

U.S. FOODLINK

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

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Consumers Crave Gourmet Foods AS 'FRUGAL FATIGUE' SETS IN

Inflation has been making headlines, but just because consumers are watching their wallets doesn't mean they aren't willing to indulge. People who have been cutting back for over a year are starting to experience "frugal fatigue" as they acclimate to the current pricing situation, according to Circana. As a result, there's no need for manufacturers to race to the bottom of the price ladder provided they can win on other attributes that appeal to hungry shoppers.

"Price will always be important, but consumers define value differently," said David Portalatin, Food and Foodservice Industry Advisor at Circana. "For example, consumers who visit a restaurant aren't necessarily looking for the cheapest meal. They're looking for the menu items they crave or foodservice outlets that offer quality and variety and enable them to treat themselves."

Growth in the specialty food market – which includes items with limited distribution, premium ingredients, and elevated preparations – may be proof of this trend. Specialty sales approached \$194 billion in 2022, up 9.3% year-over-year, and are expected to hit \$207 billion in 2023, according to data from the Specialty Food Association.

Gourmet Isn't Limited to Experience

Demand for natural, specialty, and gourmet foods crosses generations, and it's particularly apparent among younger consumers. The Specialty Food Association also found that 75% of consumers eat specialty foods, rising to 79% among millennials. This creates an incredible opportunity for manufacturers looking to marry quality with good pricing, as well as some possibility for higher-priced value-added items.

As of 2023, 41% of consumers regularly prepare dinner from scratch, up from 36% in 2022, according to data from FMI. Nearly half (48%) use a combination of scratch and fully prepared foods, meaning that even experienced chefs are on the
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Consumers interested in high-end meat are embracing charcuterie, which are expected to be the most popular appetizers of 2023.



Sustainable and Healthy Products Continued

lookout for sophisticated prepared options that might cost a little more but deliver great taste and convenience. Additionally, 11% of consumers only eat prepared foods, and they will want to treat themselves as well.

Few things say “luxury” like a meal prepared by a famous chef, and at-home cooks looking for a bit of indulgence are finding more and more big names selling signature dishes in supermarkets. Chefs including José Andrés and Tom Colicchio as well as restaurants like Carbone and Magnolia Bakery have been developing and selling branded products ranging from pasta and barbecue to hot sauces and cookies. These products can appeal to meticulous foodies and lazy cooks alike.

The heart of this trend may be in pasta, where high-end brands requiring minimal preparation appear in both noodles and sauces. Chefs Mario Carbone and Rich Torrisi are among the famous cooks selling their signature sauces in supermarkets, while Giada De Laurentiis has launched her line of Giadzy-branded organic pasta with an emphasis on the aesthetics of the packaging.

“We spent a lot of time designing it,” said De Laurentiis during a presentation at the Specialty Food Association’s Summer Fancy Food Show. “For me, the aesthetics of things are really important. People eat with their eyes first, and it has to look a certain way to bring people in.”

Changes in appliance ownership are also shaping the categories where new gourmet options are welcome. The Hartman Group found that household ownership of air fryers is approaching par with backyard grill ownership, while 33% of consumers have and use instant pots. Luxury products specifically designed to be made with these machines are expected to do well on the market.

Sophisticated Snacking Endures

Demand for gourmet foods isn’t just for full-fledged meals. “Sophisticated snacking” is a trend poised to make waves as consumers seek interesting flavors like black sesame popcorn and truffle mushroom crisps. Other new and elevated flavors include kettle-cooked potato chips seasoned with rose petal flakes, olive and za’atar buckwheat crisps, and organic plantain chips.

While the plant-based substitute trend is showing signs of cooling down, that is likely more due to market maturity than lack of interest. Plenty of households have welcomed these products into their lives and more than 95% of existing shoppers remain loyal to the category, according to a survey by the Good Food Institute and the Plant Based Foods Association.

Grillable alternative meats, such as hotdogs, sausages, and burgers, were particularly hot during the summer. Demand for these options will likely cool in the fall and winter, but consumers looking for a meatless way to celebrate the traditional barbecue will be back for more next year.

