

Beet hummus, yogurt sauce and turmeric in everything: 8 trends from the Fancy Food Show

By [Maura Judkis](#) July 6

The [Fancy Food Show](#) — probably the most enticingly named trade convention in America — is a biannual opportunity for makers of specialty foods to get their product in the hands of the retailers they hope will carry it in stores. Producers and importers of anything from caviar to gummi bears to energy bars set up booths in New York’s Javits Center and hawk their wares, trying to get passersby, who might work for QVC or Wegmans (it’s not open to the public), to try their all-natural lime-flavored seaweed snacks (which are always “The world’s best!”). You know how when you go to Costco on a weekend, there are free samples in every department? It’s 363,000 square feet of that. But *fancy*.

So maybe you get lost in this labyrinth of food and try to eat your way out as though you’re Hansel or Gretel, dropping crumbs of gluten-free caramel biscuits. Because items are not grouped by category, visitors might spend their day eating bites of lemon-marionberry ice cream alongside bison jerky, or rinsing some pumpkin pie pot de creme down with a sip of balsamic vinegar. It is the weirdest buffet you’ll ever line up for.

Still, when you see that many fancy foods, certain trends begin to emerge. Coconut is still in everything. Matcha continues to spread its green fairy dust into all of our edibles. But here are some other up-and-coming flavors and foods:

Turmeric

This spice is best known for its starring role in curry, but turmeric is finding its way into more and more foods this year. That’s partly because of its health benefits: [Studies suggest](#) that the golden-yellow spice can ward off cancers, inflammatory conditions, autoimmune problems and other ailments.

“I think it’s a pretty mild flavor that can mix with a lot of things,” said Mike Murray, brand manager for Living Intentions, a brand that makes a turmeric popcorn. Murray called it “one of nature’s greatest superfoods.”

Turmeric also popped up in tea (Rishi's Turmeric Ginger Chai, Republic of Tea's biodynamic turmeric cinnamon tea), peanuts (Thai-turmeric chili nuts by Feridies), and chocolate (a ginger-turmeric dark milk bar by Vosges).

 **rishitea** • 6 months ago

✓ Following



rishi
organic biologique
TURMERIC GINGER CHAI
a naturally caffeine-free botanical elixir
une élixir botanique naturellement sans caféine

ingredients ingrédients
An infusion of (filtered water, organic ginger root, organic turmeric root, organic lemongrass), organic cane sugar, organic lemon juice concentrate.
Une infusion (d'eau filtrée, racine de gingembre biologique, racine de curcuma biologique, citronnelle biologique), sucre de canne biologique, concentré de jus de citron biologique.

Nutrition Facts/ Valeur nutritive
Serving Size 1/2 cup (4oz)/Portion 1/2 tasse (125ml)
Servings Per Container/Portions par contenant 8

Amount per Serving/Quantité par portion	
Calories / Calories	60
%Daily Value* / % de l'apport quotidien*	
Fat / Lipides	0g 0%
Sodium / Sodium	1mg 0%
Carbohydrate / Glucides	16g 5%
Sugars / Sucres	15g
Protein / Protéines	0g
Iron / Fer	6%

Not a significant source of saturated fat, trans fat, cholesterol, fiber, vitamin A, vitamin C, and calcium.
Source négligeable de lipides saturés, lipides trans, cholestérol, fibres, vitamine A, vitamine C, et calcium.
*Percent Daily Values are based on a 2,000 calorie diet.
*Les valeurs du pourcentage quotidien sont basées sur un régime de 2 000 calories.

Distributed by | Distribué par
Rishi Tea Milwaukee, WI 53208
Toll Free | Sans frais: 1.866.747.4483
www.rishi-tea.com
Product of Canada | Certified Organic by FVOPA
Produit du Canada | Certifié biologique par FVOPA
CA-ORG-007

Our [#turmericgingerchai](#) is now available on our website! We are very excited to have a new member of our concentrate family! Find it at www.rishi-tea.com. [#rishi](#) [#organic](#) [#concentrate](#) [#elixir](#)

