

LIVING RAW

Organic. Natural. Green. Why not add "raw" and "living" to the list of marketing buzzwords? Consuming "raw" or "living" food is in vogue as consumers continue to embrace healthier lifestyles. The term "raw" or "living" commonly refers to "food that is not cooked above 118 degrees" and usually includes fruits, vegetables, sprouts, nuts, and seeds. Raw foodists believe that eating the unprocessed and uncooked food preserves the food's natural enzymes and aids in digestion. Like any lifestyle trend, there are many variations: Vegetarianism (eat only raw vegetables), Veganism (same as Vegetarianism except no dairy), and Fruitarianism (eat only raw fruits and seeds). Many products and services are sprouting up to meet these rising consumer needs.

From Coast to Coast, the raw movement is going mainstream. If you're hungry, eat at **Pure Food and Wine** and order the "Sea Vegetable Salad with Blue Green Algae Dust made with Watercress, Avocado, and Mellow White Miso Dressing." If you prefer a different type of salad, maybe **Quintessence's** "Buddha Bowl with Mixed Greens, Kale, Tomato, Cucumber, Sunflower Sprouts, and Onion" sounds more appetizing.

Thirsty for something unexpected? Try **Karyn's Raw Vegan Gourmet** "Liquid Treat Rejuvelac," a fermented wheatberry drink. Want something sweet instead? Dive into **Leaf Cuisine's** "Nutter Butter Naner Choco Coco drink with Wild Jungle Peanuts, Cacao, Carob, Maca, Agave, Banana, and Coconut Milk." Still not satisfied? Maybe **Juliano's Raw** "Chocolate Milkshake with Sapote, Cherimoya, Carob with Cocoa, Fresh Vanilla Bean, Honey and Macadamia Milk" will satisfy your craving.

Want to extend your raw food experience with a good cleanse and detox? Why not have an all-liquid diet delivered to your doorstep? Try **Organic Avenue's L.O.V.E Fest** (Live Organic Vegan Experience) or **Blueprint Cleanse** programs.

Want to do it yourself? Perhaps **The Raw 50** by Carol Alt and David Roth or **12 Steps to Raw Foods: How to End Your Dependency on Cooked Food** by Victoria Boutenko will point you in the right direction.

Feeling hungry and thirsty? Let Trendincite whet your appetite with a custom-designed trend excursion to explore this trend and translate it into your own products and/or services.

Want to explore other emerging trends? Contact us at inquiries@trendincite.com or at 888-561-1229.

Feel free to forward this e-mail to friends and colleagues who need to be in the know.

Regards,

Amy Marks-McGee
Your Trend Maven
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