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GOURMET NEWS



MARCH 2024 • SPECIAL SHOW ISSUE

NATURALLY HEALTHY

A SPECIAL SHOW ISSUE OF GOURMET NEWS THE BUSINESS NEWSPAPER FOR THE GOURMET INDUSTRY

Sweet Heat That'll Make You Beg for More

BOOTH #5285

Move over, sriracha, there's a new condiment queen in town and her name is Bone Suckin' Hot Honey. This fiery nectar, crafted by



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Tofutti's Rebrand Wins Awards

It's no small feat for a 40-year-old company to undergo a major rebrand, but that's exactly what Tofutti Brands, Inc., a producer of dairy-free, plant-based



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Paesana – An Organic Sauce Like No Other

Paesana's premium organic pasta sauces have all the delicious sautéed-to-perfection flavor that's been in the Scaramelli family



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Nuts Meet Superfoods: Elan Specialty Snacks

BOOTH #1417

Introducing innovative nuts and dried fruits to the snacking industry, Elan offers a diverse range of organic, gluten-free, kosher, non-GMO and



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Franklin Baker 'A Cut Above the Rest'

BOOTH #5211

Franklin Baker, Inc. is the premier Philippine supplier of coconut ingredients to the global food and beverage marketplace for more than



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Evolving a Family Business for the Future

BOOTH #1483

By Michael May, Chief Executive Officer, Wisdom Natural Brands®

A family company often takes on the character of the family who owns



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Cobram Estate Artisan Collection – New This Year

BOOTH #1595

This year, Cobram Estate is introducing the Artisan Collection. Its flavored extra virgin olive oils use only the finest natural ingredients, tried and



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Reimagine Craft Coffee

BOOTH #323

Today, coffee isn't just caffeine in a cup, it's an experience that is defined by where the coffee beans are sourced from, how they are prepared, the technique used to brew the coffee, and what is added to



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CII Foods' New Facility

BOOTH #122

CII specializes in custom inclusions, texturized plant proteins and protein crisps. Recently, CII opened a brand new multi-million-dollar manufacturing



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Liquid I.V. Sugar-Free Is Soaring

BOOTH #3523

After spending two years perfecting the formula, Liquid I.V. launched its Hydration Multiplier Sugar-Free product in June 2023. Sugar-Free quickly became a fan favorite,



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You Couldn't Make a Vinaigrette Better Than This

BOOTH #5578

It's not just about flavor; it's about the wholesome ingredients that set Bella Sun Luci's products apart. Bella Sun Luci takes no shortcuts in creating the perfect fusion of flavor



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Planet Superfood: Plant-Based Protein Revolution

BOOTH #8918

By Šarūnė Narbutaitė, Project Manager, Allive Marketing

Our outlook is as simple as it gets – we create products that we love to consume ourselves and



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Darigold Launches Belle Coffee Creamer

Seattle-based Darigold, Inc., one of the nation's largest dairy producers, has launched its new Belle™ brand of dairy-based coffee



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Fiscalini Farmstead Creates Handcrafted Cheese

Fiscalini Farmstead started as a dairy farm over 100 years ago. Today the fourth generation owns and operates the business,



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Zany Bites: The Official Snack of Fun



Step into the magical world of Zany Bites, where a story blossoms into a magical tale of family, rice and tradition. Zany Bites' journey

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Boarderie Sets Title for Largest Charcuterie Board

Boarderie, a premium direct-to-consumer cheese and charcuterie brand, achieved the feat of



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La Preferida Celebrates 75 Years with Flavors that Defy Time

This year marks a significant milestone for the iconic Mexican food brand that has been delighting taste buds for 75 years. Since its inception in 1949, La Preferida (meaning “the preferred”) has not only become a household name in the Midwest, but has also carved a spe-

cial place in the hearts of food enthusiasts nationwide. Even from its humble beginnings as a small storefront, La Preferida has always maintained its passion for bringing the vibrant flavors of Mexico and Latin America to American kitchens. This landmark celebration stands as a testament to the enduring legacy of evolution, flavor adventure and trust the brand has built with its committed followers.



