

U.S. FOODLINK

The bi-monthly newsletter for importers of U.S. foods

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Modern Merchandising Trends IN THE U.S. FOOD AND BEVERAGE INDUSTRY

Within an ever-evolving global landscape that's rife with competition and economic uncertainty, it's become critical for food and beverage importers to stay informed about the latest U.S. merchandising trends, strategies, and innovations.

Small and emerging brands, in particular, have been redefining how various foods and beverages are being positioned in both the physical retail environment and on digital platforms. Here are some of the key merchandising trends that have been influencing consumer behavior and reshaping the food and beverage industry recently.

Reinventing Retail Shelves for Greater Impact

In traditional supermarkets, shelf positioning remains a highly influential factor for motivating consumers to purchase certain grocery items. Emerging brands are increasingly employing dynamic merchandising tactics to compete against more established industry giants.

Flexible shelving systems that allow retailers to rotate and highlight new or seasonal products have gained popularity and helped smaller brands secure coveted end-cap displays or eye-level shelf placement. Partake Foods, for example, prominently positions its allergen-free snacks in flexible merchandising areas, often securing prime placements within mainstream snack aisles in the process.

In addition, digital displays have been replacing static signage as a strategy to further elevate the shopping experience. Interactive end-caps featuring QR codes that link to recipes, usage ideas, or nutritional information have also become commonplace, converting standard store shelves into engaging consumer touchpoints.

Checkout aisles are also evolving and moving away from standard impulse-buy sweets to healthier snacks and digitally enhanced limited-time offers. Poppi, a better-for-you beverage brand, has enjoyed massive growth as of late by positioning

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Modern Merchandising Trends *Continued*

its probiotic sodas in colorful, eye-catching displays at store end-caps and in checkout aisles, maximizing the likelihood of impulse purchases.

Packaging as a Marketing Tool

For emerging food and beverage brands, innovative packaging has become essential to stand out. Packaging designs now communicate brand identity and product value clearly and immediately.

Liquid Death has enjoyed remarkable success within an oversaturated water category by using aluminum cans featuring bold designs that clearly communicate both the brand's irreverent personality and its commitment to sustainability – a top concern among today's consumers, whose preferences have shifted toward eco-friendly solutions like recyclable, biodegradable, or reusable packaging.

Products that clearly showcase sustainable attributes, such as plastic-free certifications or carbon-neutral badges, have become particularly attractive to this environmentally conscious demographic, and these visual cues are increasingly influencing purchasing decisions, especially among younger consumers.

Health-Forward Messaging and Multicultural Appeal

Health and wellness trends remain dominant within food merchandising, driving brands to prominently feature nutritional benefits on their packaging. Snacks and ready meals are commonly labeled with front-of-pack health claims like “good source of protein,” “zero added sugar,” or “high in fiber” to help consumers quickly identify products aligned with their health goals. Interestingly, these health-forward products often balance indulgent flavors with functional benefits – from protein-rich brownies to keto-friendly frozen desserts – to capture the consumers who refuse to compromise on taste or nutrition.

Multicultural merchandising strategies have also enabled companies to flourish. U.S. consumer tastes have become distinctly global, which has prompted retailers to integrate international products directly into main aisles rather than

grain-free, gluten-free, and paleo-friendly, effectively communicating health benefits while also leveraging its authentic multicultural appeal to make an impression.

Omnichannel Strategies and Digital Merchandising

Online merchandising strategies have also become critical to long-term success. Digital shelves require meticulous attention to product visibility, imagery, and consumer reviews, which are all crucial for capturing shoppers' attention online. Brands are leveraging search engine optimization (SEO) and targeted advertising, strategies to secure prominent digital placements. For example, the cereal brand Magic Spoon has harnessed precise keyword optimization and engaging digital content to dominate online searches and create a robust digital-to-retail consumer pipeline.

Simultaneously, digital strategies are being integrated seamlessly with physical retail experiences. Omnichannel approaches, such as personalized promotions delivered through retailer apps and redeemable both online and in-store, have become the norm.

