

THE 5 COOLEST NEW HEALTHY FOOD AND DRINKS COMING TO YOUR SUPERMARKET



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Last week, several of us decamped to Baltimore to attend Expo East, AKA healthy food heaven. With over 1,000 brands in attendance, Expo East is *the* place to discover what trends will be taking over Whole Foods and beyond in the coming year. All the heavy hitters were there ([Annie's](#), [Justin's](#), [Suja Juice](#)), but hundreds of smaller companies doing innovative things in the wellness space had booths, too.

Having major FOMO right about now? Check out the five coolest things we scouted at Expo East.



Birch Benders Sweet Potato Pancake Mix

This micro-pancakery (totally a thing) has several amazing mixes that only require adding water (a current best seller is its **Paleo** mix, made with **cassava flour**, **coconut flour**, **almond flour**, eggs, and **monk fruit**), but the Sweet Potato mix, which is exclusive to Target, definitely stands out. Super easy, super simple ingredient list, and super buzzworthy.