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U.S. Foodlink

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How U.S. Consumer Shifts are Shaping the Future of Food Worldwide

The U.S. food landscape has undergone a massive transformation in the last few years, due to a perfect storm of issues ranging from extreme weather events and food inflation to increased usage of GLP-1 medications and the Make America Healthy Again (MAHA) movement, among other factors.

These shifts in consumer priorities and behavioral patterns have paved the way for the following three trends, which are expected to influence international markets in 2026 and the years to come.

#1. GLP-1 Drugs Will Continue to Reshape Consumption Patterns

In 2025, more and more U.S. consumers either started or continued taking GLP-1 medications, sending ripple effects through the food and beverage sector. According to new data from Circana, 23% of all U.S. households are currently using GLP-1s, and that figure is projected to increase to 35% by 2030.

So, which types of foods and beverages are Americans taking these medications looking



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Top 3 U.S. Food and Beverage Trends Going Global continued

for? In addition to smaller portions, these consumers are seeking products that contain less sugar and fewer carbohydrates but more fiber and protein, for starters. They also desire foods and beverages that are known to naturally increase GLP-1 levels in the body without any drugs involved, such as eggs, nuts and legumes, healthy oils, and whole grains.

The food and beverage sector has also seen a rise in products made by companies like Conagra Brands and Nestlé that are labeled as “GLP-1 friendly” in recent years, whether in the form of protein/fiber powders, gummies, shots, capsules, and smoothies or frozen, heat-and-eat dinners. However, there has been some talk within the F&B industry about labeling regulations tightening in the near future, so “GLP-1 friendly” may very well become the next “natural.”

GLP-1 medications have also been shown to decrease alcohol cravings and consumption rates, which has further lowered America’s alcohol intake. In fact, they’re even being prescribed off label to treat alcohol

#2. Clean Labels Will Become an Even Bigger Priority

While the term “clean label” can often mean different things to different people, the concept has recently moved beyond just “no artificial ingredients” to also include attributes like processing methods, sourcing quality, sustainability, and transparency. U.S. consumers are beginning to question not just what is included on the ingredient list but also how those ingredients were grown and processed, as well as whether legacy ingredients are truly risk-free.

Recent research has revealed that improving clean-label status has become the number one priority for many F&B product developers, with 64% of respondents citing it as their top priority in a survey conducted by *Food Business News*, up from 58% just a year earlier.

And clean labels matter to U.S. consumers, too. Another study by the Acosta Group indicated that 81% of shoppers consider purchasing clean-label food products to be necessary – and it isn’t just lip service, as nearly one in two consumers said they had purchased more fresh and unprocessed foods over the last year than they did in the past in a survey conducted by Innova Marketing Insights, which also revealed that around 30% of consumers are reducing their intake of processed foods, while

another 27% are trying to limit their consumption of products and/or ingredients that they perceive as being bad for them.

Americans have also been limiting their intake of artificial colorants, preservatives, sweeteners, and other additives, reflecting the growing influence of the MAHA movement. This shift toward cleaner labels is visible across multiple categories—including snacks. One specialty popcorn supplier in Connecticut, for example, produces organic, non-GMO popcorn varieties popped in coconut or avocado oil and packaged with claims such as “clean label,” “no seed oils,” and “minimal ingredients.”

A New York-based supplier offers another strong example with its thin, organic, gluten-free seed crackers positioned as “simple snacks made from organic and gluten-free ingredients.” Clean label innovation is also reshaping the convenience meals segment. A New Jersey heat-and-eat meal producer focuses on organic and minimally processed ingredients to deliver comfort-food favorites – such as spaghetti and meatballs or grilled chicken with autumn orzo – while still meeting consumer preferences for transparency and better-for-you formulations.

#3. Comfort Food Will Get Even More Nostalgic

A third trend that Mintel referred to as “retro rejuvenation” in its 2026 Global Food and Drink Predictions report has emerged involving foods and drinks that are “rooted in trusted and practical traditions of the past,” which aims to “reduce consumers’ feelings of vulnerability and lack of control,” according to Mintel.

Instead of rewinding back to a specific year or era, this new subtype of nostalgia offers solace in the form of so-called “grandma hobbies” (e.g. gardening, pickling, and baking sourdough) as well as shifts toward “ancestral” blends and products rooted in local traditions. Although such traditions are not new, adoption is expected to broaden among U.S. consumers due to factors like climate disruptions, volatile food prices, and growing interest in sustainability.