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Being “The Preferred” choice is more than just branding; it’s about being a cultural bridge that connects generations through the joy of shared meals.

“We are thrilled to mark this incredible milestone and reflect on the journey that has brought La Preferida to where it is today,” said David Steinbarth, Presi-

dent of Branded and grandson of the brand’s founder. “Our commitment to delivering the most authentic Mexican flavors remains unwavering, and we are grateful for the loyal customers who have made La Preferida a beloved part of their family traditions.”

The 75th-anniversary celebration will feature a series of events and promotions throughout the year, allowing La Preferida to express gratitude to its customers while also introducing its rich history to new audiences. The brand’s commitment to quality and authenticity has made it a go-to choice for both home cooks and professional chefs. It looks forward to con-

tinuing to inspire culinary creativity for years to come. In addition to the anniversary festivities, La Preferida plans to release new items throughout the year. Paying homage to their roots in the Hispanic community with products like chorizo seasoning, chipotle seasoning, carne asada seasoning and mole.

As La Preferida looks back on 75 years of success, it also looks forward to a future filled with innovation, growth and, most importantly, the continued joy of sharing authentic Mexican flavors with families across the Midwest and beyond.

For more information about La Preferida and its 75th-anniversary celebration, visit www.lapreferida.com or stop by booth #1110.

Savor the Sweet Surprise: Simply Delish Unveils Divine New Pudding Flavors

Get ready to tantalize your taste buds with Simply Delish’s newest flavors: Lemon and Salted Caramel. Dive into a world of indulgence redefined, where

every bite of these delectable desserts is a guilt-free delight. Meticulously crafted with care and precision, these treats boast an impressive lineup of attributes that cater to your cravings without compromising on your health goals. Say goodbye to sugars, artificial flavors and preservatives, as these desserts deliver pure flavor while staying true to a commitment to health-conscious ingredients. With just 4g of net carbs and a mere 20 calories per serving, you can satisfy your sweet tooth without any remorse lingering afterward.

But the goodness doesn’t end there – Simply Delish’s Lemon and Salted Caramel flavors



BrightFresh Microgreens Introduces Game-Changing Packaging Automation, Enhanced Branding for Retail Produce

BrightFresh® Microgreens, a leading provider of retail microgreens, is introducing a packaging innovation tailored specifically for retail produce buyers. The company is poised to launch an automated packaging line that not only revolutionizes quality, sustainability and shelf life but also showcases new and improved branding for enhanced consumer appeal.

This state-of-the-art packaging automation offers numerous advantages for retail produce buyers:

1. Enhanced Quality and Consistency: BrightFresh Microgreens’ new packaging automation ensures the highest level of quality and consistency in processing, packaging and labeling, meeting the discerning standards of major retailers.

2. Sustainable Innovation: Demonstrating a steadfast commitment to sustainability, BrightFresh Microgreens introduces packaging with a peel and reseal top layer, significantly reducing plastic waste by 25% to 30% per clam, aligning seamlessly with retailers’ sustainability goals.

3. Extended Shelf Life: BrightFresh Microgreens’ dedication to freshness extends the shelf life of its products by two to three days, providing retail buyers with longer-lasting, high-quality produce items that align with consumer expectations.

4. New, Improved Branding: BrightFresh Microgreens will also unveil new, improved branding that enhances product visibility on the shelf and better showcases the items to customers, facili-

itating easier product identification.

5. Non-GMO and Gluten Free Certification: Many of BrightFresh’s items are now also Non-GMO and Gluten Free certified, catering to the growing demand for dietary-conscious choices among consumers.

6. Retail Rollout: The packaging automation program is scheduled to launch in early 2024 and will be available in major retail chains, including Sprouts Farmers Market, Albertsons, Safeway, Walmart, Stater Bros. Markets, Whole Foods Market and Raley’s Supermarkets, ensuring that retail produce buyers can soon provide their customers with these remarkable improvements.

