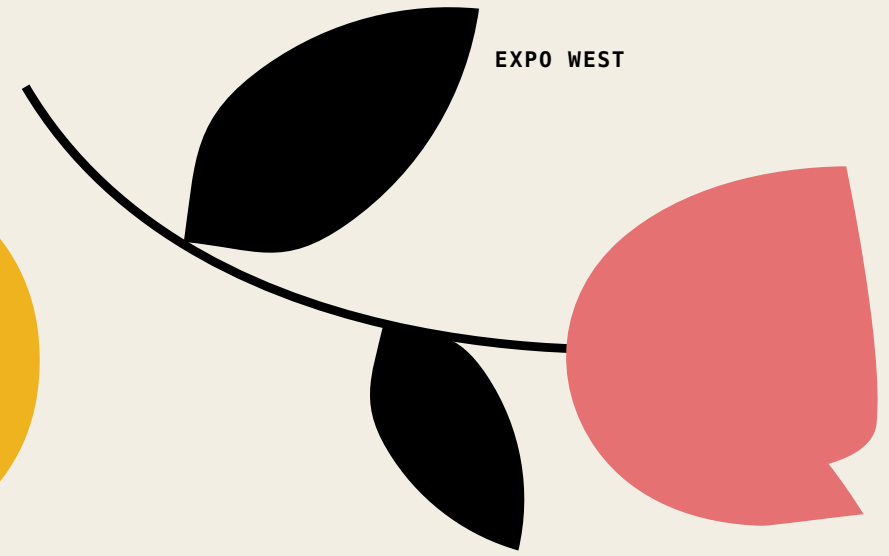
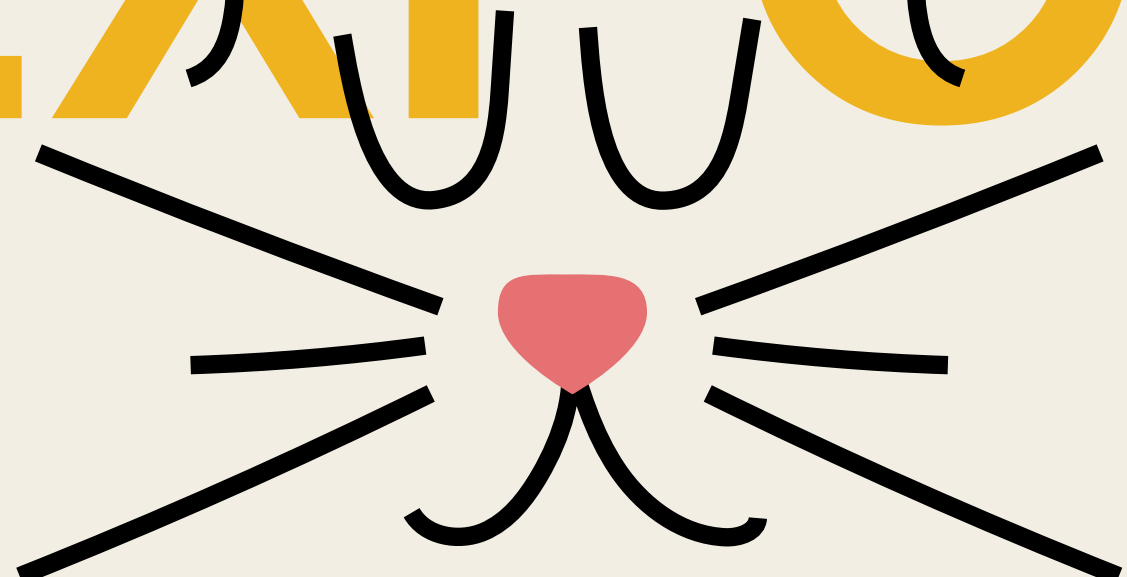


