



# fancy food show

# OFFICIAL DAILY

TUESDAY  
JANUARY 21, 2020



BY THE NUMBERS 8 • SOUND OFF 11 • SAN FRANCISCO FOOD SCENE 12 • TODAY'S LINEUP 14 • FLOORPLAN 18

## HAPPENING TODAY

9 – 9:45 a.m.

**Disruption, Transformation, and You: Talks with Specialty Food Innovators**  
Main Stage

10 – 11:30 a.m.

**Maker Session: Show & Sell: Strategic Packaging Bootcamp**  
Maker Space

10:30 – 11:30 a.m.

**Expansion and Opportunities in Plant-Based Dairy Alternatives**  
Big Idea Stage, Front of Aisle 1800

11 a.m. – 12:30 p.m.

**Building Your Brand the 'Right' Way: A Panel with Houlihan Lokey**  
Main Stage

11:30 a.m. – 12:30 p.m.

**Big Idea Talks**  
Big Idea Stage, Front of Aisle 1800

1 – 2:30 p.m.

**Lessons from Incubators**  
Maker Space

## CBD Offers High Risk, Reward

By Arielle Feger

"CBD is the highest reward, highest risk, most rapidly changing product out there today," opened Jeni Lamb Rogers during her Big Idea Talk, yesterday. And it shows no signs of stopping. Legal agricultural hemp production is moving forward, in part because of the 2018 Farm Bill, which allows for the lawful marketing of hemp that contains less than 0.3 percent THC. However, there are several caveats to the bill, including an approved State Hemp Program or USDA Domestic Hemp Program and a Drug Enforcement Agency registration requirement for labs.

See CBD p. 4

## Edible Spoon Wins Front Burner Foodservice Pitch Competition

By Arielle Feger

Now you can have your cake and eat the spoon, too.

Planeteer's Incredible Spoons You Eat won last night's Front Burner Foodservice Pitch Competition. It beat out Savencia Cheese Pourable Cream Cheese, pitched by Bob Trently, and Maud Borup Fizzy Drink Bombs, pitched by Christine Lantinen.

The U.S. disposes of 100 million plastics after a single use each day, and 91 percent of biodegradable plastic ends up in landfills instead of being reused or recycled. With its spoons, Planeteer aims to reduce the amount of waste sent to landfills.

Incredible Spoons come in table-size and dessert-size options, and in sweet and savory flavor varieties, including Black Pepper, Caraway Seed, Indian Masala, Vanilla, and Chocolate.

"It took us two years and 80-plus trials to get the shape and the taste right," said Dinesh Tadepalli, co-founder, Planeteer.

See FRONT BURNER p. 3



## Trend Landscape Ripe with Opportunity

By Denise Purcell

How the trend-tracking process helps brands and buyers in their businesses was the major topic Datassential's Mike Kostyo focused on in yesterday's session, Be Your Own Trendologist, Understanding the Specialty Food Trend Landscape.

"We're social creatures. We like to share what we're cooking, which ingredients we're using, what we're eating," said Kostyo, trendologist for Datassential, a market research firm steeped in trend-tracking software, predictive analytics, and consumer insights. "A trend is the product of that shared knowledge and communication."

Trends follow a four-stage cycle, he explained: inception, adoption, proliferation, and ubiquity. Adoption, Kostyo said, is the innovation-engine stage where many specialty foods fall because it churns out cool and trendy products that are catching on. Ancient grains and cold brew coffee are good examples, he said.

"We also see companies that are playing in the inception stage where they are introducing something uncommon. Recent examples in the market include Starbucks' introduction of the flat white, Canadian

See LANDSCAPE p. 3

## Tomato Jerky, Oat-Milk Butters, Baobab Juice Hint at Trends from Day 2

By Denise Purcell

Fruit- and vegetable-forward plant-based foods, especially snacks, oat milk dairy-free alternatives, and functional beverages are some leading trends seen by the SFA Trendspotter panel on Day 2 of the Winter Fancy Food Show.