Consumers interested in high-end meat are embracing charcuterie, which are expected to be the most popular appetizers of 2023. They also serve as a quick-and-easy dinner solution, tying into the marriage between convenience and quality that appeals to consumers.

The modern charcuterie board includes gourmet meats and cheeses as expected, but some consumers are experimenting with unusual treats to take the experience to the next level. Influencers have been getting in on the trend on social media, with their takes ranging from incorporating luxury chocolates to add a dessert-like flair to smothering the board in high-end butter before adding the other ingredients.

Manufacturers eager to keep an eye on the future of gourmet food trends should keep an eye on the Summer Fancy Food Show’s range of local favorites that showed signs of going global. Standouts included Hawaiian shaved ice, which can be replicated anywhere in the U.S. using a special machine and flavored syrups; xoconostle, a regional spread from Mexico infused with wild sour prickly pear; and West African dip mixes with blends such as Scotch bonnet, onion, and thyme.



Beverages Get Adventurous with Flavors and Textures



With price top-of-mind, consumers are searching for beverages that offer the most for their money. This doesn't mean they're settling for the cheapest option they can find at the local grocery store, however; they're on the lookout for drinks that deliver in areas such as flavor or health while still coming in at a reasonable price.

Foods and ingredients that can contribute to a strong immune system still rank highly among the products consumers desire, and beverages are a prime option in this space, according to the FMCG Gurus. A stronger immune system is the top health goal at 66% of consumers, followed by digestion at 56% and heart health at 53%.

Many of today's consumers want proactive ingredients in their beverages that offer health boosts rather than treat existing symptoms. ADM expects shoppers to be on the lookout for beverages that meet their specific needs through probiotics and/or digestives, and manufacturers would do well to emphasize the specific benefits of products designed to match this trend.

Interest in health also carries over to what consumers are looking for in taste. Flavors that convey the idea of health, such as cactus water or pomegranate, can convince budget-conscious shoppers that it's worth spending a little more for the benefits. These flavors work best in products that put their functionality forward, like kombuchas and tonics, as that is where consumers expect to find interesting yet healthful tastes.

Of course, plenty of shoppers just want something that tastes good. Beverages that combine unlikely but complementary flavors, like spicy habanero and sweet mango, merge the familiar and adventurous for those who want comfort during difficult times but want to experience something new.

Interesting beverages can also involve simple flavors as many consumers just want something nostalgic and perhaps even a bit indulgent. Drinks that recall desserts, like cake batter or doughnuts, can combine great taste, a favorite treat, and memories of simpler times into one package.

The taste experience isn't limited to just flavors – it can bring in all the senses. Households experiencing austerity are looking for beverages that offer sensory experiences, including visuals and mouthfeel, and adding more interesting features on top of taste can help give a slightly more expensive product the value proposition it needs to thrive in a tough market.



Featured U.S. Midwest & Northeast State Profiles



news briefs

Private label has become a major category for retailers.

In fact, 59% of executives say they will continue to prioritize private label, while 21% say their private label efforts will be accelerated, according to a survey by Acosta Group. This has opened opportunities for grocers across the store, though some aisles hold higher potential than others.

America's love of chicken is only deepening, leaving the \$85 billion beef industry struggling to respond.

Americans on average are expected to eat 100 pounds of chicken this year, while beef hovers around half that amount, reported *Bloomberg*.

Food inflation continues to dampen consumer purchases of livestock products.

Farmers are also struggling with high feed costs and/or the additional burden of welfare rules in places like Europe and California. On top of that, China, which would typically fuel demand for meat produced in Europe and the U.S., has curbed its appetite, reported *Bloomberg*.

Lab-grown flavors are gaining momentum in various food and drink categories.

Genetically modified yeast can produce flavors of pineapple, grapefruit, and more, reported *The Wall Street Journal*.

Chocolate prices are soaring as the cost of cocoa has risen more than 25% in a year.

The world is heading into a potential third year of supply deficit as major growing regions have been inundated by flooding, reported *The Guardian*.