According to NielsenIQ, more than 86% of U.S. CPG sales involve shoppers interacting with multiple channels, making consistency across these platforms vital. As brands increasingly rely on social media to build communities and generate demand prior to shelf placement, using platforms like Instagram and TikTok is an integral part of launching products and driving trial.

Experiential Retail and AI Integration

In the face of intense e-commerce competition, brick-and-mortar retailers have also embraced experiential merchandising strategies to boost traffic. Grocery stores now host interactive displays, product-sampling events, and digital experiences like augmented reality (AR) experiences, while craft beverage brands have introduced AR-enabled packaging that delivers dynamic video content via smartphone scanning and transforms products into interactive storytelling platforms.

Behind the scenes, AI and automation are increasingly driving merchandising effectiveness. AI-powered analytics are helping retailers localize assortments based on demographic data and sales trends and create hyper-targeted store layouts. Foxtrot Market, a hybrid convenience store chain, utilizes data-driven AI analytics to personalize its product selection and interactive displays to enhance its in-store experience. In addition, in-store innovations such as electronic shelf labels (ESLs), automated inventory monitoring systems, and robotic shelf-scanners can also help F&B companies maintain optimal shelf conditions and product availability.

Future Opportunities

These modern merchandising trends offer several key takeaways for global importers seeking market entry or strategic insights – namely, that successful product positioning requires a holistic approach that integrates innovative packaging, clear messaging about health and sustainability, and seamless digital-to-physical strategies.

Ultimately, merchandising in 2025 and beyond will be about meeting consumers exactly where they are – whether they're browsing in-store, shopping online, or engaging with brands via social media – and presenting them with products they value. Understanding and capitalizing on these trends will be pivotal to successfully navigate the diverse, sophisticated food and beverage landscape.

isolating them in specialty sections. Brands marketing authentic international flavors, such as Filipino ube desserts or Korean kimchi-infused snacks, can also benefit from shelf placements that appeal broadly to mainstream shoppers.

Packaging that emphasizes authentic ingredients and natural flavors further reinforces this appeal, bridging the gap between adventurous taste exploration and wellness-driven purchasing. For example, the Mexican-American brand Siete Foods prominently labels its products as



New F&B Packaging Innovations and Regulations

When it comes to packaging, sustainability remains top of mind for many consumers. The market research firm Mordor Intelligence projects the sustainable packaging market will grow from approximately \$293 billion in 2024 to nearly \$424 billion by 2029, with much of that growth driven by heightened consumer awareness coupled with enhanced regulatory pressures.

Let's take a look at some of the latest developments in F&B packaging.

Fiber-Based Wine Bottles

Recently, Frugalpac debuted the Frugal Bottle, a fiber-based wine bottle that's now displayed on the shelves of roughly 1,200 U.S. Target locations in collaboration with Latitude Wines and Monterey Wine Co. Made from 94% recycled paperboard, the bottle's carbon footprint is 84% lower than that of traditional glass bottles – and at 83 grams, it weighs about five times less than a conventional glass bottle.

The eco-friendly bottles are also equipped with easily separable, food-grade polyethylene (PE) pouches that enhance their recyclability and extend the products' freshness by at least one year.

Curbside-Recyclable Paper Wrappers

On the snack aisle, KIND Snacks recently launched a pilot of its new curbside-recyclable paper wrappers at select Whole Foods stores. Designed in partnership with the packaging firm Printpack, the new wrapper features pulpable paper that aligns with How2Recycle's curbside recycling standards, supporting the brand's goal of achieving 100% recyclable packaging by 2030.

Upcycled Citrus Waste Packaging

Citrus waste byproducts are increasingly being viewed as a promising alternative to petroleum-derived plastics, especially microplastics, which accumulate in the environment and are frequently ingested by wildlife, eventually winding up within human food chains and posing major health and ecological risks. These materials contain high amounts of polymers like pectin, lignin, cellulose, and hemicellulose that can serve a viable purpose after being processed. For example, pectin is a natural type of polymer that forms biodegradable, compostable films with robust mechanical properties. In addition, the fibers found in citrus peels contain cellulose and lignin, which help improve the strength and durability of packaging materials.

