

# U.S. FOODLINK

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

Vol. 19 No. 6



## Health and Sustainability ARE PRIME 2024 TREND DRIVERS

Health and sustainability will be top-of-mind in 2024 as consumers look for the foods that will get them through the day. While interest in health has fallen from the peak it reached during the COVID-19 pandemic it still has a major influence on extra ingredients and add-ins, and evolving views on sustainability are opening paths for new approaches to sourcing ingredients that are tasty while remaining good for the environment.

One steadily growing area that sits at the intersection of health and sustainability is cultivated meat, which is expected to continue growing in 2024 as technology helps the industry deal with potential scaling challenges. Governments around the world are approving more products for sale, such as the U.S. approving products from Singapore-based companies Upside Foods and Good Meat; further progress is expected to continue into the coming year.

A new development in the cultivated food space is hybrid products, which blend plant-based and cultivated meats together. They reportedly have a richer taste than plant-based meats alone while being easier to scale than purely cultivated meats, which could lead to commercial launches next year, according to GourmetPro.

Sustainably minded shoppers are also on the lookout for products that “upcycle” ingredients that would otherwise become waste. More companies are looking to repurpose by-products and/or discarded ingredients to produce new snacks and goods, which is expected to fuel the young upcycled food market with 5% annual growth in 2024 and beyond.

*(Continued on page 2)*



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This trend ties into the idea of regenerative food, which looks at not just what happens to food after it is produced but how the ingredients were grown in the first place. The aim of regenerative food is to promote biodiversity to help regenerate soil and create a healthier environment.

Notably, regenerative food is competing with the organic industry, according to KTCHN Rebel. While organic foods are focused on minimizing pesticides and other chemicals used in food production, regenerative foods focus on ensuring varied crops grown in latitudes where they are naturally found. Organic in general is lagging place-of-origin when it comes to attributes consumers value, as local foods from nearby farmers are increasingly seen as being better for the environment while also supporting local businesses.

Interest in sustainability is also leading to some unusual ingredients becoming more popular in the coming year. Mushrooms of all kinds are expected to appear in foods and beverages in 2024, particularly for products aimed at younger consumers. They are already common ingredients in plant-based meat alternatives due to high protein content and a naturally “meaty” texture that makes them an excellent substitute for producers trying to replicate the taste and feel of the real thing.



**While health and the environment are common trend drivers for innovation, the economy and social media are expected to be responsible for even greater interest in some already common ingredients.**

Mushrooms are also appearing in a greater number of beverages due to certain mushrooms’ health benefits, and coffee in particular has experienced the growth of mushrooms as an ingredient. Certain kinds of ground fungus can add antioxidants without altering flavor, making them a natural fit. Other products where mushrooms are on the rise as an ingredient include pizza crust and beer, and specialty mushrooms beyond the usual buttons and portobellos are gaining popularity as fresh produce options at supermarkets.

Demand for health choices is fueling developments in alternative sweeteners as well. Sugar substitutes like stevia and monk fruit have been steadily gaining popularity for some time, with major manufacturers using them in some products while new sweeteners are continuing to emerge.

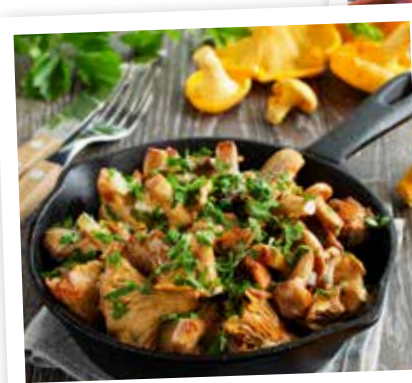


Another up-and-coming sweetener is allulose. This ingredient has a similar chemical structure to regular sugar but contains almost no calories. It is about 70% as sweet as sugar and can be found naturally in certain fruits, such as figs and raisins, which makes it an ideal substitute. It is more expensive to produce than traditional sugar, however, and consuming large amounts can lead to gastrointestinal discomfort, according to Cleveland Clinic.

