

gourmet business

# *fine* foods quarterly

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Cover Photo: Enzo Granola

# *Fine Foods Quarterly*

## Fall 2021 New Specialty Food Products

By David Spencer

**M**any trends that originated before the Pandemic continue to be a strong factor driving product development. While many companies have had to put their new products on hold temporarily for a variety of reasons, many more have used the business slow down as an opportunity to focus on new product development, and we are now seeing the fruits of their labor with the introductions being rolled out this fall. On the following pages you will learn about some noteworthy product releases, which have been organized around three of the prevailing trends: Authentic Flavors, Healthy Inspirations, and Treat Yourself.

While the Pandemic created many business challenges, it seems that companies in the specialty food business have managed to grow as a result of the resurgence of in home meal preparation. The Millennial generation has benefited from growing up in a period of great food diversity, and through their travels they have discovered many of the great cuisines around the world. As a result, they are more familiar with authentic flavors that exist in different regions,

and they are armed with technology to help them seek out those flavors in America. The strong demand for these authentic tastes has fueled additional export from overseas, as well as encouraging American specialty food companies to explore these flavors in their own creations.

Consumers are still focused on healthy eating habits, and it reflects in their food shopping choices. Demand is strong for food products that can help a homemaker prepare meals that are healthy for their households, especially if the food products can present some convenience by taking some of the work out of preparation and spicing. Clean product labels and products with zero added sugar are the clear expectation of most consumers today.

In times of discomfort, special treats are a comfort food that can help brighten the day. Especially with healthy eating habits being so prevalent, there is perhaps more desire than ever to enjoy a guilty pleasure, and seek a special treat.



### PLANT-BASED NUGGETS, TENDERS, AND PATTIES ▲

From Rebellyous Foods  
[www.rebellyous.com](http://www.rebellyous.com)

2021 Sofi Winnter Rebellyous Foods makes delicious 100% plant-based chicken nuggets, tenders, and patties for everyone to enjoy. Crispy on the outside and juicy on the inside, Rebellyous provides the same texture and taste as chicken with all the benefits of plant-based ingredients at a competitive price. Easy to prepare and easier to enjoy.

**MSRP: \$5.99**



### PUMPKIN PECAN CRUNCH GRANOLA ◀

From Laura's Gourmet Granola  
[www.laurasgourmet.com](http://www.laurasgourmet.com)

Laura's Gourmet Granola announced that its most popular limited-edition seasonal flavor, Pumpkin Pecan Crunch, will be on sale this year as of Labor Day weekend September 4 and will be available through December 31, 2021. Nothing says Fall better than pumpkin spice and Pumpkin Pecan Crunch is the snack of the season. With mammoth pecan halves and pieces plus a comforting spice blend, Pumpkin Pecan Crunch exists to satisfy seasonal cravings without big doses of sugar or trans fats. The autumnal granola makes everything taste better – you can bake it into muffins, sprinkle it onto pies and puddings or fold it into pancakes.

Laura's Gourmet Granola products not only taste fresh and delicious but also incorporate super foods such as dried - not dehydrated - fruits including cherries and blueberries, almonds, pecans, peanuts, flax seed, hemp protein and organic coconut flakes. All nine of Laura's Gourmet Granola flavors are made from premium ingredients and are baked the artisan way—one batch at a time— from chef created recipes, making this brand truly “gourmet granola”.