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2023 Trending Colors in Food and Beverage

Color is one of the most important attributes for any food and beverage's appearance. With image-focused social media platforms like Instagram dominating the internet, appearance is more important than ever.

The food and beverage industry can expect to see pastel colors and muted neutrals trending in the new year.

According to natural food color manufacturer Oterra, colors like "digital lavender" are expected to trend across a number of categories such as confectionery, ice cream, beverages, and bakery products. These categories are not only perfect for pastel colors, but also herbal notes as well which make the food or beverage even more Instagrammable.



At the same time, bright and bold colors are expected to trend in the new year. "Trends like 'Barbiecore' will ride high as consumers are being drawn to playfulness and excitement, and attention-grabbing saturated shades are back in force," noted food processing company ADM. Psychedelic colors are best suited for products containing 'mind boosting' ingredients such as CBD, nootropics, and oneirogens, according to GNT. On the other hand, bright and saturated hues pair best with 'hyper-tactile' food and drinks.

Why might these bright hues be expected to trend? Oterra found that consumers are likely to associate warm colors like yellow and orange with positivity, something consumers are looking for during these challenging times. As a result, consumers want to find 'little celebrations' in their daily lives whether it be moments of happiness or being with others.

Our **infused dried fruits** give that bright, brilliant hue that consumers are looking for. Whether it's a deep blue **blueberry** or bold red **cherry**, our exceptional ingredients add bold, eye-catching color to a number of commercial food applications. In addition to adding vibrant color, our infused dried fruit ingredients add authentic taste and distinct texture. Ready to hop on the color trend? Order your **sample** today!

Low/No Alcohol Beverages Expected to 'Rise a Third' by 2026

New data from IWSR Drinks Market Analysis found that low/no beer, wine, cider, and spirits products grew over 7% in volume in 2022. The market value of these products surpassed \$11 billion in 2022, up from \$8 billion in 2018. IWSR expects volume to grow at a compound annual growth rate of 7% in 2022–2026, up from 5% in 2018–2022.

The maturity of this category varies from market to market but the world's most valuable no/low alcohol markets are Germany, the U.S., the U.K., Spain, and Japan. Germany is the largest market but is expected to see slow growth due to lack of innovation. More growth is expected to come from Australia, the U.S., and Canada. IWSR also found that zero alcohol beverages are growing faster than low alcohol drinks in most markets. "More people opt to avoid alcohol on certain occasions, or abstain from it altogether," explained Susie Goldspink, Head of No- and Low-Alcohol at IWSR Drinks Market Analysis. She adds that improved taste, production techniques, and diverse occasions are driving no-alcohol's dominance over low alcohol. Product innovation for this category focuses on packaging, flavor, and functional benefits to create more options for consumers. Examples include multipacks, introducing spirit alternatives like agave, and using vitamins.

Our **infused dried fruits** perform exceptionally in **beverages**, including low alcohol drinks and mocktails! The distinctive piece identity and bold color of ingredients deliver the all natural and high quality cues that consumers are looking for today whether it's blended into a smoothie or an accouterments to a trendy mocktail. Our ingredients can be precisely mixed and measured, making them the perfect inclusion for personalized drinks. Interested in using infused dried fruit in your beverages? Talk to our **experts** today!



Superfruit Spotlight: Wild Blueberries

This month we have the spotlight on our exceptional **infused dried wild blueberries**.

Did you know wild blueberries are one of only three fruits native to North America? Famous for their intense flavor, brilliant blue color, and distinct texture, our wild blueberries are the perfect inclusion to add in your next innovation. Our dried wild blueberries run smoothly throughout finished goods production, eliminate color bleeding in baked goods, and perform exceptionally in a number of commercial food applications whether it's a nutrition bar, trail mix, cereal, or beverage.

Want to sample these delicious blues? Request your **samples** today!

The Mediterranean Diet was the Top Diet of 2022

The Mediterranean Diet was the best overall diet in 2022 for the sixth consecutive year as reported by US News & World Report. This diet emphasizes eating fruits, vegetables, olive oil and fish. Instead of focusing on one nutrient or food group, it focuses on diet quality. The Mediterranean Diet was also named the best diet for healthy eating and the best plant-based diet.