While health and the environment are common trend drivers for innovation, the economy and social media are expected to be responsible for even greater interest in some already common ingredients. Asda expects staple vegetables to become somewhat trendy as influencers push foods made with them as a means of eating well while cutting costs.

One example is the humble potato, which saw a 12% surge in sales at Asda during 2023 due to the popularity of #Potato on TikTok, which garnered over 10 billion views for content that inspired consumers with interesting new uses. Both grocers and manufacturers need to keep an eye on these channels to stay ahead of potential trends like these, which offer a chance to meet shoppers’ demands with ingredients that are readily available.

Additionally, advances in technology mean that consumers are being more targeted in what they consume to meet their health needs. Bloomberg expects the precision nutrition market, which offers dietary recommendations and products tailored to individuals, to reach \$37 billion by 2030. While this trend is currently limited to simple products like gummies, manufacturers should also keep an eye on the technology as it opens the door for a greater array of personalized snacks and meals.



# Price and ESG Compete to Drive Shoppers' Spending Habits



The economy and ESG (environmental, social and governance) are the top two forces shaping what shoppers are looking for on the shelf. The modern consumer is aiming to balance what they pay for meals against those products' environmental and social impacts, and as a result many shoppers are looking for products that deliver on price while taking ethics into consideration.

While the rate of inflation is slowing down, the impact of higher prices is still being felt at supermarkets. Three-quarters of consumers are comparing online and in-store prices, according to research by Oracle. Additionally, many shoppers are on the lookout for the best promotions and are willing to switch retailers or brands if they think they can find a better deal.

This behavior is also creating opportunities for brands in certain areas. High meat prices have led to more than half of consumers saying they are thinking about trying plant-based alternatives, according to The Harris Poll. The search for better prices is also making private-label alternatives to national brands more attractive, which has led to demand for a wider variety of private label products from retailers.

