

## F & B BUZZ

The food and beverage marketplace is crowded and manufacturers and consumers alike are looking for unique products. Artisan ice creams, designer packaging, and added benefits are a few examples of how companies are engaging the consumers' attention.

*We all scream for ice cream.* Artisan ice cream and popsicles featuring unusual flavors are popping up. **Van Leeuwen Artisan Ice Cream Truck** offers small batch ice cream using organic and locally sourced ingredients such as **Giandujia** (Michel Cluizel chocolate and Piedmont Hazelnuts). **LocoPops** has a Mexican flair with dairy based and water based popsicles including authentic flavors like **Mexican Chocolate** and **Cherry Hibiscus**. **Wise Acre** features five "squeezable fat-free frozen treats" such as **Frostea Yerba Mate**. **Rustico** restaurant in Alexandria, Virginia is known for its infamous **Hopsicle**, "frozen beer on a stick." **Pickle Sickle**, a frozen treat made from pickle brine, is marketed to kids. Want to make your own ice cream? Try the **Uco Play and Freeze Ice Cream Ball** - just add your ingredients, play a game of kickball with your friends, and after your game enjoy your homemade ice cream.

*Designer drinks are in vogue.* Fashion designers are collaborating with beverage manufacturers to create stylish packaging. Using his signature animal spots and stripes, **Robert Cavalli** designed a line of limited edition **Diet Coke** bottles. **Converse** and **Pepsi** teamed up and created 12 limited edition sneaker cell phone charms packaged with a can of soda. **Christian Audigier** launched **The Cool Wine** line in five flavors. The bottles, like his fashion designs, feature his recognizable Ed Hardy style. **Karim Rashid**, the edgy industrial designer, developed the **Veuve Cliquot Globalight**, a limited edition Rose champagne holder. The holder creates a pink glow and keeps the champagne chilled for two hours.

*We are what we eat.* "Nutraceuticals" and "Nutricosmetics" are the craze; functional products that promote beauty from within continue to emerge. Is your skin thirsty? **Nestle** just launched **Glowelle**, a beauty drink that "fights the signs of aging by nourishing your skin from within." Crave chocolate? **Dove Beautiful** features "smooth milk chocolate with healthful ingredients like skin-nourishing vitamins C & E, Biotin, and Zinc, plus the natural goodness of cocoa flavanols to help hydrate from within." Looking for an appetite suppressant? **Slim Shots** is "a sugar free appetite suppressant" that one can drink alone, mix with coffee, or put in cereal. Need to freshen your breath? Swallow an **EatWhatever** jelly, then suck on an **EatWhatever** mint, and voila, your bad breath is gone.

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