The panel is composed of buyers, chefs, industry watchers, and educators, who have been combing the exhibit halls to report daily on emerging and evolving trends. Here are some of the latest they have spotted, with examples of each. More product examples can be found throughout the show floor.

### New Directions in Plant-Based

From products with pumped up protein via legumes, to a refocus on fruits and vegetables themselves in whole-food form, innovations continue in plant-based foods. Snacks, particularly, are trending said the panel. "While plant-based meats and savory replacements have been on the scene for some time, plant-based snacks seem to be the rage this year," said Andrew Freeman, trendspotter and founder of af&co.

See TRENDS p. 4

### BelGioioso's New American Grana® Snacking Cheese

This 70-calorie snack is the newest addition to BelGioioso's popular snacking cheese line. American Grana® is an extra aged Parmesan, a bold snack with a full, nutty flavor. Each individually-wrapped portion has 6 grams of protein, and is a convenient, portion-controlled size for shredding with a rotary grater. Available pack size: 10/5.28-oz. bags with 8/0.66-oz. individually-wrapped packages. **BelGioioso Cheese Inc.**; 920.863.2123; [info@belgioioso.com](mailto:info@belgioioso.com); [belgioioso.com](http://belgioioso.com); Facebook: @BelGioiosoCheese; Instagram: @belgioiosocheese



BOOTH 1143

### New Organic Salad Dressings

Created with the same dedication to quality and delicious taste, BRIANNAS introduces its new line of organic salad dressings that will please consumers looking for healthy, on-trend, flavorful choices in the salad dressing aisle. Six flavors—Organic Apple Cider Vinaigrette, Rich Poppy Seed, Real French Vinaigrette, Red Wine Vinaigrette, Honey Ginger Vinaigrette, and Mango Vinaigrette—contain no gluten, high fructose corn syrup, or MSG. Real French Vinaigrette is sugar-free. Five are kosher and all are certified organic by the USDA and the California Certified Organic Farmers (CCOF). **BRIANNAS Fine Salad Dressing**; 979.347.6100; [jeff@briannas.com](mailto:jeff@briannas.com); [briannas.com](http://briannas.com); Facebook: @BriannasSaladDressing; Instagram: [briannas\\_salad](https://www.instagram.com/briannas_salad/); Twitter: @BRIANNAS\_Salad



BOOTH 6245

### Welcome to the French Pavilion

Business France, the national agency supporting the international development of the French economy, is delighted to be back in San Francisco for the Winter Fancy Food Show. Over the course of the next three days, meet some of France's finest producers, all of whom are contributing to the industry's dynamic growth with their innovative products and valuable know-how. Discover ready-to-eat meals, frozen desserts, macarons, fine biscuits, cheeses, dairy products, and condiments from all the regions of France.



BOOTH 569

Don't forget to stop at Business France's Welcome Booth 569, where the Business France team will help you make the most of your visit. **Business France**; +00.33.1.40.73.34.01; [veronique.bouard@businessfrance.fr](mailto:veronique.bouard@businessfrance.fr); [businessfrance.fr](http://businessfrance.fr); Twitter: @BF\_Food; #FrenchPavilion

### Gelato Fiasco's Eco-Friendly Paper Pints

Check out Gelato Fiasco's new look! The company has replaced its plastic jars with eco-friendly paper pints, saving more than 2 million plastic containers annually. Its distinctive flavors of gelato and sorbetto are smooth, creamy, and packed with chunks and swirls. Be sure to try Maine Wild Blueberry Crisp, Mascarpone Pistachio Caramel (sofi Silver 2017), Big Ole Peanut Butter Pint (sofi Silver 2018), Ripe Mango (sofi Gold 2016), and the new Deep Maine Woods Brownie, inspired by a black forest cake. **Gelato Fiasco/Maine International Trade Center**; 207.607.4002; [delicious@gelatofiasco.com](mailto:delicious@gelatofiasco.com); [gelatofiasco.com](http://gelatofiasco.com); Facebook: @gelatofiasco; Instagram: [gelatofiasco](https://www.instagram.com/gelatofiasco/); Twitter: @gelatofiasco