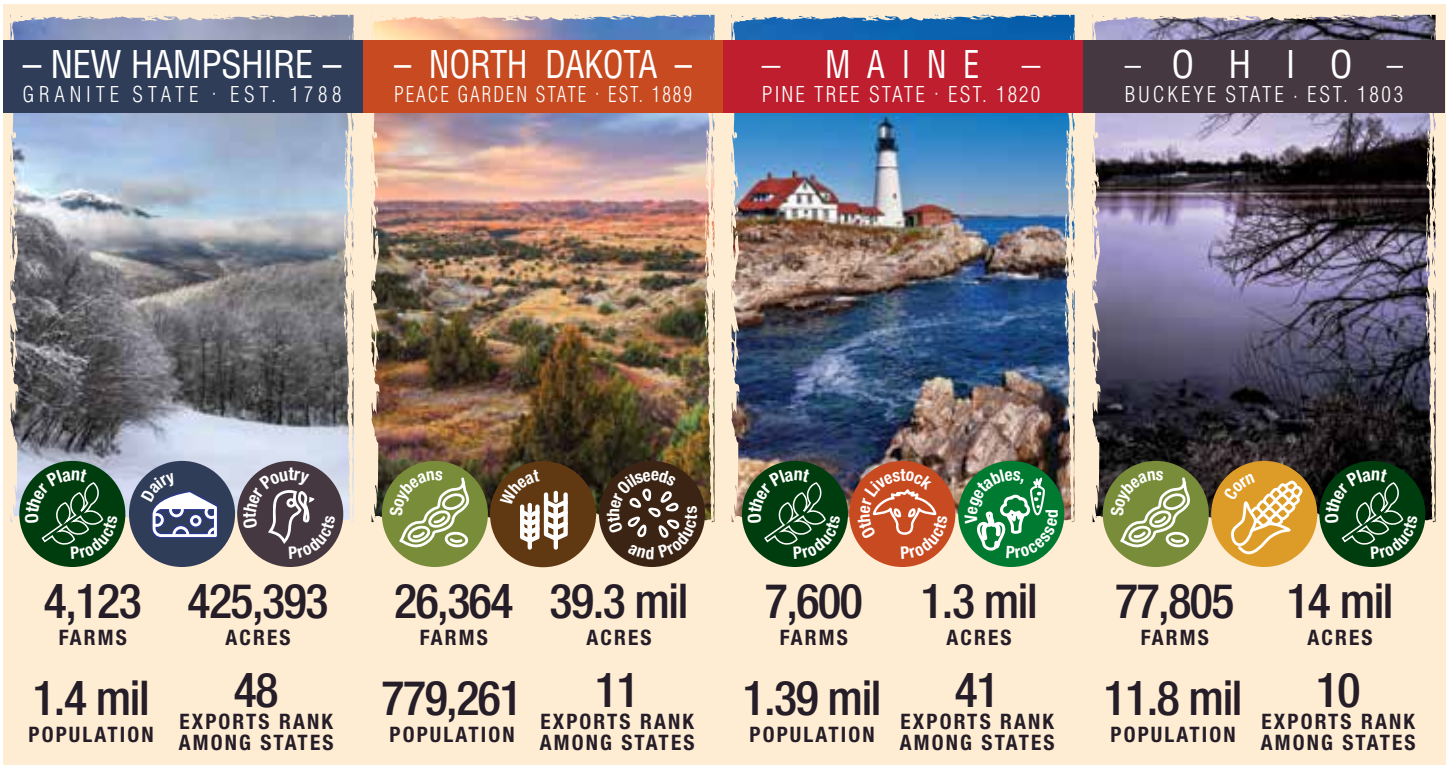


While price is top of mind, shoppers are also thinking about the environment and the role their food purchases play in preserving it. More than a quarter (27%) of shoppers are reducing their meat consumption, and another 17% are purchasing fewer dairy products, according to data from Intel.

In response, 71% of grocers listed sustainability as one of their key priorities in a survey by Grocery Doppio. Among these respondents, 43% have a senior executive leading the effort, which is a sign that these companies are taking the trend very seriously. Grocery Doppio also found that 61% of consumers are aware of the sustainability efforts being made by their preferred grocers, while 37% said they'd be willing to pay a premium of up to 17% for sustainable options.

Striking a balance between price and ESG has led to an increase in mission-driven shopping, in which consumers take a strategic approach to each grocery visit. Foot traffic data from Placer.ai found that median visit durations across grocery chains rose in the early summer, which suggests that people are making fewer trips but spending more time in-store to ensure they make the right purchase.

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



# news briefs

**The global sugar shortage is about to ease thanks to a corn supply boom.** Corn output from Brazil is surging, making it more profitable to use the grain to produce ethanol. As a result, mills that crush costlier cane are looking to produce more sugar and less biofuel, reported *Bloomberg*.

**The World Health Organization has classified the sweetener aspartame as a possible carcinogen.** However, consumers seem unfazed. Since WHO's aspartame announcement in July, consumers' purchase intent for diet soda has actually grown 2%, according to insights platform *HundredX*.

**Chefs are turning to fungi to plot the future of plant-based menus.** Mushrooms are known to add meatiness to meatless cooking, but now the rest of the fungi kingdom is getting a shot in foodservice kitchens, reported *Restaurant Business*.

**Pasta is no longer the inexpensive choice it once was.** Prices for noodles are up 8% in the U.S. and 12% in Europe.

**World food prices fell to a new two-year low in August despite price increases for rice and sugar.** The UN Food and Agriculture Organization noted that the drop reflected lowered prices for dairy products, vegetable oils, meat, and cereals, reported *Reuters*.

found that 84% of consumers threw out food if the date had come to pass, while 54% thought food was unsafe if consumed afterward (which is also untrue), reported *The Wall Street Journal*.

