

# U.S. FOODLINK

The bi-monthly newsletter for importers of U.S. foods

Vol. 18 No. 5



## Prepared Foods, Smaller Packaging TO DRIVE SPECIALTY FOOD GROWTH

The specialty food market is not immune to the headwinds facing the food industry as a whole, such as inflation and supply chain challenges, but it is in a good position to weather the coming challenges and grow even further.

Shoppers' habits are changing at a rapid pace, but specialty items are well-positioned to ride along with new demands while building on previous successes.

"The specialty food market has prospered amid two difficult years, with our latest research showing specialty continues to grow at a faster rate than all food," said Denise Purcell, the VP, Content and Education at the Specialty Food Association (SFA). "Growth will continue, but at a slower pace than the industry experienced during the 2020 pandemic-influenced whirlwind of grocery shopping and at-home meal preparation – and will depend on supply chain bandwidth and shifts in challenges like inflation, shipping issues, cost increases, and materials shortages."

One category that is not often associated with specialty but could become a growth area is perishables. The SFA noted that perishables are critical to specialty, and that "perishables departments represent enticing, creative merchandising and execution" for specialty retailers in particular. These items also can serve as testing grounds for new specialty products that eventually move to CPG categories.

Growth in perishables includes opportunities in specialty prepared foods, which are growing in popularity as more consumers head back to the office. Experts have been seeing a rise in labels such as "on-demand," "ready-to-eat" and "grab-and-go," according to *Whole Foods Magazine*. Labels that have been traditionally excluded from products noted for convenience, like "minimally processed," "healthy," "fresh" and "better-for-you" are also on the rise. While specialty

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prepared foods haven't hit grocers at scale yet, companies like Gardencup are riding this trend into the future.

**Marrying convenience with health is a winning combination in today's marketplace.**

"We stress the single most important factor to achieving the critical goal of clean eating is to make it as easy and accessible as possible," said Brad Savage, Founder and CEO of Gardencup. "If your fridge is always stocked with ready-to-eat, produce-packed meals, your chances of sticking to a healthy diet are 10X better."

While it isn't new, snacking is still on the rise, according to data from Mondelez – 64% of consumers are interested in many small eating opportunities over the course of the day while shrinking down the size of their main three meals. However, the Specialty Food Association has found that health is still top of mind in the post-pandemic world, and as a result people are looking for healthier alternatives.

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**The healthy snack world may also see a shift in packaging. Eating healthy is just one aspect of achieving an overall healthy lifestyle, and consumers looking to keep up their energy at the gym or during a sporting event will be on the lookout for conveniently sized and packed options.**

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"The pandemic has shifted the spotlight on the importance of health and healthy snacking," said Vivien Lambe, Co-Founder of Source of the Earth, a lentil chip brand. "Now more than ever, consumers are on the lookout for snacks that are not only delicious, but also high in vitamins, nutrients, and antioxidants, as well as no added sugar options that are free from additives."

One option that gained steam over the summer was vegetable chips. Kale-based options like Terra have been around for years, but now manufacturers are trying out new flavors and new bases. Root Foods launched a tomato chip that combines the fruit's sweet flavor with an appealing crunch, and also is making chips from bell peppers, zucchini, onions, okra and asparagus. The result are snacks that pack the appeal of potato chips into a healthier base ingredient.

Outside the chip world, Popadelics has created whole dried mushrooms in flavors including Thai chili and truffle-

parmesan. A tomato version of the snack was described by *The Washington Post* as looking like "a more wholesome version of the typical neon cheese puff."

The healthy snack world may also see a shift in packaging. Eating healthy is just one aspect of achieving an overall healthy lifestyle, and consumers looking to keep up their energy at the gym or during a sporting event will be on the lookout for conveniently sized and packed options. Lambe expects the current emphasis on family-sized packaging to shift toward smaller snack packs to appeal to these on-the-go buyers.

Another older trend is plant-based specialty foods, where growth is slower but still positive. The category grew by 6% in 2021, but this was slower than the 26% growth experienced in 2020, according to the SFA. Items such as plant-based yogurt, tofu and plant-based milk actually grew at rates below the overall market growth of specialty food. One sub-category may be a victim of its own prior success – plant-based meat alternatives. These were historically about 97% specialty items, but as mainstream interest grew more non-specialty alternatives started to appear on the market and are contributing to much of the sub-category's continued growth.

Specialty food isn't just about snacks and meals – SFA recorded a recent shift in momentum that left specialty beverage sales growth outpacing specialty food. This was once again attributed to the post-COVID mindset as shoppers spending more time outside are once again interested in interesting drinks to go with their experiences, including hard seltzer, hard kombucha and fermented functional cocktails.

However, the SFA also warned of some headwinds that manufacturers should heed. The organization expects future specialty food growth to hinge on supply chain bandwidth, as lead times for shipments impact which ingredients are available and can be particularly challenging for companies producing food with non-mainstream inputs. The SFA expects producers to evaluate which SKUs they can confidently produce knowing that the necessarily materials will be reliably available and that they can still achieve a profit amid rising costs.