EXPO

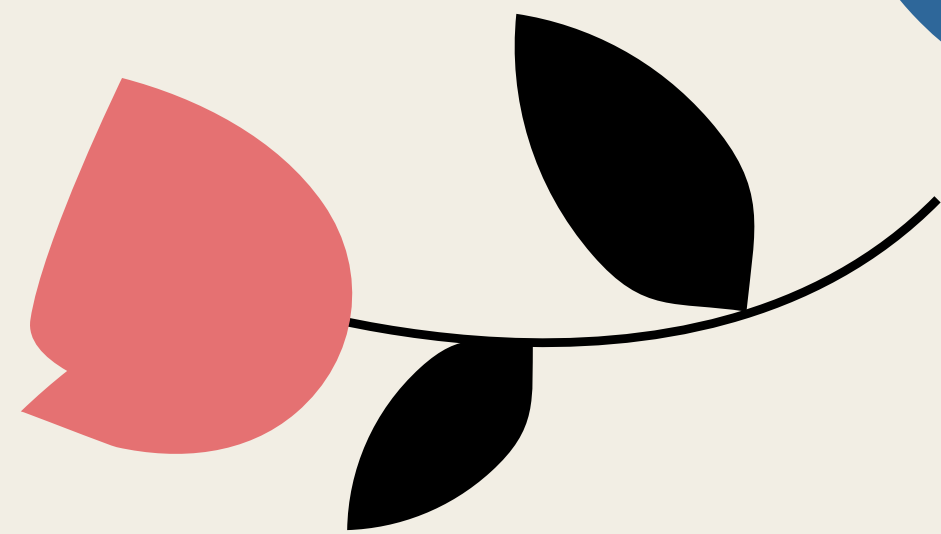


We like raindrops on roses and whiskers on kittens as much as anyone else, but here are a few of our other favorite things as far as trends from Expo West.

WEST



TRENDS



- 01. CBD
- 02. Internal Beauty
- 03. Sweet Alt
- 04. Grainless

- 05. College Cravings
- 06. Elementary Elevated
- 07. The Norm

DO YOU CBD WHAT WE SEE?



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From chocolates and gummies, to infused cocktails and cappuccinos, the world is on fire with Cannabidiol products. CBD - as all the cool kids call it - comes from hemp and marijuana. You're probably familiar with THC, another compound found in cannabis, but CBD isn't what makes you high, it chills you out. It's the new it ingredient; it puts the "pot" in pot-ential.

BRANDS

- Navitas - Wellness Shots w/CBD
- Honey Drop - CBD Lemonade
- PLNT Blend - Hemp Infused Drinks
- Winged for Women - CBD Daily Vitamin

