FOOD EXPORT ASSOCIATION OF THE MIDWEST USA*/FOOD EXPORT USA*-NORTHEAST

THE BI-MONTHLY NEWSLETTER FOR IMPORTERS OF U.S. FOODS

APRIL/MAY 2016

Vol. 12 No. 2

SNACKING GOES MAINSTREAM







Focus On Healthy Snacks But Sweets A Perennial Favorite

ndoubtedly, we have evolved into a nation of snackers! Snacking has moved beyond a trend and is now a way of life. U.S. consumers have adopted, and are comfortable with, an eating style of nibbling and noshing on small bits of food 24/7. Unlike the traditional three meals per day of yesteryear, there are no rules or set schedule for snacking. These unstructured eating occasions can happen anytime or place with many on-the-go consumers toting portable snacks for when such a moment arises.

An astonishing 94% of Americans snack at least once a day, according to a report from research specialist Mintel. Furthermore, half of adults snack two to three times per day.

Research conducted by confectionery giant The Hershey Company found that some people snack "10 times a day," reported ABC News.

Today's consumers have shifted their focus to seeking out healthy snacks. This is a key priority since often snacks are just not supplementing, but replacing entire meals. Consumers are looking for snacks with ingredients such as protein, fiber and grains, which are generally part of the traditional meals that are disappearing from the current eating landscape.

Approximately one-third (33%) of U.S. consumers say they are snacking on healthier foods vs. a year ago, according to Mintel. Similarly, 30% of parents are serving healthier snacks to their children, influencing the newest generation's habits. Sixty percent of snackers wish there were more healthy snack options, including 70% of households with children, added Mintel food analyst Amanda Topper, according to *Snack Food & Wholesale Bakery*.

Although healthy is currently the major trend, that doesn't mean consumers are giving up indulgent snacks. Americans love their sweets, especially chocolate! Negotiating a balance between healthy and indulgent is the big challenge.

WHAT ARE CONSUMERS SNACKING ON?

Protein-packed bars and shakes, yogurt, fruit, cookies, cheese, seeds, sushi, guacamole and popcorn are a slight sampling of what consumers are snacking on. Today, the definition of a snack has expanded to include anything and everything.

"The tradition of a piece of fruit or a handful of nuts as a snack—those are still there, but overall the definition of a snack has

Calendar of Events

MAY

2-5: APAS

São Paulo, Brasil Feiraapas.com.br Expo Center Norte

5-7: SIAL China

Shanghai, China www.sialchina.com New International Expo Centre

9-13: Seoul Food & Hotel

Seoul, South Korea www.seoulfoodnhotel.co.kr/ Korean International Exhibition Center

SEPTEMBER

5-7: Feria Alimentaria

Guatemala City, Guatemala www.feriaalimentaria.com Expocenter La Inmaculada Hotel

6-8: Seafood Expo Asia

Wanchai, Hong Kong www.seafoodexpo.com/asia/ Hong Kong Convention & Exhibition Centre

OCTOBER

16-20: SIAL Paris

Paris, France www.sialparis.com Paris Nord Villepinte

29-31: Busan International Seafood & Fisheries Expo

Busan, South Korea www.bisfe.com BEXCO Exhibition Center

NOVEMBER

2-4: China Fisheries & Seafood Expo

Qingdao, China chinaseafoodexpo.com Qingdao International Expo Center

FEATURED PRODUCTS:

Koeze Company - Grand Rapids, MI

Founded in 1910, the Koeze Company has been crafting Cream-Nut, all-natural, peanut butter since 1925. This iconic American brand of peanut butter is made with only the finest and most flavorful Virginia peanuts and a dash of sea salt. There are no added ingredients of any kind, just peanuts and salt. Crafted with the fourth generation family's commitment to exceptional taste and quality, Cream-Nut peanut butter, either in smooth or crunchy continues to gain popularity the world over. Cream-Nut is made on vintage equipment, one small batch at a time. One taste and we are sure you will agree that you've just found the best tasting, all-natural, classic American peanut butter available! http://koeze.com/



SCD Probiotics[®] – Kansas City, MO

SCD Probiotics® is a Kansas City life-sciences company that was established in 1998 by Mathew Wood. Inspired by his mother who died of leukemia, cause unknown, Wood theorizes there were many factors to blame, such as the volatile organic compounds found in paints and the DDT widely used in the 1950s and 60s on commercial crops, in gardens, for urban mosquito eradication, and even for domestic pest control.

The global distribution of SCD's innovative products has earned it government recognition. And in 2013, SCD Probiotics received the Missouri Governor's Exporter of the Year Award.

With a focus on harnessing beneficial microbes, our top human-health seller SCD Essential Probiotics* stemmed from the company's emphasis on human health. Designed to satisfy the body's need for healthy bacteria, while restoring balance in the digestive tract and supporting a healthy immune function†, SCD Essential Probiotics* survives in otherwise hard-to-thrive-in stomach acid environments. https://www.essentialprobiotics.com/



Clabber Girl - Terre Haute, IN

During more than 160 years in business Clabber Girl has evolved into a leading baking industry expert both in retail and industrial ingredients. Best known for its iconic Clabber Girl brand of baking powder, available on almost every grocery shelf in the USA, Clabber Girl is also well versed in creating customized baking powder formulas for highly diverse baking requirements. They continue to innovate by capitalizing on unique technologies such as encapsulation as well as sourcing high quality ingredients including non-gmo corn starch. Clabber Girl has been providing non-gmo products to their valued export customers for many years already. In fact, their Rumford brand of baking powder began incorporating non-gmo ingredients as early as 2002. http://www.clabbergirl.com.

