

PRODUCTS TO  
CAPTURE THE  
KETO CRAZE

Scott Nash blends  
business and  
environmental  
activism at  
MOM's Organic  
Market

# Mission man

Fighting food waste,  
plastics pollution and  
chemical farming

\$18  
Volume 41.01

The official  
publication of  
**Natural  
Products**  
EXPO™  
JANUARY/FEBRUARY 2020  
NEWHOPE.COM

WHAT'S RISING AND  
SHINING IN SLEEP



# Fat fueled

The latest low-carb, high-fat trend powers product innovation

BY ADRIENNE SMITH

**The ketogenic diet**—or simply “keto”—is the latest low-carbohydrate, high-fat meal plan to gain serious momentum. First used to treat pediatric epilepsy in the 1920s and '30s, the diet quietly faded away after being replaced by pharmaceuticals. But today, following its long hiatus, keto has reemerged, first finding favor among athletes and now appealing to a broader set of consumers, including those aiming to lose weight.

Although the exact tenets of the ketogenic diet vary slightly, it typically consists of about 70 percent fat, 20 percent protein and 10 percent carbohydrate. The goal of consuming high amounts of fat and very few carbs is to achieve ketosis, the metabolic state in which the body burns fat for energy. To nail this breakdown, keto devotees must tabulate macronutrients, a greater effort than is required by other, somewhat similar diets such as paleo. >>

But given its growing following, keto appears poised to become the more successful, breakout cousin of the paleo diet. “You take paleo, which is just [choosing] the right foods, and then add in a level of complexity that is counting your macros and avoiding excess carbohydrates,” explains Rob Benson, who co-launched the lifestyle website Our Paleo Life with his wife, Kendra, in 2013.

Building off the success of their site, the Bensons opened Explorado Market, a 1,000-square-foot grocery store and bakery in Fort Collins, Colorado, in 2018. The store is 100% gluten and grain free, with no soy or refined sugars; 85-90% of products are keto, while the rest is paleo-friendly dried fruit. The market is attached to a commercial kitchen, where Kendra oversees preparation of the couple’s line of Fat Fit Go nut butters, as well as a wide selection of keto-friendly baked goods.

Yet, despite his love of keto bagels fresh from the oven, Rob firmly believes that keto is about optimizing all aspects of health, which means the baked treats his company offers won’t cover all the nutritional bases.

“The biggest thing I tell people starting keto is that we make treats,” he says. “That doesn’t mean your diet should consist of treats ... but they still fill a void.”

This sentiment hits on a fiery debate among keto followers. Proponents of “clean keto” argue that the diet should focus on whole, unprocessed foods; meats such as grass-fed beef; and healthy, nutrient-dense fats like avocado, coconut and olive oils. “Dirty keto,” on the other hand, suggests that anything goes, including saturated fats and highly processed snacks.

But no matter which keto camp consumers follow, anyone can be lured by the convenience factor of many keto-friendly foods. This makes natural products retailers’ role even more important in terms of stocking less-processed grab-and-go keto options made with clean ingredients.

### Keto drivers

Although most people talk about keto in terms of weight loss, Robin Switzer, chief operating officer of Ketovangelist, attributes its popularity to the fact that more consumers are recognizing their poor health and striving to improve it. Many health care professionals are even on board with the diet. In fact, Switzer says a large number of attendees of her company’s annual KetoCon conference are doctors, who are increasingly “recommending low-carb diets so that people can improve their wellness.”

First held in 2017, this three-day event in Austin, Texas, is open to anyone interested in learning about the keto lifestyle. Between 2018 and 2019, attendance rose from around 850 to 3,500 people, many of them among Ketovangelist’s 1 million-plus social media followers. KetoCon 2019 featured 132 exhibitors and 50 speakers, while attendees included buyers from GNC, Vitamin Shoppe and H-E-B.

Indeed, the keto diet’s key nutritional values

resonate with a wide range of consumers seeking better overall health. Fats, and particularly good fats, are no longer the enemy, while added sugar is seen as an ingredient to avoid.

