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Winter greetings. Tidbits is back from its fall hiatus. Read what Trendincite LLC has been up to and the latest trends since our last newsletter...

[P&F WFFC Trend Excursion](#), [The Rose Sheet Keep An Eye On Neighboring Industries For Next Big Cosmetic Ingredient](#), [GCI Fueling The Market - Fragrance Observations](#), and [P&F Forward Thinking: Aloe and Agave Redefined](#).

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## SPIKED

The trend towards consumer products that are spiked with alcohol is apparent in the marketplace. Some of these products such as Four Loko are creating a PR buzz and are being pulled off the shelves due to their high alcohol content and their appeal to an underage audience.

**Buzzed:** Alcohol infused whipped cream is the most recent controversial product. **Whipped Lightning's** "whipahol" is the "world's first alcohol-infused whipped cream," which is 30-proof, 15% alcohol and available in nine flavors: Amaretto, Caramel Pecan, Coconut, German Chocolate, Hazelnut Espresso, Spiced Vanilla, Strawberry Colada, Tropical Passion, and White Chocolate Raspberry. **The Adult Beverage Co.** launched Adult Chocolate Milk, a 40-proof beverage described as "alcohol-spiked classics." The company plans to release Adult Orange Cream, Adult Fruit Punch and Adult Limeade flavors.

**Bar Scene:** Spiking beverages isn't new, but tea is the hot beverage mixologists are spiking. In Los Angeles, **H. Wood's Tea Room** features a Prohibition Bourbon, a mixture of bourbon, cassis, soda, and Chinese vanilla tea while New York City's **Lani Kai** bar, offers Hawaiian iced tea spiked with orange vodka, South Maui sangria with white wine and litchi juice. **Firefly Distillery** known for its Tea infused vodka line, adds Sweet Tea Bourbon.

**Do-It-Yourself (DIY):** For those who prefer to spike their own food and beverage, **Spike Your Juice Kit** features six powder packets that individuals pour into their juice choice and 48 hours later they have created a fizzy alcoholic beverage. For those with a sweet tooth, **Booze Cakes: Confections Spiked with Spirits, Wine and Beer Cookbook** provides alcoholic dessert recipes.

**Foodies:** At the Big Tex Choice Awards in August 2010, Mark Zamble showcased his **Fried Beer Pockets**, "a pocket of pretzel dough filled with its signature beverage" and Jake Levy presented his **Deep Fried Frozen Margarita** that "includes a funnel cake batter mixed with either tequila or tequila-flavored wine, dusted with margarita mix and served in a salt-rimmed plastic glass." **Sake-infused mac & cheese** with truffle pâté, gruyere, and panko are served at Kyotofu NYC's restaurant.

Catch the buzz and let Trendincite spike your creativity to inspire new product ideas.

Contact us at [inquiries@trendincite.com](mailto:inquiries@trendincite.com) or at 888-561-1229.

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Regards,

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Your Trend Maven  
Trendincite LLC...Inspiration for Creation

