

## AUGUST 2021 NEWSLETTER

### THIS MONTH'S INDUSTRY EVENTS

AUG 17-19 INTERNATIONAL  
PIZZA EXPO, LAS VEGAS

AUG 31-SEPT 3 CIBUS  
PARMA, ITALY

### NEXT MONTH'S HOLIDAYS & EVENTS

*time to start planning!*

SEPT 6 LABOR DAY  
SEPT 7 ROSH HASHANAH  
SEPT 11 PATRIOT DAY  
SEPT 16 YOM KIPPUR  
SEPT 22 FALL BEGINS

*all month long...*  
NATIONAL SANDWICH, PANINI  
AND PEACH MONTH

#### ICON KEY:

Look for these icons throughout the newsletter for easy identification of attributes that may be important to you.

|   |                        |
|---|------------------------|
|  | ALL-NATURAL            |
|  | ANIMAL WELFARE APPR.   |
|  | CERTIFIED HUMANE       |
|  | DAIRY FREE             |
|  | EGG-FREE               |
|  | GLUTEN FREE            |
|  | GRASS FED              |
|  | KOSHER                 |
|  | LACTOSE FREE           |
|  | LOCAL                  |
|  | NON-GMO / NON-GMO VER. |
|  | NUTS FREE              |
|  | SOY FREE               |
|  | SUGAR FREE             |
|  | TRANS FAT FREE         |
|  | VEGAN                  |



WANT THE MONTHLY  
NEWSLETTER SENT  
STRAIGHT TO YOUR INBOX?  
CLICK [HERE](#) TO SIGN-UP!



FOLLOW US ON  
*Instagram*

@EUROPEANIMPORTS

# EUROPEAN — IMPORTS — a Sysco company

## ON-THE-GO IS ON THE RISE

As more workers return to the office and students return to the classroom, a return to on-the-go eating is inevitable. While convenience is key, both *taste* and *health and wellness* are still top priorities among consumers. Let's take a look at some of the grab-and-go products that are newest to European Imports.

### CHEESE

**Cypress Grove Chevre** is known for their exceptional goat cheese, and these single portions do not disappoint! **Ms. Natural** offers a plain-and-simple perfectly cultured goat's milk portion, while **Purple Haze** brings a distinct and unexpected marriage of lavender and wild fennel to the fresh goat cheese disc.

Newest to the single portion cheese lineup are **Old Croc Bites**. Aged nine months, this Australian cheddar packs a rich, bold and irresistible taste, unlike any other snack cheese.

If you're looking for a more traditional cheddar option, the award-winning **Sharp White Cheddar** or **Medium Cheddar** portions from **Cabot** and **Tillamook**, respectively, make perfect lunch additions.

### MEAT

**Citterio** Pronti Salame are easy grab-and-go packages, perfect for snacking or lunches. Try one of four flavors: **Napoli**, **Sopressata**, **Genoa** and **Vino Rosso**.

Top your favorite salad, pasta, or healthy grain with **Beretta Italian Topping**. A mix of prosciutto cubes, cashews and dried cranberries, it's an easy way to elevate your next meal.

**Black Kassel** Salami Whips are uniquely shaped and their 2 oz packs are perfectly portioned for snacks or lunch additions. Now available in four flavors—**Old Forest**, **Picante**, **Honey Bourbon** and **Hatch Chili Pepper**—there's a flavor for everyone in the family.

**Le Stelle Mozzarella with Hard Salami** and **Mozzarella with Prosciutto** are healthy, high-protein and gluten free. They're the perfect Italian gourmet grab-and-go snack.

### SPECIALTY

**DeNigris** recently launched their Vinegar Sachets, perfect for on-the-go. The same high-quality vinegars are in pre-portioned packets, excellent for restaurant carryout, meal kits or lunch boxes. Perfect for drizzling over a salad!

And last, but certainly not least, are Mike's Hot Honey **Dip Cups** and **Squeeze Packets**. These two convenient single portion packs have so many uses. Some of our favorites: send alongside a carryout pizza, chicken wings or chicken tenders.

