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SHOWS

SUMMER FANCY FOOD SHOW 2013 2013:07:17

From 30 June to 2 July, the Summer Fancy Food Show in New York brought together specialist food vendors from around the world for a tasting and networking bonanza the size of four city blocks.

By Shepherd Laughlin

Sundried tomato ketchup, cardamom-flavoured ice cream, and absinthe and herb vinaigrette were some of the innovative hybrid products that caught our attention. Otherwise, vendors were promoting new items, less with assertions of being artisanal and authentic, and more with specific health claims backed up by research. The following are some of the trends LS:N Global noted at the show.

New terroirs

The idea of a terroir, the geographical and biological conditions of a specific place, was being used to market products not usually associated with the concept. Salute Santé! makes grapeseed oils in California's Napa Valley using a cold-press technique. Oils created from the grape seeds echo the flavour profiles of different wine varietals, such as cabernet sauvignon, chardonnay and merlot. The company's Extra Virgin Cold Pressed Syrah Grapeseed Oil was a finalist for a Sofi award. Grapeseed oils in general are enjoying greater popularity, in part because they contain a third of the saturated fat in olive oils.