Mintel expects that staples like seasonal grains and fermented snacks will be reframed as climate-smart and more eco-friendly choices – particularly within price-sensitive markets.

In terms of food and beverage products that align with this trend, a company in Texas has launched a Grass-Fed Beef Ancestral Blend, which the brand says it developed to “conveniently incorporate the nourishing recipes of organ meats into a modern diet.” A Florida-based bread company represents a second example, as the company emphasizes its “artisan” technique and “classic” flavor and texture on both its product packaging and in its marketing materials to differentiate it from the “overly processed convenience bread” that are sold by competitors.

“Small batch” is another term related to this trend that’s increasingly being leveraged by smaller U.S. brands to convey the homespun and traditional charm that’s associated with many of their offerings.

What These Trends Mean for the Future

These three trends, when considered together, reflect a broader recalibration happening across the U.S. F&B landscape as consumers navigate shifting health priorities, increased economic pressures, and a desire for greater transparency and stability. Because these shifts stem from structural changes and not fleeting preferences, they’re expected to inform product development and consumer expectations that extends beyond U.S. borders. As Americans continue to adapt to these new realities, the outcomes are likely to influence innovation in the years ahead.

Flavor Forecast 2026: The Rise of Regional American Cuisine



While American food is often reduced to a handful of staples, the most interesting U.S. flavor innovations are happening at the regional level. As global interest in place-specific identities grows and smaller producers develop formats that can travel well, distinct local specialties have begun to emerge.

Here are several of the U.S. regional cuisines, flavors, and ingredients that are slated to trend in 2026 and beyond.

American Barbecue

As cravings for U.S. barbecue grow, regional specialties such as the brisket traditions popularized in Texas, the vinegar-forward styles hailing from the Carolinas, and the tomato-and-molasses base that's Kansas City's claim to fame all have the capacity to facilitate differentiation.

Craft sauce makers like Blues Hog of Missouri and Humble House Foods of Texas have built a strong brand presence with rubs, marinades, and ready-to-use sauces that evoke a sense of locality while also being conveniently shelf-stable. In addition, producers like Bear & Burton's in Florida have also been launching coastally inspired sauces that combine the flavors of barbecue with citrus and/or spice profiles that are commonly seen in Latin American and Caribbean cuisines.

Northeast Seafood and Coastal Flavors

When most people think of northeastern U.S. cuisines, dishes like chowders, shellfish, seaweed, and cold-water fisheries come to mind. Bar Harbor Foods, based in Maine, for instance, specializes in canned chowders, bisques, and smoked seafood that reflect the character of the region without requiring cold chain.

Additionally, brands like Acadia Sea Farms, among other small seaweed producers, are also launching varieties like dulse and kelp intended for snack and seasoning manufacturers, which are designed to infuse everything from soups to crackers with a coastal vibe.

Midwest Grains and Heritage Agriculture

The Midwest, on the other hand, has seen revived interest in "ancient" grains like sorghum, barley, rye, and wild rice, which are increasingly used as a foundation for items like baking mixes, porridges, and snacks, as well as bases for better-for-you grain bowls.

Examples of U.S. brands reflecting this trend include Alexandra's

Wild Rice of Minnesota and Wisconsin's Sohnrey Family Foods, which both offer region-specific grains and blends with a local charm. Teffola, a brand based in Colorado, uses heritage teff and Midwest-grown seeds to create granolas and clusters catered to health-conscious consumers who are seeking nutrient-dense products that can be traced back to specific farms.

Indigenous American Cuisines and Ingredients

Indigenous flavors and ingredients are also enjoying their moment in the spotlight, with several producers now increasing the availability of such ingredients at scale. Case in point, Red Lake Nation Foods of Minnesota supplies ingredients like wild rice, chokecherry syrups, and berry preserves offering a taste of the culinary traditions associated with the Ojibwe culture.

