

Forward Thinking: Health Matters



Innovation in cold-pressed juices, healthful teas, water enhancers and gluten-free products drive the health and wellness trend.

Amy Marks-McGee, Trendincite LLC; amy@trendincite.com; 1-888-561-1229

Trendincite's "Forward Thinking: A Wealth of Health" article, which appeared in the April 2012 issue of *Perfumer & Flavorist* magazine, examined general health and wellness issues, and cited examples of healthful products marketed with less fat, sugar and calories as well as targeted products and kid's menus. Almost a year later, consumers' concerns about general health and wellness have not waned, and there continues to be a plethora of new healthful products available. Cold-pressed juice, tea, water enhancers and gluten-free products are the most exciting areas of innovation.

Cold-pressed Juice

Juice is a credible, nutritional beverage because it comes from natural fruits and vegetables with vitamin-rich properties. With the rise of vegetarianism, veganism and rawism, there has been an interest in fresh juice and vegetable cleanse diets originally pioneered by health food stores and juice bars. The newest juice processing technology is cold-pressed with a high pressure hydraulic press, which extracts juice from fresh fruits and vegetables without using heat, and preserves nutrients and enzymes.

Launched in 2007, Blue Print Cleanse forged the way to exposing the public to fresh-pressed raw juices. In 2011, the company introduced a line of five ready-to-drink (RTD) *Blue Print Juices* sold at New York retailers such as Whole Foods, Dean & DeLuca and Gourmet Garage. The newest flavor to join the line up in 2012 is *Yellow 2 Ginger Limeade*. At the end of 2012, Hain Celestial announced its plans to acquire Blue Print Cleanse and expand the brand into a global business. In November 2011, Starbucks purchased Evolution Fresh juice, and Howard Schultz, Starbucks CEO, stated, "Our intent is to build a national health and wellness brand leveraging our scale, resources and premium product expertise." Evolution Fresh currently has four retail shops, with three in the state of Washington and one in California. Using high-pressure processing like Blue Print Cleanse, the brand offers ready-to-drink juices that "capture the flavor, vitamins and nutrients of raw fruits and vegetables" and are available in 23 flavors such as *Carrot Orange Mango*, *Cucumber Pineapple Ginger*, *Essential Greens*, *Vital Greens* and *Spicy Lemonade*.

Following the raw trend that uses cold-pressed processing, Suja is a new line of juices, lemonades and milks that are considered "100 percent organic, raw, non-genetically modified organism (GMO) verified and unpasteurized." According to Suja, "Each beverage contains vitamins, minerals, enzymes and



other ingredients to provide functions such as immunity, digestive health, energy, weight loss and cardiovascular health." The juices are available in six flavors such as *Fuel* with carrot, apple, pineapple, orange, lemon, and turmeric; *Glow* with green apple, cucumber, celery, collard, spinach, kale and spearmint; and *12 Essentials* with cucumber, celery, romaine, green leaf lettuce, collards, spinach, kale, lemon, fennel, parsley, mint and ginger.

Although not cold-pressed, So Real Juices by Pinnacle Drinks has recently hit the market under the theme of "Making Healthy Taste Good." The brand offers four beverages that are only 25 calories each. Available in *Tangerine Melon*, *Papaya Peach*, *Strawberry Grapefruit* and *Citrus Pear* varieties, they are formulated with all-natural ingredients including 14 essential vitamins, electrolytes, antioxidants, calcium and dietary fiber.

Tea Is Brewing

Like juice, tea is perceived as healthful, particularly because of its medicinal qualities. This belief is evidenced by the many tea launches and tea specialty retail stores, both of which are capitalizing on the natural benefits of tea. Mintel's *July 2012 Tea & RTD Teas* report stated that Tea and RTD tea market sales are estimated at \$6.7 billion in 2012 and exhibited a healthy growth of 15% during 2007–2012. The firm forecasts the market to grow by 18% to \$7.9 billion during 2012–2017 and predicts tea

will experience a 5% growth in the food service sector and 10% growth in retail over the next five years.

In the RTD market sector, there has been a variety of tea activity. *Numi Organic Tea* introduced its *Indulgent Pu-erh Tea Collection* in six flavors: *Emperor's* (smooth and earthy with hints of malt, an alternative to coffee); *Chocolate*; *Cardamom*; *Ginger*; *Jasmine*; and *Basil-Mint*. According to the company, "The teas are piled, dampened and turned in a 60-day fermentation process that results in the tea's distinctive flavor and health benefits."

Cat Cora's Kitchen by Gaea introduced a line of Greek, saffron-based herbal teas in the summer of 2012 that include five variants: *Greek Herbal Tea with thyme, rosemary and saffron*; *Greek Green Tea with ginger, licorice and saffron*; *Greek Herbal Tea with honey, orange and saffron*; *Greek Herbal Tea with mint, lemongrass and saffron*; and *Greek Herbal Tea with cinnamon, cloves and saffron*. The company focused on saffron because of its rich content of antioxidants and minerals such as zinc, calcium, iron and potassium.