# UNDER THE DOME

## Jeff Babcock, Cheese Specialist

### BOLD BLUES



**Champignon** North America is the exclusive importer of Käserei Champignon specialty cheeses for the US market.

Founded over a century ago in the Allgäu region of Bavaria, this rich agricultural

area is home to the Swiss Brown Cow, a special breed of cattle uniquely adapted to the climate and altitude of this alpine region. These cows have been providing milk and dairy products to communities throughout this region for hundreds of years and their fine milk is the foundation of quality for every Champignon cheese.

Cambozola, Champignon's inimitable triple-cream, soft-ripened blue has been sold in the United States for nearly forty years and remains their best-selling cheese across the globe. Known for its creamy texture and delicate notes of blue, Cambozola continues to astound and surprise even the most ardent blue cheese skeptics. It's the perfect balance of rich, milky creaminess and gentle, yet complex notes of blue that make Cambozola a classic adored by cheese-lovers, gourmets, and chefs throughout the world.

**4011504** Cambozola **1/5 lb.**

Stocked in IL, TX, VA and CA

**7091467** Camozola Wedges **1/5 lb. RW**

Stocked in IL, VA and CA; Non-stock in TX



longer aging process, Black Label shares the ultra-creamy texture and buttery depth that Cambozola is famous for. A favorite of chefs, in-the-know gourmets, and cheese connoisseurs – Cambozola Black Label won the 2020 "Best in Class" award at the World Championship Cheese Contest in Wisconsin.

**7080379** Cambozola Black Label **1/4.4 lb.**

Stocked in IL, TX, VA and CA



Grand Noir is Champignon's newest addition to their premium blue cheese offerings. Introduced in 2013, it was quickly awarded "World Cheese Award Super Gold" and "Best New Cheese." This unique and unmistakable blue cheese is draped in a distinctive black wax and aged at cool temperatures to develop a silky and luxurious texture and complex, bold flavor. Like all of our cheeses, Grand Noir is free from additives and preservatives, including natamycin, an additive that prohibits mold growth on blue cheeses and has raised health concerns. Grand Noir is ideal for hors d'oeuvres, indulgent cheese boards or to accompany fine wines.

**3598895** Grand Noir **1/5.5 lb.**

Stocked in IL and VA; Non-stock in TX and CA



Cambozola Black Label, also a triple-cream, soft-ripened blue is the bolder, more sophisticated sibling of Cambozola Classic. Sporting a distinctive, edible grey rind, taller profile, and deeper, more intense blue flavor due to a



*All three cheeses are ideal for retailers with in-house cut & wrap capabilities, cheese shops or restaurants.*



# WILD AND UNIQUE FOODS

Tim Doyle, Meat & Game Specialist

## BETTER FOR YOU, BETTER FOR THE PLANET



Bacon Sausage  
Pork Jerky  
Meat Sticks  
Flexitarian Sausage  
Chicago Sauce

**Big Fork Brands** is a Chicago-based, family-owned company centered on innovating the swine through bacon sausage, pork snack sticks, craft pork jerky and now, flexitarian sausage.

Big Fork works with small family farmers in Iowa who raise Berkshire heritage hogs outdoors without the use of antibiotics. These hogs live the “good life” with continuous access to the outside—they’re considered part of the 3%, as 97% of the hogs raised in Iowa come from confined feedlots.

Big Fork works with small, independent farmers for three primary reasons:

1. **It’s better for the communities around the farms.** Confined feedlots stink.
2. **It’s better for the environment.** Confined feedlots often contaminate the local watershed.
3. **It’s better for the hogs.** 24 hour access to the outdoors makes the hogs happy, and happy hogs make better tasting meat.

The result of Big Fork’s high standards—the pork and bacon is nitrate-free, uncured and naturally hardwood smoked—is the best tasting product possible. Their goal is to do very little to the glorious meat so you can taste the difference in the quality. All of their products are smoked using Hickory and Applewood hardwoods.



### BIG FORK TRUE BLENDS SAUSAGE

60% Berkshire Pork | 40% Plant-Based | 100% Awesome

Everyone wants to eat more vegetables. Yet many of the new “vegetarian” options are neither better for you, nor better for the planet, and fail in flavor. To complement the better-for-you-and-the-planet trend, Chef Lance Avery created a line of “flexitarian” pork sausages that are not only made with 40% vegetables and legumes, but also support small family farmers in the Midwest who raise heritage hogs outdoors and grow real vegetables; so it’s better for you and better for the environment, without compromising on flavor or integrity.

