AND THE BIGGEST NEW FOOD TRENDS ARE…

March 17, 2019 | By Momentum

The Natural Products Expo West is the world's largest natural, organic, and healthy products event. So naturally, we had to report on the biggest upcoming trends in food, directly from the source. Impact Kitchen co-founder Josh Braun made his way to LA to bring back the intel.

THE TOP TRENDS:

CBD

If you've been following even the most surface level news on wellness, you probably saw this one coming.

Braun reports that we'll not only be seeing CBD (a non-psychoactive compound derived from the cannabis plant) in topicals (creams, lotions), and oils, but that it will become significantly more commonplace in beauty products and food items.

Expect that over the next few years, we'll see four or five major companies that establish themselves as leaders, while the rest will become mom-and-pop operations or just fizzle out.

WHY IS IT EVERYWHERE?

CBD has been touted to relieve pain and inflammation, ease skin conditions, and help mitigate anxiety. You can read more about it here and here.

PRODUCTS TO NOTE:

Navitas

The brand known for its massive list of superfood products that you're likely to find in your corner health food store, and which has long sold hemp seeds and hemp powder, introduced CBD Wellness Shots. There's Restore (turmeric, vitamin C), Focus (matcha, ginger, coffee fruit extract), Bliss (goji berry), and Calm (acai berry, magnesium), which each come with 20mg of CBD. A box of six 74ml shots retails for $47.95 USD.

Barlean's

The OG supplement brand (they've been in business for more than 25 years and are best known for their fish oil), clearly came to Expo West to make a statement with their CBD products. The brand boasted a footprint that included several large "CBD Questions Answered Here" signs, as they promoted their hemp oil and hemp softgels.

NEED MORE PROOF?

This year's NEXTY Awards featured a category for Best New CBD Product. The honors went to RE Botanicals Hemp CBD Tinctures, a full-spectrum, USDA certified organic, USA-grown hemp oil. The brand, founded by the founder of Nutiva, John Roulac, also supports regenerative agriculture (1% of sales are donated to the cultivation of healthier soils to address the climate crisis).

COLLAGEN

Following closely on the heels of CBD as the fastest growing trend in the natural food industry is collagen, which we'll be seeing in everything from powders, to beverages, food, beauty products, and more.

WHY IS IT EVERYWHERE?

Collagen is the most abundant protein in our bodies, found in bones, skin, hair, nails, digestive tissue, tendons, ligaments, etc. It's what makes our skin firm and joints sturdy. However, it decreases with age. So as we get older, taking in collagen from external sources can help improve everything from the glow of our skin to the health of our gut.

PRODUCTS TO NOTE:

Vital Proteins Collagen Water

Vital Proteins (the company with the collagen powder sachets being dropped into aesthetically pleasing cups of coffee all over your IG feed), has just released a line of Collagen Waters. The 355ml bottles include 10mg of collagen and come in flavors like Blackberry Hibiscus, Lemon Ginger, Blueberry Mint, Strawberry Lemon, and Original, and retail at $4.50 USD.

Courtesy of Purely Elizabeth

Purely Elizabeth

Best known for its massively popular granola, Purely Elizabeth will release Collagen Protein Oat Cups in June 2019. Available in two flavors, the cups will also come with a Nutzo Power Fuel nuts and seeds blend.

The brand is also releasing a Cauli Hot Cereal (made with a freeze-dried diced cauliflower base) for the Paleo and Keto set, and a MCT Grain Free Granola, both available in June 2019 as well.

COLLAGEN VIA BONE BROTH

We're also seeing collagen's profile continue to grow thanks to another fast-growing trend: bone broth. Thanks to the plentiful collagen in bone broth, the food your grandma used to make has experienced a major resurgence in the last few years and shows no signs of slowing down.

Ancient Nutrition

With more than 10 types of powdered Bone Broth Protein, Dr. Josh Axe's brand has enough variety to fill any cup. There's turmeric, coffee, apple cinnamon, and chocolate among the choices for this healthy, paleo-friendly product.

Bonafide Provisions

We loved Bonafide's innovative packaging for their Keto Broth that can be warmed up in the microwave and enjoyed straight from the package.

Courtesy of Pexels

TRANSPARENCY

We're seeing the growth of transparency from brands, particularly in the meat and fats worlds. Consumers want to feel empowered to make an educated choice, not only about what's in their food, but where it was sourced. More than just telling us that our beef was grass-fed, we want to know the finer details of how it was raised. Were sustainable farming practices used? How was the land taken care of? How were the farm workers treated?

Expect to see more in-depth stories behind the products you purchase.

PRODUCTS TO NOTE:

Applegate's New Food Collective

Winning the NEXTY for Best New Mission-Based Product is The New Food Collective by Applegate Fresh Sausage. While Applegate has been in the organic and natural meat game for some time, its subsidiary, The New Food Collective, levels up. They've built a new supply chain with regional farmers who raise livestock regeneratively, and support small-scale farmers with new business skills. The brand even partnered with The Savory Institute to develop a Land to Market standard for regeneratively raised hogs and chickens.

Annabella Low Moisture Water Buffalo Mozzarella

Winning the NEXTY for best new meat, dairy, or animal-based product is this non-GMO cheese from free-range water buffalo. What's the big deal here? The brand claims the only 100 percent grass-fed water buffalo herd in the world and promises a commitment to humane management for healthier buffalos.

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Probiotics and prebiotics aren't going anywhere. Among the masses, we noted a prebiotic coming soon from Bulletproof. Founder Dave Asprey announced the launch of the product – made to support the health of those in ketosis – at his Expo West seminar, "Keto as You Know it is Dead." We also spotted a line of fresh, whole-food bars from PROBAR with one billion CFUs of live probiotics.

FATS

Thanks in part to the popularity of the ketogenic diet, high-fat foods are still on the rise. We spotted tons of ghee and coconut oil companies, as well as one company – fatworks – that has somehow made jars of tallow and lard seem like pantry must-haves. We also noted a supplement specifically designed for the Keto set, Pure Essence Real-Zymes Keto (which also took the NEXTY for Best New Supplement). The formula has 19 enzymes to support digestion for better nutrient absorption and less digestive distress.

Impact Kitchen Co-Founder Josh Broun at Expo West

SHHH… THESE ARE COMING NEXT

Thanks to a super informative business seminar during the conference, we also got the early intel that these will be major upcoming trends:

- HPP Shots
- Mushrooms
- Matcha
- Prickly Pear
- Algae & Tree Waters
- High Quality Drink Mixers

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