The price of coffee, chocolates and other indulgent snacks could remain high.

The return of El Niño and prospects of hotter, drier weather in producing countries threatens to exacerbate tight supply, reported *Bloomberg*.

Nearly three in four Americans have a sweet tooth.

However, half of them say they're concerned about how it's affecting their health, reported *talker*.



Gen Z and Millennials purchase more packaged beverages than older consumers.

The primary categories for this trend are packaged water, 100% juices, flavored water, and natural healthy beverages categories, according to a survey from Lazard and CH Consulting Advisors. These generations are also more likely to purchase beverages online than their older counterparts.

Better-for-you juices are moving into mainstream retail.

Featuring organic, clean, and natural ingredients with wellness benefits, fresh-squeezed juices, kombucha, and vitamin-rich, better-for-you clean cocktails are making waves from the omnichannel to the beverage aisle, reported *Progressive Grocer*.

U.S. consumers have an unending fascination with peanut butter.

Circana data shows peanut butter has become a \$2 billion industry, making it arguably the country's favorite snack, reported *CNBC*.

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Zolli® Candy

Commerce Twp, Michigan

Zolli Candy is America's fastest growing candy company according to *The Financial Times/Statista & Inc.5000* the last four years. Zolli Candy is delicious fun candy for all! Kids love the taste, families love to share, dentists and doctors approve! Zolli Candy offers Zolli Pops, Zolli Ball Popz, Zolli Drops, Zaffi Taffy, Zolli Caramelz & Zolli Snow BallZ. Supported by marketing, media, content, and influencers to drive trial and ongoing sales. Zolli Candy and its 17-year-old founder Alina are verified influencers. Zolli Candy is seeking international distribution partners.

Zero sugar | Vegan | KETO | Allergy-free | Gluten-free | Natural flavors | No artificial colors
 Zollicandy [Zollicandy](#) or [zuper_candy_girl](#) [@Zollicandy](#) [Zollicandy](#) [zollicandy.com](#)



NUTSÓLA LLC

Livingston, New Jersey

NUTSÓLA is a father and son company offering delicious clean ingredient snacks and chocolate without added sugars. Their goal is to make a positive impact in the food industry by allowing customers to eat clean and live a healthier lifestyle!

Products are for Retail, Coffee Shops, Juice Shops, Convenience: include DÁT Chocolate, Superfood Bites, Date Glazed Nuts, Superfood Mixes, Energy Bars, and more!

Gluten Free | Plant Based | Sweetened with Dates [nutsola.com](#)



Martin's Famous Potato Rolls and Bread

Chambersburg, Pennsylvania

Martin's Famous Pastry Shoppe, Inc., headquartered in Chambersburg, Pennsylvania, has been producing delicious potato rolls and bread since 1955. Using time-tested recipes, the Martin family continues to deliver exceptional baked goods that are loved by millions across the nation and around the world. Martin's focuses on baking the best products by using the highest quality ingredients, such as high protein, unbleached wheat flour, real milk, potatoes, butter, and pure cane sugar. These premium ingredients result in a soft, pillowy texture, and buttery-sweet flavor that complement both savory and sweet sandwiches and meals. [foodservice.potatorolls.com](#)



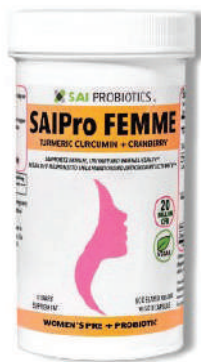
Gurley's Foods

Willmar, Minnesota

Family-owned and operated since 1953, Gurley's Foods custom roasts and packages nuts, snack mixes and trail mixes. Our brand name is Gurley's Golden Recipe because our "recipe" for great tasting nuts uses a combination of family secrets to create the very best in roasted nuts available. We roast each nut variety in small batches to ensure an even roast throughout. Our in-shell peanuts are still tumble-roasted over an open flame. Another key difference is we only buy nuts grown on family farms located in the U.S. (except cashews and Brazil nuts which need a rainforest to grow). Our packaging, cardboard and all supplies are locally sourced.