All of the below items boast the following attributes:



**7125895** Mushrooms, Lentils and Garlic **5/2 lb.**  
*Stocked in IL, TX, VA and CA*

A smoked pork sausage using ABF Berkshire pork picnics and loaded with fresh mushrooms, cooked petite red lentils, fresh garlic, and herbs.

Ingredients: pork, mushrooms, lentils, garlic, onions, water, herbs, sea salt, and black pepper.



**7125896** White Bean and Kale **5/2 lb.**  
*Stocked in IL, TX, VA and CA*

A smoked pork sausage using ABF Berkshire pork picnics and loaded with fresh chopped kale, cooked cannellini beans, fresh onions, and parsley.

Ingredients: pork, kale, white beans, onions, water, garlic, parsley, sea salt, and black pepper.

**7125894** Black Bean, Peppers and Corn **5/2 lb.**  
*Stocked in IL, TX, VA and CA*

A smoked pork sausage using ABF Berkshire pork picnics and loaded with sweet corn, diced poblano and red bell peppers, cooked black beans, and fresh cilantro.

Ingredients: pork, black beans, corn, onions, red bell peppers, poblano peppers, water, garlic, cilantro, sea salt, and black pepper.



# SPECIALTY GROCERY

## Salima Ghariani, Grocery Specialist

### ITALIAN BAKERY TRADITION



Established in 1978, **La Mole** is the byword for the best in Italian bread-making and has grown successfully by investing in technology and research. Originally specializing in the production of the traditional breadsticks from Turin, the company has gradually ex-

panded its production and now offers an extensive and constantly expanding range, following market trends and exporting Italian quality worldwide.

Today, La Mole ranks among the leading international players in the sector. It has maintained its family business structure, powered by a personal passion for excellence and the ability to adopt a flexible approach in responding to the needs of its customers and their markets. When respect for tradition meets the desire to offer innovative bakery products, the result is a complete offering of outstanding quality, capable of evolving to meet market requirements, in 4 product lines: classic, snack, sweet and foodservice.

*All items below are stocked in IL, TX, VA and CA*

#### SFORANTINI GRISSINI

Sforantini are the original naturally leavened breadstick, light and tempting. Grissini are thin, crunchy and taste of crusty bread.



**7139986** Sforantini Grissini Sesame **14/4.23 oz.**

*A sesame-coated crust in concentrated form.*

**7139997** Sforantini Grissini Pizza **14/4.23 oz.**

*The exact combination of pizza: tomato sauce, cheese and basil.*

**7139998** Sforantini Grissini Olio **14/4.23 oz.**

*A slight bite characteristic of fresh olive oil.*

**7139999** Sforantini Grissini Olives **14/4.23 oz.**

*A special Italian olive flavor.*

#### SFORANTINI MINI

The original, traditional breadstick, but in a snack size.



**7139093** Mini Sforantini Olive Oil **50/1.06 oz.**

*Small and fragrant with homemade flavor.*

**7139095** Mini Sforantini Sesame **50/1.06 oz.**

*It's like serving the best part of the bread — the brown, crunchy, sesame-coated crust — in concentrated form.*

#### SNACK LINE



**7138781** Little Pizza Napoli **8/3.5 oz.**

Delicious mini pizza in which you can find the unmistakable taste of pizza and the genuineness of good bread. The thin dough and oven baking make it truly inimitable.

**7138806** It's Pizza Focaccia **8/3.5 oz.**

Crispy and thin oven baked slices of bread enriched with extra virgin olive oil and the scent of rosemary, reminiscent of focaccia. The baking process and the very thin slices make It's Pizza an inimitable appetizer.

**7140000** Crosti Tomato & Basil **10/3.53 oz.**

Crispy golden toasted bread with olive oil. Light and crisp, the perfect combination of Italian Mediterranean taste: tomato sauce and basil. Great served on salads or soup!