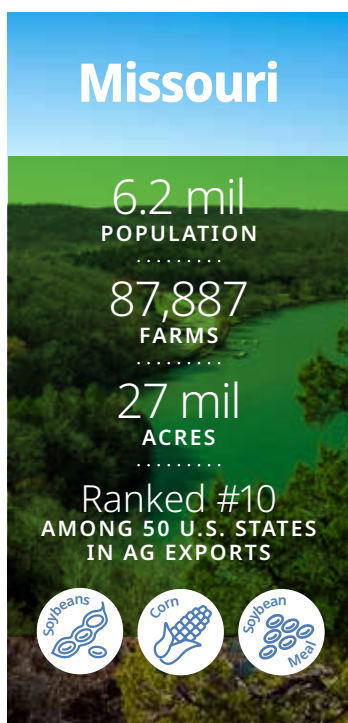
Native American Natural Foods, a brand known for its Tanka bars featuring Indigenous staples like bison and cranberries, has enjoyed success by developing nutrient-rich products that are infused with cultural heritage yet also align with modern labeling requirements. Items like these also satisfy rising interest in and demand for clean labels that are stacked with a roster of minimally processed and origin-driven ingredients.

Regional U.S. Ingredients on the Rise

In addition to regional American cuisines, there are also several items, ingredients, and flavors associated with specific U.S. regions that are expected to trend in the coming years. These include Appalachian sorghum and apple butter, marionberries grown in the Pacific Northwest, Gulf Coast spice blends that nod to Creole and Cajun cooking, Southwest mesquite and Hatch chile flavors, and several of the supper-club classics of the Upper Midwest like brandy-infused mixers and fish-fry seasonings. These products have been increasingly making their way into sauces, snacks, and concentrated bases.

As U.S. producers work to fine-tune strategies for packaging, sourcing, and scalability, regional American cuisines have become more viable – and export-friendly – than they were in the past, creating opportunities for adding depth and novelty while also capitalizing on increased interest in attributes like heritage, craftsmanship, and a clear sense of origin, which appeal to consumers across international markets.

Featured U.S. Midwest & Northeast State Profiles



news briefs

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Americans may be eating healthier, but their love for indulgent snacks is still driving growth – especially chocolate, candy, and protein-packed salty options. Gen Z's "little treat culture" and afternoon tea trends are also fueling innovation.

These days, online shoppers demand transparency, trust, and precise product details – with photos, reviews, and availability driving conversions. Experts note that brands that can deliver clarity will win loyalty.



Flavor forecasters say 2026 belongs to the color black – from black sesame, currant, and garlic to grass jelly. These dark-hued trends promise premium appeal and global inspiration for forward-looking food innovators.

Social media and influencer trends were responsible for 42% of purchases this year, creating spikes in demand that were difficult for supply chain leaders to manage, according to a recent report from Impinj.



FlavorSum has released its flavor trends to watch for 2026, a list that includes the likes of dragonfruit, sour cherry, and spicy mango. The company noted that 46% of North American consumers look for flavors they've never tried before when shopping for food and drinks.

Fiber is rapidly taking protein's place as the star of functional food. With rising demand for gut health and metabolic support, as well as a massive nationwide fiber gap, CPG brands have a rare opportunity to lead the next wave of nutrition innovation.



The 2026 flavor of the year will be Frosted Star Anise, according to dsm-firmenich. Star anise is a spice with notes of licorice, clove, and cinnamon that's often featured in global cuisines like Vietnamese pho, while the "frosted" element involves adding cooling sensations via ingredients like mint or advanced technologies.

U.S. consumer sentiment rose slightly in Dec. to 53.3, up from 51 last month, as inflation worries eased, according to the University of Mich. However, sentiment remains well below early-year levels, with high prices and lingering tariff impacts keeping overall outlooks uncertain, reported Food Manufacturing.



In late 2025, premiumization has come to mean clarity, convenience, and storytelling. From blockchain packaging to sashimi-grade salmon, the premium brands that are winning consumer trust are the ones turning transparency and narratives into irresistible experiences.

Roughly 30% of consumers are willing to let AI agents complete their purchases, according to Contentsquare. Moreover, 24% now say they rarely use search engines and have transitioned to other methods of product discovery.

The freeze-dried candy trend continues to grow as brands tap vacuum processing to transform chewy candies into intensely flavorful snacks with novel textures. University of Wis. researchers have found that removing moisture can drive seemingly boundless expansion, reported BBC News.