“Consumers are more mindful and active about reducing sugar intake, and keto-friendly positioning certainly throws its weight behind those goals, whether or not keto is the consumer’s exact motivation,” says Jessica Hochman, senior manager of natural insights at SPINS.

Keto’s emphasis on fat also drives interest. “Consumers are increasingly sugar-wary, and with the healthy fats trend overpowering low-fat diets, keto continues to have a foothold among consumers,” says Amanda Hartt, market research manager for New Hope Network’s NEXT Data and Insights.

Going forward, Hochman says the diet’s focus on fiber will become even more important. Fiber is “used in keto-specific products for its value in net-carbs calculation, but also in supporting consumer awareness around fiber’s other roles, including as a prebiotic and in connection with gut health,” she says.

Despite its traction among consumers, not everyone is convinced the keto craze will last.

Suzy Badaracco, president of trend-watching consultancy Culinary Tides, asserts that enthusiasm will wane, and retailers should be aware of its lifecycle. “Keto will have its day in the sun in 2020, no doubt, but then it will be replaced,” she says.

Conversely, Presence Marketing founder and CEO Bill Weiland insists that “keto is here to stay for the long haul, with carb compression selling at high velocity” at retail.

### Keto product proliferation

For now, one thing is clear: the keto category is blowing up, with new products popping up every day. “Overall, the Natural Products Expo West marketplace for products with keto-like attributes almost doubled between 2017 and 2019,” Hartt says.

NEXT Data and Insights also reports that “categories actively reformulating or growing to ride the momentum of keto-minded consumers include snacks, energy and granola bars, salad dressings, cheese, and nut and seed butters.”

Jake Knepper, manager of product intelligence at SPINS, adds ice cream, pasta and rice alternatives, baked goods and functional beverages to the list.

But convenient packaged foods especially carry appeal because they are so accessible and easy for consumers to work into their daily routines. “Packaged keto products are a good way for beginners to transition to the diet, as long as the ingredients are really low in carbs,” Switzer says.

Regardless of whether this trend loses steam or persists long-term, so many of the innovative, delicious new keto-friendly products have staying power. On the following pages, dig into a broad range of options to consider for your shelves.



### KETO CREDENTIALS

Third-party certifications serve as both a marketing tool for brands and a means of gaining consumer trust. To meet this need for the growing keto category, the Paleo Foundation developed the Keto Certified program in 2016. Products are evaluated by a standards team that includes keto experts, researchers, authors and industry heavyweights such as Mark Sisson of Primal Kitchen. Today, approximately 3,200 products are Keto Certified.

The certification process, which takes between six and eight weeks, examines the grams of net carbohydrates (total carbs minus fiber and sugar alcohols) in each product. Meals and meal replacements have an allowance of 10 grams net carbs per serving, while 6 grams per serving are allowed for snacks and 2 grams per 0.5 ounces are allowed for condiments. But the standards also take into account the number of minimally processed, whole-food ingredients containing resistant starches, which can increase the net carb maximum slightly.

“Our sole focus is having the best set of standards and practices, and making sure that our brands get value from their certification,” says Karen Pendergrass, CEO of the Paleo Foundation.

Although Keto Certified is the most widespread keto seal, it’s not the only one. In 2019, ketogenic.com launched Ketogenic Certified, which examines ingredients but also conducts laboratory blood testing to guarantee its products will not spike insulin or glucose levels.

“It is not enough to simply look at a nutrition label and determine whether or not a product is truly ketogenic,” says Ryan Lawery, PhD, CEO of Ketogenic.com. “While we do conduct a thorough ingredient panel review, blood measurements are the gold standard and necessary to determine the effects of a product on the body.” As of press time, the company has certified just shy of 40 products.