#### GRISSINI CROCCANTINI TORINESI

A traditional recipe dating back to 1675. Light and crunchy, perfect for any setting.



**7140002** Torinesi Classici—Retail **12/4.23 oz.**

**7140003** Torinesi Classici—Restaurant **14/8.47 oz.**

#### PUFF PASTRIES

Only natural ingredients, wisely blended according to ancient recipes and traditional methods are used to obtain authentic, fragrant pastry.



**7140001** Ginevrine **8/7.9 oz.**

**7139982** Fiocchetti **8/7.5 oz.**



# SPECIALTY GROCERY, CONTINUED

## Salima Ghariani, Grocery Specialist

### IT'S SNACK O'CLOCK

# HTRIB

Imagine you're holding a snack pack of nuts in your hand. Let's say they're coated

with Truffles. Or at least that's what it says on the label. They use real ingredients, don't they? In today's world, not too many nutty snacks have seen a Truffle, or any genuine ingredients, not even from afar. Two friends with a lifetime of experience in the food business wished to change this and offer the real thing to their customers.

It took the company Hrib almost 3 years to develop its unique nut-coating solution using large chunks of real ingredients with zero coating loss. Just one taste and you'll instantly see what makes these guys stand out from the competition.

"We decided to use actual ingredients, real big chunks that you can see on the nut," adds Aleksander, a business-savvy self-taught chef, who prefers raw and natural when it comes to flavors and textures.

Genuine Italian truffle from Piemonte, sun-dried tomato from the south of Italy, even Volcanic Country ham from Austria, are just a few of their salty delights. Then there's Canadian cranberries, sea-salt caramel, it's quite surprising what they can stick to a nut. There's real rosemary, thyme and black olive chunks on cashews, which is a Tuscan-inspired snack worth licking your fingers twice for. *It's not some fine dust. It's not a coating. It's real food.*

Slovenia is by far the best country to be in if you're a picky connoisseur. It's now becoming the new foodist mecca of the Central European-Mediterranean region. Besides all the gusto that can be found in this region, Miloš and Aleksander's two families are avid travelers, scouting around for chunks of raw flavor all over the globe.

Hrib is a 'friends & family' business managed by two families for two generations. It takes a lot of love and dedication to constantly take care of innovative products, the latest technology, and greater sustainability. It's not by coincidence that the company meets the highest food standards in the world, such as the IFS, achieving higher-level scores even during unannounced audits.

The name Hrib translates to "a hill," although funnily enough the company is situated in a valley. The Kozjansko region's landscape is stunning and if you hike up the nearest hill you may be amazed to see the ruins of old Celtic settlements. Top-down, the view of the factory is quite spectacular as all you see are solar panels, making the factory seem more like a solar power plant than a food-processing company.

Ask anyone at Hrib what business they are in and they'll tell you *the nature business*. "Nature is not just our biggest supplier, it is also our only supplier," says Aleksander. We must respect nature, give back, and preserve. By using solar energy, repurposing the heat from the driers, carefully inspecting global suppliers, and packaging right on the line into recyclable and even compostable materials.

#### THE TASTY BRAND

Premium selection of savory and sweet oil-roasted nuts, covered with real spices, seeds, pieces of truffle and other ingredients to ensure an authentic experience.



*All items below are stocked in IL and VA; Non-stock in TX and CA*

#### Premium Snack Selection (50/2.1 oz.)

|         |                                |  |
|---------|--------------------------------|--|
| 7159639 | Black Truffle Cashews          |  |
| 7159545 | Tuscan Style Cashews           |  |
| 7159540 | Lime & Smoked Chili Almonds    |  |
| 7159649 | Cheese & Chili Cashews         |  |
| 7159075 | Chili Peanuts                  |  |
| 7159651 | Black Pepper Peanuts & Cashews |  |
| 7159086 | Honey Almonds                  |  |

*with Sesame Seeds & Cranberries*

#### Adventure Ready Snack Packs

|         |                        |           |  |
|---------|------------------------|-----------|--|
| 7158981 | Banana Chips           | 12/7 oz.  |  |
| 7159611 | Marathon Mix           | 12/14 oz. |  |
| 7159391 | Crunch Mix             | 12/12 oz. |  |
| 7159556 | Sunflower Kernels      | 12/12 oz. |  |
| 7159396 | Mediterranean Apricots | 12/12 oz. |  |

