



Ultra





What is one of your favorite food memories?

“When I was growing up, my brother and I got to pick out our own cereals. Him–Lucky Charms, me–Cap’n Crunch. I would often wake up early to have cereal and get a bright idea; dump my brother’s Lucky Charms into a big bowl, eat all the marshmallow treats, put the cereal back into the box and pretend it must have been a mistake at the factory. He didn’t catch on until he was much older. I’m sure I paid for it in some way.”

Leslie Hacking // designer



ULTRA  
Food Trends  
Report 2017





"My favorite lunchbox find was Lunchables – what a treat! The processed cheese, the slimy and slightly moist deli meat, tiny little crackers... it's all a mystery to me now that anyone could love them, but it was a special lunch day when Mom put that in the brown paper lunch sack."

Julia Hunter Rancone // strategist

# Who we are

Well, hello fellow foodie friend! We are Ultra Creative, an independently owned creative studio in Minneapolis, Minnesota, and home to 35 Ultralites who are big-hearted creative partners and meticulous practitioners. We have 30+ years of experience working with both big and small brands, in multiple channels, bringing strategic thinking and creativity to craft brand stories for a new level of consumer engagement. With a specialty in food and beverage, we closely watch and listen to everything happening in the food world. Take a peek at what we're seeing this year and enjoy an occasional look back at a few of our favorite food memories.



“The only thing I like better than  
talking about food is eating.”

John Walters



# We couldn't agree more

Everyone who works at our creative studio has a passion for bringing brand stories to life and a universal love of food. This is our 5th Annual Food Trends Report. It's our palatable way of serving the latest food trends, products and buzz with those who hunger to know more. Bon appetit!



"A food I craved as a kid, but never had at home? I'd say Cheetos. I loved every finger lickin' thing about 'em. Umm, do you know if there's a vending machine nearby?"

Shane Breault // vp creative director

## Our Sources

Conferences: Fancy Food Show: San Francisco, January 2017 and NYC June 2017;  
Cherry Bombe Jubilee, NYC, April 2017; Bitten Conference, NYC, October 2017

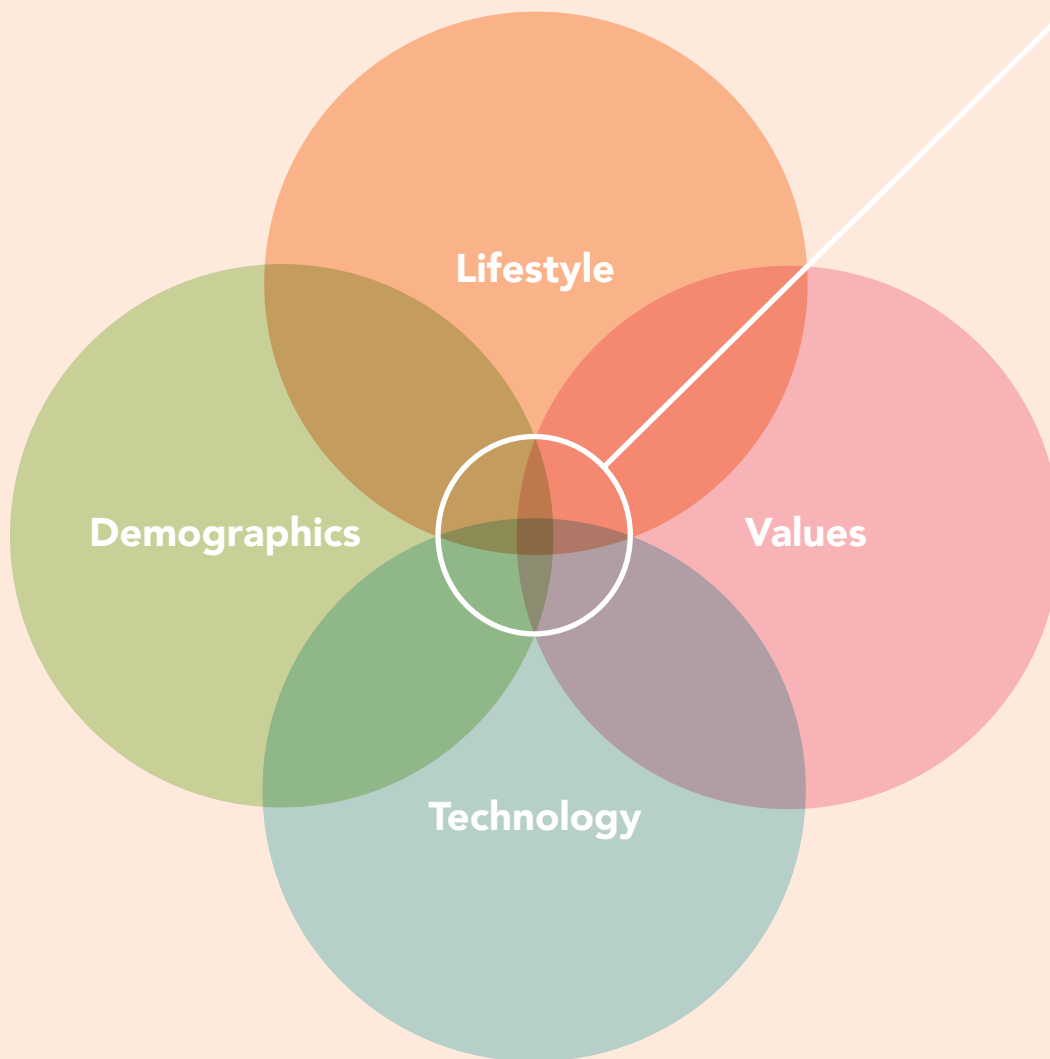
Reports: Mintel, NPD, J. Walter Thompson and The Innovation Group