However, several regulatory and safety challenges must be addressed before citrus waste-derived materials become the norm. For one, they require stringent evaluation to ensure they meet food-contact safety standards, particularly regarding pesticide residues, microbial contaminants, and permissible levels of active substances like essential oils. All E.U. packaging products, for example, must comply with regulations like EN 13432, which outlines composting standards – and comparable guidelines under U.S. FDA regulations require thorough testing before approval for commercial use, as well.

2D Barcodes

2D barcodes are also increasingly utilized on packaging, enabling companies to gather data and glean insights. QR codes are being used for various purposes, particularly in marketing or consumer engagement efforts, while data matrix codes are commonly used for product identification and traceability. PDF417 codes, in contrast, are primarily used for shipping labels and complex data storage.

There are many advantages to using 2D barcodes, including their increased capacity to store information and their unique ability to enhance traceability, enabling companies to track products through the supply chain in greater detail to ensure food safety and regulatory compliance. They're also highly durable and equipped with error correction capabilities, meaning they can still be read accurately even when partially damaged.

A More Sustainable Future

Given that 90% of consumers said they're more likely to purchase from brands that utilize sustainable packaging in Shorr's 2025 Sustainable Packaging Consumer Report, with another 54% reporting that they consciously choose products that fit this criteria, it's become crucial for F&B companies to develop packaging solutions that reflect these values.



Featured U.S. Midwest & Northeast State Profiles





news briefs

Fusion-driven Korean entrees, cleaner frying oils, and multi-textured beverages were a few of the emerging trends spotted at the recent 2025 NRA Show in Chicago

— from indulgent Gochujang Fried Chicken Sliders to TikTok-worthy Fiery Dill Pickle Lemonade.

Trade tensions continue to drive U.S. consumers to tighten their wallets, with 54% of adults planning to spend less on dining, entertainment, and travel this year, according to Bankrate. A separate study by Intuit Credit Karma found that 83% of consumers will consider reining in non-essential purchases if their financial situation worsens, reported CNBC.

Food packaging labels have no apparent impact on consumer health, according to a study by Georgetown University, which found no evidence linking front-of-pack health labels to positive changes in food intake, diet quality, or obesity rates, reported *Packaging Insights*.

Dill pickles, hot honey, and matcha are among the latest trends to watch in the snack category, according to Ai Palette, GlobalData's innovation and consumer insights platform. The snackification trend, or using snacks as a meal replacement, also presents opportunities for manufacturers, reported *Just Food*.

The "Return to Real" trend signals a consumer shift toward authenticity, ingredient transparency, and in-person experiences over hyper-enhanced, tech-driven products. The growing movement presents opportunities for the F&B industry to spark nostalgia, revamp marketing strategies, and highlight natural ingredients.

Gen Z men are increasing their meat intake as part of a shift toward hyper-masculinity. Fueled by online influencers and narratives positioning beef as essential for peak physical performance, the trend presents a key opportunity for the food industry.

Despite economic uncertainty, consumers are determined to celebrate this summer, increasingly embracing private-label brands while seeking affordable luxuries like indulgent snacks.

When it comes to food waste, shoppers demand action, not promises, according to a new report. Nearly three-quarters of U.S. and U.K. shoppers said they'd switch from their current supermarket to one that commits to and actively reports on food waste reduction, reported *Supply Chain Brain*.

Of the consumers who are concerned about tariffs, 73% fear grocery price hikes, 55% worry about availability, and 51% are concerned about affordability, according to FMI — The Food Industry Association. Nevertheless, consumers are still finding ways to celebrate, and food is a central part of that.

Post-pandemic stress and shifting values are fueling a new wave of emotionally driven plant-based consumers. Experts say brands can engage these plant-based devotees by focusing on empathy, wellness, and sustainability, reported *Vegconomist*.

Even though Chomps produces 2 million meat sticks a day on average, it's still having trouble meeting demand. The company can only fill about 84% of its orders and has delayed its expansion and product development plans as a result, reported *Bloomberg*.

