

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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Regards,

Amy Marks-McGee
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