“We’re thrilled to bring this packaging automation, along with our refreshed branding, to our retail partners nationwide,” states Helena Beckett, Director of Sales at BrightFresh Microgreens. “We’re excited about the sustainable packaging, extended shelf life and the overall superior experience it offers our customers.” Samples of new packaging, and samples of the extensive product line can be found at booth #N514.

Retail produce buyers interested in carrying BrightFresh Microgreens’ innovative products can inquire about becoming a partner through Helena Beckett, Director of Sales, at helena.beckett@freshorigins.com or by calling 831.601.9941.

For more information, visit www.brightfresh.com or stop by booth #N514.

cater to a range of dietary needs. Gluten-free, allergen-free and bursting with flavor, they’re the perfect choice for those seeking both indulgence and wellness. Whether you’re on a health journey or simply enjoy treating yourself to the finer things in life, these new flavors promise to delight your senses. Indulge in the irre-

sistible flavors of Lemon and Salted Caramel, guilt-free, and embark on a journey of delicious satisfaction with Simply Delish.

Free samples are available at booth #570.

For more information, got to www.simplydelish.net or stop by booth #570.



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Unlock Gourmet Italian Flavors in Minutes: Bella Sun Luci's New Sauce Starters for Effortless Meals

Whether you are a beginner cook or qualified chef, Bella Sun Luci's New Italian Kitchen Sauce Starters bring that



gourmet Italian scratch cooked flavor to your meal in minutes. The slow simmered cooking base is conveniently packed in a resealable squeeze pouch for added convenience for today's busy consumer. The new Sauce Starters will let you be the chef – add a little or a lot. Don't stop there – stir into rice, potatoes, soups or roasts. The Italian cooking base can add flavor that pulls dinner together quickly. With meals so good, they will only think you spent all day cooking! Available in three delicious flavors: Tuscan Garden, Tomato & Pepper and

Tomato Basil. Each flavor is gluten free, vegan and made with real vegetables.

Now with Bella Sun Luci Sauce Starters, it makes it easy for everyone to enjoy bigger flavors and better cooking with only a few steps to get a robust simmered all-day flavorful meal to the table in minutes.

"Today's consumer is navigating their meal ideals toward better-for-you foods without sacrificing taste, and our Italian Kitchen Sauce Starters allow for just that in a quarter of the time! This is innovation you can taste; this innovation drives sales," says Mary Mooney, Mooney Farms Owner.

With the goal in mind to live life more tastefully, the new line of Bella Sun Luci Sauce Starters appeals to the health conscious and ethical consumer without having to sacrifice flavor. The new line pushes the innovation of chef quality meals made right in your own home using better-for-you ingredients.

For more information, visit www.bellasunluci.com or connect on Instagram and Facebook @bellasunluci, email sales@mooneyfarms.com or stop by booth #5578.

Boarderie (Cont'd. from p. 1)

setting a new Guinness World Records title for the Largest Charcuterie Board ever crafted. This achievement marks a monumental accomplishment for the rapidly growing company and is a testament to its commitment to delivering extraordinary gourmet experiences to its customers.

On Oct. 4 in Palm Beach, Florida, Boarderie and its sponsors – Columbus Craft Meats, Yupik, Celebrity Goat, Divina, The Palm Beaches, The Vineyard House, Rustic Bakery, Dufek Wood Products and Atlas Event Rental – hosted an event to unveil the breathtaking charcuterie board that measured 20 feet by 14 feet, weighed 769 pounds and was inspired by a 169 times bigger replica of its best-selling Arte board.

Significantly surpassing the previous record, the charcuterie board featured an impressive array of premium artisan cheeses, cured meats, flatbread crackers, nuts and dried fruits, gourmet chocolates and a globally sourced selection of olives and spreads. The foods were generously provided by the sponsors and donated to The Lord's Place, a

local nonprofit organization aiming to end homelessness, immediately following the event.