**Vertical farming holds big promise but is struggling to reach profitability.** Like many other cleantech ventures, vertical farms are limited by the need for large initial investments in equipment and high energy costs that make only certain crops financially viable, reported *Bloomberg*.

**SpartanNash is investing in more AI tools to help predict shopper demand.** The move is also part of a plan to reduce food waste and streamline operations after recently announcing partnerships with app-based marketplace Flashfood and Upshop to optimize inventories, reported *Progressive Grocer*.

**Plant-based shoppers are also seeking non-GMO foods.** A study from the Non-GMO Project found 55% of North American shoppers believed plant-based foods are better for the planet, while 50% believed GMO farming had a negative environmental impact, reported *Vegconomist*.

**Food inflation is still high around the world.** According to the World Bank, domestic food price inflation remains high, with people in Venezuela, Lebanon, Argentina, Turkey, and Zimbabwe particularly hard hit, reported *Bloomberg*.

**The expiration date is past its prime.** Massive amounts of food waste are created by consumers who won't touch anything past its 'best by' date. Save for infant formula, 'best by' dates aren't mandated by the federal government and a 2019 study



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## Farm Season Medley Trail Mix Snacks

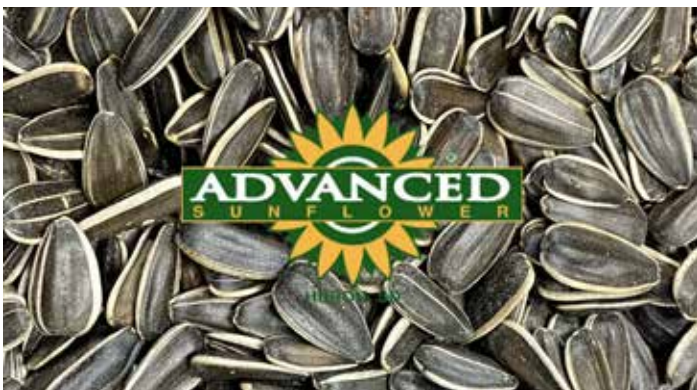
*Piscataway, New Jersey*

Discover Farm Seasons Medley Trail Mix – the perfect blend for active adults who prioritize health and wellness. Our premium snack is a celebration of natural goodness, tailored to those who value a balanced and active lifestyle.

Crafted with care, our trail mix is a harmonious fusion of wholesome ingredients. Nutrient-rich dried fruits, protein-packed nuts, and indulgent dark chocolate create an irresistible medley that keeps you energized and satisfied. It's the snack that fuels your every adventure.

But that's not all – Farm Seasons is now seeking international distribution partners to share this wholesome delight with the world. Join us in bringing the Farm Seasons Medley Trail Mix to global markets and help people everywhere lead healthier lives with a delicious twist. Together, we can make health and well-being a global priority, one delectable bite at a time.

Non-GMO | Gluten Free | Plant Based | Vegan | [farmseasonmedley.com](http://farmseasonmedley.com)



## Advanced Sunflower LLC

*Huron, South Dakota*

We are a value-added processing company that specializes in marketing edible and bird food sunflower products produced in South Dakota. Our edible product lines include large inshell confection seeds and dehulled (kernel) sunflowers. We also specialize in the production of sunflower chips and pieces, as well as inshell sunflowers for bird food consumption. [advancedsunflower.com](http://advancedsunflower.com)

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



## US Wine Exports Company Ltd.

*Ravenna, Ohio*

US Wine Company is a Sonoma, California-based wine producer. Our Edgewood Valley portfolio of wines have gained recognition for their balance, depth of flavor, and outstanding value. These wines would be a valuable addition to your portfolio, appealing to customers interested in cost-effective wines with unique regional characteristics. US Wine Company also has the ability to private label and customize the wines, wine blends and packaging to meet your customer's needs. By eliminating intermediaries, we are not only able to offer you competitive pricing but also provide more personalized service. Our pricing ensures a competitive margin for our wholesale partners. [edgewoodvalley.com/ourwines](http://edgewoodvalley.com/ourwines)