We also pack many varieties of candy in our popular Gurley's Profit Advantage Line (PAL) which has no pre-price on the bag. All products can be ordered in combination to aid in achieving an economical delivered cost. [gurleysfoods.com](#)

For more information about these or other Featured Products please email: FoodLink@foodexport.org.



SAI Probiotics LLC

Maple Grove, Minnesota

SAI Probiotics LLC is dedicated to harmonizing the advantages of probiotics with nature's special ingredients, creating an integrated and scientifically supported approach to enhancing gut and immune health. Akshaya Panda, the founder, boasts 20 years as a pivotal figure in this industry – he played a crucial role in the growth of well-established probiotic companies before embarking on his own journey.

SAI Probiotics carefully selects natural, extensively researched, and time-tested ingredients that enhance the effectiveness and synergy of probiotics. This enables us to offer products that are not only safe, affordable, and efficient but also adopt a holistic approach to elevate overall health, going beyond just the gut.

We are proud to introduce this unique women's probiotic supplement, SAIPRO Femme. Fortified with eight potent probiotic strains clinically proven to enhance vaginal health, prevent recurrent UTIs, manage fat accumulation, and fortify gut health, our product harnesses the combined power of these strains alongside turmeric, an influential natural anti-inflammatory, and cranberry extract, a remarkable antioxidant. This extraordinary product offers 20 Billion CFU/serving in two delayed-release veggie capsules, and elegantly packaged in desiccant-lined CSP bottles for extended potency and efficacy. saiprobiotics.com



Canoe Wild Rice

Aitkin, Minnesota

An ancient grain cultivated and eaten by American Indians for centuries, wild rice is an aquatic grass seed rapidly gaining in popularity as a superfood. Wild rice has less calories, less fat, and less carbohydrates than either brown or white rice. It is also a complete protein source with all nine essential amino acids. Additionally, it contains more fiber, potassium, and zinc than white or brown rice. It is naturally gluten-free, easily digested, helps boost heart and bone health, and increases energy. canoewildrice.com



Agri-Dairy Products Inc

Purchase, New York

Agri-Dairy began selling dairy products to local food manufacturers in 1985 in the New York tri-state area. Customers came to us for competitive prices and found considerable value in the outstanding service and reliability that each and every one of them received. Soon our customers began recommending us to others and Agri-Dairy began distributing far beyond the local area. Today Agri-Dairy has grown to be one of the largest suppliers of dairy products in the U.S., exporting several dairy ingredients to more than 25 countries.

As we go forward Agri-Dairy International is leading the way into markets abroad offering the same competitive advantages and service that is afforded to our domestic customers. Together, both our business partners and we have enjoyed a relationship of growth and prosperity. To whatever scale we may grow or to whatever successes we may obtain we shall always be committed to the simple ethics for which we were founded upon back in 1985: competitive pricing, outstanding service, and the reliability to be there for all of our customers' needs.

Products: Milk Powders, Whey Powders, Whey Protein Concentrates and Isolates, Lactose, butter and other dairy ingredients. agridairy.com



Bagelista LLC

New York, New York

Bring home the Bagel Shop with Bagelista Take & Bake Bagels. Our bagels are handmade by artisan bakers, kettle boiled in New York water and immediately frozen to guarantee ultimate freshness. The consumer finishes baking in their oven, toaster, or air fryer in just a few minutes for a freshly baked bagel. The half-baked format allows for a more engaging and rewarding breakfast experience. This clean ingredient New York delicacy comes in four flavors: Plain, Everything, Cinnamon Raisin, and Sesame. bagelista.com



kin+kind

New York, New York

Hi, we're kin+kind! We love making natural and affordable pet care that's not just good for animals, but also the world we share with them. That's why we're on a mission to clean up pet products. We know that natural works better. But that's not enough. Truly clean pet care needs to be responsibly sourced, organically grown, ethically crafted, and made to protect our pets and planet. Our fully transparent process lets our consumer feel confident in every aspect of our products. Our team of clever humans include veterinary, formulation, and plant experts who create advanced plant technologies from the ground up. We use ingredients that are USDA organic, free from GMOs and harmful chemicals, and mixed by hand here in the USA by a team paid a responsible, living wage. kin-kind.com



Current Naturals

Republic, Missouri

Your trusted source for premium health and wellness solutions. Founded with a passion for holistic well-being, we specialize in curating a diverse range of medicinal mushrooms and adaptogenic products that empower you to achieve optimal vitality.