Media: Bon Appetit, Food & Wine, Saveur, Lucky Peach, Cherry Bombe, America's  
Test Kitchen, The Splendid Table, Prince Street, Specialty Food News, Food Dive

## Disclaimer

Some of the product descriptions seen throughout this book are lifted directly from their websites and/or e-commerce product descriptions.

# The making of a trend.





A trend is born when it is accessible to mainstream consumers across product categories and industry boundaries.

# Report Overview

## The Trends

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What's gaining traction in consumer packaged goods?



## The New Stuff

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What's new in consumer packaged goods?



Products



Flavors

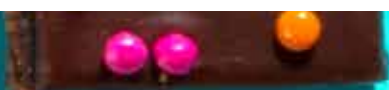






"My favorite lunchbox item was for sure Cosmic Brownies. Not only did they taste amazing, they could be traded for almost anything. I remember trading a Cosmic Brownie for my friend's entire lunch one time."

Michael Guite // designer





# Ethical Products

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Consumers are not just fickle about food, but also its purpose and meaning in their lives. In a highly charged political environment, signs point to a focus on ethical shopping as a way to live out personal values. One way this comes to life is seeing brands, born from a conviction, that set out to do good in the world - when the goodness is baked into the brand DNA and isn't a promotion or partnership. The second way brands do this is to provide innovative solutions to help them live a more ethical life. Meat-free burgers, non-dairy cheese, water-absorbent pasta, and biodegradable packaging are all examples of brands using their resources to make ethical living easy on consumers.



## Arare Rice Crackers

Water Smart and Women Strong

Do The Rice Thing! Enjoy them straight out of the bag, as part of your favorite trail mix, or with fruits and nuts. And know that while you're snacking, you're promoting women and climate-friendly farming.



# The Trend: Ethical Products



## Feminista Beer Fights Domestic Violence

A team of creatives in Brazil has launched a feminist beer, Cerveja Feminista as both a response to the sexism in beer advertising and to raise awareness that a woman is killed every 90 minutes in Brazil due to domestic violence. Their Irish red ale branding uses a hybrid of traditional gender symbols to remind people that feminism is about gender equality and that both genders drink beer.

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## Zoka Coffee Family Direct Trade

Zoka Coffee is a partner in Family Direct Trade, which revolves around building both a personal and economic relationship with the coffee farmer and his family. Based on long-term and ongoing sustainability, this relationship translates to the quality of service and product on the farm and at home.



## Rebbl Drinks Fights Human Trafficking

Rebbl drinks are grounded in ancient herbal wisdom, created from the roots, extracts, berries, barks, and leaves to impart nature's nutrition. But more than that, this brand supports a unique business model by partnering with Not For Sale to directly impact the fight against human trafficking through proceeds and its sourcing model.

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## Other Brands to Check Out:

- Health Warrior
- Back to the Roots
- Love the Wild
- Karmalize.Me
- Endangered Species Chocolate
- Milkadamia



"The candy I was obsessed with as a child was Mambos. I'd ride over to the 7-eleven with my BFF Bethany on our banana seat bikes, while wearing our jelly shoes or Air Jordan's, and then we'd go hang out at her house and play with Barbie and Skipper."

Carolyn Weatherhead // office manager







# Sustainable Foods

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Consumers are moving their attention beyond the ingredient list to what is happening behind the scenes of food production, and how their purchases are affecting the planet. Scientists at the University of Melbourne have published a report on how climate change will affect 55 household items including wheat, cheese, beef, fruits, nuts and seafood. So, these brands are all about creating positive environmental change to reduce the harmful impact climate change will have on our food production system. They do it by sustainably sourcing ingredients, creating thoughtful processes throughout the product life cycle and supply chain, and pioneering innovative solutions that aim to repair the environmental crisis.



