

LEO & DRAGON

NATURE'S COMEBACK

The Return of Bovine, Ancient Remedies and Classic Indulgences at the 2025 Summer Fancy Food Show

July 2025



The Return of Bovine, Ancient Remedies and Classic Indulgences at the 2025 Summer Fancy Food Show

The specialty food industry remains dynamic and innovative as ever, with this year's Summer Fancy Food Show celebrating the return of dairy, tallow, fruits, and natural sugar with ingredients in their purest forms while delivering products that are taste forward with wellness and sophistication in mind.

According to MenuData, while bold flavor remains king at **76%** among specialty food consumers, over half now also seek organic ingredients, showing a growing appetite for food that's both exciting and intentional.

From **protein-fueled frozen yogurt** to **ancient tea remedies** and the **surprising resurgence of beef tallow**, the show was an exciting global tapestry for both the palate and newfound creativity.

Next slide, we break down **eleven standout trends** that will **shape the specialty food landscape in 2025 and beyond**.



11 Trends of the Summer 2025 Fancy Food Show



Beyond the Can



Just Add Culture



Bovine's Return



Whipped Wonders



The New India



Beyond the Dip



Healing Brews



Brew Bar Bites



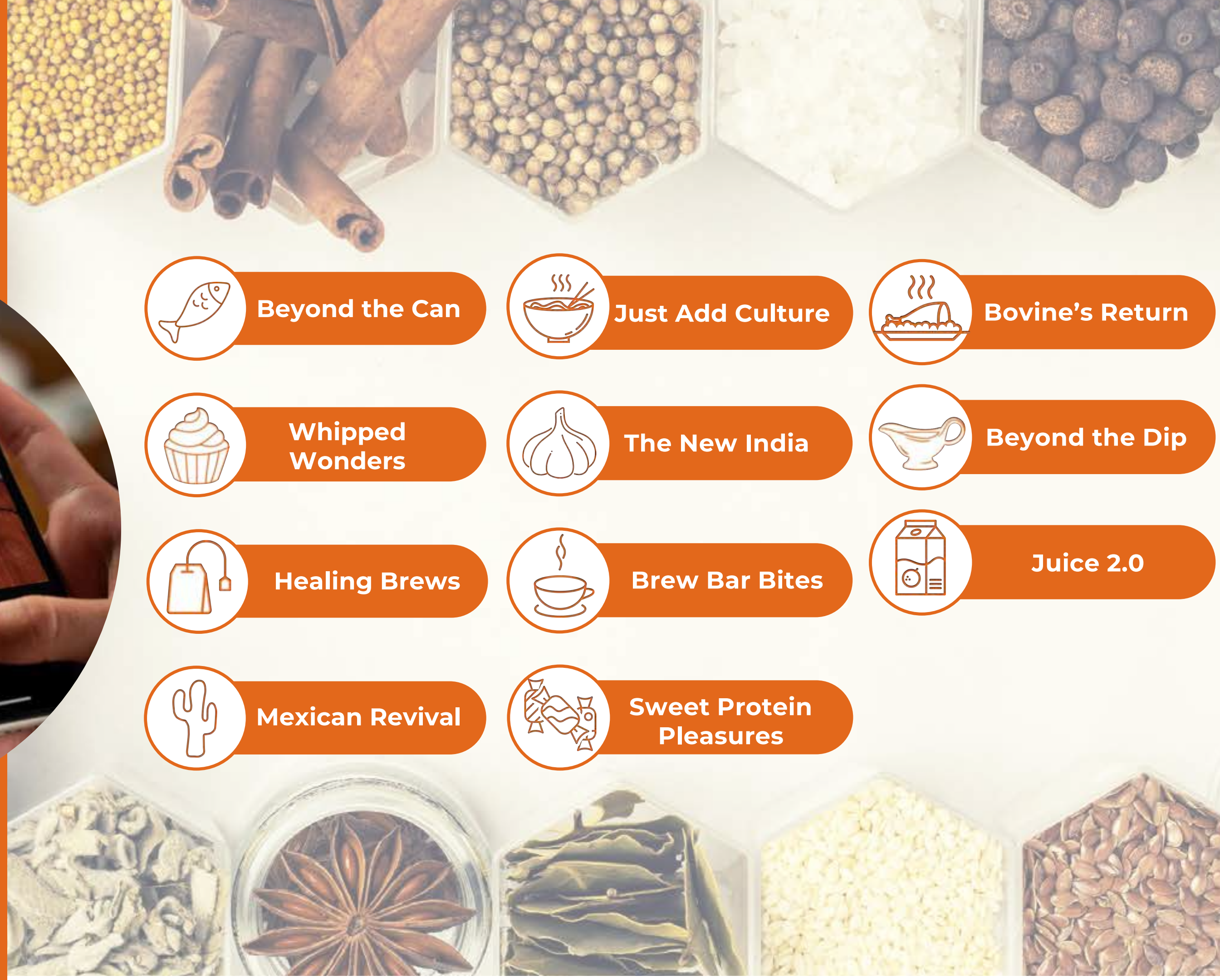
Juice 2.0



Mexican Revival



Sweet Protein Pleasures



Beyond the Can: Gourmet Food from the Sea

Premium tinned seafood is evolving beyond just cans, now packed in better oils, offered in snackable formats like bites and biscuits, and made more approachable for American consumers. Across the board, sustainability ties these innovations together, from responsibly sourced fish raised in fresh water to wild catch Salmon.

- **Nice Cans:** A bold canned sardine brand to shake up your pantry with new flavors
- **Onboard:** A harmonious blend of Tuna Bites in Arrabbita Sauce
- **Samonyu:** Salmon Biscuit with 20% Norwegian Salmon



Whipped Wonders: A New Era for Airy Sweets