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Leverage the Branded Program to Boost U.S. Product Sales

For importers operating outside the United States, expanding your portfolio with high-quality U.S. products can be a strategic move. The Branded Program, administered by Food Export–Midwest and Food Export–Northeast, offers a unique opportunity to double your marketing budget when promoting eligible U.S. agricultural products, such as food ingredients.

Funded by the USDA's Foreign Agricultural Service, the Branded Program is designed to support small- and medium-sized U.S. companies in their export efforts. While only U.S. suppliers can apply directly, international distributors play a vital role in executing marketing activities and can benefit significantly from the program's 50% reimbursement model.

How It Works

To participate, your U.S. supplier must apply for the Branded Program here: <https://www.foodexport.org/portals/branded-program-portal>. Once approved, they can collaborate with you to develop a marketing plan tailored to your region. The program reimburses 50% of eligible promotional expenses, which means if you spend \$10,000 on approved activities, your U.S. partner can recover \$5,000—making it easier for both parties to invest in impactful marketing. This cost savings can be issued to you via a wire transfer from your U.S. supplier or applied as a credit on your next purchase order.

Eligible Products and Activities

Food ingredient distributors can promote a wide range of U.S. products as long as they contain at least 50% U.S. agricultural content and are clearly labeled with a U.S. origin statement such as "Product of U.S.A."



Reimbursable activities include:



Advertising: Print, digital, radio, and TV ads targeting your local market. Consider placing an advertisement in publications such as *FoodIngredientsFirst* or *The World of Food Ingredients*.



Social Media Campaigns: Influencer partnerships, account management, and paid ads.



Content Creation: Graphic design for POS materials, video development to showcase applications of your product, etc.



Technical Seminars: Space/equipment rental and production and distribution of technical and marketing material for seminars and educational training for your products.



Website Development: Create or update your website to promote U.S. products.



Packaging and Labeling: Costs to adapt packaging to meet your market's regulations, such as printing stickers or ordering plates for new bag designs. Here is an example:



Trade Shows and Seminars: Booth fees, sample shipping, and promotional materials. Exhibit at shows like Food Tech Summit, FI Global tradeshow, or regional events.

Your Role as a Distributor

While the U.S. supplier handles the application and reimbursement process, your collaboration is essential. You may be asked to assist with promotional execution, provide documentation, and ensure that all materials include the required U.S. origin statement. Your involvement can directly influence the success of the campaign and future sales growth.

Getting Started

Encourage your U.S. supplier to visit FoodExport.org and submit a pre-qualification form. Once approved, you can work together to build a marketing strategy that aligns with your needs. Be sure to plan ahead and apply before your marketing activities take place.

A Partnership That Supports Your Success

The Branded Program is a powerful tool for international distributors looking to grow their business with U.S. food ingredient products. By partnering with eligible U.S. suppliers, you can access funding that makes marketing more affordable and effective—ultimately driving demand and increasing sales in your region.



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Food Export–Midwest and Food Export–Northeast administer many services through Market Access Program (MAP) funding from the Foreign Agricultural Service (FAS) of the USDA. Persons with disabilities who require reasonable accommodations or alternate means of communication of program information should contact us. Additionally, program information may be made available in languages other than English. Food Export–Midwest and Food Export–Northeast prohibit discrimination in all their programs and activities on the basis of race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, familial/parental status, income derived from a public assistance program, political beliefs, reprisal or retaliation for prior civil rights activity. To file a program discrimination complaint, go to <https://www.ascr.usda.gov/filing-program-discrimination-complaint-usda-customer>. Food Export–Midwest and Food Export–Northeast are equal opportunity employers and providers. Food Export–Midwest and Food Export–Northeast do not tolerate fraud and are vigilant in preventing fraud in any of their programs. Food Export–Midwest and Food Export–Northeast reserve the sole right to accept or deny companies into their programs. For complete participation policies and our code of ethics, visit: www.foodexport.org/termsandconditions.



Better Batter Gluten Free Flour, LLC

ALTOONA, PENNSYLVANIA

At Better Batter, we believe brownies should be fudgy, cookies should be chewy, and bread loaves should be big enough to make real sandwiches. Because close enough isn't close enough.