That said, specialty food manufacturers that stay on top of evolving trends will be in a good position going into fall 2022. Some areas are slowing, but growth is solid overall, and taking advantage of new opportunities will help companies position themselves for a brighter future.



# Consumers Seeking Cupcakes, Healthier Cookies to Pair With Coffee



On-the-go consumers are always on the lookout for something to pair with their morning coffee purchase, and small pastries and breads remain the best bet. Bagels, cupcakes and cookies all have their place, and the flavors and customer demands for each are trending in their own direction to keep up with modern customers' interests.

Bagels are a classic and natural offering at cafés – more than 50% of coffee orders also include a bagel purchase, as do 9.6% of tea purchases and 8.2% of latte purchases, according to data from tastewise. The most popular bagel ingredients and pairings are everything, cream cheese and fish. Datassential reported that the presence of everything bagel seasoning has grown over 67% on menus in the past year.

Feta and egg are rising in popularity as toppings, while interest in Neufchatel is on the decline. In terms of ingredients, broad interest in health-and-wellness claims has led to demand for non-GMO, organic, no high fructose corn syrup, gluten-free and low-calorie, usually in the 101-199 calorie range, claims, according to IRI.

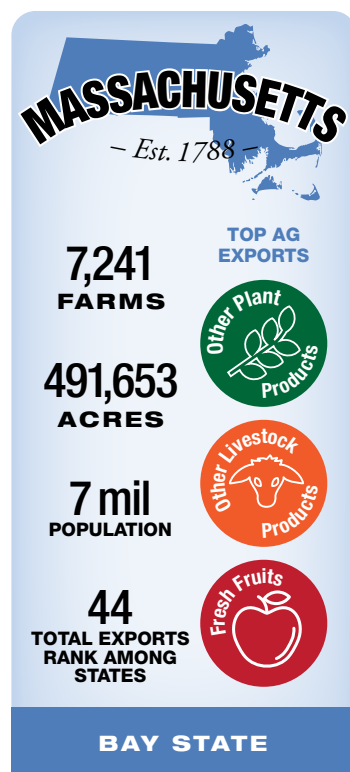
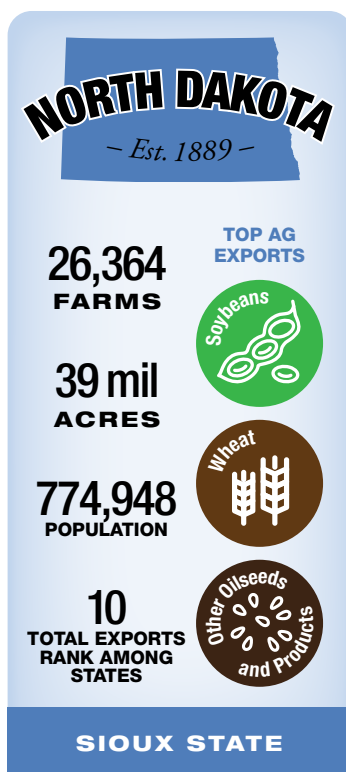
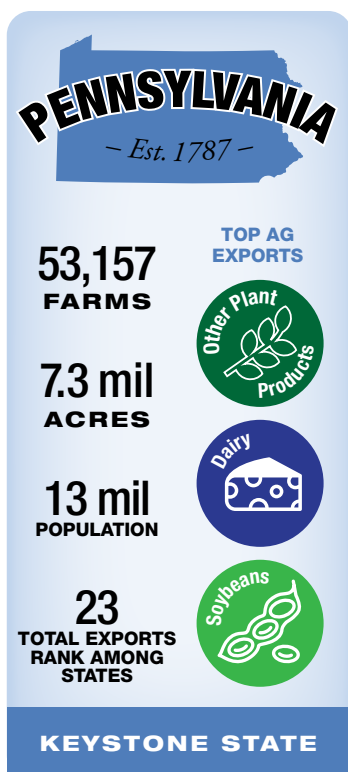
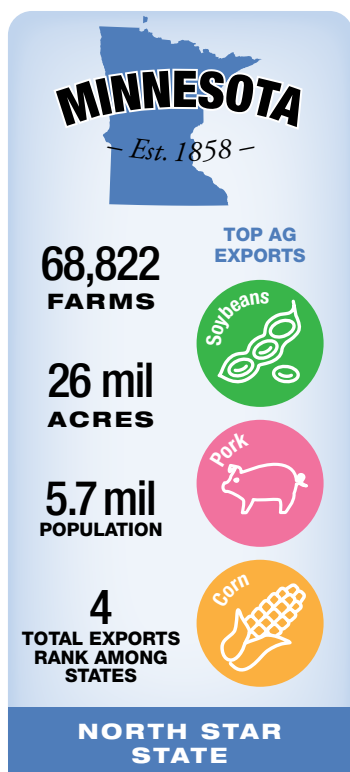
When it comes to cupcakes, consumers aren't necessarily looking for new flavors but rather ingredients that can support fantastic visuals. Pinterest found interest in "art cake ideas" tripled during 2021, and that interest is expected to continue throughout 2022. Cupcakes with bright, colorful ingredients that pop on social media feeds will help cafés stand out from the competition.

