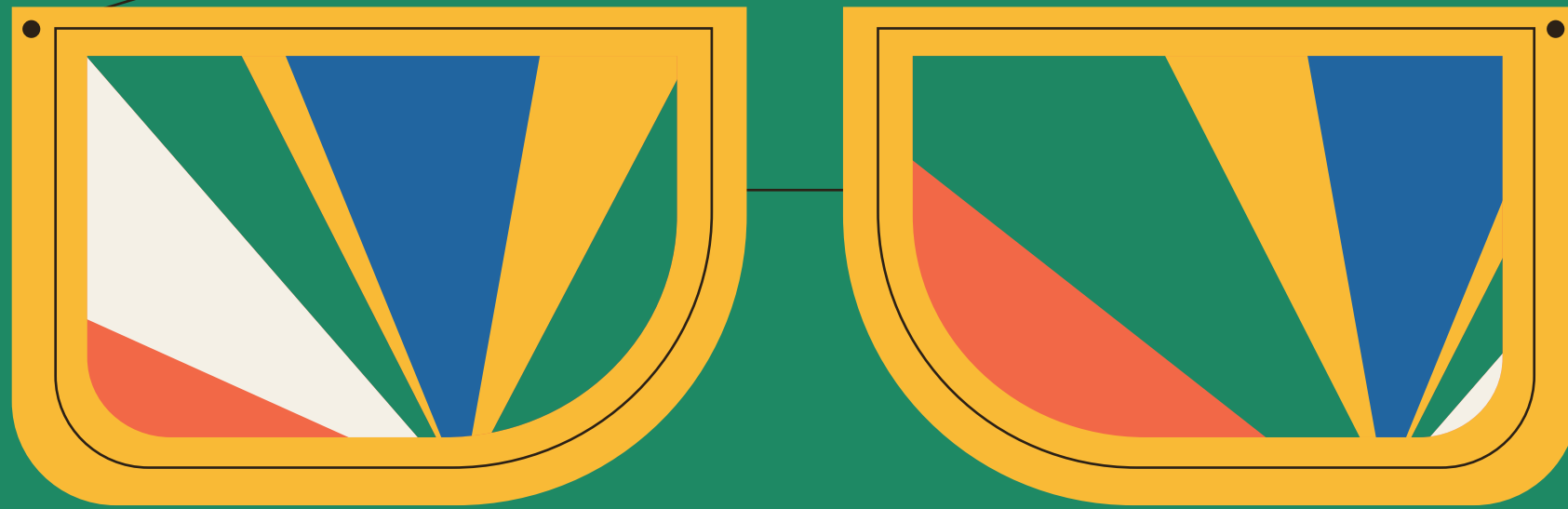


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ALL OR NOTHING



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We're practically back in the 60's — it's either mod or hippie. Facts or feels. White or full color. No in between. Decision fatigue and a plethora of options mean brands are either yelling about flavor with their color or whispering about nutrition to catch attention. Sunglasses optional.

BRANDS

*Bright

Pitaya
Belgian Boys
R.E.D.D

*White

Purely Elizabeth
Harmless Harvest
Purely Drinks

HAKUNA MA-KETO

Move over Paleo, there is a new king in town... and it goes by Keto. Although the hot, new diet was up and coming, Vegetarian and Vegan were in full force. Last but not least, Organic and Non-GMO maintain their consistency.

Backed by science — diets that demand a hyper-focused view on nutrition and body synchronicity are being met with brands that leverage periodic table of elements vibes that naturally (or not) fuel diet tribe's — to Keto(finity) and beyond.

BRANDS

Good To Go - Keto Snack Bars
Keto Pint - Low-Carb Ice Cream
The Good Chocolate - Zero Sugar Chocolate Bar
SuperFat - Keto Nut Bar

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WHAT'S YOUR FLAVOR?

*Tell me what's your flavor?

Gone are the days of hoarding salt and pepper packets — the world is getting smaller and flavors are getting larger than life. The rise of limited diets has led to unlimited flavors that ditch the classic onion/garlic foundation combos *here's looking at you FODMAP* and celebrating the world one taste bud at a time.

BRANDS

Truff Hot Sauce
SpiceMode
San Francisco Salt Co.
Niloofar Persian Trail Mix

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MAY THE FOREST BE WITH YOU

Consumers are demanding more and brands are stepping up to the (dinner) plate. Responsible practices are being introduced with planet-forward initiatives across the entire value chain and beyond... while still keeping their Instagrammable cache. From vegan dyes and windows made of seaweed, to packaging that literally melts away, the forest is strong with this one.

BRANDS

Joolies Dates
LivBar
Big Heart Tea
Alter Eco

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We'd love to hear
what you think!

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