#### On the Go Snack Selection (50/2.1 oz.)

|         |                          |  |
|---------|--------------------------|--|
| 7159667 | Crunchy Mix              |  |
| 7159573 | Crispy & Salty Mix       |  |
| 7159654 | Chocolate Coated Raisins |  |

*The below item is stocked in IL, TX, VA and CA*

|         |                              |  |
|---------|------------------------------|--|
| 7159554 | Chocolate Coated Cranberries |  |
|---------|------------------------------|--|

*As in-person work and school return this fall, these are perfect snacks for on-the-go! Convenient without compromising on health & wellness or flavor.*



# FOR THE PASTRY CHEF

## Cat Carp Wall, Pastry Specialist

### EMERGING TRENDS IN PASTRY



There's no question that COVID-19 has changed consumers' eating habits. Three trends have emerged as the most important to consumers: taste, health & wellness and convenience. With these trends top-of-mind, we continue to source more plant-based, vegan, raw, clean label, sustainable and socially responsible products.

**Nats Rawline** is based on the simple belief that food should not only be good for you, but it should be delicious, too. The Nats line of treats are prepared in a pure and unprocessed way, leaving their nutritive power intact. We just expanded the line to a total of eight raw treats, all of which are vegan, gluten free and dairy free.

In addition to the Nats line, we have expanded our vegan options to include a new chocolate and croissant.

**Valrhona** has created its first-ever completely vegan chocolate, Amatika. Born from the unique cocoa of Madagascar, this 46% chocolate couverture combines the smooth sweetness of almond with the powerful aroma of single origin cocoa from Madagascar. The flavor and texture are unlike anything else, meeting the demands and creativity of pastry chefs around the world. Not only is Valrhona setting out to offer better-for-you-and-the-environment options, they have invested in becoming B-Corp Certified. Read more about this distinguishing certification [here](#).

**Delifrance**, known for their heritage croissants, has a new croissant offering: a Vegan Spelt and Quinoa Croissant. Made with wheat and spelt flour and topped with quinoa seeds, this croissant has a sweet and caramelized taste. The croissant is free from animal raw materials, and is both good for you and the environment.

Touching on all three consumer trends, **PatisFrance** has a new Pastry Cream, PatisDelice. It not only has a delicious vanilla flavor, close to that of traditional pastry cream, it has less calories and sugar than its traditional counterpart *plus* it's shelf-stable and ready-to-use.

#### TCHO SOURCE

TCHO Source is a one-of-a-kind program in which **TCHO** partners with cacao farmers, cooperatives, and cocoa research institutes around the globe, with the goal to produce the best cacao beans possible. TCHO Source helps supply the tools and training needed, so TCHO's partners can become experts at both flavor analysis and cacao production, while earning a better living. TCHO Source is made up of three components: *Flavor Labs*, *Improved Infrastructure* and *Sensory Analysis*. Click [here](#) to read more about all three components of the program.

#### BELCOLADE COCOA-TRACE™

Cacao-Trace™ is a mark of quality. The support farmers receive allows them to focus more time on caring for their plantations, improving skills, productivity and quality. The **Belcolade** teams work closely with farmers to carefully control the fermentation and drying process, a vital step to ensuring superior cocoa beans. Mastering this process ensures that only the highest quality cocoa beans become delicious Cacao-Trace™ chocolate. Click [here](#) to find out about the program, including the *Chocolate Bonus*.

#### BARRY CALLEBAUT COCOA HORIZONS

The Cocoa Horizons Foundation is a non-profit and third-party verified organization. Its purpose is to drive cocoa farmer prosperity by creating self-sustaining communities that protect nature and children. Established in 2015, the Cocoa Horizons Foundation was created to scale impact and drive change in cocoa farming communities, creating transparency of premium allocation and ensuring a robust sustainability program is implemented in origin countries. The methodology is continuously revised and improved to ensure maximum impact in three main areas: *Prospering Farmers*, *Community* and *Environment*. Click [here](#) to learn more about their unique approach.