In addition, Complex Beverage LLC, with its "Live Well, Drink Healthy" tagline, launched *Lettuce Tea* in *Peach Mango*, *Strawberry Banana* and *Exotic Apricot* flavors. The 50-calorie beverage is "fortified with the milky latex extract-based nutrients found in the lettuce plant" and is sweetened with natural cane sugar. *Infuse Your Mood tea* by Sun Chlorella USA is an interesting launch. It is all-natural, caffeine-free and formulated with "eleuthero, which is an adaptogenic herb that helps to relieve stress and boost consumers' moods." Green Mountain Coffee is riding the coat-tails of the health and wellness trend and introduced a K-Cup collection of Wellness Brewed beverages. There are six varieties: two Fair Trade certified coffees, two hot teas and two iced teas including *Green Mountain Coffee Antioxidant Blend*; *Green Mountain Coffee Focus Blend* with 50 mg. of L-theanine; *Celestial Seasonings Antioxidant Max Blackberry Pomegranate Green Tea*; *Celestial Seasonings Antioxidant Max Blood Orange Star Fruit Green Tea*; *Vitamin Burst Strawberry Pomegranate*; and *Vitamin Burst Acai Berry* respectively.

In retail, Montreal's DavidsTea offers more than 150 teas, and the company is expanding its U.S. presence with 100 stores; and Chicago-based Argo Tea operates 30 stores and features signature blends made with loose leaf teas with fruits, juices, flowers, milk and other natural ingredients. Starbucks is about to disrupt the tea industry with its recent acquisition of Teavana Holdings, which already has 300 mall-based stores. Additionally, Starbucks recently opened its first Tazo tea retail location in Seattle at the end of 2012. Considering Starbucks' success and market presence, tea and its connection to health and wellness are going to be increasingly visible.

Squeeze-me Water Enhancers

In 2011, Kraft shook up the water market with the launch of MiO liquid water enhancers that are currently available in nine flavors. There are two new market entrants, Coca-Cola's *Dasani Drops* liquid beverage enhancers and Vitamin Squeeze Liquid and Powder Water Enhancers by Ecosentials. *Dasani Drops* are packaged in "easy-to-carry," squeezable bottles with flip-top caps and offered in calorie-free *Strawberry Kiwi*, *Pink Lemonade*, *Pineapple Coconut* and *Mixed Berry* flavors. According to the company, the beverages "provide vitamins, antioxidants, electrolytes and mineral fortification." Like Dasani,

Vitamin Squeeze Liquid Water Enhancers are packaged in a patent-pending squeezable bottle and contain zero calories. There are four flavors offered: *Acai Grape Pomegranate*, *Tropical Citrus*, *Energy Fruit Punch* and *Energy Strawberry Watermelon* enhanced with 40 mg of caffeine per serving. The *Vitamin Squeeze Liquid Powder Enhancers* are sold in eight multivitamin flavors including *Acai Grape Pomegranate*, *Fruit Punch*, *Lemonade*, *Pink Grapefruit*, *Strawberry Watermelon* and three energy flavors with 60 mg of caffeine in *Black Cherry*, *Blood Orange* and *Blueberry Pomegranate Acai* flavors. For those who prefer to infuse their water with their own fruits or vegetables, the *Aqua Zinger* is a stainless steel bottle with "a bottom-mounted grinder that retains the ground pulp but allows the pure extracted flavors to travel through a fine-combed mesh screen and infuse the water."

The Rise of Gluten-free

A few years ago, gluten-free products were difficult to find, but now the supply is meeting the demand and the market is dramatically expanding. According to Packaged Facts' recent *Gluten-Free Foods and Beverages in the U.S.* report, the market will reach \$4.2 billion in 2012, for a compound annual growth rate of 28% over the 2008–2012 period. Additionally, the market research firm estimates the segment will reach \$6.6 billion in sales by 2017. The report *Technomic's Take: What's Ahead in 2013?* suggests that, "Great Grains" is an emerging trend because of its protein content, texture and rich taste. Grains such as quinoa, amaranth, millet, wild rice, corn, oats and buckwheat are up-and-coming because they have all of these attributes, but do not contain gluten." Even *Time* magazine listed "Gluten-Free Everything" as number two of the "Top 10 Food Trends of 2012."

There has been much activity in accessible gluten-free flour, bread and bake mixes. Genius by Glutino gluten-free bread is new and available in White and Multigrain varieties. King Arthur Flour offers a variety of gluten-free flour and bake mixes. The company's Gluten-Free Bread Mix was awarded the "2012 About.com Gluten-Free Readers' Choice Award" and the Gluten-Free Yellow Cake Mix 2012 was a soft Silver Award Finalist. In 2012, Udi's Gluten Free introduced 11 new products that range from frozen pizza to bread and muffins. A few unique offerings are Harvest Crunch Muffins with cranberries, sweet potato, quinoa flour and pepitas; Chocolate Chia Muffin Tops; and Everything Inside Bagels with millet seeds, flax seeds, poppy seeds, onion, salt and garlic. In 2011, French Laundry chefs Thomas Keller and Lena Kwak created Cup4Cup Gluten-Free Flour and collaborated with Williams-Sonoma to market it. Bouchon Bakery and gilttaste.com now offer the flour.