Although 70% of Americans say they're very worried about high grocery prices, 75% still feel in control of their spending. According to the U.S. Grocery Shopper Trends 2025 report by FMI — The Food Industry Association, shoppers' attitudes have remained relatively stable despite the economic uncertainty.

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Omua Ingredients North America

Hilbert, Wisconsin

Omua Ingredients North America is a leader in custom processed, imitation, and naturally formulated cheese ingredients. Innovation is our passion, and we work closely with our customers to help develop dependable, premium dairy ingredient solutions to businesses worldwide. We make products that work for you. We realize that your needs may be unique and that is why we offer a wide range of formulas with different flavor, color, functionality, label, and cost. Enjoy our cheese slices on cold or hot sandwiches, burgers, breakfast handhelds, subs, and more.



Cherry Central Cooperative Inc.

Traverse City, Michigan

Cherry Central is a global fruit and juice supplier, owned and operated by a family of farm cooperatives with the most geographically diverse grower base in North America. We are fortunate to have growers in Canada, Michigan, Washington, Utah, and Idaho. Our diversification allows us to promise year-over-year availability of this domestically grown fruit, and we are proud to be the world's largest and most secure source of the Montmorency cherry.

The Montmorency is versatile in flavor with its sweet and sour taste, trending being naturally plant-based, and beneficial to our health. They are a natural source of melatonin which studies have shown lead to better sleep. Additional studies have explored Montmorency consumption on improving exercise recovery, gout attacks, arthritis symptoms, heart health, blood pressure and gut health.

Cherry Central supplies Montmorency cherry concentrate, dried Montmorency cherries, frozen Montmorency cherries and frozen dark sweet cherries internationally.

We have packaged retail, food service, bulk ingredients and offer private label or co-packing services internationally since 1973.

Cherry Central. More Growers. More Possibilities. cherrycentral.com



Cōpajin Corp.

Gary, Indiana

Cōpajin Vodka: To Share With Friends Cōpajin Vodka is a premium, small-batch spirit crafted to embody sophistication, connection, and culture in every pour. Distilled in the American Midwest with a globally inspired palate, our vodka is celebrated for its exceptional smoothness, clean finish, and timeless appeal. From the crisp clarity of "Cōpajin Silver" to the bold elegance of "Cōpajin Black", each bottle is a testament to tradition reimagined – where heritage meets modern refinement. More than just a vodka, Cōpajin represents a creative movement fueled by purpose, community, and the art of celebration. With roots in storytelling and a passion for redefining luxury, we're building a brand that resonates far beyond the glass. Now ready to expand into global markets, Cōpajin Vodka invites you to experience a spirit that's as rich in character as it is in quality. Because some things are made to be remembered – and shared.



The Esus Group, LLC

Kennett Square, Pennsylvania

The Esus Group, in business since 1999, exports food & beverage products from US producers. One of the newest lines we now have available is the Premier Pasta line which includes:

- Macaroni & Cheese in several sizes and presentations, including family sized boxed products, as well as boxed single serve, and microwaveable single-serve cups;
- Pasta Dinners, which are a mix of different types of pasta with added meat varieties (beef, chicken, tuna); and,
- Pasta Side Dishes such as Fettuccine with chicken and in a creamy cheese sauce, and pasta with broccoli.

ESUS has received numerous requests for these types of products, especially the mac & cheese in the microwave cup that is like, or even better, than the well-known international brand in looks and flavor, and all of which can be packaged under the U.S. brand or under private label. Please contact us at www.theesusgroup.com to find out more about these, and other products to see if they meet your customers' needs.

For more information about these or other Featured Products please email: FoodLink@foodexport.org.



Venus Wafers Inc.

Hingham, Massachusetts

SENSIBLE SNACKS. BIG FLAVOR. Our South Shore Puff Snacks are made with ancient grains and real ingredients, delivering bold, satisfying flavor in every airy, crunchy bite.

From the smoky heat of Fuego Mango Queso to the sweet-and-savory blend of Agave Cocoa BBQ, and the cheesy kick of Cheddar & Smoked Paprika, each puff hits with just the right balance of goodness and indulgence. Better-for-you never tasted so bold (or delicious).