Other notable diets included the DASH and TLC Diet. The DASH Diet was designed to help treat or prevent high blood pressure and recommends fruits, vegetables, and whole grains. On the other hand, the TLC Diet focuses on reducing cholesterol. People on this diet eat vegetables, fruit, bread, pasta, and lean meats. Over 30 nutritionists, doctors, and epidemiologists examined and ranked 24 diets. They found that consumers are interested in a holistic approach to diets and are looking for diets that include eating patterns with little to no modification.



A Positive Outlook for Food & Beverage in 2023

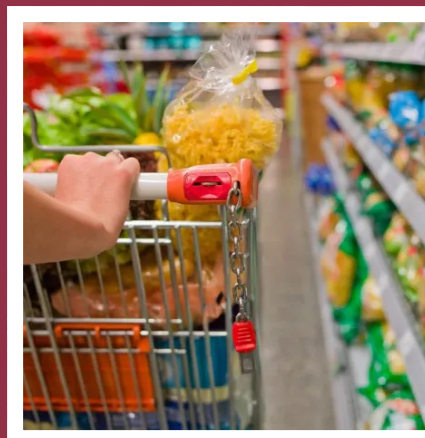
According to food and beverage executives surveyed by Marcum LLP, the future looks bright for the food & beverage industry in 2023.

The accounting and advisory services firm asked executives at restaurants, distributors, manufacturers, and retailers a number of questions related to the health of the industry and found that 69% of respondents had a positive outlook for the industry over the next year. Around 70% of respondents indicated that their revenues were up in 2022 compared to 2021. Interestingly, nearly half

(48%), said their revenues were up 10% or more. Revenues weren't the only thing that saw an increase. A number of respondents (45%) saw an uptick in their workforce. "There is much optimism regarding the future of food and beverage companies," said Louis Biscotti, national leader of Marcum's food and beverage group. The top challenges faced by food and beverage executives include inflation, rising commodities, and other costs. This isn't surprising considering the annual inflation rate for the U.S. was 7.7% for the twelve months ended October 2022, the cost of food was up 11.2%, and the grocery prices were up 12.4%, according to the U.S. Department of Labor.

To combat inflation, companies plan to reduce costs, raise prices, renegotiate prices with suppliers, change inventory, and avoid

purchase of excess products. Although nearly half of respondents increased their workforce in the past year, the other half of respondents were struggling to find and retain employees. To overcome this challenge, companies are increasing wages, improving work-life balances, offering bonuses, and improving benefits.





What's New At Graceland Fruit: Employee Career Path Stories

Everybody's career path looks a little different. Want to hear a few? Check out the [newest page](#) on our website which features employee stories about their time at Graceland Fruit!

Turn your job into a career that you're passionate about. At Graceland Fruit, we offer resources, opportunities, a Pay for Skill program, and a number of paths for career advancement. Start your career at Graceland Fruit today and [apply](#) today!

Is Gen Z the Most Influential Generation?

A number of reports have found that younger generations like Millennials and Gen Z are more influenced by a brand's sustainability initiatives. Gen Z in particular is giving their money to companies with conscience, purpose, and commitment to action.

IRI Chicago suggests that brands connect with Gen Z as a cohort. This means setting high standards for transparency, social responsibility, and product efficacy. For Gen Z, they expect more than just a product, they expect authenticity, transparency, and honesty which results in products that give back. A report by IRI also found that Millennials are looking to reshape the country. This generation doesn't have as much disposable income and has more debt than other generations. Because of this, they're putting off things like buying a house in favor of "sharing the economy". While Gen Z demands transparency and social responsibility, Millennials demand maximum convenience at the lowest cost.

It's easier than ever for brands to connect with younger generations. With a phone always on hand, brands can cultivate social relationships with Gen Z and Millennials. Both generations respond well to digital content and personalized messaging. Mondelez International found that 62% of consumers say that they enjoy food content on social media like grocery hauls and sensory food content. Another ABA bakery report found that 66% social media users have searched for bakery related items.



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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