# Sweets and snacks



## Southern Recipe Small Batch Pork Rinds Thai Style Curry

These handcrafted pork rinds are flavored with an international twist, thanks to a Thai-inspired seasoning that includes curry powder made with coriander, cumin, fenugreek, basil and ginger, and turmeric. These crunchy gluten-free rinds have less than 1 gram of carbohydrate and 1 gram sugar per serving. *SRP: \$3.99*

## Lenny and Larry's Keto Chocolate Chip Cookie

Grain-free lupin and almond flours, roasted almonds, pea protein, coconut oil, prebiotic chicory root fiber and semisweet chocolate chips make up these Non-GMO Project Verified, vegan, keto cookies. Packaged individually, each has 3 net carbs, 8 grams plant-based protein and 5 grams of fiber. Other varieties include Coconut and Peanut Butter. *SRP: \$1.99*



## Werner Gourmet Meat Snacks Original

This sugar-free beef jerky was designed for health-conscious meat lovers seeking snack foods compatible with paleo, keto and Whole30 lifestyles. Grass-fed beef is cured with beef broth, sea salt, pepper, yeast extract, white vinegar and spices for this clean jerky, which also comes in Salt & Pepper and Unsweetened Teriyaki flavors. *SRP: \$6.98*

## Superfat MCT Macadamia and Probiotics

This 1.5-ounce pouch packs a supercharged punch of nutritious and functional ingredients. Macadamia nuts and MCT oil fuel the body with high-density plant-based energy on the go, while probiotics help support gut health. A dash of Himalayan sea salt and cinnamon round out this pocket-sized snack. *SRP: \$4.00*



**“The Natural Products Expo West marketplace for products with keto-like attributes almost doubled between 2017 and 2019.”**

*—Amanda Hartt, New Hope Network*

## Keto Krisp Almond Butter Protein Bar

Packed with 10 grams of protein from almonds and whey, 10 grams of prebiotic chicory root fiber, coconut-derived MCT oil and only 2 grams sugar, these bars have an agreeable crunch and rich almond taste that come together in a convenient, hunger-satiating snack. *SRP: \$3.49*

# Sweets and snacks

## ParmCrisps Sour Cream & Onion

These thin, satisfyingly crunchy oven-baked cheese rounds offer carb-free snacking indulgence. Made with aged parmesan cheese and just the right mixture of herbs and spices, these gluten- and sugar-free crisps have only 1 carb. They're great on their own or crumbled into a soup or salad. *SRP: \$3.99*

## LonoLife Keto Chicken Bone Broth

Combine a stick of collagen-rich powdered bone broth with 8 ounces of hot water for a satisfying cup of broth made from roasted chicken bones, black pepper and thyme. This gluten- and sugar-free broth boasts simple ingredients, 90 calories and 10 grams of protein per pack. Plus, it can be enjoyed by itself or added to favorite recipes. *SRP: \$6.99*

## FitJoy Honey Sriracha Grain Free Protein Puffs

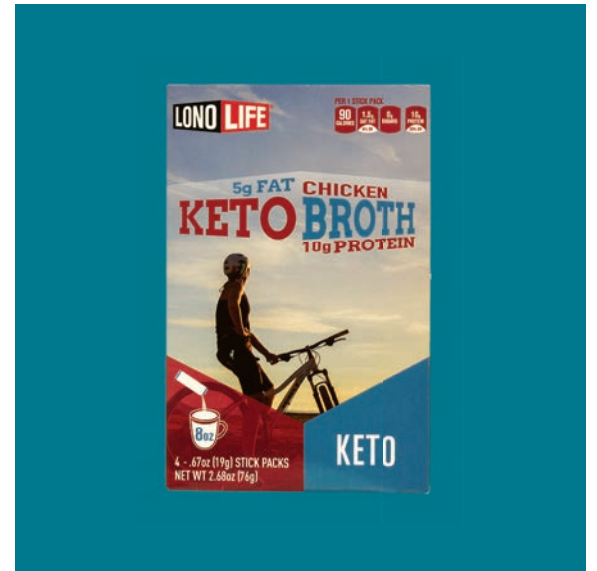
These light and airy milk-protein isolate and whey-based snacks have a whopping 17 grams protein and just 4 grams carbs per bag. Each crunchy bite of these grain- and gluten-free puffs has just the right balance of tanginess and heat—one of three, savory flavor varieties along with White Cheddar and Nacho Cheese. *SRP: \$2.99*