Cookies are another classic coffee pairing, but the indulgent sweet is coming up against heightened interest in healthy eating. However, low-sugar formulations are getting better at matching the taste of their traditional cousins, and Blommer Chocolate Company believes it is now possible to achieve 40% sugar reduction in some bakery applications.

"Global research continues to indicate that taste is the first consideration when consumers make food choices, but they have historically shied away from chocolate products with less added sugar due to negative taste perception," said David Meggs, Chief Operating Officer at Blommer Chocolate Company. "We have tremendous opportunity at our fingertips to bring consumers back to this category who have avoided sugar-reduced products because they simply didn't taste good enough."



## Featured U.S. Midwest & Northeast State Profiles



# news briefs

**More than half of consumers say they have changed their eating and drinking habits to manage the rising cost of living.** A new survey by global intelligence company Morning Consult found that roughly eight in 10 people said they cut back on trips to restaurants and bars while some 72% reported that they reduced their meat purchases, reported *MarketWatch*.

**With many consumers less concerned about the pandemic, reliance on online grocery services is expected to slow.** According to the ChaseDesign Online Shopper Survey, the share of customers relying on home delivery of groceries purchased online will decline by nearly 25% in the near term, reported *Supermarket News*.

**Today's coffee shop consumers want plant-based options to address their concerns about health, animal welfare, and the environment.** Many of these options were highlighted at the recent Coffee Fest Chicago, reported *The Food Institute*.

**Consumers under age 30 and those with incomes above \$125,000 a year are less likely to avoid gene-edited foods.** A recent study found consumers who view science and technology positively, trust agricultural biotech companies, and possess a good understanding of gene editing technology are also less likely to avoid gene-edited foods, reported *Meat + Poultry*.



## **Increased at-home snacking and nutritional awareness during the pandemic has boosted the yogurt category.**

Yogurt sales at supermarkets totaled \$662 million, up 8% year over year in April 2022, continuing an upward trend that started in late 2021, reported *Supermarket News*.

**The functional food ingredients market is expected to grow at a CAGR of 6.7% by 2030.** Rising health awareness among consumers is a major driving factor for the growth, as is the growth of specialty diets like keto and vegan, according to Research and Markets.

**About 80% of Americans prefer animal protein, according to a University of Minnesota poll.** Meanwhile, 31% said they plan to eat more plant protein over the next five years, reported *National Hog Farmer*.

**Consumers stocked up on frozen breakfast foods during the pandemic and the habit appears to have staying power.** According to data from the American Frozen Food Institute, sales of frozen meals overall were up 6.8% year over year in April, fueled in part by an 11.4% increase in frozen breakfast foods, reported *Supermarket News*.

**U.S. online grocery consumers spend more than in-store customers and shop at more retailers.** The latest dunnhumby Consumer Trends Tracker found that omnichannel shoppers spend one-and-a-half times more on groceries than their in-store-only counterparts and spread their dollars at up to twice as many retailers, reported *Supermarket News*.

**More shoppers are buying private-label groceries and it's not just a matter of price.** New research from FMI-The Food Industry Association shows that though a small fraction of shoppers cite availability as the chief reason they select the store-brand item, other factors – ranging from quality and taste to sustainability – drive consumer affinity, reported *Supermarket News*.

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### FOOD EXPORT – MIDWEST & FOOD EXPORT – NORTHEAST STAFF

**Tim Hamilton**  
Executive Director

**Greg Cohen**  
Communications Manager

**Adolfo Montelongo**  
Senior Communications Coordinator – Marketing

**Laura Buske**  
Communications Coordinator – Publications

**Tia Regec**  
Communications Associate

**Food Export Association of the Midwest**  
309 W. Washington, Suite 600  
Chicago, IL 60606 USA  
312.334.9200

**Michelle Rogowski**  
Deputy Director

**Teresa Miller**  
Strategic Partnerships Manager

**Molly Burns**  
Branded Program Manager

**Brendan Wilson**  
International Marketing Program Manager

**Food Export USA – Northeast**  
One Penn Center 1617 J.F.K. Boulevard,  
Suite 420  
Philadelphia, PA 19103 USA  
215.829.9111

**Laura England**  
Deputy Director

**Howard Gordon**  
Branded Program Manager

**Andrew Haught**  
International Marketing Program Manager

**www.foodexport.org**  
Comments, Questions,  
email: [info@foodexport.org](mailto:info@foodexport.org)

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## Lola's Fine Hot Sauce

West Des Moines, Iowa

Lola means grandmother. Well, Lola actually happens to be CEO, Taufeeq Shah's, mother. Everyone has grown to call her Lola. Lola's Fine Hot Sauce is a generational family recipe from an immigrant doctor, Lola, who came from the Philippines. We are sharing what Lola has provided to our family, friends, and neighbors. She has provided her love through a recipe that's fantastic and unique.