## Don Bugito

### Edible Insect Snacks

Scientists around the world are pushing for a bug-centric diet as a way to reduce greenhouse gas emissions and slow climate change. Don Bugito was founded to introduce a new type of protein - edible insects - into the western diet.

# The Trend: Sustainable Foods



## Patagonia Provisions Regenerative Framing

Patagonia's new beer is made with kernza, a grain that follows regenerative farming practices. It is a perennial with a giant root system that can actually reduce carbon in the atmosphere.



## Misfit Juicery Zero Waste

Misfit Juicery creates its nutritious cold-pressed juices with 70-80% of recovered fruits and veggies to move the food system towards a zero waste model. These recovered foods come not only from passed-over grocery produce but trimmings and scraps that would otherwise go into the landfill.





## Yellow Barn Biodynamic Biodynamic Farming

Yellow Barn's Biodynamic jarred sauces are farmed from biodynamic farms, a method of farming that is holistic, ecological, and ethical. It is especially attuned to the needs of nature to create a "whole farm" system.



## Harmless Harvest Fair for Life

Harmless Harvest has a Fair for Life certification that combines strict standards for social accountability and fair trade for socially responsible companies. It ensures that Harmless Harvest is committed to paying fair prices for goods like coconut water, as well as supporting the well-being of local communities.



"I'll never be too old for Gummy Bears...any color, any flavor, any time. To me, that distinctively chewy texture is as good as it gets."

Shane Breault // vp creative director

# The Trend: Sustainable Food



## Fog Point Fog captured vodka

As California experiences a historical drought, vodka brands have to reckon with its main ingredient – water – being in short supply. Hangar 1 partnered with Fog Quest, a non-profit that works to create a sustainable water supply in impoverished areas of the world, to use fog as an alternative water source in its vodka. All profits from the sale of Fog Point go to Fog Quest.

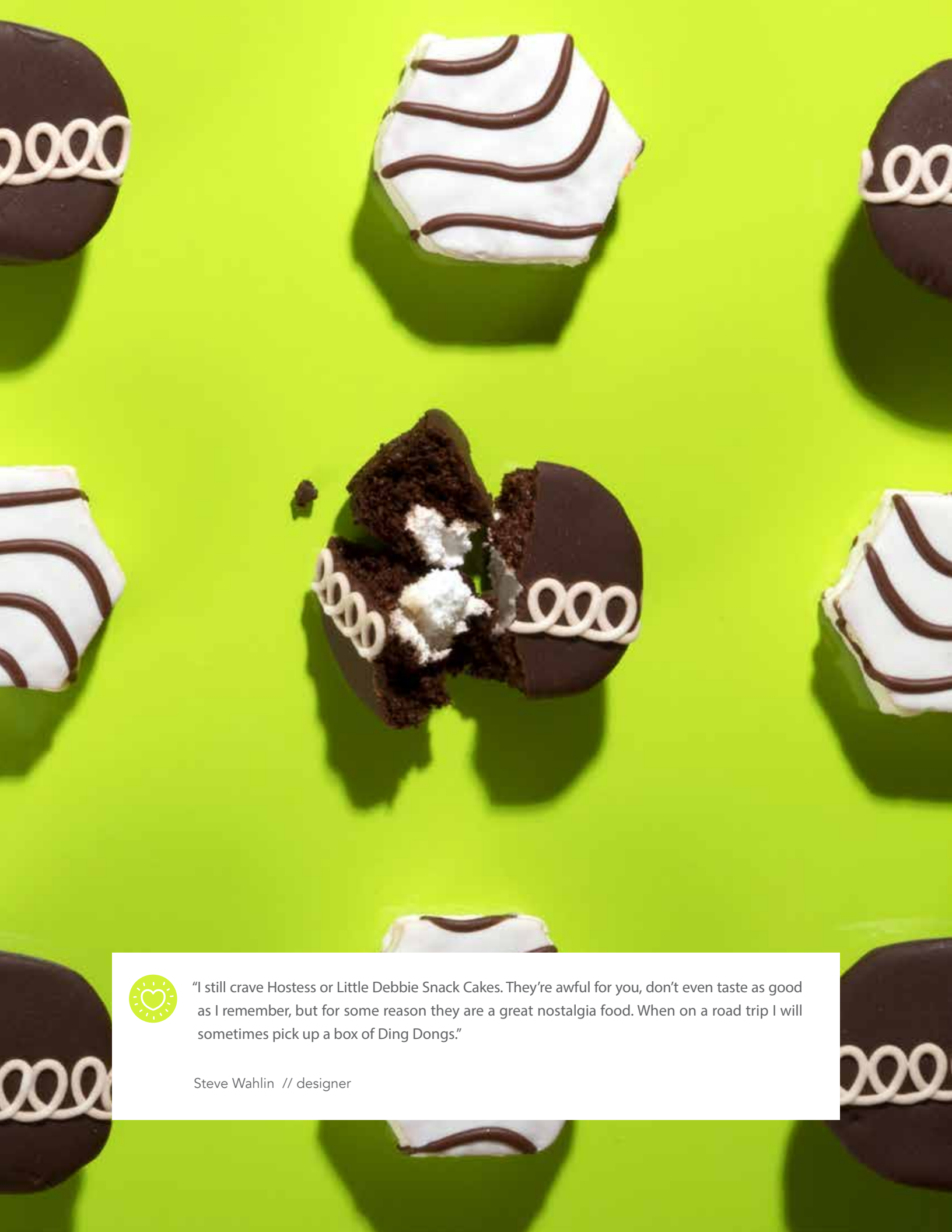
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## Other Brands to Check Out:

