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Wellness and Self-Expression Expected to Drive the Latest Trends in Colors and Flavors

Calming colors and feel-good flavors are expected to drive color and flavor trends in the upcoming year. Food processing company ADM predicts that 2023 will be the year for self-expression and has identified four possible trends.

Relaxing brights and lights: As personal health and wellness continues to be a priority for many, consumers are turning to calming flavors and colors that promote relaxation. This might include warm, neutral shades paired with vanilla, or lavender shades paired with purple sweet potato.



Striking shades and fearless flavors: Intense pinks are stepping into the spotlight as consumers crave flavors like dragon fruit, rosé, and pink florals in a number of applications including baked goods, desserts, and beverages. Other colors to look out for include bold shades of orange, blue, teal, and purple.

Diving into blue: Blue hues deliver a one-of-a-kind, adventurous experience that consumers are seeking, especially in fantasy flavors like mermaid and yeti. Flavors like citrus, blue raspberry, and blackberry continue to be a favorite in beverages, while peppermint, cotton candy, and birthday cake bring a blue shade to sweets.

Wellness inside and out: Physical and emotional wellness is at the core of food and beverage trends. Orange shades like mango and citrus and fresh flavors like mint and botanicals reflect this life. It's not just physical and emotional wellness,

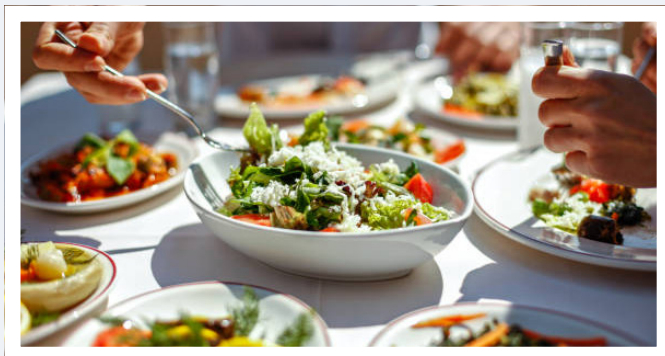
consumers are also concerned about the wellness of the environment as they seek out products with sustainable flavors and characteristics.

Our premium **infused dried fruit ingredients** offer the shades and flavors that consumers crave. For example, our deeply hued **infused dried blueberries** give consumers a rich flavor and that adventurous shade of blue they seek, and our **infused dried cherries** brighten up a number of applications with its striking shade of red while adding a tart taste. Our premium ingredients are authentically delicious, distinctively versatile, and perform exceptionally in a number of commercial food **applications**. Order your **samples** today!

The 2023 Consumer Craves Connection, Value, and Convenience

According to the National Restaurant Association's annual **What's Hot Culinary Forecast**, it's expected that the 2023 consumer will prioritize connection, value, and convenience in their restaurant experiences. This report highlights topics, trends, and products expected to drive menus in the upcoming year.

"Inflation is shifting consumer spending habits, and while there is a heightened appetite for restaurant experience and connection, diners are laser focused on finding value," says Hudson Riehle, Senior Vice President of Research for the National Restaurant Association. A few trends that the National Restaurant Association predicts include global flavors and experiences, charcuterie boards, and zero waste foods. With the prices of ingredients rising, restaurants are looking to streamline menus and create dishes with new ingredients to preserve value for diners.



Superfruit Spotlight: Cranberries

Versatile, authentic, and delightful are just a few words to describe our premium infused dried cranberries.

Our **infused dried cranberries** start with fresh, high-quality cranberries harvested at peak season and flash frozen to preserve its integrity, color, and flavor. Whether it's a **trail mix**, **granola bar**, or **salad**, we have the product profile you need for any **application**: organic, conventional, and naturally sweetened. Additionally, we offer whole, sliced, precision diced, and bits. Our exceptional cranberries add vibrant color, authentic taste, and distinct texture to a number of commercial food applications. Request your cranberry **samples** today!