Beet hummus

What, you're still eating *beige*-colored hummus on your beige pita chips? Welcome to the future, where hummus is the vibrant fuschia of a thousand Instagrammers' dreams. Brands with beet hummus included [Fountain of Health](#) and [Eat Well Embrace Life](#). Other fresh applications for beets: [Mucho Gazpacho](#)'s single-serve drinkable gazpacho, and [Cerea](#) beetroot and currant cereal bars.



eatwellembracelife • 6 months ago

+ Follow



You can't beat our beet hummus! #pinkisgood #theotherbeanhummus #beethummus
#eatwellembracelife #eatwellembracelifehummus #hummus

Dessert hummus

But wait, there's more! It is now possible to eat hummus as an appetizer, an entree and a dessert, which will make your last-minute I-forgot-what-to-bring-to-the-potluck panic buying a lot easier. A person could theoretically eat a three-course meal made entirely of hummus. Anyway, dessert hummuses (hummi?) are made with beans, but when they take on chocolate and other flavorings, it's a little bit like eating a particularly fibrous pudding. You could have it with pita chips, or some wafery cookies. Lilly's makes a chocolate hummus, and Delighted By has four flavors: brownie batter, snickerdoodle, orange ginger and chocolate chip.



delightedbydesserthummus • 1 month ago

+ Follow



Where could you step into your creative channel just 5% more? Where could you live from your [#jeaniius](#) just 5% more? Would love to hear your expanded thoughts lovers. 📷 [@irondiva71](#)

Whole grain smoothies

The more things we put in smoothies, the closer I fear we get to Soylent territory. But we're not there yet, thank goodness. Uji Smoothies have oats and millet, and they're grainy but not aggressively so.



Spherical liquids

Any meal can be like a dinner at Minibar when all of your sauces and juices come in translucent orbs. [Bio-Revival](#) makes encapsulated globes of olive oil, balsamic vinegar and various fruit juices. If you want to have some really futuristic hot dogs at your next cookout, they also do ketchup and mustard. Or, you could get a device called the [Spherificator](#) and DIY yourself some globular sauces. If I ever buy one — they're \$150 — I'll sphere so many things. Tequila! Pickle brine! Robitussin! The possibilities are endless.



spherificator • 11 months ago

+ Follow



Dessert, topped with [#coffee](#) [#liqueur](#) [#pearls](#) [#youfancy](#) [#playwithyourfood](#) [#moleculargastronomy](#) [#dessert](#) [#madewithkickstarter](#)

Sauces for things you didn't know needed sauces

For years, I've been missing out. Every morning, like a chump, I eat a cup of plain yogurt with some fruit, nuts, flaxseeds and/or granola. But until it was expressly marketed to me, I did not know that yogurt needed *yogurt sauce*. [Blackberry Patch](#) makes three flavors of yogurt toppings, which were described to me as being halfway between a syrup and a jam. There was also [Chef Ido](#) brand "finishing sauce," which can be used for making beautiful swipes of color on your plates if you think you're really fancy (or you can just use them as dip).

blackberry_patch • 12 months ago

+ Follow



Come try some tasty yogurt toppings! All made with 3 simple ingredients- just fruit, cane syrup and lemon juice! #sffs15 we're at Booth 2566

Beans in everything

Beans in pasta. Beans in brownies. This is the year of pulses, and food makers have taken that mandate to heart. Have you ever heard of “snacking beans,” for example? The brand Brami makes little vacuum-sealed packs of lupini beans in four flavors, including hot pepper and garlic and herb. They’re fresh, not dry, so they have an unexpectedly squishy texture. Pure Genius Provisions hides chickpeas in brownies and blondies, so you can trick yourself into eating more fiber while you nosh on junk food.

Recipes newsletter

Sign up



bramibears • 2 weeks ago

+ Follow



Northern California's snacking just got a whole lot better 😊 #repost @wfmsantacruz ... #lupini #plantprotein #beans #bramibears #NorCal #wholefoods #edamame #beansnacks #snackrevolution #vegan #vegetarian

Espresso in a chocolate-coated ice cream cone

It's adorable. Just look at it!



ziavalentinala • 14 months ago

+ Follow



#waffleshot

Maura Judkis covers culture, food, and the arts. 🐦 Follow @MauraJudkis