- Eco Olea
- Rubies in the Rubble
- Snact
- Ocean's Halo
- Natural Nectar
- Regrained
- Guinness Africa Special
- Wild Planet







"I still crave Hostess or Little Debbie Snack Cakes. They're awful for you, don't even taste as good as I remember, but for some reason they are a great nostalgia food. When on a road trip I will sometimes pick up a box of Ding Dongs."

Steve Wahlin // designer



# Health & Wellness

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Consumers are on a health kick, and food spans a range of health & wellness needs, from no-sugar beverages to tonic herbal supplements and non-alcoholic seltzers. Some brands have reached far into the land of vitamins, minerals and supplements, while others stay a little more low key to offer up a product that feels better than the current alternative.



## English Tea Shop Supplemental Teas

The English Tea Shop's Wellness line boasts ten unique herbal tea blends as wellness remedies you can drink. The English Tea Shop's Loving Care Wellness tea range uses healthy ingredients and harmonious blends with the aim to help achieve everyday wellness and be a part of a balanced, healthy lifestyle.



# The Trend: Health & Wellness



## Redd Superfood Energy Bar with Caffeine

This nutrient dense, flavorful and slightly caffeinated snack or meal replacement comes with 10g protein, equal to 2 – 3 egg whites or a slice of seitan (sans the gluten); 11 all-natural-all giving superfoods; 23 vitamins+minerals; 39mg natural caffeine (muchas gracias, Yerba Maté).



## Kor Wellness Shots

Turmeric's anti-inflammatory properties are fueled by curcumin, an active ingredient that is also a very strong antioxidant. Throw in some Malibu lemons and fresh Thai young coconut and the Vitality shot is your daily dose of wellness in a single, smooth hit.



## Sun Potion

### Tonic Herbs and Superfoods

Dedicated to health, happiness and well-being through the use of medicinal plants, superfoods and tonic herbs, Sun Potion sources potent, healing substances that have the ability to transform consciousness and health.



## Lotus

### Adaptogenic Beverage

Naturally crafted with adaptogenic botanicals, Lotus Elixirs provides a balanced 'lift' (largely due to the balancing effect from the adaptogenic botanical blend) which help regulate the body's reaction to its energizing properties without jolts or crashes to restore balance and vibrant well-being.



"When we were old enough, maybe 3rd graders, our parents let us bike or walk the mile to Brooks' convenience store. At the time, Nerds had just come out and everyone wanted to try all the flavors. The treat was less about the candy and more about the adventure of going to the store by ourselves and using our own money to make a purchase."