*What else would you like to see?*



# INDUSTRY TRENDS

## Retail & Foodservice

### TRENDS TO KNOW IN 2021

Datassential's *FoodBytes 2021 Trends* examined the seven food trends to know in 2021.

#### MODERN COMFORT

*Move over mac & cheese, the comfort foods of the future will look a bit different.*

You probably spent a lot of time thinking about comfort foods last year: adding them to the menu, marketing existing comfort foods, developing new options. A lot of those comfort foods probably looked the same: mac & cheese, pizza, burgers, etc. But for the upcoming generation of consumers, "comfort foods" can mean a wider variety of options: global flavors, new brands that they grew up eating, healthy options that make them feel better. In 2021, it's time to start expanding your definition of comfort foods. Take ramen, for instance. While you probably wouldn't find it on the "comfort foods" menu at a local bar and grill, younger consumers grew up graduating from the inexpensive packets they could prepare in their dorm room to the premium, hearty, flavorful versions that propelled ramen to grow over 260% on menus over the past decade. Indeed, ramen scores in the 96th percentile with Gen Z according to Datassential FLAVOR. Younger consumers are particularly attached to the comforting foods that they grew up with because technology keeps them front and center all the time, whether it's Facebook reminding them what they ate 10 years ago or a BuzzFeed quiz on iconic brands from the 90s, some of which are even being resurrected due to this nostalgia. As ghost kitchens continue to grow, don't be surprised if you see the menu items and brands that younger consumers find comforting pop up again, even if it's only for a few weeks.

#### THE FUTURE CHEF

*The role of the chef is evolving as consumers seek out a personal connection and brands rely on a chef's background and perspective more than ever before.*

The role of the chef has evolved over the years, from the fine dining chefs leading the back-of-house brigade to the celebrity chefs with their own shows during the Food Network era. As technology continues to break down walls, the chef's role will evolve and become more personal. Chefs who used Zoom and Instagram to teach classes, offer tours, show how to plate a delivered dish, and answer questions this year will continue to forge that connection with consumers. At a time when authenticity both

matters more than ever before and is also often called into question, the chef's background and history will also play a larger role. Meanwhile, as ghost kitchens and virtual brands continue to expand across the country, chefs will have to understand the wider trend landscape more than ever before — they may be tasked with developing a brand new ghost kitchen concept that will only exist for a week, or to oversee multiple virtual concepts operating out of one space. And they may still lead a brigade system, but it may include a robot or two in the future.

#### AMERICAN REGIONAL CUISINE

Chefs and consumers are seeking out and celebrating heritages and cultures that make up American cuisine. Sure, you know Southern cuisine, or Tex-Mex, or even Hawaiian. But how much do you know about Gullah cuisine? Or Cal-Mex? Or Sonoran? There are still a number of all-American cuisines in the U.S. that are celebrated and beloved in small pockets of the country yet unknown to or misunderstood by the wider U.S. population. That will change, however, as younger generations look to celebrate these authentically American cuisines and the cooks and chefs who carry on these traditions into the future, though often with a modern twist that speaks to their varied background, education, ancestry, and history. At Benne on Eagle in Asheville, NC, for instance, chef Ashleigh Shanti celebrated both Black Appalachian cuisine and the West African roots of the coastal Carolina Geechee community (Shanti recently left to start her own hospitality brand, but her legacy continues at the restaurant). Meanwhile, chef Sean Sherman, who was a keynote speaker at Datassential's 2019 Foodscape event, recently opened the Indigenous Food Lab in Minneapolis, which is an educational and research center that aims to empower Indigenous food businesses by revitalizing the many Indigenous food cultures and practices throughout North America. Sherman will also open Owamni by The Sioux Chef, a restaurant in Minneapolis' Water Works project, next spring. "It will showcase real American food," Sherman told HuffPost. Indeed, while many U.S. consumers seek to "buy American" and/or purchase local foods, there are still many parts of the U.S. culinary culture that are new to them, yet they're eager to try them. When we covered Sonoran cuisine in TIPS earlier this year, only 4% of operators said they offered the cuisine, but 44% of consumers said they were likely to try it at a restaurant.