BOOTH 5300

### Gerber Finance: Driven by Potential, Purpose and Profit

As a leading expert at financing long-term profitable growth, Gerber Finance Inc. establishes a connection between your growing business and its people-centered vision to build the right financial solution for the long run. Through an assessment of individual credit needs, Gerber Finance creates a tailored financial partnership for companies experiencing accelerated growth or seasonality in their activity. Driven by Potential, Purpose and Profit. **Gerber Finance**; 212.888.3833; [info@gerberfinance.com](mailto:info@gerberfinance.com); [gerberfinance.com](http://gerberfinance.com); Facebook: @gerberfinanceinc; Instagram: [gerberfinanceinc](https://www.instagram.com/gerberfinanceinc/); LinkedIn: [Gerber Finance Inc.](https://www.linkedin.com/company/gerber-finance-inc/)



BUSINESS SERVICES ROW

### Greatest Tomatoes from Europe

Culinary masterpieces for you to enjoy. Come see and taste why a can of European tomatoes is a culinary treasure in your kitchen. Enjoy cooking sessions every day from 11:30 a.m. - 2:30 p.m. in Booth 1151 in the South Hall. "Greatest Tomatoes from Europe" is not a specific brand, but the slogan of a campaign co-financed by the European Commission promoting preserved tomatoes made 100% in Europe. Discover more at [greatesttomatoesfromeurope.com](http://greatesttomatoesfromeurope.com). Proud Gold Level Sponsor of the Front Burner Foodservice Pitch Competition. Enjoy—it's from Europe! **Greatest Tomatoes from Europe/ANICAV**; 310.850.9154; [a.freeman@greatesttomatoesfromeurope.com](mailto:a.freeman@greatesttomatoesfromeurope.com); +39.081.7342020; [info@anicav.it](mailto:info@anicav.it); [greatesttomatoesfromeurope.com](http://greatesttomatoesfromeurope.com); Facebook: @greatesttomatoesfromeurope; Instagram: [greatesttomatoesfromeurope](https://www.instagram.com/greatesttomatoesfromeurope/)



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*FRONT BURNER continued from p. 1*

The spoons are all natural, vegan, non-GMO, and have a one-year shelf life, he said. They last 45 minutes when used with cold desserts and 25 minutes with hot foods.

Planeteer manufactures 50,000 spoons per day, with 1 million spoons eaten since February 2019. The spoons have won multiple awards, including a 2019 SKS Future Food award. In addition, to set off its carbon emissions, Planeteer plants 250 trees for every 100,000 spoons that are made.

The company hopes to go beyond just spoons, according to Tadepalli. Currently in development are edible forks, smaller spoons, straws, and a coffee stirrer. A variety of other flavors, including cinnamon, are also being developed.

Judge Rafi Taherian, associate vice president of Yale Hospitality at Yale University said of Incredible Spoons, "It's a relevant product and it performs very well."

Incredible Spoons also won the Fan Favorite award for the night, which was voted for live by attendees of the event that was hosted by James Beard Award-winning cookbook author, international cooking teacher, and renowned chef, Joanne Weir.

In addition to Taherian, this year's judges were Rachel Perez, a category specialist for Tony's Fine Foods in Sacramento, Calif. and Chris Doering, national sales director for European Imports. They gave high scores to the spoons in each of the categories of innovation, quality, and chef-appeal for foodservice.

*LANDSCAPE continued from p. 1*

retailer Loblaws' launch of cricket flour, and Arby's venison sandwich, Kostyo said.

While on the show floor, buyers and brands can try to understand trends in terms of these stages. "What are the early-stage inception foods and beverages you're seeing? In the ubiquity stage, it may be a chocolate chip cookie, but how is it different and exciting," he said.