Desserts went light this year, bringing a sense of playfulness to indulgence. Think elevated meringues and macarons now packaged in everyday formats. These soft, textured treats appeal to those craving comfort with a modern, premium twist with experimental flavours.

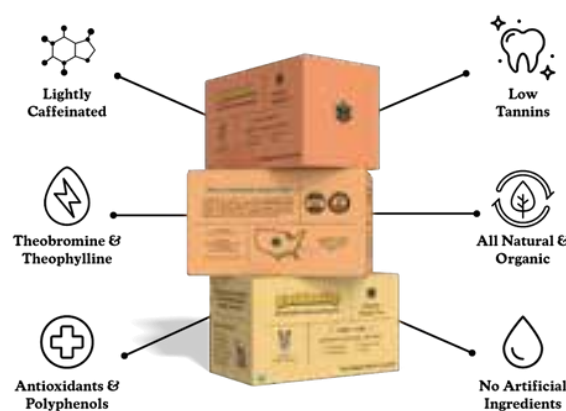
- **Dainties:** Korean-style buttercream filled macarons and ice cream sandwiches
- **Aycho Melange:** Authentic macarons with personality and unique flavours
- **Baris:** Raspberries from Patagonia, double-coated in white and milk chocolate



Healing Brews: Ancient Teas for Modern Wellness

Ancient medicinal practices are informing today's products, spotlighting gut health, single-origin sourcing, and caffeine-free options inspired by Ayurveda and other indigenous traditions. The goal is to not only promote the health and inspire wellness for consumers but for the benefit of local communities impacted by the operations of said suppliers.

- **Ayurvedist:** Caffeine-free, gut-friendly Ayurvedic teas
- **Goldholly:** Organic Supertea from the only caffeinated plant native to America
- **Akina:** Single-origin teas from Kenya, grown by empowered women farmers



Mexican Revival: Superfoods Get a Snackable Makeover

Mexican ingredients like cactus and chaya are making a comeback through nutrient-rich snacks. These offerings deliver vibrant flavor and ancestral superfoods in familiar, snackable formats that celebrate heritage and health of Mexico. These foods are not just a pantry staple but a slice of Mexico's vibrant culture straight to your snack drawer.

- **Nemi:** Plant-powered high fiber cactus sticks made with Mexican spices
- **Buena Vista:** 100% Mexican corn made tostadas with cactus
- **Yax Snack:** Chaya tortilla chips (Mayan superfood rich in protein, iron, & vitamin C)



Just Add Culture: Global Cuisine in a Cup

Single-serve, shelf-stable meals are being reimagined with authentic regional recipes and better ingredients. These heat-and-eat options provide the convenience of an instant noodle cup with the flavor and substance of a home-cooked meal without the mess and time. Kai Vida says it best; to use their food as medicine so medicine doesn't have to become your food.