Technomic Predicts Increased In-Person Dining in 2023

Technomic, a research and analytic company, predicts a rise in in-person dining as consumers continue to crave in-person experiences despite financial difficulties. This comes from Technomic's report, *What We Foresee for 2023*, a collection of company predictions for the foodservice industry in the next year.

Despite some obstacles going into 2023 including inflation, Technomic expects the situation to moderate. Technomic predicts that rising grocery prices will help close the gap between eating at home and dining out, incentivizing people for eating out. The rise of in-person dining might also be related to the return from remote work. Increases in travel and longer pick-up order times make in-person dining appealing.



How Sustainability is Changing the Definition of Healthy

The consumer perception of health and environmental health is intertwined, according to Julie Johnson, general manager of market research company HealthFocus International. "People used to make choices separately about their health. Now that connection is definite, and they connect what they are eating with those choices at the shelf."

According to a study from HealthFocus which included 12,000 global consumers with 1,000 of those in North America, 74% of consumers in North America say environmental health is "extremely important" or "important" to their overall health, outranking diet and health. The top five environmental concerns included plastic waste, air and water pollution, toxins in food supply, climate change, and food waste.

Sustainable attributes consumers might be interested in range from the processes involved in making a product, to on-shelf attributes. According to HealthFocus research, the most "sustainably proactive groups" are consumers in their 30s with children. Although nutrition, health, and wellness continue to be a priority, environmental issues are having a growing impact on food and beverage selection.

At Graceland Fruit, we're committed to delivering our exceptional ingredients to the market safely, sustainably, and responsibly. Specific areas of focus include waste reduction, water stewardship, and energy consumption.





What's New at Graceland Fruit: \$1,000 Sign-On Bonus!

Looking for an exceptional place to work? We're hiring! We're a dynamic, growth-oriented company dedicated to hiring and promoting a quality workforce. At Graceland Fruit, we offer a number of benefits including:

- 401k match program
- Generous PTO
- Education assistance
- And MORE!

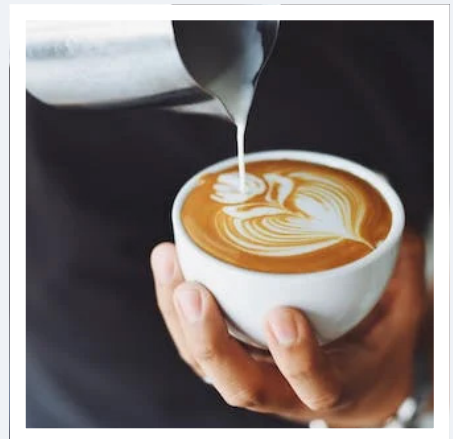
Start your career, [apply](#) today!

Breakfast Offers Opportunity in Food Service Industry

Breakfast really is the most important meal of the day. According to the NPD Group, breakfast restaurant traffic grew 4% in August and is now within 1% of recovering from the pandemic.

Quick service restaurants, which represents 87% of restaurant breakfast traffic, increased visits by 5% in the month compared to a year ago. Breakfast sandwiches were at the top of breakfast foods and saw a 14% increase compared to August 2019. Coffee was the top breakfast beverage with 52% of all August quick service restaurant breakfast orders including coffee. "Breakfast at restaurants was adversely affected in the early stages of the pandemic, and it's recovering now that more consumers have returned to more out-of-home routines," explained David Portalatin, NPD food industry advisor. "Breakfast is an important daypart for the U.S. restaurant industry, and it's encouraging that consumers have found new reasons and ways to get breakfast away from home."

Luckily, our **infused dried fruit** ingredients can help boost your breakfast! Our premium infused dried fruit ingredients elevate a number of commercial food **applications**, including your favorite breakfast foods like **cereals**, **muffins**, and **smoothies**. From **cranberries**, to **blueberries**, and **cherries**, we have the perfect solution for your next innovation. Talk to our **experts** today!



We deliver *delight*.

Graceland Fruit, Inc. is a leading producer and global distributor of premium quality dried fruit ingredients for the food industry. Our exceptional product and service performance make it easy for innovative food manufacturers and providers to create delicious, on-trend products to surprise and delight their consumers.

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