At Lola's Fine Hot Sauce, our mission is to provide a truly unique hot sauce for everyone to enjoy. Our flavor first hot sauce is made from the freshest ingredients and contains each of the world's most unique peppers for a delectable experience. Our sauces aren't meant to melt your face off, they're meant to make you feel good and deliver an absolutely delicious flavor! Lola's is a growing company, and our flavor first hot sauces can be found in over 10,000 retailers and food service locations.

Local Iowa Company | Non-GMO | All-Natural | Vegan | Gluten Free | Family Recipe [lolasfinehotsauce.com](http://lolasfinehotsauce.com)



## Marron Foods

Harrison, New York

Founded in 1981 by our President, Matt Pearson, Marron Foods has since been agglomerating / instantizing powdered ingredients and providing custom processing solutions that have raised the industry standard for quality and functionality.

Milkman Chocolate 18g Protein Milk is a creamy, delicious chocolate, on-the-go drink with 2x the more protein than milk.

18g of Protein per serving | Just add cold water | No refrigeration | Creamy & Delicious | Sports Recovery | Hiking and Camping | Single Serve Pouch | 2-Year Shelf Life | Kosher | Made In the USA [milkmanmilk.com](http://milkmanmilk.com)



## Simple Times Mixers

Columbus, Ohio

The word "mixer" gets a bit of a bad rap and rightfully so. Most mixers are filled with artificial flavors and preservatives. We know the best taste comes from real 100% all-natural ingredients; the way nature intended it. Every ounce of juice that goes into Simple Times mixers comes from whole fruit, juiced by hand in our kitchen, crafted with the end in mind – a perfectly balanced, delicious cocktail without any of the hassle.

You don't need to be a mixologist to enjoy great tasting, handcrafted cocktails at home. Simple Times makes it easy – just 3 parts mixer, 1 part alcohol and you're good to go. All you need to worry about is bringing your glass and your friends to the table. [simpletimesmixers.com](http://simpletimesmixers.com)



## New Carbon Company, LLC

South Bend, Indiana

For over 80 years Golden Malted® has been America's Favorite Waffle. We are the world's largest supplier of waffle irons and waffle mix for the best hotels, universities, restaurants, and theme parks. You can now enjoy the same waffles in the comfort of your own home! Our convenient online store offers our delicious waffle & pancake mixes and easy-to-use waffle irons.

Golden Malted Waffles are also enjoyed around the world. Our waffles are distributed to over 60 countries including Australia, Canada, England, Germany, Greece, New Zealand, South Africa and Sweden. [goldenmalted.com](http://goldenmalted.com)

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## Aero-Cos International

*Cranford, New Jersey*

Aero-Cos International is pleased to announce it has entered the “Better For You” category by introducing Western Range healthy snacks. The product assortment is comprised of plant-based portobello mushroom snacks. “Better For You” snacks are packed with nutrients and bursting with flavor. They are available in three flavors: Sweet Chili, Smokey Bacon and Spicy Cajun. [aerocos.com](http://aerocos.com)



## Classic Cake

*Philadelphia, Pennsylvania*

Founded more than 30 years ago, Classic Cake has a proven track record that illustrates our ability to ensure timely deliveries of consistent products at a fair price. Its strongly held commitment to quality starts with using only the finest, freshest ingredients. The Classic Cake customer-focused approach aims to exceed the expectations through innovation, efficiency and flexibility. Equally important is its core principles to actively listen, quickly respond and consistently act with integrity, passion and enthusiasm.

Classic Cake is proud to partner with a number of national and international customers, offering branded and private label dessert options for foodservice and retail distribution in the U.S. and abroad. Our culinary and service teams collaborate with clients to develop product specifications and packaging to meet their specific requirements right down to the nutrition label. Clients and their customers will have nothing short of great taste in each bite.

Located minutes from Center City Philadelphia, the Classic Cake production and distribution high volume facility is 38,000 square feet with the latest in state-of-the-art manufacturing equipment. To support its national and international wholesale, retail and private label clients, Classic Cake has the scaled capacity to meet customers' needs worldwide. [classiccake.com](http://classiccake.com)



## Croix Valley Foods

*Hudson, Wisconsin*

Croix Valley has unique BBQ flavors from fruit-based BBQ sauces to regional classics like Memphis and St. Louis, covering every style of BBQ imaginable. We started in 2009 and have become one of the fastest-growing BBQ sauce and rub companies in the world. Our success has led to our products now available in retailers throughout the U.S., Canada, Australia, New Zealand, The Netherlands, Belgium, Italy, Czechia, Japan and more.

Our retailers have found that our wide product selection and bold flavors keep customers coming back. We make it ourselves in Hudson, Wisconsin, and it has become a favorite among many professional food sport competitors around the world.

