January 2011

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...


Tidbits Issue 26 / Jan/Feb 2011

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 or at 888-561-1229.

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Regards,

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Your Trend Maven
Trendincite LLC...Inspiration for Creation