BEAUTY AND THE EATS

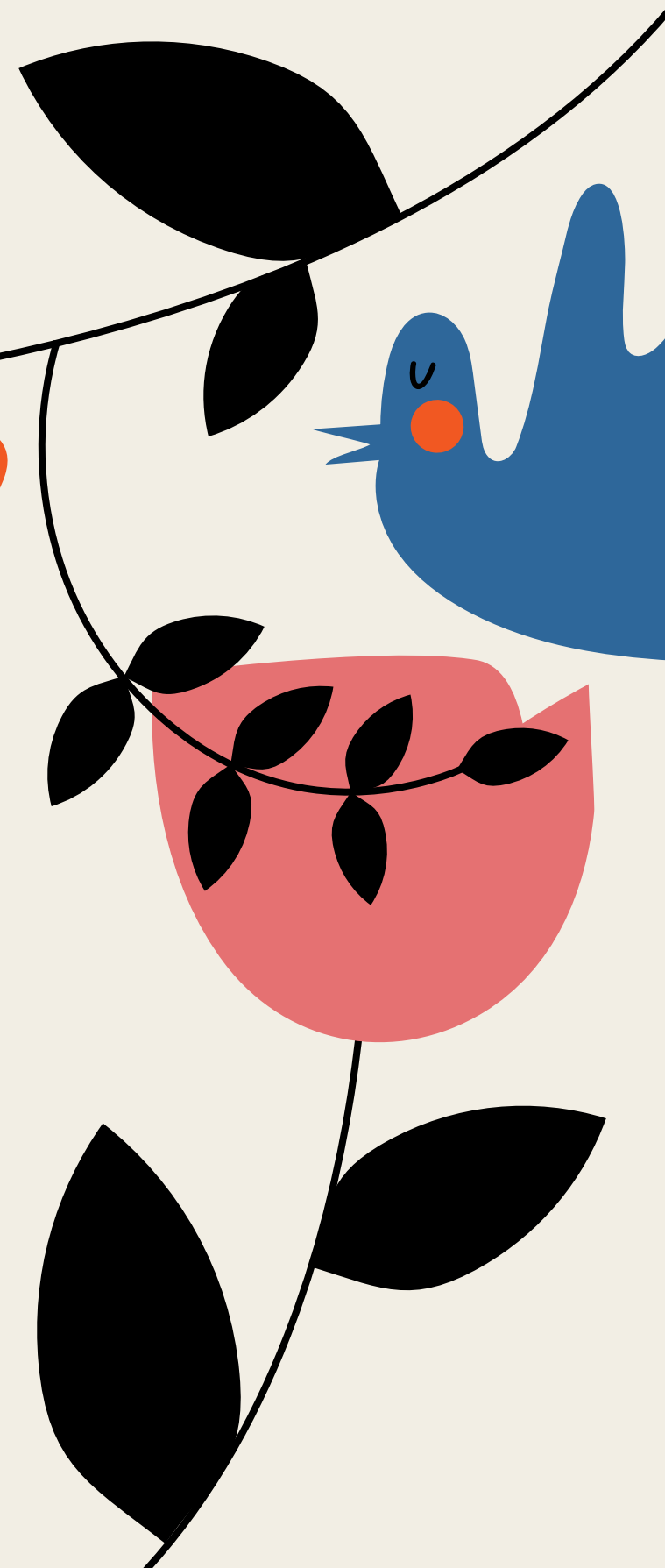
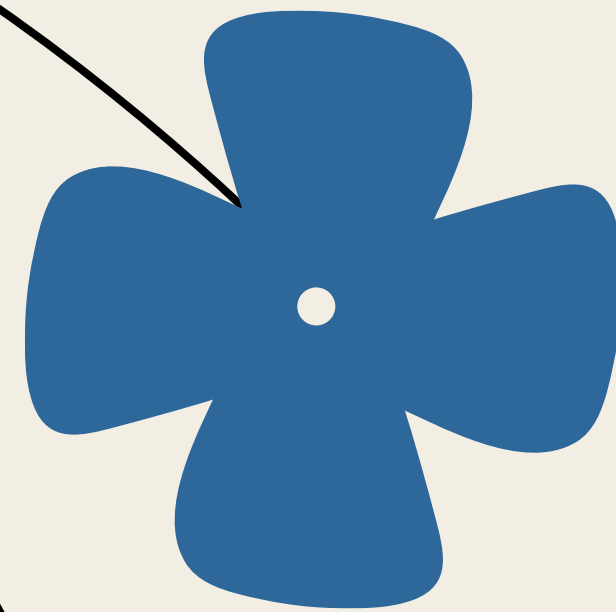
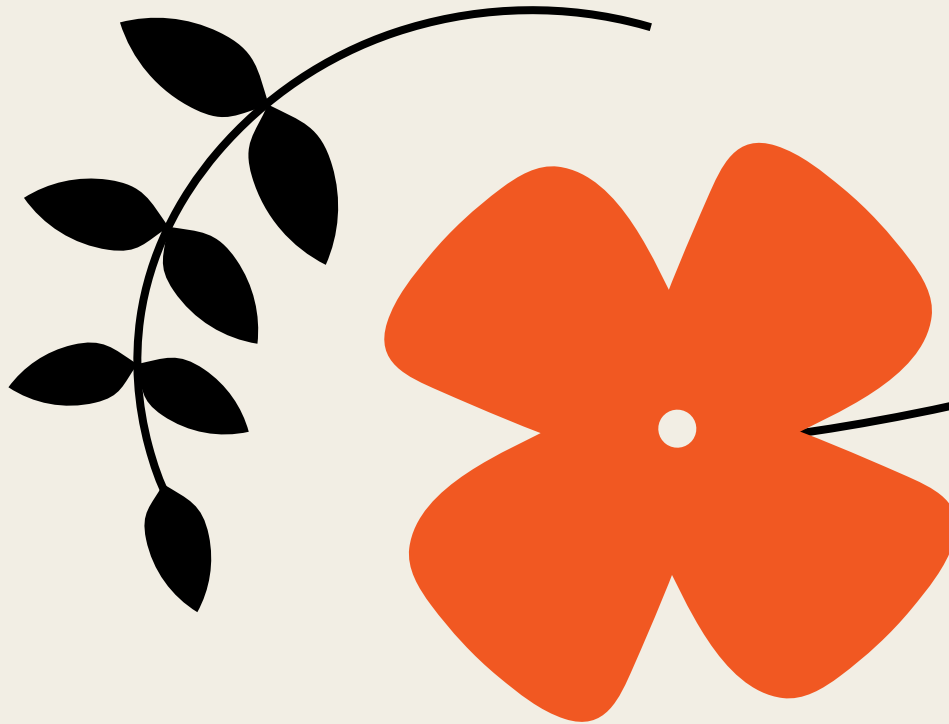
Things are looking good this year. Literally. When you are what you eat, it's going to be easier than ever to be absolutely gorgeous. Glamorized vitamins, topical oils and ointments, attractive oral health. Rosewater takes charge and has you looking abso-friggen-lutely delicious.