JoEllen Martinson Davis // designer



# The Trend: Health & Wellness



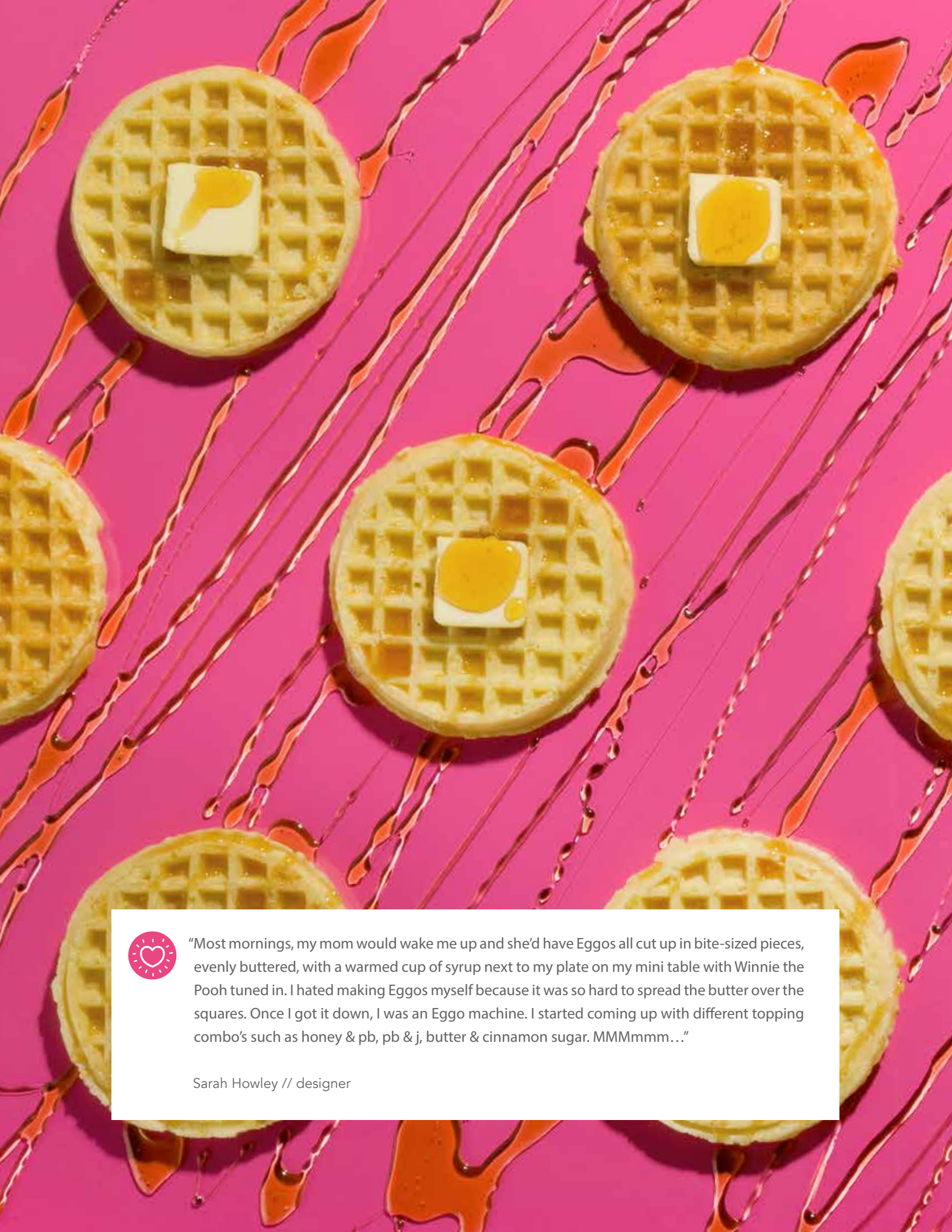
## Moon Juice Powdered Bioactive Minerals

These transformative formulas are alchemized with the most potent organic and wild-crafted herbs, adaptogenic plants, and bioactive minerals available. Add these botanical blends to your daily routine to help your body adapt to physical, mental and environmental stress.



## Other Brands to Check Out:

- Temple Turmeric Elixirs
- Choice Organic Teas
- Soylent
- LifeAid
- Cheribundi
- Sealand Birk
- Sencha Shot
- TranQuini
- Navitas Organics
- Huel
- Wella Bar
- Urban Foods
- Pranayums
- Suja Drinking Vinegars
- iQ
- Snow Monkey Superfood Ice Treat
- The Spice Lab Healing Spices
- Enlightened Marshmallow Treats



"Most mornings, my mom would wake me up and she'd have Eggos all cut up in bite-sized pieces, evenly buttered, with a warmed cup of syrup next to my plate on my mini table with Winnie the Pooh tuned in. I hated making Eggos myself because it was so hard to spread the butter over the squares. Once I got it down, I was an Eggo machine. I started coming up with different topping combo's such as honey & pb, pb & j, butter & cinnamon sugar. MMMmmm..."

Sarah Howley // designer







# New Products

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It is truly amazing how many new products come out every year, and the new ingredients, blend or process being used. Walking the grocery aisles or talking to vendors at the Specialty Food Show, or reading one of our favorite magazines (Cherry Bombe of late) are just a few of the ways we've been introduced to the products in the following pages.



NUT-FREE & GRAIN-FREE  
SANS NOIX SANS CÉRÉALES



## Organic Gemini Tignut

TigerNuts are not nuts, they are small root vegetables which comprised 80% of our Paleo ancestors' diet around 2 million years ago. This ancient superfood originates from Africa. It is currently cultivated in West Africa & Spain.