At Current Naturals we believe in the ancient wisdom of nature and its ability to restore balance to our modern lives. Our carefully crafted collection features ethically sourced, high-quality medicinal mushrooms renowned for their immune-boosting, cognitive-enhancing, and stress-reducing properties. Our adaptogen offerings are thoughtfully selected to support your body's resilience against the demands of daily life.

Our unwavering commitment to quality ensures that every product we offer is a testament to our dedication to your well-being. Whether you're seeking to fortify your immune system, enhance mental clarity, or simply revitalize your overall well-being, we are here to accompany you on your wellness journey. currentnaturals.com

For more information about these or other Featured Products please email: FoodLink@foodexport.org.



OMG! Pretzels

Plymouth Meeting, Pennsylvania

OMG! Pretzels has expanded our line of gourmet seasoned sourdough pretzel nuggets with a brand-new flavor – Buffalo, as well as gorgeous new packaging. The enhanced culinary-inspired seasoning blends will make 7 of 9 varieties non-GMO, including fan-favorite Cheddar Jalapeno which is now all-natural and features a more layered and intense flavor than before. The entire product line is now kosher-certified and vegan or vegetarian, for an elevated taste and crunch. As always, the crunchy pretzel nuggets are the perfect standalone snack, an elegant enhancement for entertaining, and a delicious addition to favorite recipes. It's the premium quality, careful crafting and unforgettable taste that make OMG! Pretzels the obvious choice for customers in search of a superior snack. Proudly made in the U.S. and women- and family-owned, OMG! Pretzels will make you a believer in love at first bite!

omgpretzels.com/wholesale



Elmhurst Milked LLC

Elma, New York

When the original Elmhurst Dairy closed its doors in New York City in 2016, owner Henry Schwartz moved his father's company to Buffalo, NY and reimagined it to embrace the future of milk: plant-based dairy.

Using their unique process developed by food technologist Dr. Cheryl Mitchell, Elmhurst 1925 uses more of the source grain, nut, or seed – up to 4X more than other plant milks. The finished product offers superior nutrition and flavor with fewer ingredients. No gums, no fillers. And that means you get real flavor and more nutrition. Plant-milks the way they should be. elmhurst1925.com



Bright Planet Pet LLC

Bloomington, Minnesota

Bright Planet Pet plant-based dog treats taste and smell like real meat. The sustainability-focused company is woman-owned and made in the U.S. You can purchase training treats, regular treats, and biscuits at over 4,000 retail stores across North America. brightplanetpet.com



Ackroyd's Scottish Bakery, LLC

Redford, Michigan

Ackroyd's Scottish Bakery is a third-generation, woman-owned specialty manufacturer of shortbread, scones, traditional savory pies, and sausages. We have been creating food and supporting family traditions for nearly 75 years in metro-Detroit (Michigan) and are the oldest Scottish bakery in the U.S.

Ackroyd's evolved from a small corner bakery to a complete e-commerce retailer and wholesaler (B2B and B2C). All our products are manufactured in-house, with quality ingredients and superior taste remaining our top priority.

Shortbread is one of the world's most beloved cookies. Ours is made from scratch with a whopping 33% butter content, following a treasured family recipe. Original Scottish Shortbread and Chocolate Chip Shortbread are the best-sellers, and our seasonal offerings lend to unique and exciting new ways for consumers to experience shortbread, whether is for the first or 100th time! ackroydsbakery.com



Liberty Gold Fruit Co. LP

New Richmond, Wisconsin

The LIGO name stands for quality, integrity, reliability, and service. Consumer loyalty gives testimony to the high standards by which LIGO brand products are produced. Over the years, the LIGO brand has earned a worldwide reputation for excellence in service as well as in the high quality of our products. Hands-on personal attention to details from the field to the store shelf, plus the strength of generations of industry experience, makes the difference.