## Graminex LLC

*Deshler, Ohio*

Graminex® sits on 6,500 acres of family-owned farmland in the heartland of Ohio since 1997. From these rich soils, Graminex® harvests its raw materials to produce the finest solvent-free Flower Pollen Extract™. With deep roots in farming and nutrition, Graminex® has perfected the extraction of natural nutrients from one of nature's unique forms of life: the pollen grain. Our bulk raw material product line includes clinically supported Graminex® G63® for men's health, RCT Fem™ Meno for women's menopause support, and RCT Fem™ UI for women's urinary incontinence. We offer a variety of products and services including bulk powder manufacturing, tablets, capsules, finished products and custom formulations. Graminex exports to over 45 countries in the human and companion animal health markets.

GMP Certified | Non-GMO | Non-Allergenic | Kosher | Halal | Vegan | Gluten Free | Solvent-Free | Made in USA | [graminex.com](http://graminex.com)



## Eastern Fisheries, Inc.

*New Bedford, Massachusetts*

Eastern Fisheries, Inc., founded in 1978, is a vertically integrated, family-operated, global seafood supplier and the world's largest scallop supplier. Our fleet of scallop vessels, the industry's largest, provides our customers with a consistent supply of direct-from-the-source scallops. Our global operations and strategic partnerships with the world's richest supply sources allow us to provide a consistent supply of quality seafood to the global marketplace at the very best market price. Fully automated, state of the art production capabilities in the U.S. and China coupled with market insights stemming from 40+ years of industry experience, give our customers the advantage of a hassle-free seafood program.

Eastern Fisheries offers wild-caught and farm-raised scallops in a variety of sizes and options, wild caught Alaskan Flounder and Pollock, Pacific Cod and North Atlantic Haddock and Ocean Perch. Available in food service bulk or private label packaging. [easternfisheries.com](http://easternfisheries.com)



## Big Fork Brands

*Chicago, Illinois*

Our motto: Corrupting Bland Food the Chicago Way – explains Big Fork's line of Chicago-centric sauces. Chicago Sauce perfectly combines 4 condiments (pickles, mustard, sweet relish, & sport peppers), 2 freshly chopped vegetables (onions and tomatoes), and a seasoning (celery salt) to deliver the quintessential flavor of a Chicago hot dog in one flavorful (vegan) sauce, reducing the clutter in your fridge and quickly and easily turning your ordinary meal into the extraordinary. The Original Chicago Sauce unites the 7 toppings of a classic Chicago hot dog; Chicago Fire Sauce is the first hot sauce ever featuring the sport pepper; Chicago Fry Sauce is a zesty special sauce; Gangster Sauce is possibly the most flavorful aioli ever created and includes giardiniera, mayo and truffle oil. [bigforkbrands.com](http://bigforkbrands.com)



## Federated Group, Inc.

*Arlington Heights, Illinois*

We love our pets! If you are a pet owner, your pet is part of your family. Praise Complete was developed as a trusted brand of dog and cat food to offer value to pet owners. Our pet food is made with high-quality protein, fortified with minerals, and has no artificial preservatives, offering your pet complete and balanced nutrition. Does your dog want a treat? Praise Complete flavor strips and biscuits are the meaty taste dogs love! And don't forget, Praise Complete won't hurt your wallet! Doesn't your friend deserve the best? Best friends deserve Praise! [praisecomplete.com](http://praisecomplete.com)



## Hollander Chocolate Co.

*Port Washington, Wisconsin*

Hollander Chocolate is the fastest-growing full-line chocolate sauce and powder company in the U.S. and the preferred brand for premier specialty coffee and retail companies. Authenticity can't be imitated, so Hollander makes premium sauces and powders with the best chocolatier-grade cocoas, American-grown sugar, and honest ingredients.