For more than 20 years, our gluten free mixes and cup-for-cup flour blends have been part of kitchens everywhere, helping you recreate the recipes you love with the same comfort and joy you remember. Because taste is more than flavor—it's memory.

Whether it's a family recipe, your bakery best seller, or a midnight craving, Better Batter Gluten Free Flours & Mixes brings back the flavor of home.



Cheese Merchants

BARTLETT, IL

From Our Family of Cheeses to Yours® Since 1998, Cheese Merchants has passionately provided premium cheeses. Our hard Italian and Specialty cheese expertise, combined with our commitment to quality, consistency, & customer service has made us a preferred supplier for Exports, Foodservice, Retail, & Food Manufacturing. Get in touch with us today: CustomerService@CheeseMerchants.com



Dutch Waffle Company LLC

PLYMOUTH, INDIANA

Dutch Waffle Company brings a timeless European treat to life with a modern, irresistible twist. Inspired by traditional Dutch stroopwafels—two thin, golden waffles filled with warm caramel—we bake our waffles fresh, using real ingredients and time-honored recipes passed down through generations.

What makes us different is freshness. Our waffles aren't factory-made or shelf-stale; they're baked to be soft, aromatic, and comforting from the very first bite. Each waffle delivers a perfect balance of crisp edges, tender centers, and rich caramel that melts slightly as you eat it.

But it's more than just a waffle—it's a moment. Whether enjoyed with coffee, shared with family, or discovered for the first time at your favorite store, our waffles turn everyday breaks into small celebrations.

Once you try a Dutch Waffle Company stroopwafel, you'll understand why so many people come back again and again. One bite doesn't just satisfy—it invites you to take another.



Elmhurst Milked LLC

ELMA, NEW YORK

ESTABLISHED 1925. FOUNDED 2017. In 2016, Henry Schwartz closed New York City's last dairy, Elmhurst. This wasn't easy; Elmhurst had been in his family over 90 years, since his father and uncle hand-bottled and delivered milk to Queens and Brooklyn in a truck full of ice blocks. The cows had long since gone, but a famous tradition had ended ... Until 2017 when Elmhurst reappeared as, of all things, an innovative plant milk company. How could a committed dairyman like Henry make this shocking change?

Henry was concerned but also intrigued by a steady decline in dairy consumption and the changing American diet. More and more people were eating healthier, adopting plant-based alternatives, and becoming mindful of environmental impact. Actually, so was he.

Our process is simpler and better from start to finish. First, a unique HydroRelease™ method allows us to use more of the source grain, nut, or seed. This means superior nutrition and flavor with fewer ingredients. We then package our products in shelf-stable, recyclable cartons. Many have a variety of uses, ranging from cooking to coffee; soups to sauces.

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



GF Cooperative Inc. dba Graceland Fruit, Inc.

FRANKFORT, MICHIGAN

At Graceland Fruit, Inc. we produce an extensive variety of dried fruit ingredients, each delivering exceptional flavor, texture, color, and performance in commercial food applications. Sweet-tart cranberries. Boldly tart Montmorency cherries. Rich sweet blueberries. Tangy apples. Our premium dried fruit starts with high-quality fresh fruit harvested at peak season and flash frozen to preserve its integrity, nutrition, vibrant color, and authentic flavor. Our proprietary infusion, drying, and cutting technologies gently convert this fresh-frozen fruit into exceptional dried fruit available in a wide array of cuts and sizes. This broad range of products, forms, cuts, and piece sizes, plus customization flexibility, gives our customers the versatility and performance characteristics they need for commercial success.



Giovanni's Appetizing Food Products Inc.

RICHMOND, MICHIGAN

Giovanni's has been American-family-owned and devoted to producing quality food for more than 83 years. Located in Southeast Michigan, we are the only U.S. packer of food in tubes. Our USDA Organic Tomato Paste is the perfect way to add rich, savory tomato flavor to your favorite dishes. Made only from ripe, California-grown organic tomatoes that are carefully selected and processed, our tomato paste is a versatile ingredient that can be used in a variety of recipes, from classic Italian dishes to hearty stews and soups. Packaged in convenient tubes, our tomato paste is easy to use and store, with no waste or mess. Plus, it's certified organic by the USDA, ensuring that it's free from harmful chemicals and additives. All Giovanni's products are processed in the U.S. and are shelf stable for 730 days.