From golden corn and sweet pineapple to plump raisins, rich peanut butter and crunchy potato chips, the LIGO family of products includes hundreds of items. Each is attractively packaged to build excellent brand identity. Many products are available with tailored packaging in sizes for specific markets or labeling in multiple languages to meet foreign import regulations.

The extensive LIGO product line offers retail grocery customers tremendous convenience and the confidence of working with a single reliable supplier. Liberty Gold can be relied upon to keep products current and competitive – harvesting the best of nature's worldwide production to maintain quality, inventory, and pricing.

Liberty Gold provides a diversity of products and superior service to our customers to keep them competitive. We can deliver mixed loads, at the lowest possible cost, while maintaining the best quality available in the world market. libertygold.com



Prevail Jerky

Chicago, Illinois

Prevail Jerky introduces our new package line up of our 100% Grass-fed & Grass-finished Beef Jerky, plus our free-range Turkey Jerky. All flavors are Top 8 Allergen free, Paleo, & Gluten-free certified. Plus, we are Woman Owned & Plastic Neutral Certified as well. We offer unique flavors and a tender texture your customers will love. Our motto is, Never settle. Always PREVAIL. prevailjerky.com

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Omaha Protein Popcorn

Omaha, Nebraska

Omaha Protein Popcorn Co. based out of Omaha Nebraska, is a family owned and operated company that started in the founders Tim and Brittney Rexius' kitchen as a way to get everyone in their family, from their small children to the grandparents, to eat more protein and what better way than a timeless snack like savory cheddars or candy-coated popcorn. Not only do they only use the highest grade of protein available, Whey Isolate in all 6 of their delicious flavors, but they are all non-GMO and gluten free with no high fructose corn syrup or added glucose sugars so it truly is the greatest tasting protein popcorn that is so good you wouldn't know it was healthy unless they told you! oppopcorn.com



Fulfill Food & Beverages

Saint Louis, Missouri

Karviva, formally Karuna, is an award-winning innovator in making organic, great tasting juices and smoothies with natural ingredients offering health benefits backed by science. Formulated from the belief that Food is Better Medicine™, Karviva's beverages offer benefits ranging from restoration of digestive and immune health to delivering clean protein and providing sustained energy. The founder's strong passion for natural healing is rooted in a life-long belief in herbal science and profound experience in medical research. Her inspiring story won the 2021 Mid-America Emmy Award.

The company's innovative production facility in the Midwest is home to an on-site hydroponic farm for fresh bean sprouts, as well as juicing, cooking and bottling equipment specifically designed to reduce waste and seal peak freshness in every bottle. Our mission is to create tasty and functional natural beverages by incorporating some of the healthiest superfoods. Our mindful production process is designed based on our belief that the less waste produced, the more nutrients Karviva can deliver to the consumer, and the lower our carbon footprint.

karviva.com



B'cuz Snacks

Lakewood, New Jersey

b'cuz, that's our answer to, "what can I snack on?" b'cuz granola bites are the go-to grab n' go snack that loves you back. They're good for you and taste good too!

This Women-owned company produces gluten-free, dairy-free, plant-based, clean ingredient granola bites that are healthy, delicious, and ready to munch when you are. B'cuz granola snack packs have the flavor your taste buds crave with the nutrients your body needs to keep you going. Grab some B'cuz snacks for you and your family to start snackin' and smiling! Flavors include Strawberry-Mallow, S'mores, Cherry-Pistachio, Maple Pecan, and Oats n' Peanut. bcuzsnacks.com



Rip Van

New York, New York

Rip Van was started in a dorm room by friends Marco and Rip who believed delicious food didn't have to be unhealthy. Our founders decided to create a healthier version of Rip's favorite childhood treat, the Dutch Stroopwafel. Rip Van is a minority-certified business with a simple mission – to improve people's lives by inventing better convenient foods because we believe that you shouldn't have to choose between healthy snacks and tasty snacks – you can have both! Our low sugar wafels are one of the most delicious, sweet snacks you can have, with just 3g of sugar per serving and 6g of fiber. Enjoy them straight out of the packet or try them the traditional way by placing them on top of a cup of steaming coffee for an extra melty, chewy bite! Sleek, pocket-sized, single serve packaging for easy portability throughout the day. With only 120 calories per wafel, Rip Van Wafels allow you to indulge nutritiously.