Hollander is also intentional in sourcing practices, partnering with the Rainforest Alliance to certify all cocoa ingredients and exclusively sourcing American sugar, sea salt, and dairy from the best producers in the U.S., pairing nicely with both the flavors and story behind your mocha, hot cocoa, or dessert.

As a result of collaborative teamwork and commitment to genuinely quality products, Hollander has seen tremendous growth in both the U.S. and internationally and will be opening their new Global Headquarters in Port Washington, Wisconsin.

Products: Chocolate, White Chocolate, Caramel, and Pumpkin Sauces. Hot Fudge. Chocolate Powders, Hot Cocoa Powder, White Chocolate Powder, and Gourmet Frappe powder mixes. [hollanderchocolate.com](http://hollanderchocolate.com)



## Black Swan Inc.

Dundee, Illinois

Black Swan Gourmet BBQ Sauces are the highest quality available. Black Swan has a three-year shelf life with no preservatives! Our label art is superb and very attractive. We offer our export clients expertise and attention to detail for their unique markets.

Max Good, owner of Black Swan, knows BBQ! Besides creating high-quality sauces, he is Director of Equipment Reviews for AmazingRibs.com, by far the most popular BBQ website in the world. Good always has a dozen various grills and smokers on his deck for testing and has reviewed and rated over 600 models which are available online in searchable form. He is widely considered the world's leading authority on BBQ Equipment.

Black Swan has exported to Brazil, Belgium, Canada, Costa Rica, Indonesia and Russia.

All-Natural | GMO Free | Gluten Free | [blackswancompany.com/](http://blackswancompany.com/)



## UFisheries

Minneapolis, Minnesota

UFisheries is an award-winning jerky made with wild-caught Alaskan salmon. We use authentic muscle fish, not grounded like our competitors. Wrapped in beautiful Peranakan ethnic-inspired packaging, our jerky comes in single-size portions and three flavors – Wildflower Honey, Jamaican Jerk, and Cranberry Maple Syrup. They are amazing with white wine or beer, over eggs instead of bacon, or on a charcuterie board. We appeal to the female consumer who is often overlooked in the macho jerky world. But here's what makes us truly unique – our salmon jerky is fantastic as a cooking ingredient. Consumers can, as my grandmother in Singapore did, use the dried fish in a stir-fry or in a broth for a delicious umami flavor. Our products fit in two grocery areas: the high-protein snacks aisle and the ethnic Asian cooking ingredients aisle. We also see our salmon jerky in a population-focused specialty store. The oceans and rivers are one of the most regenerative food systems in the world, yet seafood is not a significant source of protein for many people. Join us to champion for a greener and more connected world! [ufisheries.com](http://ufisheries.com)



## Nutra Source Trading Co. LLC

Powell, Ohio

Nutra Source Trading Co. is an exporter of natural, organic food products. Established in 2008, the company which is based in Columbus, Ohio represents only products that promote good health and sustenance of the environment because they are produced from environmentally low-impact agricultural systems. Nutra Source Trading is pleased to offer the fruit pie filling (cherry, apple, and blueberry) from the State of Michigan under the MICHIGAN MADE private label.

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



## Spritzal Cookie Company, LLC

Rockland, Massachusetts

Formally established in 2014, Spritzal Cookie Company is a mother/daughter baking company, located in Rockland, Massachusetts 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)



## Bonne et Filou

*Brooklyn, New York*

Bonne et Filou is a distinctive French-inspired lifestyle brand for those who live for luxury and love to indulge their dogs in style. We believe every day should be extraordinary for you and your pet(s), thanks to a full range of locally sourced, tasteful products. Everything started with our flagship product, our unique innovative French dog macarons (dog treats), all-natural and handmade from the highest quality and human-grade ingredients. Since then, we introduced multiple new products, such as various dog treats, themed boxes, gifts, advent calendars, toys, accessories, clothing, etc.