## DNX Grass Fed Beef & Uncured Bacon Jalapeño Bar

These meat-based snack bars get their sweetness from organic Medjool dates and their kick from a blend of organic spices such as organic jalapeño, onion, garlic, celery and chili powders. With 14 grams protein, 1 gram carb and added support for skin and joints thanks to grass-fed beef collagen, these bars are made with no added nitrates. *SRP: \$2.99*

## Atlas Vanilla Almond Chai Protein Bar

Taste and function come together in these adaptogen-fueled bars, which offer 15 grams protein—mainly from 100% grass-fed whey—2 grams sugar and 4 grams net carbs, along with a blend of functional ingredients that include organic Ashwagandha extract and Maca Root powder. The best part? The great taste and six enticing varieties to choose from. *SRP: \$2.99*



“Consumers are more mindful and active about reducing sugar intake, and keto-friendly positioning certainly throws its weight behind those goals.”

—Jessica Hochman, SPINS

# Pantry essentials



## Primal Kitchen No Dairy Alfredo Sauce

This rich Alfredo sauce has all the decadence without the guilt. Dairy and gluten free, it's packed with good fats from cashew butter and avocado oil, plus aromatic spices such as roasted garlic, onion powder and black pepper. With a super-clean ingredients list free of gums and binders, this vegan sauce carries the Keto Certified and Certified Paleo seals. *SRP: \$8.99*

## Keto and Co Fudge Brownies Keto Baking Mix

With just 1 gram net carb per serving, these brownies get their rich flavor from coconut flour and cocoa powder. Instead of sugar, this mix relies on the company's patent-pending Wondrose sugar replacer, a low-glycemic sweetener containing erythritol, non-GMO corn fiber and monk fruit. *SRP: \$10.99*

## Once Again Blanched Almond Butter

Blanching removes the almonds' skins and most of the nuts' natural carbohydrates. The almonds are then dry-roasted, resulting in a rich-tasting low-glycemic nut butter that has 7 grams of plant-based protein and 1 gram net carb. USDA Organic and Non-GMO Project Verified, it is available in crunchy and creamy varieties. *SRP: \$14.49*

## Kevin's Natural Foods Thai Coconut Sauce

The perfect pantry staple, this Keto Certified, Non-GMO Project Verified simmer sauce can be combined with meat or veggies for a quick and flavorful meal. Coconut is key to this Thai-inspired sauce, along with ginger, lime, onion, garlic, basil and lemongrass. This is just one of the brand's eight internationally inspired keto- and paleo-friendly simmer sauces. *SRP: \$3.99*

## Chosen Foods Keto Mayo

This reformulated Keto Certified mayonnaise features MCT-rich coconut oil, organic yolks from cage-free eggs, water, vinegar and salt. With a traditional texture and flavor, this product can be used in place of regular mayo, with the added benefit of no sugar, no carbs and 8 grams of MCT oil per serving. *SRP: \$12.99*

## Nutiva MCT Creamer

Coffee or tea will get a burst of MCT-powered energy with this USDA Organic vegan creamer, which is Keto Certified, Certified Paleo and Non-GMO Verified. Made from coconut oil, coconut milk powder and coconut sugar, along with a dose of gut-friendly prebiotic acacia fiber, this plant-based creamer has 3 grams MCTs and just 1 gram sugar per tablespoon. *SRP: \$24.99*

# Fridge and freezer



## Enlightened Keto Marshmallow Peanut Butter Bar

This ice cream treat is part of the brand's new Keto Collection line of pints and bars, which come in a range of innovative and enticing flavors. Made with real cream and peanuts and sweetened with erythritol and monk fruit extract, each bar has 4 grams of protein and only 1 gram net carb. *SRP: \$5.99*

