

5 Key Takeaways from Summer Fancy Foods 2025

It was a sweltering few days in New York City for the Summer Fancy Food Show. The sun beat down from every angle but inside the cavernous Javits Center, all was cool as a cucumber. Like U.N. week, it seemed as though every country was there — long corridors of Italian salamis, French cheeses and Greek olive oils — and it was great to see the different regions of the U.S. representing. Here are our key takeaways:

1. GOING BOLD WITH ETHNIC & PREMIUM

People want bold flavors, and they're not scared to get "fancy." Thank you *Forever Cheese* for the tastings of delectable Black Truffle Tamari, Yuzu Mayo, and Truffle White Shoyu. Delicious! It also doesn't get fancier than caviar, and it was fascinating chatting with *Tsar Nicoulai* about sustainable sturgeon farming in California.

2. CONDIMENTS INVASION

If the state of my fridge is anything to go by, the condiment invasion continues. Great to chat with *Beaverton Foods* and try their traditional Beaver Extra Hot Horseradish all the way through to their Inglehoffer Ghost Pepper Mustard — mind blowing! It was fun to speak with *Heatonist* too and taste their hot sauces after spending a little too much time watching Hot Ones on YouTube. Lastly, one of my favorite hot sauces, *Melinda's*, was there and it was wonderful to see so many new flavors in squeeze bottles and product extension into jams and jellies.

3. BETTER-FOR-YOU BEVERAGES

Better-for-you when it comes to the planet as well as the mind and body. *Milkadamia's* Oat Milk Sheets could be a real game changer. Flat, shelf stable envelopes of oat milk sheets that you just add water to. Less packaging, less transportation, less storage and less waste — it cries out foodservice. Also, the ginger and turmeric shot theme continues, and *Sol-ti's* were particularly enjoyable.

4. HEALTHY SNACKING VS. PERMISSIBLE INDULGENCE

Who says the two trends can't co-exist? I enjoyed *Every Body Eat's* allergen-friendly, gluten-free cheese-less thins that I'd be happy to give to my three-year old; to the most beautiful, wonderfully decorated, gourmet cinnamon rolls from *Cinnamom*. It's all good!

5. BEST NEWCOMER AWARD GOES TO...

I'm going to call it. The single best new product at this year's Summer Fancy Foods? Tucked away upstairs at the River Pavillion: *Beefy's Own* — tallow fried potato chips. Like McDonald's french fries from when you were a kid. Please and thank you. They are that good!

Until next time,

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