About Venus Wafers - Since 1931, family-owned and operated Venus Wafers has pioneered healthful crackers and flatbreads to meet the changing tastes of convenience-driven consumers. From their founder's first product more than 90 years ago, a 100% whole wheat wafer bread, through their authentic Lavasch, Water crackers, Stoned Wheat crackers and Organic Flatbreads. Venus has always strived to bake with the finest ingredients into a variety of shapes and sizes that are packaged in an appealing fashion. For more information contact us at www.venuswafers.com or U.S. 1-781-740-1002.



Plenus Group

Lowell, Massachusetts

A family-owned business, PGI Foods, has been making a wide variety of stellar soups and sauces for over 20 years. Our product portfolio includes such nationally recognized brands as Boston Chowda Co and Herban Fresh. The award-winning Boston Chowda line includes such best sellers as New England Clam Chowder and Rockport Lobster Bisque, which are available as frozen retail cups and bulk 8 lb. pouches.

Our expanded bulk soup line features over 40 ready-to-serve soups in convenient 8 lb. frozen pouches including decadent seafood soups, homestyle classics like chicken noodle and broccoli cheddar, plus hearty chilis, vegan options and savory soups with slow-cooked meats. Our sauces and gravies are available in 4 lb pouches. From classic Italian sauces to spicy Asian sauces and American standbys like cheese sauce and buffalo sauce, our sauces are an easy way to create great entrees. Pgifoods.com



Jeneil Biotech Inc.

Saukville, Wisconsin

Jeneil, a market leader in fermentation/enzyme technology, creates market leading, authentic natural dairy flavors and dairy concentrates, plant-based/vegan dairy-type flavors and a proprietary probiotic for the B2B manufacturing channel.

Our Taste solutions are typically found in all food and beverage products that leverage common dairy such as cheese, butter, cream, milk, yogurt, buttermilk and sour cream, including applications from processed cheese, bakery and snacks to confections, frozen desserts, soups, sauces, prepared meals and beverage. Our probiotic solutions are perfect for dried mixes, gummies and pet food applications.

Jeneil's global business provides superior solutions to the food, beverage, pet and nutraceutical industries throughout NA, EMEA, LATAM and APAC with manufacturing, R&D, applications and sensory facilities in Wisconsin, USA and Germany, Europe.



Jaydobo LLC

Hebron, South Dakota

We're more than just a seasoning brand; we're a community of flavor enthusiasts. Whether you're a seasoned chef or a home cook, we invite you to join us on this flavorful journey. Explore our products, try our recipes, and discover how Jaydobo can take your culinary creations to the next level. <https://jaydobo.com/>

For more information about these or other Featured Products please email: FoodLink@foodexport.org.



Fortune Favors, LLC

Cottage Grove, Wisconsin

Fortune Favors: Premium Candied Pecans for the Global Market Fortune Favors represents the evolution of gourmet snacking, offering premium candied pecans that satisfy the growing consumer demand for permissible indulgence. Through our proprietary cooking process, we've unlocked the full potential of U.S.-grown pecans, creating products with only 7% sugar content – significantly lower than traditional candied nuts that can exceed 50% sugar by weight.

Our four distinct flavor profiles – The Classic, The Spicy, The Everything, and The Mesquite – cater to diverse palates while maintaining clean ingredient lists of just four to six components. Each variety is vegan, gluten-free, and plant-based, addressing key dietary preferences in international markets.

With sales doubling annually since 2018 and distribution across 2500+ U.S. retail locations, Fortune Favors has demonstrated strong market appeal. Our Wisconsin-based production facility ensures consistent quality and supply chain reliability, while our premium positioning captures the \$17.5 billion global gourmet specialty nuts market. We offer comprehensive export support including private label opportunities, flexible packaging options, and marketing assistance to help international partners succeed with this exceptional product category.



Graminex LLC

Deshler, Ohio

PollenBerry® is a powder blend of Graminex® G60® and Cranberry Powder Extract for applications in urinary tract health and urinary incontinence. It is clinically supported to significantly reduce stress-induced urinary leakage in women. It is available as a powdered ingredient and in solid dose formats. Graminex is a woman owned family business in northwest Ohio that specializes in pollen extracts for men's and women's health grown and manufactured in the U.S.