All-natural | Gluten-free | No MSG [croixvalleyfoods.com](http://croixvalleyfoods.com)



## Killik Hot Sauce

*Lakewood, Ohio*

Killik Hot Sauce Co. was founded in 2019 by a hot sauce-loving father-daughter team to create reduced-salt alternatives following a pair of heart attacks in the family, inspiring the origin of Killik Hot Sauce Co. and its mission to provide consumers with a distinct and healthy alternative to traditional hot sauces. The family-owned, primarily boot-strapped start-up has grown rapidly in the past three and a half years and the Killik team is dedicated to further expanding distribution of their unique fermented product line. They strive to reach more hot sauce and fermented food lovers, especially those that need to limit their sodium intake, and share the funky goodness packed into every bottle. [killikhsc.com](http://killikhsc.com)

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## Meat Mitch

*Shawnee Mission, Kansas*

Meat Mitch is a world championship-winning competition barbecue team from Kansas City. After more than a decade of honing his craft, Mitch and his smoking posse dove headfirst into creating their own unique blend of spices and sauces specifically designed to win championships and trophies ... and win they did! Now Meat Mitch products are used in BBQ competitions throughout the U.S. and loved in Paris, Australia, Switzerland, New Zealand, United Kingdom, Brazil, Canada, Nova Scotia and more!

The success of these wonderful flavors culminated in an award-winning restaurant aptly named Meat Mitch BBQ. It's complete with one of the largest outdoor BBQ playgrounds in the Midwest! Our team also enjoys an incredible relationship with the World Champion Kansas City Royals baseball team, frequently preparing post game meals for the team throughout the season! [meatmitch.com](http://meatmitch.com)



## Mighty Cricket

*Ballwin, Missouri*

We live in a time when there are more sugars, chemicals, and preservatives in the "food" we eat daily. It is now harder than ever to find food that actually keeps you healthy while giving you enough protein, nutrients, and energy to live a mighty life.

As the trend for alternative proteins continues to grow, Mighty Cricket delivers for consumers. The products are available at U.S. retailers such as Fresh Thyme and Hy-Vee, and the company has been featured in *Forbes* and *Inc. Magazine*.

Our products are made with sustainable protein superfoods with tons of benefits for your health: complete protein to build muscle faster, vitamin b12 to boost your energy, and prebiotic fiber to improve your gut health, among many others.

Mighty Cricket Protein is the most sustainable protein on the planet. It takes 2000X less water, 12X less feed, and emits 100X fewer CO<sub>2</sub> than beef! [mightycricket.com](http://mightycricket.com)



## Shullsburg Creamery

*Shullsburg, Wisconsin*

For nearly a century, Shullsburg Creamery has used the best ingredients, rich traditional recipes, and a hands-on approach to produce some of the most flavorful cheese in the world. For our Bourbon Barrel Smoked Cracked Black Pepper Cheddar we have taken aged bourbon barrels, ground them down to chips, and used them to smoke cracked black peppers. Then, the smoked cracked black peppers are added to our artisanal white Cheddar cheese. The true art of adding flavors to natural cheese is to enhance the flavor of the cheese, not overpower it. So, our cheesemaker gently finishes off this cheese with a natural hickory smoke, bringing you a subtle and nuanced taste sensation.

Try this award-winning cheese with grilled steak, rosemary bread, pale ale, pinot noir, and of course bourbon or scotch. [shullsburgcreamery.com](http://shullsburgcreamery.com)



## The Run-A-Ton Group, Inc.

*Chester, New Jersey*

In 2014, Wholly Gluten Free was founded on the belief that consumers should not have to sacrifice their taste standards for their dietary needs. We have created – and continue to innovate – products that are gluten-free, allergy-friendly, vegan, and kosher that are tasty enough for those who have no restrictions while satisfying multiple dietary needs.

Enjoying food should bring everyone together. That is why it is important to us that our customers and their loved ones enjoy time together, indulging in the deliciousness and safety they deserve. Wholly Gluten Free items are available nationally in the gluten-free freezer section. [runaton.com](http://runaton.com)

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## Apres Beverages, Inc.

*Battle Creek, Michigan*

At Cask & Kettle, we've blended together high-proof distilled spirits, slow-roasted decaf coffee, and bold flavors in the easy-to-use convenience of a k-pod. Crafted into a liquid cocktail concentrate, Cask & Kettle pods can be prepared hot in any Keurig™-style brewing system, or (no machine required) by pouring the pod into 6 oz of hot or iced water (then just give it a quick stir). Our cocktails are currently in market and have been backed by 1,300 retailers.

We're on a mission to make room for more mindful moments. That's why we've leveraged the convenience of a k-pod to create cocktails that are easy to prepare, share, and shop for without sacrificing craft or complexity. We want to create a drinking experience for our customers that delivers that "treat yourself" vibe whenever, wherever. After all, decaf means any time is the right time for a coffee cocktail. You'll find us mixing drinks at the innovative intersection of coffee, cocktails, and convenience.