# The New Stuff: Products



**Sir Kensington**

Vegan Mayo Made with Aquafaba



**DeCecco**

Spinach Enriched Pasta



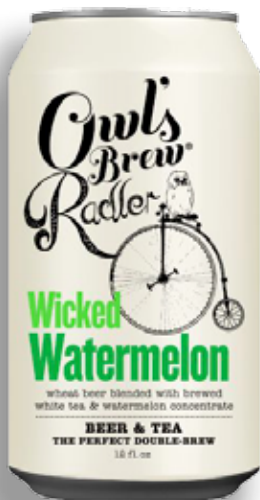
**Amlou**

Almond Butter Made with Argan Oil



**Peanut Butter & Co**

Powdered Peanut Butter



**Owls Brew Radler**  
Tea Infused Beer



**Pereg**  
Banana Flour



**Primal Kitchen**  
Made with Grass-fed Collagen



**Tartly**  
Sparkling Fruit Shrub

# The New Stuff: Products



**Pranayums**  
Powdered Superfood



**Morning Rounds**  
Muesli Baked Goods



**Graeter's**  
Cheese Crown Ice Cream



**CabernayZyn**  
Dried Wine Grape Snack





**Go Cubes**  
Chewable Coffee



**Pereg**  
Baby Quinoa



**OXiGEN**  
Oxygenated Water Shot



**it's hot but it's sweet but it's hot.**  
Jalapeño Flavored Simple Syrup

# The New Stuff: Products



Honey Mama's  
Honey Bar



Zellee  
Fruit Gel



Slingshot  
Yogurt Mix-ins Drink



Dang  
Sticky-Rice Chips



**Roland**  
Maftoul Grain



**Joia**  
Sparkling Premixed Cocktails



**Salad Shots Bar**  
Veggie Bar



**Brazi Bites**  
Cheese Bread

# The New Stuff: Products



**Unreal**  
Dark Chocolate Crispy Quinoa Gems



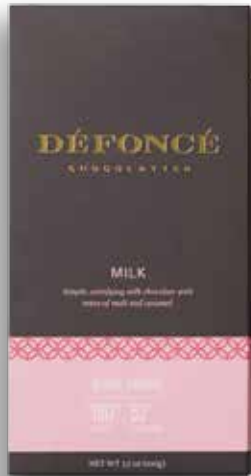
**Zia Valentina**  
Waffleshot



**Kuli Kuli**  
Moringa Green Energy



**Power Plant**  
Eggplant Jerky



**Défoncé**  
Cannabis Infused Chocolate



**Go Umani**  
Baked Tofu Bar

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## Other Brands to Check Out:

- LaLoo's Goat Milk Ice Cream
- Treo Infused Birch Water
- Watersboten Herbal Waters
- Grow Raw Fermented Juices
- Bear YoYos
- Tootsie Roll Hot Cocoa
- Let Them Eat Candles





"As a child my sisters and I were obsessed with Swedish fish. We would get them from the mall at Buddy Squirrel. It seemed so special because everything was by the pound and you had to ask the candy server for a half pound or 5 single fish or whatever it was. She would carefully take them out of the case and place them into a little bag. I remember watching her hand with the scoop and praying she wouldn't give me all of one flavor. Red was my favorite with green as a close second."

Jessica Ward Hill // designer







# New Flavors

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Remember when it was bacon flavored everything? And then Sriracha took over? As 2018 looms on the horizon, what will be the next big flavor to dominate our palates? Personally, we're thinking it's going to be the smoky flavor of Korean Gouchujang but what we saw at the most recent Specialty Food Show was watermelon everything.





## Pop Art Mashups

### Honey Caramel & Feta Cheese

Pop Art's Popcorn Mash-Ups product line is based on the Chicago-style blending of cheese and caramel popcorn varieties but they take the flavors a step farther to the unexpected. This offering uses gourmet cheese plate inspired flavors of Honey Caramel & Feta Cheese to pull out the sweet and salty experience.