In other gluten-free innovations, Kyotofu, an award-winning Japanese Dessert Bar & Bakery in Hell's Kitchen, partnered with the French Laundry to develop the first line of baked goods using the proprietary flour. Gluten-free bakeries are popping up across the U.S., including Boston's Something Sweet Without Wheat, California's Flour Craft Bakery, Portland's Back to Eden, and Dallas' Tu-Lu's Gluten-Free Bakery, which is the company's second location (the original shop is in New York City).

The gluten-free trend is even spilling into alcoholic beverages. New Planet Beer launched in 2009 and features *Tread Lightly Ale*, *Off Grid Pale Ale* and *3R Raspberry Ale* brews. Newer launches include *Omission Beer* made by Widmer Brothers

Brewing and *Harvester's Fresh Hop IPA*. *Omission Beer* is available in *Lager* and *Pale Ale* and is crafted with a low protein barley and proprietary process to reduce the gluten levels while *Harvester's Fresh Hop IPA* is made with toasty chestnuts, white sorghum, certified gluten-free oats and Willamette Valley hops. *Devotion Vodka* is the "world's first sugar-free, gluten-free vodka line" distilled from corn and available in four variants: *Devotion 80 proof*; *Black and Blue* (blackberry and blueberry); *Blood Orange*; and *Create the Perfect Cosmo*. An interesting non-alcoholic beverage is *COGO*, a line of six organic, functional smoothies that are dairy- and lactose-free, non-GMO, fair trade, and vegan. The beverages are formulated with coconut milk, quinoa, millet and inulin.

Restaurants also are catering to celiac dietary restrictions and offer gluten-free menus. Chicago's *Senza* launched in 2012 and focuses on fresh, local, quality food, which is all gluten-free. In France, *Mon Histoire dans l'assiette* restaurant focuses on allergy-free ingredients and does not use common allergens such as gluten, eggs, lactose, peanuts, tree nuts, soy, mustard, shellfish, celery, sesame and lupine. Websites and apps that support individuals with celiac disease or gluten intolerance are appearing such as www.glutenfreerestaurants.org and *Find Me Gluten Free* app, which helps users find gluten-free-friendly businesses. Also, since pets are treated like children, they too are being introduced to a gluten-free diet with brands such as *Cruncherz Gluten & Grain-Free Dog Bakery* with four new baked treats based on organic buckwheat flour and *Fido To Go*—Chicago Truck, which offers gluten-free fresh baked cookies in *Sweet Potato & Molasses*, *Salmon & Sweet Potato*, and *Beef & Honey* flavors. Although not in the food and beverage arena, gluten-free is trickling into the beauty care segment. It's the next wave in natural with gluten-free brands such as *Lovely Lady Products* and *Gluten Free Beauty*.

Health and Wellness on the Horizon

Within the flavor industry, the health and wellness trend continues to evolve as U.S. manufacturers of consumer products and the food service industry respond to the rising obesity

epidemic by formulating better-for-you, healthful products including cold-pressed juices, tea, water enhancers and gluten-free products. Within the food service industry, Unilever Food Solutions designed the *Seductive Nutrition* program, "To help people choose delicious, slightly healthier meals when they eat out," and created a challenge for restaurants to pledge to cut 100 calories from a top menu item by applying Unilever's tools and techniques. Another recent example of change is the closing of fast food giant McDonald's restaurants in hospital locations. At the end of 2012, McDonald's located in the Truman Medical Centers' main campus in Kansas City, Mo., closed after 20 years. It is reportedly the fifth McDonald's to close in a health facility in the past few years. Hospital CEO John Bluford stated "the presence of the McDonald's—located just feet from a revamped cafeteria touting low-calorie-food options and reduced sodium, fat and sugar in its meals—was sending an inconsistent message." Innovative healthful food and beverages supported by new ingredients and advancements in technology will create both opportunities and challenges for flavor suppliers. Innovative healthful food and beverages supported by new ingredients and advancements in technology will create both opportunities and challenges for flavor suppliers.

It is known that health and wellness is a broader issue than just food and beverage; it's cultural and behavioral. In addition to diet, our society needs to implement good health habits and physical activity. According to RTI International, the Centers for Disease Control and Prevention's 2009 study on obesity, the U.S. spends \$147 billion annually on obesity related illnesses. To reduce and prevent obesity, the report included 24 recommended environmental and policy level strategies such as promoting the availability of affordable healthy food and beverages, supporting healthy food and beverage choices and encouraging physical activity or limiting sedentary activity. Watch as new initiatives and regulations are enforced and introduced throughout the U.S. and Europe to make our society a healthier one.

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