# TRENDS TO KNOW IN 2021, CONTINUED

rant. Of course, featuring regional American cuisine in the future doesn't mean simply copying a recipe or featuring an ingredient, but instead about working with the chefs who know and understand these cuisines. At the same time, curious U.S. consumers will continue to seek out restaurants that feature these cuisines and allow them to experience U.S. culture in a new way.

## FUTURE FUSEBIQUITY

*The next generation of ingredients & flavors to combine with well-known dishes.*

Fusebiquity means combining early-stage flavors that might be a little too new for U.S. consumers with dishes and flavors that they know and love — pizza, burgers, sandwiches. It's a surefire way to introduce consumers to a new flavor and create a dish or product that's both unique and craveable. As trends change, however, the types of ingredients that you'll use to create the next generation of Fusebiquity-driven dishes will also evolve. What should you watch out for in the year ahead? While in the past many chefs combined Asian and Mexican flavors, in the years ahead look for more mashups of Indian, Middle Eastern, and even Nordic options.

## PLANT BASED EVOLVES

*The plant-based & lab-grown meat industry spent 2020 gearing up for a big year ahead.*

This month Singapore became the first country in the world to give regulatory approval to lab-grown meat, with Eat Just's lab-grown chicken nuggets (first publicly tasted at Datassential's Foodscape event) set to appear at a Singapore restaurant soon, and at a price comparable to premium chicken. It's a sign that the plant-based and alternative meat trend, which had been growing at an unprecedented rate prior to COVID-19, is set to make headlines in 2021 all over again. While plant-based beef has dominated the market so far, expect chicken, pork, and seafood to take the spotlight in the future. Plant-based chicken promises to be even more disruptive than beef, as chicken is U.S. consumers' most-consumed protein by far. Of note, KFC expanded its Beyond Fried Chicken test to more locations last year. Overseas, Beyond Meat also unveiled plant-based pork for the Chinese mar-

ket, where plant-based meats are gaining traction because of animal-based flu concerns. Meanwhile, better formulations for plant-based cheeses and butters are also making their mark in those categories.

## GLOBAL HEALTH & IMMUNITY BOOSTERS

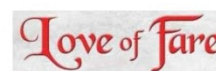
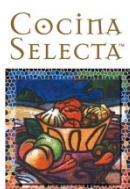
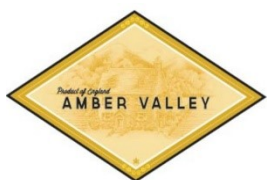
Over half of consumers say they want to find immune-boosting ingredients at every place they go out to eat, according to our data, while 48% say they want to find them in everything they eat, including places you wouldn't expect to find them, like burgers, burritos, and pizza. As the COVID-19 pandemic continues to spike into early 2021 and concerns about future pandemics and food-borne illnesses continue to be top-of-mind for consumers, expect immune-boosting foods and ingredients from around the world to play an even bigger role on menus and in products in 2021 and beyond. Global superfoods continue to be in demand, driven by consumer interest in natural products and the mindset that these ingredients have been in use in cultures for thousands of years: millions of people using these products for so long can't be wrong, right?

## EXPAND YOUR MIND

*From alcohol to cannabis to psychedelics, the future looks bright — and maybe a little trippy — for mind-expanding and mood-altering food & drinks.*

Mind-altering foods, drinks, and substances had a good year in 2020. Alcohol was deemed essential in many cities and states that enacted stay-at-home orders, allowing liquor stores to stay open and even letting restaurants in many parts of the country start delivering alcohol (will those laws become permanent in 2021?). Cannabis dispensaries were also similarly deemed essential in many states where they are legal, a number that grew with the November elections. Today one-third of Americans live in a state where recreational cannabis is legal. Now another option is also hitting the mainstream, as both Oregon and Washington, D.C., approved the therapeutic use of psychedelic mushrooms. These industries continue to attract interest as more consumers equate them with wellness and relaxation.

Source: Datassential FoodBytes 2021 Trends



European Imports, Inc.  
600 E. Brook Dr.  
Arlington Hts., Illinois 60005

Phone: 800.323.3464  
Fax: 847-631-6001  
Website: [www.eiltd.com](http://www.eiltd.com)