

specialty *food* magazine®

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12 UNDER 35: BREAKOUT TALENT TO WATCH

*Pictured: Sana Javeri Kadri,
Diaspora Co.*

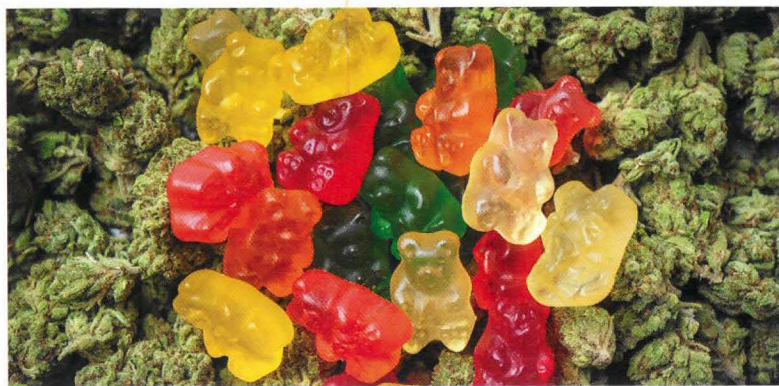
HOLIDAY ISSUE

PRODUCT ROUNDUPS OF
STOCKING STUFFERS AND
PEPPERMINT SPECIALTIES

CATEGORY SPOTLIGHT:
FESTIVE NON-ALCOHOLIC
BEVERAGES

SOFI AWARD WINNERS





Stoking the Cannabis Food Fire

Regulations continue to complicate the cannabis-infused food category, but in states where it's legal, CBD-infused lattes and mocktails, as well as cannabis-infused burgers, are more common. CBD health products continue to launch, like Martha Stewart and Snoop Dogg's new line of legal, medical-grade cannabis oil, Nature Relief, which promises relief from a variety of ailments and gives CBD products Martha's stamp of approval.

As for food, 57 percent of those ages 21 to 34 are interested, while only 40 percent ages 35 to 54 and 27 percent ages 55 and older show a comfort level with it. Baked goods like brownies and cookies were the most popular cannabis-infused product among consumers of all ages, followed by candies/gummies, non-alcoholic beverages, and snacks, according to research by Culinary Visions.

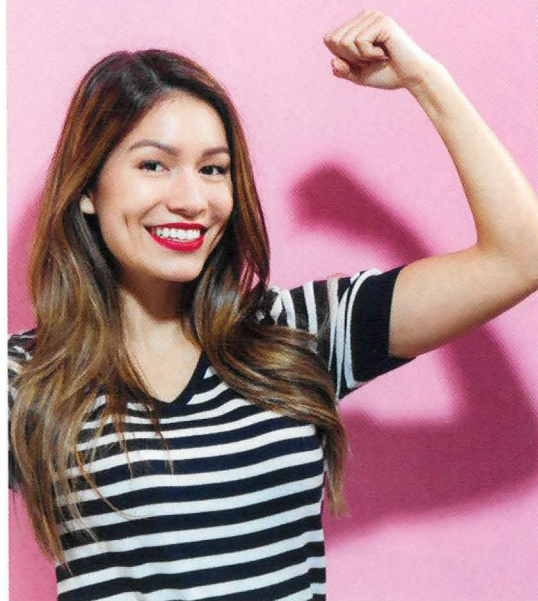
So how to reach the lucrative older generations? Says Sharon Olson of Culinary Visions, "We found there were some aspects that would make products interesting to them, like the promise of some medical benefits, being able to speak to a knowledgeable sales representative, and clear labeling." (*Editor's note: Turn to Regulatory Update, p. 80, to learn about the intricacies of CBD and cannabis in the food and beverage industry.*)

I AM WOMAN, HEAR ME ROAR

Femvertising or advertising that celebrates women with feel-good messages encouraging empowerment, confidence, and self-esteem, is missing the mark with 61 percent of American women, especially those in Gen Z.

According to Kantar's recent study, 74 percent of Gen Z women believe advertising directed at them is "completely out of touch" with them and their needs. Women have much more confident and assertive attitudes than in years past. Think of the winning female U.S. World Cup team—that's who women connect to today, according to the research.

Now that 67 percent of women ages 16 and older say they're in touch with their masculine side, up from 55 percent in 2014, it's time to shift. Give women messages of equality, respect, freedom from harassment, and the power that men assume and feel they deserve, and you've got their attention.



\$71,950,000,000

is what the global probiotics market is estimated to reach by 2025, with the food and beverage category set to dominate the segment shared by dietary supplements and animal feed.