Our current line offers five brews to choose from, ranging from iconic after-dinner drinks like Irish Coffee, Mexican Coffee, and Michigan Spiked Cider to our in-house mixology team's unique take on wind-down libations — Mint Patty Coffee and Hot Blonde Coffee. [caskandkettleusa.com](http://caskandkettleusa.com)



## Sunday Night Foods

*Des Moines, Iowa*

Rich, velvety, luxurious, yours. Made from the highest-quality ingredients on Earth, our premium dessert sauces are pure chocolate ganache in a jar. Using a classic French technique, we make each small batch with legendary Guittard chocolate and cocoa, cane sugar, fresh cream and butter, pure Nielsen-Massey vanilla and sea salt to create chocolate euphoria.

Our glossy, decadent sauces have no preservatives, no fake flavors and absolutely nothing you need a Ph.D. to pronounce. Sunday Night sauces are always pure, always spectacular and always ready. [sundaynightfoods.com](http://sundaynightfoods.com)



## Wellfleet Shellfish Company

*Eastham, Massachusetts*

Wellfleet Shellfish Co. is an American-based seafood wholesaler located on Cape Cod, Mass., founded in 2002. We buy directly from local fishing families to support sustainable harvests and ocean-to-table traceability. Fishing has sustained the people of Cape Cod for thousands of years. Native people tended a thriving wild resource, and today local families continue the tradition of wild harvesting in addition to farming world-famous oysters & clams from seed. Our shore-based facility includes FDA approved live shellfish holding tanks to ensure all our live lobsters and molluscan shellfish are ocean fresh. Located at the source, our fleet of local boats and direct access to rich shell fishing grounds ensure fresh seafood available year-round for global distribution.

Wellfleet Shellfish Co. offers wild caught and farmed raised shellfish including Live Oysters, Live Hard-Shell Clams, Live Surf Clams, and Live North Atlantic Lobsters. [wellfleetshell.com](http://wellfleetshell.com)



## OTT Enterprises LLC

*Saint Louis, Missouri*

Big O is a handcrafted, all-natural ginger liqueur made in small batches by its creator/owners. Big O is the most versatile cocktail ingredient for creating easy yet delicious mixed drinks in bars and restaurants — and at home. It is also a perfectly satisfying digestif. Made with fresh, hand-chopped ginger and other whole spices, Big O enhances and adds value to any cocktail, mixing delightfully with every spirit from rum to whiskey, from gin to tequila — even wine and beer — to make traditional and craft cocktails. And chefs use it to create fabulous desserts and savory sauces and glazes for meat and poultry.

Because it is not too spicy, is lower-alcohol, and not too sweet, everyone can enjoy Big O's gentle warmth and refreshing flavor. [bigorecipes.com](http://bigorecipes.com)





## Panache

*Saint Paul, Minnesota*

There is Juice. Then there is Panache! Botanical infusions in apple juice revitalize the body, satisfying your soul. Functional beverages with no empty calories made with Ayurvedic recipes, the food science of yoga, for balance and harmony. Pair it with appetizers, main courses, with desert and all grilled dishes.

100% Juice, Dry Sparkling 4.5% ABV. Traditional. Hand-crafted. Méthode champenoise double fermentation, as good as any fine champagne but at 1/3 the price. 100% Women owned. Minnesota based. [panacheapple.com](http://panacheapple.com)



## Missouri Northern Pecan Growers

*Nevada, Missouri*

We are a farmer-owned company formed in 2000 by several local pecan farmers and today we have over 50 area farmers. We specialize in native pecans that have a much higher oil content and superior flavor and are smaller in size as compared to southern hybrid varieties. Our pecans are 100% grown and processed in the U.S. Our processing facility is HACCP certified, FDA compliant and 3rd party audited. Our products include certified Organic and non-Organic Pecans, Pecan Oil and Pecan Meal-Flour. We take pride in producing sustainable, single ingredient, heart-healthy products that contain zero additives, preservatives, or genetically modified derivatives.

Certified Organic | Gluten Free | Non-GMO | Kosher | Vegan friendly | Heart-Healthy | Keto, Paleo and Whole30 compliant | No preservatives or artificial ingredients [mopecans.com](http://mopecans.com)



## Lillie's Q Sauces and Rubs, LLC

*Chicago, Illinois*

Chef Charlie McKenna created Lillie's Q restaurant in July 2010 in Chicago, named for his grandmother Lillie, who taught him the art of southern cooking back home in Greenville, S.C. As Charlie traveled the BBQ competition circuit from Memphis to Alabama and the Carolinas, he created a Lillie's Q sauce unique to each region along the way.

In addition to the sauces, the rub and kettle Chip products are also crafted with Southern flavors inspired by Charlie's travels. It's these authentic, Southern blends, that have acquired Charlie and Lillie's Q numerous national awards, including winner of the coveted Memphis In May World Championship Barbecue Cooking Contest in 2007 & 2016. Lillie's Q new line of Wing and Tender Sauces and Zero Sugar Barbeque Sauces are launching this Fall. [lilliesq.com](http://lilliesq.com)



## Hella Cocktail Co.

*New York, New York*

Hella Bitters & Soda is a premium sparkling mixer that gets its smart refreshing flavor from a Gentian Tincture from the South of France. Bitters & Soda is a mark of expert craft, taste, and discovery – perfectly paired with your favorite spirit or on its own. An effervescent character with invigorating bright bitters, Hella Bitters & Soda transports you to another world. Offered in five flavors with low- and no-sugar options.