## Lilly's Organic Cauliflower Hummus Original

This USDA Organic hummus has everything required for a healthy keto-friendly snack, including an ultraclean ingredients list that begins with roasted cauliflower blended with pure sesame tahini, olive oil, salt, garlic and cumin. Made by hand in small batches, Lilly's comes in three other varieties: Turmeric, Ranch-Dill and Spicy Buffalo. *SRP: \$3.49*



## Unbun Foods Keto Buns

Keto followers can still scarf down bread thanks to these Keto Certified gluten- and grain-free buns. Made with almond flour, eggs, flax, coconut flour, psyllium and apple cider vinegar, the buns boast a clean ingredients list, reflecting Unbun's uncompromising commitment to quality. Also available in a vegan-friendly plant-based version. *SRP: \$12.29*

## Outer Aisle Gourmet Plantpower Jalapeño Pizza Crusts

The proof is in the recipe when it comes to these wonderfully flavorful keto-friendly pizza crusts made with just a handful of whole-food ingredients: cauliflower, whole cage-free eggs, parmesan cheese, nutritional yeast and jalapeño. Each packet contains two crusts that have just 4 grams of carbs and 10 grams of protein each. *SRP: \$6.99*



**“Packaged keto products are a good way for beginners to transition to the diet, as long as the ingredients are really low in carbs.”**

*—Robin Switzer, Ketovangelist*

## EggLife Italian Style Egg White Wraps

These refrigerated wraps are soft and yielding—ideal for rolling or folding—yet strong enough to withstand a range of fillings. Made with the whites of cage-free eggs and Italian spices including red pepper, oregano, basil and garlic, these keto-friendly ready-to-eat wraps have 5 grams of protein and less than 1 carb. Additional flavors include Original, Rye and Southwest. *SRP: \$4.99*

# UNBOXED

## 6 collagen-infused foods that feed an inner glow

From regular newhope.com unboxed feature

BY ADRIENNE SMITH

The natural products industry is aglow with collagen, the naturally occurring protein that supports healthy joints, strong bones and skin elasticity. Taken as a powder or a pill, collagen supplements are a booming market with *Nutrition Business Journal* estimating a 33% sales increase in 2019 and an estimated \$230 million in annual sales.

This growth has also propelled the emergence of a category of collagen-infused foods and beverages, with natural brands stepping up to create products that feed into consumers' ever-advancing quest for functional foods and added protein.



### Know Brainer Classic Vanilla Max Mallow

These sugar-free marshmallows are fueled with grass-fed hydrolyzed bovine collagen peptides and MCT oil for a grown-up functional sweet with a nod to childhood.



### Kween Granola Butter with Collagen

Made from gluten-free oats, flax, olive oil, coconut oil, maple syrup, salt and spices, this spreadable granola is nut free and allergen friendly. It also has 100% grass-fed bovine collagen and 7 grams protein per serving.



### Medlie Organic Kale Avocado Veggie Drink

Superfoods such as organic spinach, kale and avocado are blended with other organic ingredients including cauliflower, cucumber, olive oil, apple cider vinegar, lime juice and 10 grams protein from grass-fed bovine hide collagen peptides, for a Whole30 Approved dose of nutrients.



### Purely Elizabeth Vanilla Pecan Collagen Protein Oats

This collagen-infused, protein-rich oatmeal boasts 3.5 grams grass-fed bovine collagen and 11 grams protein per cup, in addition to clean, organic ingredients including gluten-free oats, pecans, quinoa flakes, chia seeds, amaranth puffs and cinnamon. Each cup comes with a Nuttzo Power Fuel squeeze pack made with organic cashews, almonds, brazil nuts, flax seeds, pumpkin seeds and hazelnuts. Also available in Blueberry Walnut.



### Caveman Foods Chocolate Walnut Collagen Bars

These paleo-friendly bars offer 5 grams grass-fed collagen per bar, and 11 total grams protein from collagen peptides, egg whites and nuts—not to mention 6 grams dietary fiber, rich unsweetened chocolate, semisweet chocolate chips and organic coconut sugar.