All-natural | Non-GMO | Low sugar ripvan.com

For more information about these or other Featured Products please email: FoodLink@foodexport.org.



Phusis Bio

Minneapolis, Minnesota

Phusis Bio has developed a revolutionary clean-label preservative called Nature Preserve™ that provides 3-4X longer shelf life compared to any other natural preservative. It is highly effective in baked goods, as well as regular and plant-based dairy products, beverages, prepared foods (including spreads and sauces), plant-based meats and personal care products. Because it is a nature-derived fermented product, it can be listed as cultured dextrose or sugar on the ingredient deck. It comes in a powder form and dissolves easily in water to mix into your product formulations.

Allergen free | Vegan | Kosher | Halal | Non-GMO | Organic phusisbio.com



CJ Stengel Inc. dba Stengel Oils

Milbank, South Dakota

Omega-3 fatty acids are the hot, new health food terminology grabbing people's attention today. Cal's Flax Oil, manufactured by Stengel Oils, is a number one source of these Omega-3s. The medical/consumer consensus today is that a human body is poor in Omega-3s and should be increased versus increasing Omega-6 fatty acids.

Why Cal's Flax Oil's? Omega-3 is a type of polyunsaturated fat, a good fat, responsible for basic cellular health in all body tissues. The human body doesn't produce essential fatty acids (EFAs) necessary for healthy nutrition and diet. Omega-3 fats MUST be added through a person's diet. Cal's Flax Oil, taken with food, is an excellent source of Omega-3s and can actually increase the nutritional value of foods by becoming incorporated into the cell membranes.

Impact of Cal's Flax Oil? Benefits include improving conditions such as rheumatoid arthritis, high cholesterol, high blood pressure, heart disease, some cancers and more. stengeloils.com



Z&M Twisted Vines Wines and Winery

Lawrence, Kansas

Owners Bryan Zesiger & Gina Montalbano make wine with a twist. Bryan's military background pairs nicely with Gina's Italian heritage. Z&M uses traditional wine production methods to make wine that's fun, accessible, and most importantly, delicious. From their sweet Blackhawk Blackberry wine to their Hellfire Jalapeño wine, all the way to their farm-to-table fruit wines like Cherry Jumper and Watermelon are intriguing for the palate. Z&M specialty wines draw from the best of Old-World winemaking to provide something new and exciting. U.S. Veteran Owned and Operated. zmtwistedwines.com



Shrewd Food

Hauppauge, New York

The founders of Shrewd Food Snacks got together six years ago because they were looking for alternative healthy, satisfying snacks for their families. They put their heads and talents together to create snacks that were healthy, tasty, crunchy, non-GMO, gluten free, high protein but at the same time low carb and low calorie. Baked Cheddar and Brick Oven Pizza Protein Puffs were developed and quickly distributed to Amazon.com, grocery and convenience stores throughout the U.S. They had created the perfect, light, pop-in-your mouth, round, crunchy protein puff seasoned to perfection with fresh ingredients like tomatoes, garlic, and cheese. When their snacks were praised on social media as perfect for keto diets, they knew they were on to something big! Shortly after, more scrumptious flavors like Sour Cream & Onion, Buffalo Ranch and Caramel Apple Pie flavored Puffs were added to the line-up. Now the Shrewd Food family also includes Protein Croutons, Protein Cookies, Keto Dippers and Keto Krac Bars. Shrewd Food is sold in 18 countries throughout the world but calls New York home. shrewdfood.com

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