- **Kai Vida:** Southern-inspired meal kits like collard greens and cornbread
- **Sipsopa:** Authentic chupe chicken soup
- **The Muger Cup:** Portable Korean meals like Topokki and Bibimbap



The New India: Spice Meets Snack

Indian flavors are expanding far beyond curry into everyday snacks and sauces. The new wave of Indian-inspired products blends traditional spice profiles with modern formats, from crunchy chickpea puffs to ready-to-use BBQ sauces. Inspired by the land of spices, these products introduce consumers to a world of flavour.

- **Tasting India:** Indian rendition of chili crunch and spice blends
- Serangoon Market: Tandoori BBQ sauce
- **Doosra:** Indian snack mix with spiced chickpea puffs and white chocolate peanuts
- **Arya Roti:** Chia multigrain rotis made with avocado oil



Brew Bar Bites: Coffeehouse in Your Pocket

Beloved café beverages are crossing categories, showing up in bars and chews. Don't get it mixed, high quality is stressed with these bars, retaining the complexities of premium teas. This trend transforms daily rituals, matcha lattes, espresso, chai, into convenient, edible moments.

- **Coba:** Matcha, chai, or espresso bars
- **Dry Brew:** Waterless coffee in a chewable format



Sweet Protein Pleasures: Dessert with Benefits

Dessert doesn't have to be a cheat day. These sweet innovations pack a protein punch while satisfying cravings, the perfect blend of indulgence and health. Whether dairy-based, egg white-infused, or dark chocolate-dusted, functional indulgence is the goal.

- **Trujoy Yogurt:** 24g protein per pint
- **Culiraw Cheesecake:** 11g protein per jar
- **Orka Bar:** Egg-white Klondike-style bar with 15g protein
- **Defi Crispy Bites:** Pink dark chocolate bites with 25g protein



Bovine's Return: Animal Fat Goes Gourmet

Animal fats, now making a return, are being embraced for their taste and culinary nostalgia. Tallow, ghee, and other traditional animal fats are making their way into snacks, sauces, and pantry staples, often with a clean label.

- **Butcher Ben's:** Rich taste of beef tallow, sustainably crafted with local butchers
- **Oshi:** Authentic Bengali-style ghee, an international superfood as clarified butter
- **Beefy's Own:** Tallow-fried potato chips, first chip to ditch seed oils for tallow
- **Sun Ghee:** Organic, grass-fed clarified butter



Beyond the Dip: Elevated Spreads and Sauces

Condiments are being redefined with unexpected bases, like chicken, beans, and caramelized onion, and layered with bold, globally inspired flavors such as pomegranate molasses and tom yum. These elevated dips and sauces go beyond chickpeas and hummus, offering versatility as spreads, marinades, or standout flavor enhancers, all while delivering convenience and shelf stability.

- **Little Sesame:** Caramelized onion hummus with pomegranate molasses
- **Waza Waza:** Tom Yum bean dip
- **Besto:** Nut- and seed-oil-free pesto
- **Sababa:** Shakshuka-inspired “Saturday Sauce”
- **Buffy Protein:** Chicken-based protein dips



Juice 2.0: Flavor-First, Low-Calorie Sips

Juice is having a comeback moment, but with an updated rulebook: it's about real fruit flavour and function, not sugar bombs. These new beverages use bold fruit pairings and modest calorie counts to revitalize the category, with citrus kicks and balances of sweetness. They encourage multi-use as well, either sipping straight from the can, mixing with a spirit, or taking on new bold twists.

- **Luba:** Grapefruit Paloma (23% juice)
- **Fool Proof:** Artisan cocktail mixers (up to 63% juice) with bold flavours like pineapple-habanero margarita