For more information about these or other Featured Products please email: FoodLink@foodexport.org.



Wyandot Inc.

Marion, Ohio

At Wyandot Snacks, we believe better snacks start with better values. As a trusted partner to leading and emerging food brands, we specialize in crafting organic and better-for-you snacks that don't compromise on taste or quality. With decades of experience and a deep commitment to innovation and sustainability, Wyandot is proud to help shape the future of snacking.

One standout product in our portfolio is Luke's Organic Cheddar Clouds. These light, crispy puffs are made with organic ingredients and real cheddar cheese, offering a savory crunch that's as satisfying as it is wholesome. Free from artificial flavors, preservatives, and gluten, Cheddar Clouds are perfect for health-conscious consumers looking for a clean-label snack that delivers bold, cheesy flavor in every bite. Whether on the go or packed in a lunchbox, they're a delicious reminder that better snacks can be both indulgent and mindful.



Ginseng & Herb CO-OP

Marathon, Wisconsin

Located in the heart of Central Wisconsin, Ginseng & Herb Cooperative (GHC) is a tax-exempt corporation dedicated to the sales of high quality, pure Wisconsin grown American Ginseng from all producers in the state of Wisconsin.

Our ginseng is professionally graded to meet the U.S. Department of Agriculture (USDA) standards. Each lot sold through the GHC can be directly linked to the producer that grew the ginseng.

We provide a variety of products including capsules, powder, tea, packaged roots and wholesale options to purchase by the barrel.

Wisconsin Ginseng is renowned worldwide for its exceptional quality and excellence. Our customer base spans globally with countries such as China, Hong Kong, Singapore, Vietnam, Australia and all over Europe.

There are so many potential benefits to consuming ginseng. Customers report improvements in their fatigue, joint discomfort, stress levels and overall vitality. Find out more about what we have to offer at <https://ginsengherbco-op.com/>.



Market Square Food Co.

Park City, Illinois

Simply put, there is no comparable product in the cookie category. Happy Snacks's value proposition, which makes our brand highly differentiated from any other snack is that it is:

Plant based | Non-GMO with natural ingredients | Nut and peanut free | Free of egg and milk | Fortified with essential vitamins and minerals, unique to the cookie category | Long considered the industry's premium product in the category

Our brand, product and packaging is for "the kid in all of us," proven to resonate with all generations.



Baking Co. / Crazy Monkey Baking

Grand Rapids, Michigan

Crazy Monkey Baking is now offering our new 2oz grab and go granola bites in our top three flavors. All of our granola bites are certified gluten free, no artificial flavors or ingredients, and offering 17g of whole grains per 30g serving. We offer 9 everyday flavors in a 7.5 oz stand up pouch with flavors like Dark Chocolate Chip, Salted Caramel, Blueberry, Double Chocolate Brownie, Cinnamon Pecan, Mint Chocolate, Cranberry Almond, Lemon Coconut & White Chocolate Cranberry. These make a great stand-alone snack or a perfect addition to any yogurt parfait, salad, ice cream or jazz up your trail mix! Making this the Granola Of All Time!

For additional information please email sales@crazymonkeybaking.com

For more information about these or other Featured Products please email: FoodLink@foodexport.org.



Pop Daddy Snacks

Howell, Michigan

Founded by Mark & Erin Sarafa with a passion for popcorn and a concern about chemicals in microwave popcorn. Experiments in Mark's basement led to the start of Pop Daddy in 2013 in a shared bakery space in Highland, Michigan.

The seasoned pretzel line was born in 2018 when Erin's cousin brought homemade seasoned pretzels as a gift. The family loved them, and Mark's colleagues convinced him to package and sell them. Now, these pretzels have become a pantry staple for many families and is one of the largest selling seasoned pretzels in the snack market. Pop Daddy Snacks offers many bold and unique seasoned pretzel flavors such as Thai Honey Curry and Dill Pickle.

