

WFFC Trend Excursion



Amy Marks-McGee (TrendIncite) and Jeanine Pedersen (Takasago), pictured at New York-based fragrance boutique Aedes De Venustas, led the Women in Flavor and Fragrance Commerce (WFFC) Trend Excursion. This walking tour of some of the city's purveyors of unique flavor and fragrance experiences, ingredients, textures and novel products included visits to the Bird Bath Bakery, a green bakery focused on organic and locally sourced ingredients; and Lifethyme Natural Market, featuring organic produce, a vegan bakery, vitamins and nutritional supplements, foods, beauty care and household items.



The WFFC Trend Excursion included lunch at Mercadito, which offers foods inspired by Mexican market cuisine. Dishes included pineapple, tomatillo, habanero and mint guacamole; agua fresco, comprising lime juice, orange juice, seltzer water, sugar, Sprite, and mango, pineapple and strawberry; sautéed tilapia tacos with tomatillo salsa and huitlacoche; and orange custard.



Joanne Kennedy (FONA International), Jeanine Pedersen (Takasago) and Florentina Cimpian (Charkit Chemical Corp.) at Lifethyme Natural Market.



The excursion closed at the Village Apothecary, a pharmacy that sells specialty cosmetics, personal care and fragranced products. Among the product highlights reported by the group were: aloe beverages featuring ingredients such as mangosteen, pomelo, cranberry, wheat grass, olive leaf; caramelized plantains; chocolate zucchini muffin; guacamole with mango, pico de gallo, jicama and chipotle; hibiscus pear tea; piloncillo (unrefined Mexican sugar)-pickled sweet potato; and spiced salt.



Chocolate shop Pure Dark displayed cocoa beans.