USDA Organic | Gluten free | American made | Recyclable tube gioapp.com

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



Healing Bottoms Corporation

CHICAGO, ILLINOIS

Healing Bottoms is a Holistic company and Private Brand offering all natural ingredients to promote Digestive Wellness! Our Turmeric Spice Tea is Medicinal as well as naturally flavoring with Ginger and other spices like our Black Strap Molasses Serum and ALL of our products Ingredients!

This Ancient Tea Tonic has been used for centuries to treat Inflammation, Hemorrhoids, IBS, IBD, Gastrointestinal, Urinal Track conditions and more! HBS' Tea is Potent and Bio-available for Maximum Absorption! This blend of our proprietary turmeric spice supplement, curcumin, and Collinsonia herbal tea aids in repairing digestive tract and vascular function improving blood to the rectum while restoring our natural tract function. www.healingbottoms.com



Health Enhanced Foods

ROCKAWAY, NEW JERSEY

Health Enhanced Foods: Where Nutrition Supports Health Management – Health Enhanced Foods (HEF) creates nourishing baking mixes and flour blends that help people eat well and live healthier lives. We believe food should do more than satisfy hunger—it should support the body, strengthen the mind, and care for the community.

Our clean-label flour blends are made with thoughtfully selected ingredients to support real health needs. HEF offers gluten-free flour blends, keto-friendly baking mixes, nourishing cereals, and specialty products designed to support people managing diabetes, epilepsy, kidney disease, sickle cell disease, and food sensitivities.

HEF products are easy to use, shelf-stable, and produced in an FDA-licensed facility in the United States. We proudly partner with retailers, distributors, hospitals, schools, faith communities, and global buyers.

From North America to Africa, Latin America, Europe, and Asia, Health Enhanced Foods helps families and institutions use food as medicine—one meal at a time. Visit www.HealthEnhancedFoods.com or WhatsApp +1-973-452-6940



J.R. Kelly Company

COLLINSVILLE, ILLINOIS

J.R. Kelly Company is the leading shipper of horseradish root in the United States. Not only do we supply horseradish roots domestically but internationally as well, shipping tons of horseradish roots to all corners of the globe.

J.R. Kelly Company offers different grades of horseradish to suit all needs in the world of horseradish. Whether you're looking for bulk horseradish root for large processing and food manufacturers or fresh horseradish root for produce markets, J.R. Kelly has you covered.

As a leader in the horseradish industry, J.R. Kelly is consistently searching for new markets to expand its global reach. Our larger grower network and PrimuGFS certification combine to make J.R. Kelly Company the most dependable supplier in the horseradish market! Visit www.jrkelly.com for more information.



LorAnn Oils, Inc.

LANSING, MICHIGAN

For over 60 years, LorAnn has been a trusted U.S. manufacturer of premium flavorings, vanillas, and specialty ingredients - proudly serving professionals and artisans worldwide. LorAnn's vibrant planogram program highlights the company's best-selling Super-Strength Flavors, Bakery Emulsions, Vanilla Extracts, and Candy and Gummy Mixes, beautifully packaged for both retail and professional displays.

Designed for impact and efficiency, the featured planogram reflects LorAnn's commitment to innovation, organization, quality, and consumer convenience. Whether used by manufacturers, distributors, or culinary creators, LorAnn's products inspire creativity and elevate recipes across confectionery, bakery, beverage, frozen dessert and many more applications.

Discover why professionals and artisans in more than 100 countries rely on LorAnn for quality, consistency, and flavor innovation. Visit www.LorAnnOils.com to explore our full product range or connect with us to discuss partnership opportunities.



Market Square Food Co.

PARK CITY, ILLINOIS

About Happy Snacks® – At Market Square Food Company, we've been making better-for-you cookies since 1982. Happy Snacks® reflects our commitment to wholesome, great-tasting snacks that meet the needs of today's families.

Our innovation? We were first to make our cookies not just plant based and non gmo project verified, but also functional, by fortifying all our cookies with essential vitamins and minerals – without compromising on taste. <http://www.marketsquarefood.com>



Maytag Dairy Farms LLC

NEWTON, IOWA

Maytag Blue Cheese was created by Frederick Maytag II in 1941, and today our expert cheesemakers in Newton, Iowa continue the tradition by cave-ripening, aging, and hand-wrapping each wheel in the iconic blue and silver foil long recognized as a mark of American craftsmanship.

