

# 7 TRENDS TO LOOK FOR AT EXPO EAST 2019

## PLANTS, PLANTS, AND MORE PLANTS

This year, more than ever, plants are mounting a takeover of the entire Expo East floor. From personal care to beverage, supplement to snack, there's nary a product NOT touting the power of the plant. Take a look at the plethora of places plants are sprouting up. Seems like there's nowhere a plant can't grow.



### PLANT FORTIFIED

The natural and organic epicenter that is Expo showcases not only the versatility of plants as it pertains to product innovation, but also the urgency of CPG companies to get in on the plant-based boom. From veggies hidden in ice creams to ready-to-eat cauliflower steak substitutions to every snackable form of plants you can imagine, the plant-based movement is firmly planted across every category.

**POP QUIZ:** What plant inclusions can you find "hidden" inside products in unexpected ways?



### WOMEN. WATCH US GROW

They say you can't fool Mother Nature, and these women innovating in the plant-based product space are no fools. Expo East is highlighting a plethora of powerful women-owned businesses this year. Stop by and say hi to the innovators and groundbreakers fighting for a more sustainable plant-based world at Expo East.

**INSIDER TIP:** Look for the Women Owned certification on the side of the pack.

### PLANTS PUSH INTO PERSONAL CARE

The sheer number of personal care products touting edible plant-based ingredients this year is mind blowing. Everything from apple cider vinegar to pineapple and all other fruits, vegetables, and roots in between.

**QUEST:** It may be easy to spot the food ingredients that are popping up in beauty products, but can you spot the beauty products in food? Hint: hyaluronic acid, vitamin C, and cocoa butter are a few.



### SUPPLANTING MEAT

Plant-based meat analogs are a sizzling topic. On the coattails of the popularity of Impossible and Beyond Meat, look for other brands versions of burger and sausage products à la No Bull Burgers that are entering the plant-based meat analog arena.

**POP QUIZ:** Check out the ingredient deck on these new meat imposters on the market. What ingredients are they using to make a compelling case for their brands?

### WHERE'S THE BEEF?

Even the category that plays to our most primal nature as humans is shifting toward plant based. If you've been to an Expo event over the past four years, you know that the number of meat jerky companies has been overwhelming. This year expect fewer booths touting beef and newer ones exhibiting jerky simulated by plants of all kinds.

**QUEST:** Can you jerk-ify it? How many different fruits and veggies can you find that are being made into plant-based jerky?



### SEA FAUX'D

Sustainability-minded consumers care more than ever about depleting the world's most precious resources, especially those that come from our world's oceans. Look for plant-based seafood analogs, such as Good Catch Fish Free, emerging on the scene.

**INSIDER TIP:** Good Catch uses a unique blend of six legumes to achieve a flaky tuna consistency similar to the real thing. Taste for yourself!

### NEW BEANS & LEAVES

Expo attendees have been approaching max saturation of coffee and tea RTDs for a while now. The latest "crop" of cold brew and tea products are packed with plant power. From Chameleon's creamy oat milk cold brew to tea sodas with roots and herbs, plant plus energy is here to stay. Look for pea, oat, almond, macadamia nut, and even tigernut milks and tea inclusions such as hops and butterfly pea flower.



**INSIDER TIP:** It's only September, but check out the seasonal flavors in the plant-fortified ready-to-drink coffee and tea space to hit shelves as soon as the first leaf falls.