Bonne et Filou is the answer to pet industry premiumization needs and the lack of French players in the industry. The brand received industry awards including for the most unique & innovative product by Pet Business as well as "Luxury Lifestyle" brand by WPA at Superzoo 2021. Bonne et Filou has been seen on dozens of media: Oprah's Favorites for best dog treats, *Marie Claire* magazine ranked us as #1 dog product & gift and *Cosmopolitan*, *Vogue*, *People*, among others. [bonneetfilou.com](http://bonneetfilou.com)



## Ecuadorian Rainforest, LLC

*Clifton, New Jersey*

Established in 1997, Ecuadorian Rainforest LLC (ER) emerged as a pioneering supplier of premium, all-natural ingredients. Two and a half decades of unwavering commitment to quality and sustainability have solidified ER's position as a trusted and dependable source for a wide spectrum of nutraceutical ingredients.

ER's journey has been marked by a relentless pursuit of excellence, making it a leader in the industry. Leveraging a profound understanding of diverse natural elements, ER possesses the expertise to transform your product concept into a tangible reality. Discover a vast selection of botanical fruit, herb, sea, spice, and vegetable powders and powdered extracts. [IntoTheRainforest.com](http://IntoTheRainforest.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 in Willmar, Minnesota. 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 achieve an economical delivered cost. [gurleysfoods.com](http://gurleysfoods.com)



## Kala Health Enrichment Inc.

*Meriden, Connecticut*

Kala Health Inc. is proud to present PeakTails®, a rapidly growing range of nutritional supplements designed by Dr. James St. Clair, a practicing veterinarian and expert in proactive wellness. We recognize that pet owners are increasingly adopting a proactive approach to pet health and seeking natural solutions. Whether it's supporting their senior dog's joints or enhancing their cat's overall well-being, we believe it all starts with providing additional nutrients that may not be present in their regular diet. PeakTails® offers the highest quality raw ingredients, backed by scientific research and packaged in delectable chewables that pets adore. For over 25 years, Kala Health's brands have been improving and expanding the lives of both humans and their pets. All Kala Health products carry the NASC Quality Seal and are always manufactured in the U.S. [kalahealth.com](http://kalahealth.com)





## BNutty Gourmet Peanut Butter

Portage, Indiana

Founded by two spunky soccer moms who were tired of watching their kids eat 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 Minority-Owned 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)



## Fry Krisp Food Products Inc.

Jackson, Michigan

Fry Krisp Food Products has seasonings to elevate your culinary experience with a burst of flavor that tantalizes the taste buds. For those seeking a zesty kick, Lemon Pepper and Lime Pepper offer a citrusy symphony, enhancing dishes with a refreshing and tangy twist. Vinegar Salt delivers a punch of acidity, awakening the palate with its bold and briny essence. Perfect for wing enthusiasts, the Wing Seasoning boasts a harmonious blend of spices that transforms ordinary wings into extraordinary bites of savory goodness. Dive into the rich, smoky allure of the Smoked BBQ Rub, a delectable blend that imparts an authentic barbecue flavor to meats and more. Lastly, the Ranch Seasoning adds a creamy, herb-infused touch to your favorite snacks. Unleash a world of taste with Fry Krisp Seasonings, where every sprinkle promises a culinary adventure. [FryKrisp.com](http://FryKrisp.com)