# The New Stuff: Flavors



Yuzu  
Hot Sauce



Corine's Cuisines  
Scotch Bonnet Pepper



Wai Lana  
Turmeric Cheese



Hey Boo  
Coconut Jam





**Nando's**  
Peri-Peri



**Carolina Dirt**  
Carolina Dirt



**Weak Knees**  
Gochujang



**T-Pops**  
Salted Cod Roe

# The New Stuff: Flavors



**Endorfin Foods**  
Wormwood



**The Super, Super Fruit**  
Pichuberry



**Stagg Jam**  
Seasoned Sorrel



**Jansal Valley**  
Dukkah





**Konery's**  
Salted Blue Corn



**Malai**  
Golden Turmeric Ice Cream

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## Other Flavors to Check Out:

- Watermelon
- Turmeric
- Sambal Oelek
- Miso
- Sauerkraut
- Green tea
- Matcha
- Harissa



"The childhood food I'm still obsessed with is Pop Tarts. I'm still weaning off them. At a campsite in the morning, campfires moldering, enameled coffee cup in hand, blueberry pop tart fresh off the Coleman stove, hard to beat. I'm down to 1, can't eat 2 anymore."

Dave Biebighauser // president





Thanks

So that's a taste of what's trending right now. We hope you enjoyed it as much as we did putting it together. If you want to talk about food or go out and eat some, give us a call. We'd love to continue the conversation!





“Gastronomy is never far from nature,  
tenderness, or happiness.”

Alain Passard

Let's Stay  
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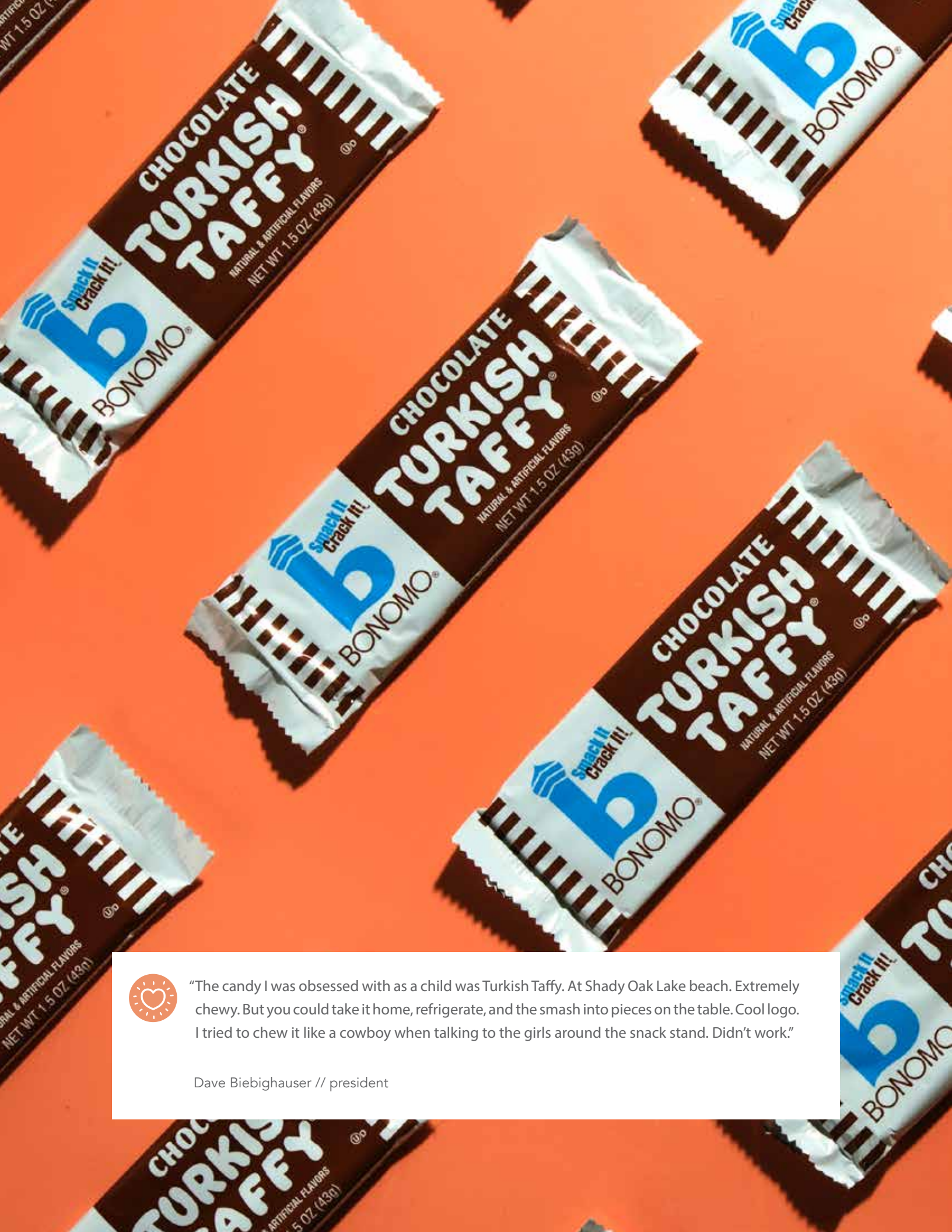
"The first food I learned how to make is Kraft Macaroni and Cheese. And, truthfully, I still love it as much as I did when I was young."