Made from fresh local Holstein milk, Maytag Blue is an artisanal, hand-made cheese with a slightly salty tang and a dense, crumbly texture. Its distinctive flavor profile and clean finish have made it a favorite among cheese connoisseurs and chefs across the country.

<https://www.maytagdairyfarms.com/>

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



Shankar Distillers LLC

TROY, MICHIGAN

Shankar Distillers, based in Troy, Michigan, blends tradition, innovation, and cultural heritage to craft award-winning spirits. Their flagship Varchas Reserve 102 Straight Bourbon Whiskey (102 proof) is a single barrel tribute to Detroit's M-102, aged 6–8 years and celebrated for its rich complexity and multiple gold awards. Their two additional award-winning whiskeys include Varchas Small Batch Straight Bourbon Whiskey (90 proof) features a high-rye mash bill aged 5–7 years, offering a smooth, spicy profile with notes of caramel, cocoa, and butterscotch. The Varchas Small Batch Straight Rye Whiskey (90 proof) is bold and peppery, made with 95% rye and aged up to 7 years, delivering a dry, spiced finish. Varchas Vodka (80 proof), distilled from Michigan corn, is crisp, clean, and versatile—ideal for cocktails or sipping neat. Finally, Dasara Savari Gin (90 proof) honors Indian tradition with 12 global botanicals, offering a vibrant, citrus-forward experience. Each spirit is proofed with fresh Great Lakes water and crafted to reflect quality, character, and cultural fusion.



Simply Organic Maple

WATERVILLE, VERMONT

Pure Vermont Maple – Crafted for the World, Made in the USA

Carbon Zero Produced – Single Source Non-Blended

At Simply Organic Maple™, our family-owned and operated farm in northern Vermont nurtures 17,000 maple trees across 400 acres to produce the world's finest organic, single-origin maple syrup. We sell exclusively to international markets, dedicating our full focus and resources to strengthen and support our global distribution partners.

More than just syrup, Simply Organic Maple™ provides maple candy, maple cream, and maple granulated sugar – crafted with zero carbon emissions – to keep you ahead of carbon-neutral standards. Flexible bottling and packaging options make us a trusted partner for distributors, gourmet retailers, and specialty food markets worldwide.

Reviving the market for Vermont Pure Maple Syrup for the world to taste.

www.simplyorganicmaple.com



Crunchmaster / TH Foods, Inc.

LOVES PARK, ILLINOIS

Crunchmaster is a leading maker of gluten-free snacks crafted with simple, better-for-you ingredients consumer's trust. Baked, never fried, our crackers are made from wholesome grains like brown rice, sesame, and quinoa, delivering bold flavor and a satisfying crunch without seed oils or artificial ingredients.

As consumers continue to seek clean-label, gluten-free, and plant-based snacks, Crunchmaster stands out in the better-for-you cracker category with products that balance taste, texture, and quality. Our commitment to simple ingredients and great flavor makes Crunchmaster a reliable choice for retailers looking to meet evolving shopper preferences.

With a range of flavor profiles and formats, Crunchmaster drives growth and differentiation in the snack aisle, appealing to both loyal fans and new shoppers alike.

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Sticky Spoons Jam, LLC

NILES, MICHIGAN

Sticky Spoons LLC is a black woman veteran-owned small batch jam and preserve company based in Niles, Michigan. Our mission is to produce and distribute jams and preserves that showcase the distinct flavors of locally-sourced Michigan farm produce. At Sticky Spoons, we preserve the flavors of Michigan summers in jars, with 95% of our fruits sourced from local farms. Whether enjoyed personally or used in commercial settings, our customers can rely on consistent quality. Each jar of jam or preserves is lovingly handmade and infused with delectable flavors.

Our bestselling Blueberry Lavender Preserve is a delicate fusion of sun-ripened Michigan blueberries with fragrant, locally grown, hand-harvested culinary lavender. It's a pantry staple that shines in stuffed French toast, swirled into Greek yogurt with chia seeds and almonds, or stirred into lemonade for a refreshing summer sip. Crafted with care and bursting with flavor, it is sweet, floral, and delicious.

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