

NATURAL & ORGANIC FOOD TRENDS ON FIRE!

It's no secret that shoppers are looking for healthier food options with less sugar, meat, dairy, alcohol, sodium and carbohydrates - The natural and organic marketplace is taking notice with innovative and delicious ways to eliminate or reduce these ingredients in new food selections.

Stay tuned for some very exciting alternatives to traditional meat, dairy, seafood and snack foods that will be packed with nutrient dense ingredients that are also plant based. These innovators are geared up to make their products cleaner, safer and healthier.

Low-carb diets like keto and paleo are becoming more and more mainstream and ketogenic is the most popular consumer diet in 2019 according to more than 1300 dietitians surveyed in the "What's trending in nutrition" from Pollock Communications, New York and Today's Dietitian.*

The health and wellness community has also adopted the keto eating lifestyle now as a solution to disease prevention and weight control.* But you will find Keto-friendly foods like, ice cream, pizza, fudge brownie baking mixes and more starting to infiltrate the market. Developers are using fruit to sweeten these type of products which is not required to be listed as added sugar on the nutrifacts label.

Sugar-Free lifestyles are fueling new product developments in the beverage category. The beverage trends to watch are water kefir, alcohol-free beverage substitutions and more. C.B.D. is finding its way into beverages, protein bars and more. Grain-free is also gaining popularity with cassava, coconut and almond flour with new creations of tortillas, donuts and pizza crusts.

If you are offering any of these innovative food trends, make sure to shout it out on your product labels. And then give us a shout for a huge selection of label solutions; from in stock options to endless custom designed solutions that will keep you on top of the latest craze.

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