

# EXPO

# WEST

# TRENDS

We sniffed, we salivated, sipped and snacked. We lingered nostalgically over old trends, and got excited about the new. Here's what we discovered.

- 01. PLANT BASED
- 02. CAULIFLOWER
- 03. FRUIT BASED + CHICKPEAS
- 04. SHOTS + BITE SIZE

- 05. FREE-FROM
- 06. PROTEIN + ENERGY + JERKY
- 07. PROBIOTICS
- 08. BEST THINGS

# VEGAN IS A FOUR LETTER WORD.

Despite more vegan products than ever before, most brands positioned themselves as being “plant based” or “plant powered.” Moving away from the sometimes negative political, social and restrictive connotations of “vegan,” plant powered is now a sign of the uplifting positivity and delicious flavors that can come from living an animal-free life. Power to the plants.

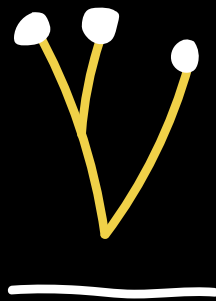
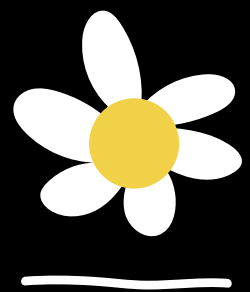
## BRANDS

OWYN

Plant Snacks

The Honest Stand

Alpha Foods



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# POWER TO THE (CAULI) FLOWER.

In the last year, cauliflower has become the foodie darling, evolving from an ingredient used at restaurants and at home to being a star ingredient in processed foods. Included in everything from chips and pizza crusts to baking mixes and main course meals, cauliflower has carved out a place in the hearts of those who want to be more plant powered.

## BRANDS

From the Ground Up  
CauliPower  
Farmwise

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# ALL ABOUT THAT BASE.

In treats, products are now shifting away from processed ingredients to fruit based recipes. From banana based ice cream to date and fig based treats, indulgences are becoming even healthier. HFCS, unsustainable palm oil and trans-fats have now been replaced with whole ingredients you can feel good about.

**BRANDS**

- Snow Monkey
- Because Cookie Dough
- Nana Cream



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# WHERE YOU BEAN ALL MY LIFE?

The natural food world continues to lean on chickpeas in a big way from a hearty part of frozen entrée meals to the sole ingredient in baked snack products. The plant-powered market continues to grow and this bean is being featured in more types of products, taking up all sorts of shelf space. Look for green chickpeas now making their way into the world.

**BRANDS**

- YoFiit
- Lightlife
- Off The Eaten Path
- P.S. Snacks

## HOLY SHOT.

Full size drinks or horse pill vitamins? Ain't nobody got time for that. We're seeing progression in the beverage sector moving from kombucha and coconut water focused products to a more concentrated version of the RTD brands we know and love; brands are now providing consumers with the benefits of those products in a tinier format.

### BRANDS

Ethan's  
ZÜPA NOMA  
Vive  
Ginger People  
So Good So You

## SNACKING, BUT SMALLER.

Take a bite or two (or three) of these. While the snacks themselves are smaller, the flavors are in your face. Gone are three square meals a day and two snacks - these tiny bites allow you to eat the portions you want, on the go. Plant based and chock full of superfoods, these recharging bites pack a mighty punch.

### BRANDS

Siren  
The Protein Ball Co.  
The Gluten Free Bites  
Bite Fuel

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# DON'T WORRY PACK HAPPY.



Teal, the initiative that signifies a product is allergen free, has gone mainstream. Products that are free from the Big-8 are even more prominent this year, from cookie dough to snack bars to baking mixes. Parents no longer have to fear packing their children's lunches or wonder what to bring for classroom snacks; there are now multiple products for them and their kids, with their allergens called out with pride.

## BRANDS

Enjoy Life  
Nothing But  
Better Bites

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# HAVE YOUR CAKE AND PROTEIN TOO.

In a meat-free world, we're looking for protein wherever we can get it, even in our treats. No longer relegated to performance bars, we're seeing it sneak into everything from chips to cookies and cookie dough, somehow making those indulgences even more justifiable.

### BRANDS

- Good Zebra
- Lenny and Larry
- Protes
- Munk Pack

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# BOUNDLESS ENERGY.

Now when you need energy on-the-go, you have other options besides coffee and tea that also fit your organic, unprocessed and clean lifestyle. Eco-conscious consumers are finding their energy in everything from the granola they eat in the morning, to the snack bars they consumer in the afternoon. Energy is everywhere.

### BRANDS

- Clif Energy Granola
- Mamma Chia Clean Energy
- TeaRIOT
- Ona
- MATI

# JERKY (R)EVOLUTION.

Jerky is not just for meat lovers anymore. Mushroom, fruit and um, "vegan" get jerkied. Veggie-phobes shouldn't fear though, meat continues to evolve with ethnic flair and jerky's crunchy cousin, the pork rind, makes a debut.