### Picnik Collagen Creamer

This unsweetened nondairy creamer features a functional boost from MCT oil and grass-fed collagen, added to a creamy blend of cashew milk and coconut cream for what the company refers to as "half-and-half's sexier, healthier, smarter cousin." Non-GMO, paleo friendly and Keto Certified.





# Unmasking sleep

## Custom support for slumber invigorates category

BY NANCY COULTER-PARKER

As the wellness paradigm evolves, health experts increasingly recognize the importance of sleep. The National Institutes of Health recommends that anyone older than 18 get seven to nine hours of sleep each night. The reality: Studies show 40% of adults do not meet this mark.

While we once lauded a person's ability to get by on little sleep, research now associates poor sleep with obesity, heart disease, stroke, hormone and blood sugar regulation issues, and cancer. Not only can sleep deprivation lead to weight gain, it can also push exercisers toward faster exhaustion and, as studies have shown, make them less likely to reap the benefits of their workouts.

Recent research also continues to corroborate what molecular biologist John Medina, PhD, wrote more than a decade ago in his book *Brain Rules*: "Sleep well, think well." Cognitive abilities decline when we're short on sleep, and it's an often-quoted fact that driving while sleep deprived is akin to driving under the influence

of alcohol—a sobering thought considering how many of us could use a little more sleep.

The good news is that with adequate sleep, we can counter the negative ramifications of poor sleep. A new Boston University study published in the journal *Science* illustrates how the brain works as we sleep to flush out toxins and reduce the risk of diseases such as Alzheimer's.

The increased focus on sleep for our health has led to new product development in this dietary supplement category—as well as sales growth. *Nutrition Business Journal* reports that sleep product sales surged 12.3 percent in 2018, a much sharper increase than the 1.6 percent sales growth between 2016 and 2017. *NBJ* predicts growth will continue at a steady clip, with the strongest rate expected in sales of hemp CBD products, magnesium and herb blends, such as those containing valerian, black cohosh or ashwagandha. Still, melatonin maintains the top spot in sleep supplement sales.

## No sleep 'til ...

New delivery formats and formulas designed to address specific sleep needs prove this supplement category is no snoozer. While natural sleep aids cannot replace hours spent sleeping, they can assist with falling—and staying—awake. Here are a few of the latest:



### Good Day Chocolate Sleep

**Supplement CBD:** Who wants a little chocolate at bedtime? Good Day Chocolate's products have proven that a lot of people do. Now the company's Sleep CBD offers yet another option to bring on sweet dreams. Made with organically grown broad-spectrum hemp extract—containing zero THC—each piece supplies 1 mg of melatonin and 10 mg of CBD. *SRP: \$64, 30 pieces*



### Gaia Herbs Women Nighttime

**Comfort:** Transitioning through menopause is different for every woman, but hot flashes, night sweats and restlessness are common suspects interfering with a good night's sleep as hormones shift. This blend of black cohosh, mimosa, passionflower and St. John's wort aims to restore and maintain a healthy hormonal balance to help put the "feeling rested" back in sleep. *SRP: \$28.99, 60 capsules*



**MegaFood Herbal Sleep:** Not all sleep supplements work the same for everyone, which is why it's nice to offer a well-rounded set. MegaFood's new Herbal Sleep, made with valerian, ashwagandha, hops and passionflower, is a melatonin-free alternative to promote a good night's sleep. *SRP: \$19.53, 30 tablets*



### Country Life Gut Connection Sleep

**Balance:** Given the microbiome's critical role in maintaining a healthy immune system and producing neurotransmitters such as serotonin, it's easy to see how a healthy gut can influence a good night's sleep. This probiotic-free formula uses EpiCor dried yeast fermentate to support the body's existing beneficial microorganisms. Magnesium, 5-HTP and melatonin relax muscles and ease tension for restful slumber. A children's version will be available this spring. *SRP: \$33.71, 60 count*

Illustration: Kailey Whitman