BRANDS

H2Rose - Rose Water Beverage
Qii - Pomegranate Tea
Four Sigmatic -
Mushroom Coffee Mix /
Reishi Mushroom Elixir Mix

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TAKE YOUR HONEY ON A DATE

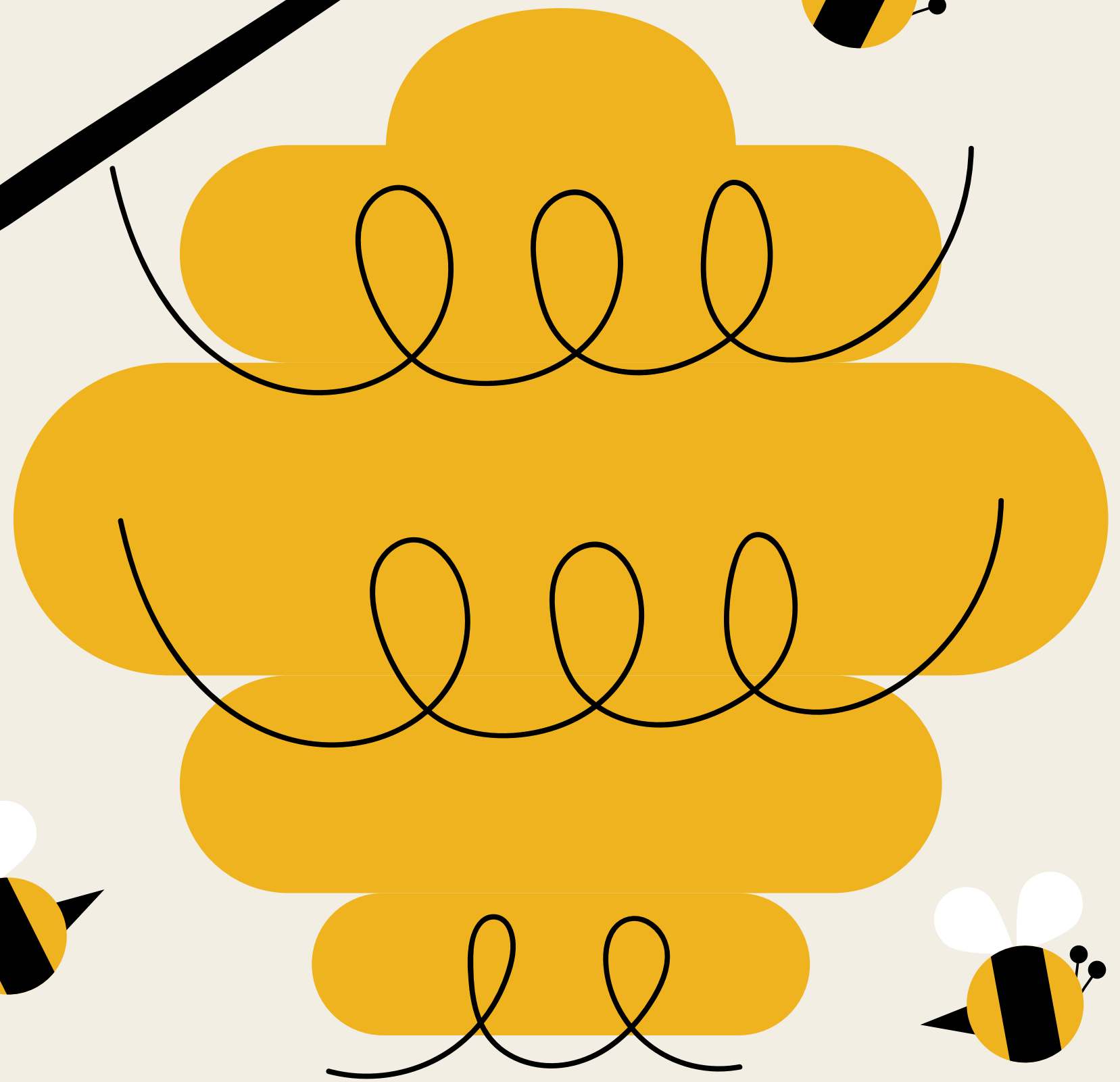
Natural sweeteners are standing up to sugar. Honey + Dates were that sweet darlings. They've been keeping it on the down-low that they're a best-kept culinary secret, covertly showing up in spices, cooking ingredients, and even just by themselves. Sticky staples, these ingredients are the ultimate foods full of natural nutrients, vitamins and sweetness. There's nothing sappy about that.