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



## 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](http://zmtwistedwines.com)



## Klein's Kosher Ice Cream

Brooklyn, New York

Klein's non-dairy ice cream tubs stand out as the ultimate indulgence for those seeking a guilt-free, dairy-free frozen treat. Crafted with unwavering commitment to flavor and quality, these tubs are celebrated for their rich and creamy texture, rivaling traditional dairy ice creams. What sets Klein's apart is its meticulous selection of premium, plant-based ingredients, ensuring a luscious taste that doesn't compromise on dietary preferences. Enjoy Klein's non-dairy ice cream in nine delicious flavors: Neapolitan, Vanilla, Vanilla Chocolate, Vanilla Fudge, Cookies 'n Cream, Coffee Royal, Mint Chip, Caramel Fudge, and Cookie Dough. Additionally, Klein's offers a full selection of kosher ice cream, ices, and sorbet, available in a variety of options, including dairy, non-dairy/vegan, sugar-free, all-natural, no sugar added, nut-free, reduced fat, and gluten-free. Whatever your dietary requirements, at Klein's, we're passionate about treating everyone the same. [koshericecream.com](http://koshericecream.com)



## The Mushroom Angel Co., LLC

*Detroit, Michigan*

Based in Detroit, Michigan, The Mushroom Angel Company is a consumer-packaged goods company specializing in producing whole foods made from mushrooms. We're solving the fight between whole foods and processed foods with mushrooms. Our two products, Cruz Burgers, and Cruz Chop, cut and bite like meat but taste like veggies. They have a wide range in cook from rare to well-done. They are pre-seasoned and juicy with a 10-minute cook time. [themushroomangel.com](http://themushroomangel.com)



## Fat Boy Natural BBQ

*Lincoln, Nebraska*

Fat Boy Natural BBQ is a line of products created to enhance every meal and barbecuing experience. Born from competitive grilling and incorporated in 2002, Fat Boy BBQ was created to market rubs used in competition. The skills mastered in these competitions and the knowledge obtained from other barbeque experts led to the development of our all-natural barbeque products. We started by developing a rub suited to our competitive grilling operation. As more and more people became acquainted with our grilled and smoked meats, the request to purchase the rub became more frequent, and the company was formed to market it.

Over time this one rub evolved into our current line of fifteen rubs, several of which have won national awards. Each is distinctive in taste, heat level, and texture. Our rubs seal the meat surface to offer a juicy and flavorful meat product.

Fueled by the popularity of our rubs, the company expanded to include a new concept in barbecue sauces. Unlike some sauces on the market, our variety of nine Kansas City, Southern, and Southwest-style sauces are thick with seasonings and a fullness of flavor that delights the taste buds. The line also includes an apple cider honey mustard sauce. [bestnaturalbbq.com](http://bestnaturalbbq.com)



## Nettle Meadow

*Warrensburg, New York*

Nettle Meadow is a farm animal sanctuary, dairy and cheesemaking company in the Southern Adirondacks. The farm is home base to more than one hundred retired goats, sheep and rescued farm animals. Nettle Meadow's mission is to make superior handcrafted small-batch cheeses and provide our hard-working animals the highest standard of care and attention they so truly deserve.

Nettle Meadow's main varieties of cheese include highly awarded bloomy rind semi-aged cheeses, fresh flavored cheeses, and washed rind cheeses. We combine milks and natural ingredients to create true original cheese flavors. Each piece of our aged cheese is cared for by hand every day and takes on the subtle terroir of our centuries old aging cellars. [nettlemeadow.com](http://nettlemeadow.com)



## Bar Harbor Foods

*Cutler, Maine*

We create our New England Clam Chowder in small batches the way people on the Maine coast have been doing for generations. Loaded with juicy clams and simple, wholesome ingredients, it's as close to "Fresh Off the Docks" as you can get without being here! Bar Harbor is firmly established as a premium brand of all-natural, sustainable, shelf-stable seafood. Bar Harbor uses MSC certified seafood, non-GMO ingredients, and no artificial preservatives or additives. The use of non-BPA lined containers is another example of the emphasis Bar Harbor places on providing consumers with health conscious, high quality foods.

The success of the Bar Harbor brand is its humble origins and hands-on methods of production. Every clam is sorted and shelled by hand. You can taste the difference! [barharborfoods.com](http://barharborfoods.com)

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