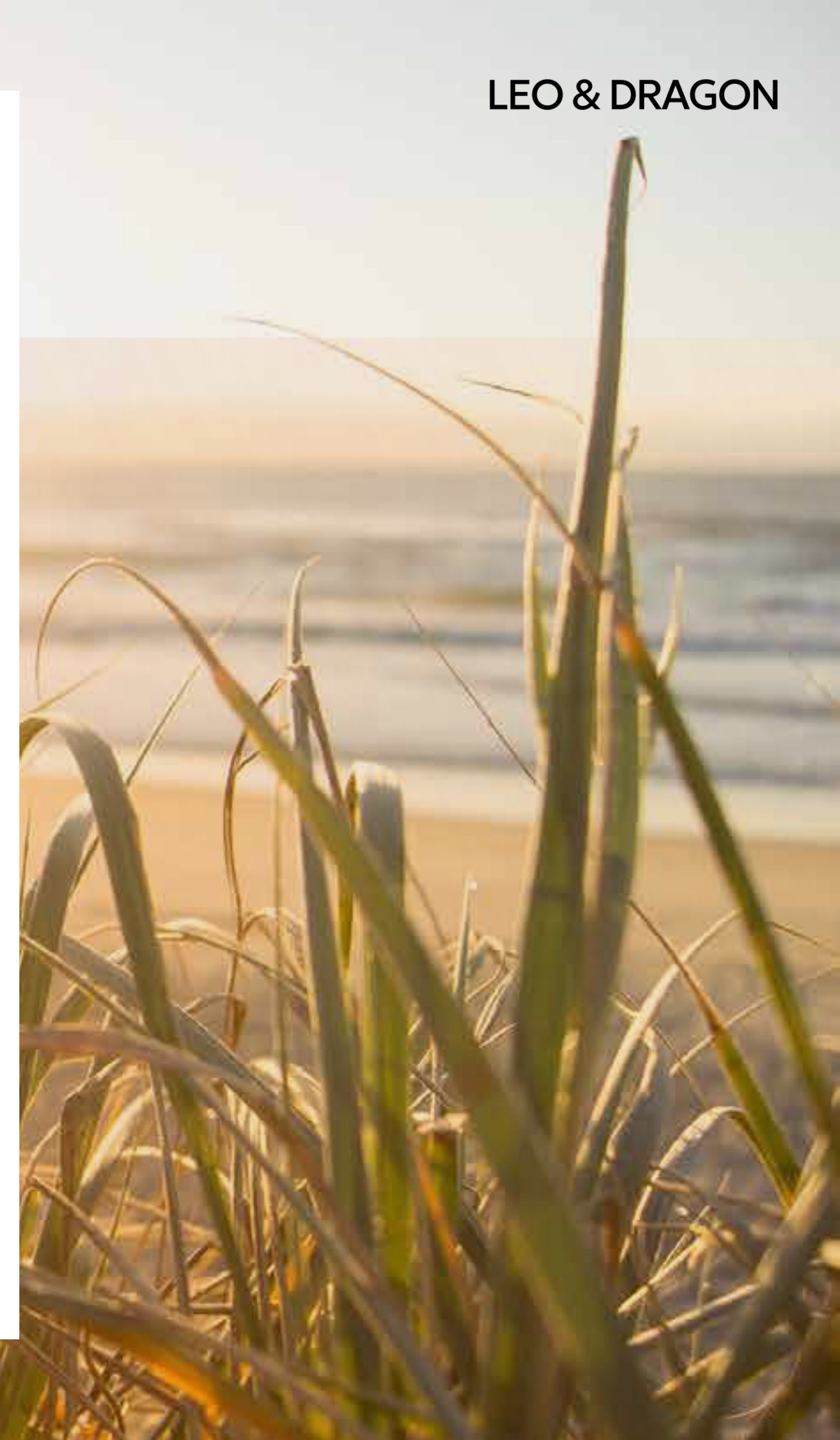
The Familiar Future of Food: Modern Indulgence Meets Timeless Tradition

This year's show illustrated a clear evolution toward thoughtful indulgence, rooted in a nostalgic revival of familiarity and nature. Brands are redefining comfort, convenience and culture, reflecting on simpler times with fewer ingredients and embracing ancestral practices, while balancing modern functional benefits like protein, rich flavors and healthy fats.

Future Outlook:

- 1.Global Familiarity with Southeast Asian Roots:** Vibrant celebrations of specific Southeast Asian culinary traditions from Vietnam, Indonesia, and Malaysia.
- 2.Embracing Animal Fats:** Strong resurgence of simpler, smarter, and often animal-based fats, including full-fat dairy, tallow, and ghee
- 3.Protein's Enduring Moments:** Protein's innovation will continue its expansion into diverse formats, from high-protein snacks to sweets
- 4.Natural Sweetness, Mindfully:** The embrace of sugar and juice will prioritize their natural forms, focusing on moderation, quality fruits, and unique flavors
- 5.Ancient Practice and Family Traditions:** A profound appreciation for heritage will lead to the integration of "ancient remedies" and cherished family traditions

The 2025 Summer Fancy Food Show powerfully demonstrated that today's consumer isn't merely seeking flavor; they are seeking meaning, connection to simpler roots, and products that deliver on function, familiarity, and feel-good indulgence.



LEO & DRAGON

Thank you!