Hella Cocktail Co. is a mixology company crafted with integrity and rooted in discovery for everyone who wants to taste more and know more. Our mission is to inspire new tastes and endless discovery in the hearts, minds, and bellies of people everywhere. We equip you with knowledge and comfort in your own mixology journey. You can impress yourself and guests knowing you're doing all the right things. [hellacocktail.co](http://hellacocktail.co)

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## Double Comfort Foods

*Columbus, Ohio*

Double Comfort Foods is an artisanal foods company selling high quality, authentic award-winning sauces and spice blends made in the Midwestern U.S. Our products have no artificial ingredients, the recipes are gluten free and vegan, and we use a natural preservative – vinegar – to balance the flavors in our sauces. Our flavorful and spicy condiments complement almost any dish.

Created by Mary Lyski in 2014 for the Double Comfort Restaurant, these products represent the flavors of Memphis. Memphis Heat red hot habanero sauce offers heat with the deep flavors of the south, while Blues City cayenne garlic provides a nice, easy sauce for everyday use. The crown jewel is Soul of the South, used to marinate fried chicken, and now used on many grilled foods, and in pasta and rice dishes.

To “double” the eating pleasure of our products, Double Comfort donates profits to food pantries to feed folks in need. With over 160,000 meals provided through our products, we are helping humanity while bringing amazingly flavorful and unique recipes to our customers. [doublecomfortfoods.com](http://doublecomfortfoods.com)



## Graminex LLC

*Deshler, Ohio*

Graminex® L.L.C. is a family-owned company located in Northwest Ohio that grows and manufactures unique flower pollen extract products. Flower pollen extract is backed by over 100 clinical studies for various indications, including prostate, urinary and menopausal health. Our flower pollen extracts contain high levels of amino acids, antioxidants, fatty acids, phytosterols, vitamins, minerals, flavonoids and many other phytonutrients. Applications include pharmaceuticals, nutraceuticals, cosmetics, functional foods and beverages, and pet products. Graminex also offers in-house custom manufacturing solutions for unique flower pollen extract finished products. [graminex.com](http://graminex.com)

**For more information about these or other Featured Products please email: [FoodLink@foodexport.org](mailto:FoodLink@foodexport.org).**



## Brutus Broth

*Bridgewater, Connecticut*

As a pup that led a very active life, Brutus had a number of health issues most senior dogs face. Adding Bone Broth to his diet not only provided him with a tastier meal, but gave him added nutritional benefits, including making his dry food made more easily digestible. We spent thousands of hours researching the pet market, speaking to experts in the industry, testing and tweaking recipes, designing packaging prototypes, working with ingredient suppliers and manufacturers, and more.

Brutus Broth is crafted to boost your dog's overall health with added nutrients you won't find anywhere else on the market. Fortified with chondroitin and glucosamine to support your dog's joint health, as well as turmeric to combat inflammation, Brutus Broth is a great way to get these nutrients into your dog's existing diet at an affordable price.

We offer four different flavor varieties – beef, chicken, pork, and salmon (plant-based protein), as well as Brutus On the Go – our dehydrated broth convenient for traveling and dogs on the go, and bone broth biscuits in both chicken and beef. Our mission has been to nourish your pet while giving back to the community, and we are proud to support hundreds of local, regional, and national animal-welfare organizations, shelters, and more across the U.S.! [brutusbroth.com](http://brutusbroth.com)



## KiZE Concepts Inc.

*Oklahoma City, Oklahoma*

KiZE is a healthy snack food manufacturer with a mission, passion, and purpose of changing lives for the better. KiZE produces KiZE Bars as well as contract manufacturing opportunities.

KiZE specializes in clean labeled, high-quality snack and protein bars. Capabilities include simple ingredients, plant-based, high protein, low sugar, adaptogens, vegan, keto, and much more.

KiZE's mission includes providing jobs to bring transformation to those who've been justice involved, feeding the hungry, serving the homeless, mentoring at-risk youth, and international work in Haiti. [kizeconcepts.com](http://kizeconcepts.com)





## Flour Innovation LLC

Omaha, Nebraska

Flour Innovation created Hemp N' Seeds to provide a nutritional blend of quality superfoods, from years of research and careful selection and testing of the best nutrient-rich whole grains and seeds. We bring to the market nutritious and versatile flours for all baking needs. With one-to-one replacement for white flour, consumers can create new recipes without the guilt. From our flagship the Multigrain, to our Keto, German Rye, Artisanal Whole Wheat, and Gluten Free, Flour Innovation offers the healthy alternative your clients are looking for today.