Ty Tonander // vp brand design







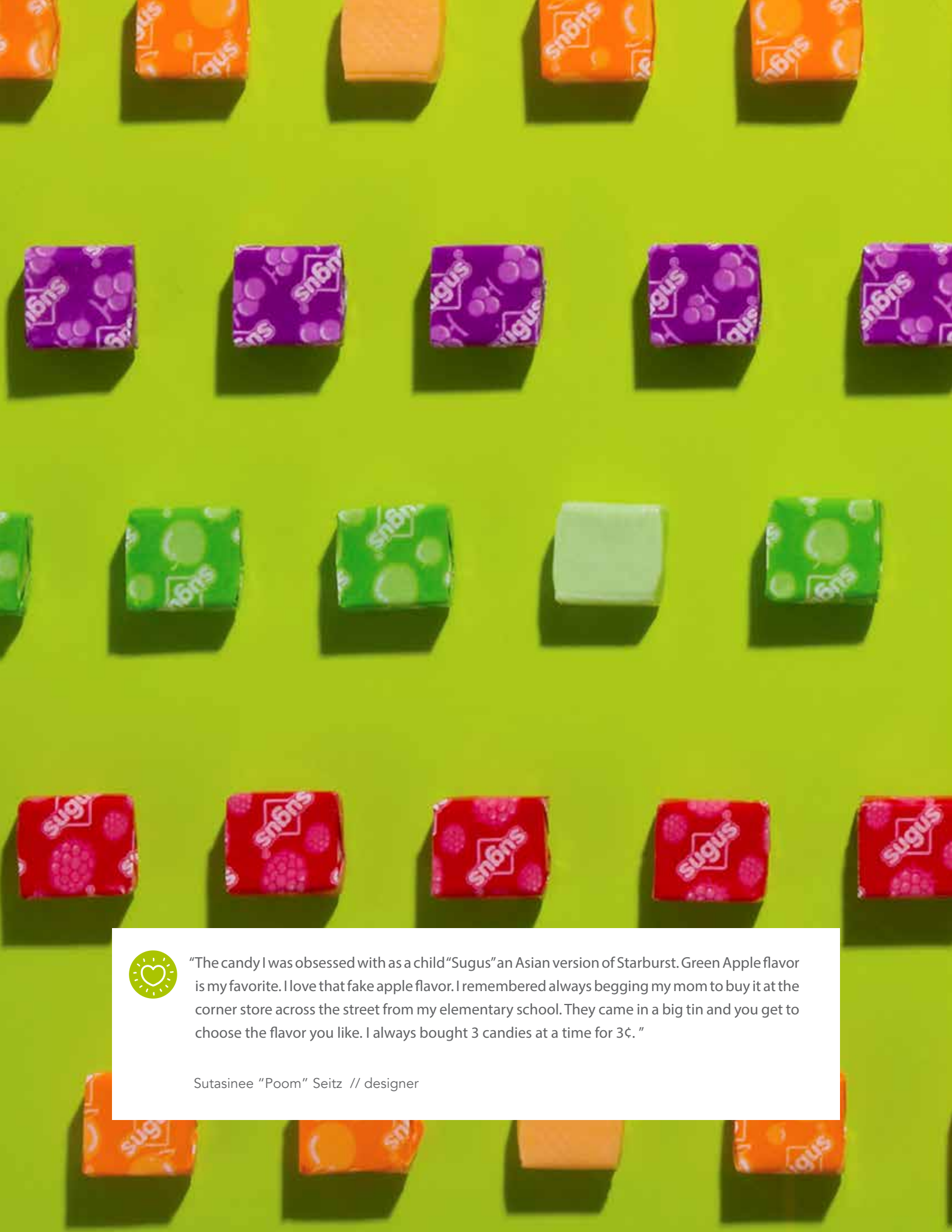


"The candy I was obsessed with as a child was Turkish Taffy. At Shady Oak Lake beach. Extremely chewy. But you could take it home, refrigerate, and the smash into pieces on the table. Cool logo. I tried to chew it like a cowboy when talking to the girls around the snack stand. Didn't work."

Dave Biebighauser // president







"The candy I was obsessed with as a child "Sugus" an Asian version of Starburst. Green Apple flavor is my favorite. I love that fake apple flavor. I remembered always begging my mom to buy it at the corner store across the street from my elementary school. They came in a big tin and you get to choose the flavor you like. I always bought 3 candies at a time for 3¢. "

Sutasinee "Poom" Seitz // designer