"Boarderie creates experiences every day that bring people together around celebrations and social occasions that start conversations and that's what we achieved here today on a very large scale," said Boarderie's Co-Founder and Co-Chief Executive Officer, Aaron Menitoff. "Our journey has been nothing short of incredible, and the meteoric rise of the brand in the past two years wouldn't have been possible without our phenomenal team who all share our commitment to crafting extraordinary culinary experiences."

"Columbus Craft Meats has been crafting salami right in the U.S. for over 100 years, so we're thrilled to be a part of this Guinness World Records title, which included more than 300 pounds of our premium cured meats," said Columbus Craft Meats Charcuterie Director Evan Inada. "As a premium cured meats brand, we're always delighted to share the boundless creativity and joy that comes with charcuterie."

Founded in 2021 by Aaron and Julie Menitoff, Rachel Solomon and Angel Jerez, the successful Shark Tank brand



REFRIGERATED DESSERTS

Dive into Delight: Guilt-Free Protein Puddings

Indulge guilt-free with Simply Desserts, where both flavor and wellness are a priority. Dessert isn't just a temptation; it's an opportunity to savor without compromising on your health journey. Welcome to the world of healthy guilt-free desserts, meticulously crafted to fulfill your sweet desires while supporting your well-being with just 5g of net carbs and a satisfying 10g of protein per serving.

Driven by a commitment to authenticity, Simply Desserts tailors its desserts to suit your dietary preferences and lifestyle choices. Embrace the sweetness without the guilt; Simply Desserts treats are free from preservatives, added sugars, artificial flavors, are low in carbs and entirely plant-based. Each refrigerated delight offers a creamy, wholesome experience. Available in five decadent flavors: chocolate, butterscotch, banana, salted caramel and vanilla.

Five Calorie Fruity Jel Snack

Experience the delightful burst of fruity goodness with 5-calorie Healthy Fruity Jel Snacks, offering a vibrant array of

four irresistible flavors: Strawberry, Peach, Raspberry and Black Cherry. Crafted from real fruit juice and plant-based ingredients, these snacks not only tantalize your taste buds, but also cater to various dietary needs.

Step into a world where indulgence meets wellness, where gelatin, artificial flavors and added sugars have no place. Embrace nostalgia and gravitate toward healthier snacking options for you and your loved ones with our convenient grab-and-go solution.

Say goodbye to guilt and welcome indulgence with Simply Desserts. Whether you're drawn to the refreshing zest of Fruity Jel Snacks or the creamy richness of Protein Puddings, these treats are poised to become your guilt-free go-tos. Don't delay; treat yourself to a moment of pure bliss today and embark on a journey to redefine dessert.

Free samples are available at booth #570.

For more information, got to www.simplydelish.net or stop by booth #570.

and Oprah's 2022 Favorite Things pick quickly became a pioneer in the cheese and charcuterie market, first launching products online with major retailers including Williams Sonoma and Goldbelly before starting their own direct-to-consumer business in 2022.

"The astronomical growth we have experienced just one year since starting the direct-to-consumer side of our business, Boarderie.com, has been amazing, and this major milestone just fuels our eagerness to continue innovating and bringing even more incredible gourmet food experiences to our customers and the market," said Boarderie's Co-Founder and Co-Chief Executive Officer Rachel Solomon.

The brand's capability to provide gourmet charcuterie boards that are made fresh daily and delivered right to consumers' doors, overnight nationwide, has allowed them to capture a strong segment of the edible gifting market where customers are looking for

a thoughtful and gourmet alternative to the boring passé gift basket. With a full-time culinary team of more than 60 (and growing), each of Boarderie's artisanal boards is curated with high-quality ingredients and chef-selected pairings from all over the world.

"We take so much pride in our products and are absolutely ecstatic to now be the official title holder of Guinness World Records Largest Charcuterie Board," said Solomon.

This holiday season, Boarderie has specialty boards for every occasion and will increase the size of its culinary team to more than 140 people making fresh boards around the clock to keep up with holiday gifting demand.

"We anticipate that holiday delivery dates will sell out quickly and are doing everything we can to grow our team and production kitchen to make as many boards as possible. At the end of the day, quality is everything," said Menitoff.