Vegan | Kosher | Non-Gmo [FlourInnovation.com](http://FlourInnovation.com)



## BNutty Gourmet Peanut Butter

Portage, Indiana

Founded by two spunky soccer moms who were tired of watching their kids eat gas station junk food on the road to games, BNutty Nut Butters were created to be a gourmet tasting, unfussy snack that can easily be enjoyed by the whole family, no spreading or dipping required, with a variety of flavors to fit any preference.

BNutty products are made with love in our 17,000 square foot production facility known as "The Nuthouse." We are a women-owned and MBE certified business, with a mission to not only serve delicious snacks, but serve our communities through student education programs as well!

Gluten-Free | Kosher [bnutty.com](http://bnutty.com)



## Cape Cod Select LLC

Carver, Massachusetts

Cape Cod Select brings whole fresh frozen cranberries to consumers year round in a variety of products including frozen Cranberries, Power Berry Blend, Tropical Blend and Blueberry Blend. They're great in smoothies!

Cape Cod Select was formed in 2009 to be the marketing and retail brand of our family farms' cranberries. Prior to the formation of Cape Cod Select, fresh frozen cranberries were essentially nonexistent at the consumer level. Now frozen cranberries are an everyday item in consumer's diets. Cape Cod Select products can be found in grocery retailers in the U.S. and beyond.

Non-GMO | Kosher | Global G.A.P Grown | All Natural | Zero Preservatives | Zero Additives | Woman Owned Business [CapeCodSelect.com](http://CapeCodSelect.com)



## Advanced Sunflower LLC

Huron, South Dakota

We are a value-added processing company that specializes in marketing edible sunflower and bird food products. With over 50 years combined experience in the sunflower industry, we are proud to be considered a top-notch establishment in the sunflower processing community. Our Edible Product Lines include large in-shell confection seeds and de-hulled sunflower kernels for human consumption. We also specialize in the production of sunflower chips and pieces, as well as in-shell sunflowers for bird food. [advancedsunflower.com](http://advancedsunflower.com)



## Healthy Food Ingredients

Fargo, North Dakota

Healthy Food Ingredients offers specialty ingredients including non-GMO and organic pulses, grains, seeds, flax and Suntava Purple Corn,™ with unique processing capabilities for milling and blending. Whether it's regenerative agriculture or connecting to the farm, HFI is partnering with customers to tell their story and share their passion. HFI is dedicated to delivering safe, healthy, premium-quality ingredients in partnership with a diverse grower network. [HFIfamily.com](http://HFIfamily.com)

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## Agropur

*Appleton, Wisconsin*

Agropur's award-winning mozzarella cheese is mild and creamy and offers a visually appealing stretch when melted. Its delicate flavor and texture complement a variety of applications including sandwiches and quesadillas. Mozzarella from Agropur is the secret to pizza perfection and has become the cheese of choice for pizzerias ranging from neighborhood mom-and-pop operations to national franchises.

Agropur is a top 20 global dairy producer and manufactures more than 1 billion pounds of wholesome cheese every year. Its experienced cheesemakers take great pride in their products as demonstrated by their consistent success at prestigious competitions. With capability to produce more than 20 cheese varieties, the company specializes in cheddar, feta, mozzarella, and provolone. [agropur.com/us](http://agropur.com/us)



## Spritzal Cookie Company, LLC.

*Rockland, Massachusetts*

Formally established in 2014, Spritzal Cookie Company is a mother/daughter baking company, located in Rockland, Mass. and inspired by Taylor & Jody Walker's beloved Nannie Greta. Making both traditional shortbread cookies and a variety of newer, innovative and fun flavors, we have something to delight every palate. We encourage you to experience the taste of our delicious buttery cookies. Spritzal Cookies' Almond, Lemon, Blueberry Pie & Key Lime Shortbread flavors still use Nannie Greta's original, all-natural, five-ingredient recipe. All of our flavors use simple, clean label ingredients for delicious results you would expect from a home baked cookie. [spritzal.com](http://spritzal.com)



## Abba Industries

*Ypsilanti, Michigan*

With established 40-year-old recipes, Abba Industries offers unique, natural, nourishing, flavorful and functional Ginger Quencher, Ginger Refresher, Ginger Hibiscus, Ginger Orange, Ginger Mango, Ginger Turmeric, 100% Hibiscus and 100% Ginger Beverages, Concentrates & Wellness Shots. Our products are sold in a variety of channels from organic & health food stores, grocery stores, supermarket delis, grab & go sections, college and university dining services, hotel bars and restaurants to beer brewers.

Natural | Real Ingredients | Real Taste | No Preservatives | No Artificial Colors | No Artificial Flavors | No GMO [abbasuperstore.com](http://abbasuperstore.com)



## Pennie's Tea

*Monee, Illinois*

With a mission to promote healthy living, Pennie's Tea was designed to create change in the lives of its customers by infusing high-quality, loose-leaf teas and cold-brewed ice tea beverages with robust flavors for unique tasting experiences.

The passion and drive behind the brand come from its loyal customers and founder, a survivor of domestic violence. A percentage of proceeds from Pennie's Tea supports the safety and education of women who have experienced domestic violence. [penniestea.com](http://penniestea.com)

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