When identifying a trend versus a fad, Datassential looks at four areas:

1. Media-driven hyper growth. Think unicorn foods and beverages or other products that shoot to high growth and attention. "That's not sustainable," said Kostyo. "And if you're reading about it in blogs more than seeing it on shelves and menus, it's usually a media-driven fad."
2. Limited true need. "If you find yourself saying 'that's interesting,' or 'that's weird,' it's likely a one-off and not a trend."
3. Underlying need. The reasons cauliflower took off are because it is neutral, plant-based, and versatile as far as categories it can be used in, Kostyo said. Ingredients like that are probably going to stay around.
4. Steady, sustainable growth. Tracking something that is growing steadily but slowly is an indicator of longevity.

As for categories or ingredients that will be taking off, based on Datassential's Haiku prediction engine, Kostyo noted that "pretty much sure things" to grow in the future, include: ancient grains (85 percent predicted growth); Nashville hot chicken, which is breaded, deep fried and heavily spiced (119 percent); tajin, chile-lime seasoning (108 percent); kombucha (103 percent); matcha (86 percent); cultured butter (5 percent); hard seltzer (61 percent); turmeric (93 percent); and plant-based (81 percent).

Trends matter because they impact what we have access to, said Kostyo, citing that between 2007 and 2012 the number of kale farms in the U.S. doubled, increasing access of the vegetable to more consumers. They also help companies reach specific demographics (e.g. ramen appeals to Gen Zs more than Boomers); food producers manage their brands, and the industry plan for the future. "Even if you're not introducing something right away, it helps you think a few years in the future, what should I be introducing," he said.

## Q: What effect have the 25 percent tariffs that were imposed on your goods in Oct. had on your business?

*Compiled by Julie Gallagher*



"There hasn't been too much of an impact yet since they only took effect at the end of October and we work with customers who had bought inventory through to the end of the year. We foresee business slowing and our customers may have to pass on costs to consumers. It's really debilitating to be under this cloud of uncertainty."

**TOM GELLERT, PRESIDENT OF ATALANTA**



"There is a great deal of uncertainty and the looming threat of increased tariffs. It makes it very difficult for companies like ours when we have no idea about the duration of the tariff. Very few foods can absorb this level of tax."

**JIM WALKER, JOINT MANAGING DIRECTOR AND MARK KLEINMAN, CEO, WALKER SHORTBREAD**



"We produce brie and soft ripened pressed cheese and these cheeses are on the list of products that may be subject to future tariffs. We would take a lower margin in the short-term, but if the tariff was more than 35 percent, I'm not sure we'd survive in the U.S. market."

**CHRISTEL VIBRAC, KEY ACCOUNT MANAGER, FROMAGERIE HENRI HUTIN**

# Maker Space Sessions

**Maker Pass:**

**\$59 member / \$99 non-member**

Our educational pass provides access to the Maker Space sessions for all three days of the Winter Fancy Food Show. The Maker Space will feature classes designed for current and prospective producers and suppliers of specialty food on topics like scaling up your business, setting your pricing, selling to new channels, navigating ecommerce, and more. Sign up at any registration counter.

10 – 11:30 a.m.

**Show & Sell: Strategic Packaging Bootcamp**

Whether you're debating bottles or pop-tops, wondering what you can (or should) claim on your box, translating your pouches for a new channel or just itching for a high-impact brand refresh, this course will empower you with innovative tips and tools to assess your existing packaging and apply immediately to your development process.

**Speaker:**

Victoria Ho, SherpaCPG



**VICTORIA HO**  
SHERPACPG



**SARAH MASONI**  
OREGON STATE UNIVERSITY



**NATALIE SHMULIK**  
THE HATCHERY



**RON TANNER**  
SPECIALTY FOOD ASSOCIATION

1 – 2:30 p.m.

**Lessons from Incubators**

In this informal discussion hosted by SFA Vice President of Education, Government, and Industry Relations Ron Tanner, you'll hear from the creative business minds behind successful incubators.

**Speakers:**

Sarah Masoni, Oregon State University

Natalie Shmulik, The Hatchery

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