BRANDS

- Joolies - Organic Medjool Dates Syrup
- Van Antara - Organic Honey / Vana Tulsi
- Smitty Bee - Golden Harvest Honey
- Honey Stinger - Organic Waffles / Energy Gels
- Mike's Hot Honey
- Honey Mama - Cacao Nectar Bar

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GOING AGAINST THE GRAIN

It's not that we don't like bread. It's just that we're excited about all the new options. Gone are the days of replacement vehicles that taste like cardboard. Eggs, cauliflower, and sweet potatoes are showing up as a new base. Good enough to top off the smile on your face.

BRANDS

- Caulipower Sweetpotatoast - Roasted Sweet Potato Slices
- Egg Life - Wraps
- Peckish - Snack Packs
- Outer Aisle - Plant Powered Pizza Crust



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COLLEGE FOOD CRAVINGS JUST GRADUATED

Those foods that once defined the dorm room; jello shots, ramen noodles, and energy drinks are back and, believe it not, better than ever. They've learned a thing or two; graduated to new flavors, no sugar, super clean, and way more sophisticated. Pass the gummy bears (literally). Now they're fancy and good for you too.

BRANDS

- Shottys - Party Ready Gelatin Shots
- Smart Sweets - Gummy Bears
- Mike's Mighty Good - Craft Ramen
- Mati - Organic Energy Drinks

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THEY JUST GROW UP SO FAST

It's official. There's a hungry target between toddlers and tweens that's looking for products just for them. Third graders are thirsty for innovation and brands like Polar Seltzer serving a mini, super chill mystery flavor and making things fun. GoGo Blaszt delivers on a need for a bold experience. Kids are aging up, and companies are finding new ways to let them play with their food.

BRANDS

Polar Seltzer Jr. - Soda Water
GoGo Blastz - Apple Sauce Squeeze

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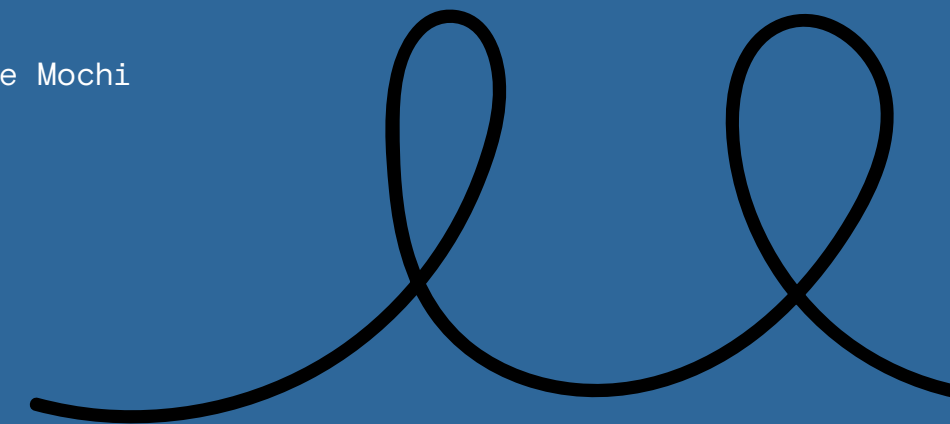


THE NEW NORMAL

Hummus. We hardly knew you. Already, products relatively “new” to the US are shifting gears and getting weird. In a good way. Like we’re talking about s’mores, cake batter or brownie hummus. We’ll keep going. Cookie dough mochi? To be filed under “Don’t knock it til you try it?” There’s beet salsa. So expect the unexpected and try anything twice.

BRANDS

Tribe Hummus - Dark Chocolate Hummus
Db hummus - Red Velvet Hummus
MyMo Mochi - S’mores Mochi
Bubbies Mochi - Blood Orange Mochi
Love Beets - Pico De Gallo



THE BEST THINGS WE TASTED

- 1 Peekabo Ice Cream - Cotton Candy (yes, really)
- 2 Undercover Quinoa
- 3 Mike's Mighty Good Ramen
- 4 Barkley's (office dog approved)
- 5 Just Water - Lemon
- 6 HeyDay - Cold Brew
- 7 Kashi - Honey Cinnamon Cereal



We'd love to hear
what you think!

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