### BRANDS

- Fruit Jerky
- Pan's Mushroom Jerky
- Cocoburg
- Southern Recipe

hatch

# NO IFS, OR ANDS ABOUT IT.

The evolution of probiotics continues with the focus shifting from gut health only... to outside the body. We're seeing probiotics in household cleaners and facial sprays, demonstrating how this gut bacteria is crossing categories.

## BRANDS

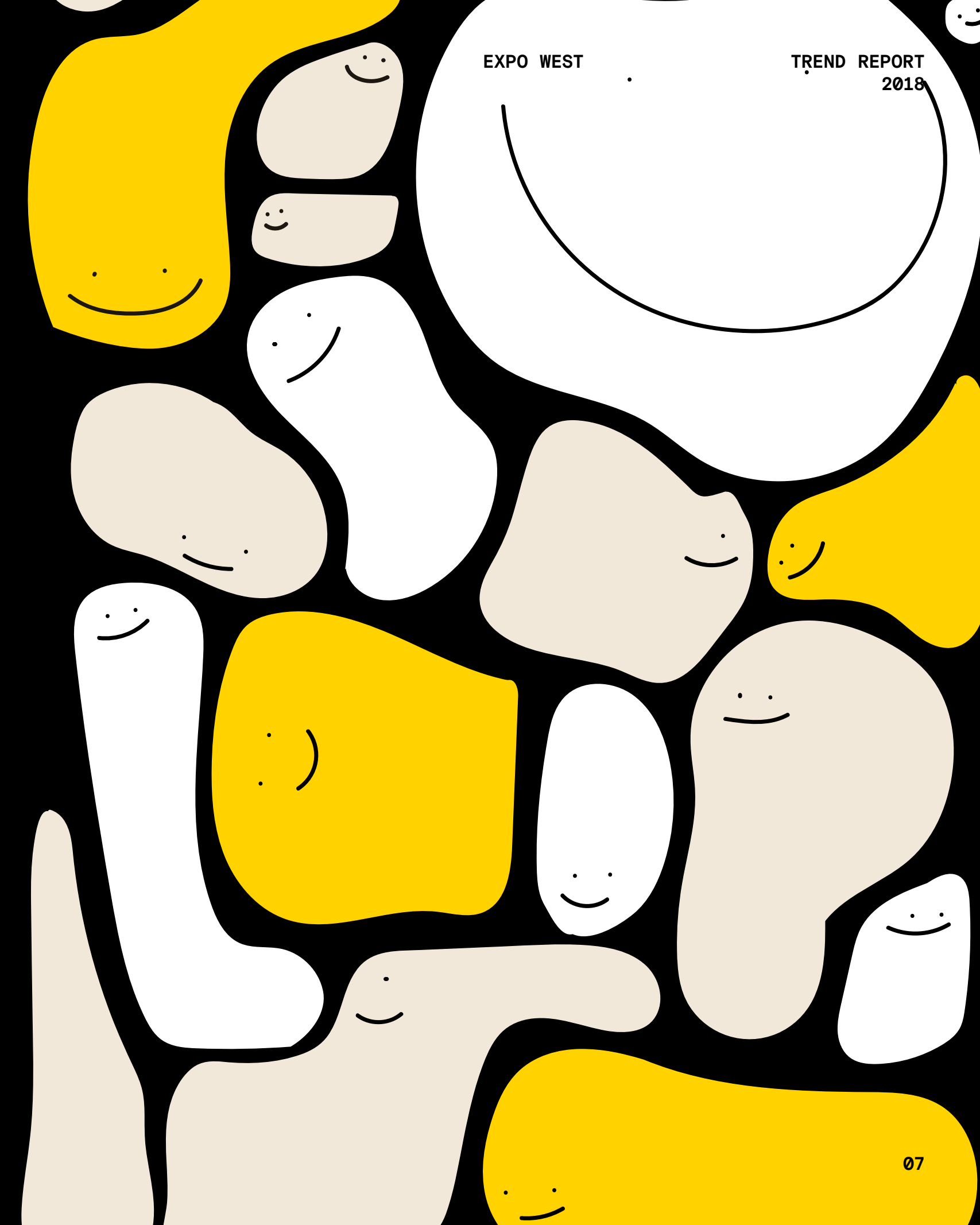
Counter Culture  
Mother Dirt

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EXPO WEST

TREND REPORT  
2018





# THE BEST THINGS WE TASTED.

- 1 From The Ground Up Cauliflower Crackers
- 2 Better Bites Dō Bites
- 3 Miyoko's Kitchen Cream Cheese
- 4 The Honest Stand Smoked Cheddar Style Dip
- 5 Laiki Rice Crackers

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We'd love to hear what you think!

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