In 2024, Pop Daddy Snacks expanded their lineup by adding Kettle Chips, continuing their mission to dominate the snack world with bold flavors. Today, they offer eight unique popcorn flavors, 12 gold seasoned pretzel flavors, and 5 Kettle Chip varieties, available in over 30,000 U.S. retail locations and across four countries, all produced in their 57,000-square-foot facility in Howell, Michigan.

Pop Daddy Snacks, continuing to deliver "Bold Snacks made with Big Heart."



Renard's Cheese Store LLC dba Rosewood Dairy Inc.

Algoma, Wisconsin

Renard's Legacy Blend is a handcrafted harmonious medley of sharp white cheddar and sweet, creamy, and slightly nutty Gouda. You will experience rich, dense flavors from the cheddar and creamy, buttery notes from the Gouda, making for a smooth and delectable experience. Serve it on crackers or try it shredded over a gourmet salad, sliced in sandwiches, or melted into macaroni and cheese.

Since 1961, Renard's Cheese has been a family-owned and -operated business that is now in its third generation of cheesemakers. The Renard family is committed to continuing the tradition of hand-crafted specialty cheese while producing quality, gourmet cheese that is perfectly blended. While many things have changed over the years, the Renard's recipe remains the same. This precise art has awarded the Renards not only a reputation of great standards but also a product that they are proud to put their name on.



Rose Sisters Brands, Inc. dba Rose Sisters Chips

Bridgeport, Connecticut

We manufacture unique, freshly baked, savory, breakable and seasoned flour tortillas. A crisp, cracker, and flatbread all in one. Our tortilla chips bring eating experiences to life. They cause wide eyes and even wider smiles. Robust, crunchy, flaky, savory, and memorable. This is not mindless snacking ... everyone remembers the first time they try our chips and every time after that is just as meaningful. Each bag contains three full round baked flour tortillas which you break in the bag to create your own crackers and crisps. Our Original Family Recipe (Savory) was created four generations ago. Continuing the tradition and providing memorable, healthier, and unique flavors, we recently launched three new flavors: Mesquite BBQ with just a touch of heat, Sour Cream with Sweet Onion and Cinnamon Sugar with a Hint of Belgian Chocolate. All are delectable on their own with their unique taste and texture experience. Also pairs very nicely with dips, salsa, guac, hummus, cheese, charcuterie, tapas, soups, salads, and so much more. Available in Family Size (201g - Original only), Snacking Size (132g) and Grab-n-Go Single Serve (70g).

Woman-Owned | Kosher | Vegetarian | Nut and Seed Free | No Cholesterol | No Trans Fats | Low Carbs | Baked – Never Fried | info@rosesisterschips.com

FB and IG @rosesisterschips www.rosesisterschips.com



Seen Nutrition

Ithaca, New York

Seen Nutrition offers the first natural calcium chew made entirely from real foods. Designed for women seeking a more natural, digestible alternative to conventional calcium supplements, Seen's calcium chew is patent-protected and proven to increase the absorption of calcium into bone. Formulated by a clinical pharmacist and food studies scholar, Seen Nutrition's Calcium Chew combines whole food ingredients to support women's bone health. The calcium chew has earned numerous awards, with customers ranking its taste, affordability, and digestibility as far superior to any other calcium on the market. With customers across all 50 states and actively preparing for a South Korea launch, Seen's bone health products are gaining traction among U.S. and international buyers alike.



Sunday Night Foods

West Des Moines, Iowa

Sunday Night Foods chocolate and caramel sauces are luscious, decadent and delicious because they're made with fresh cream, real butter, and the finest chocolate and vanilla. Farm-crafted in small batches using a classic French technique, they are made without corn syrup, artificial ingredients, preservatives or emulsifiers or seed oils – so the true (and natural) flavors shine.



Jackson's Food Company, LLC

Muskego, Wisconsin

Jackson's is the Snack Super brand fueled by avocado oil, for superior crunch and fresh taste. Our snacks are made from real, simple ingredients: veggies, avocado oil, and seasoned to perfection.

Since the very beginning, and long before it was trendy or cool, Jackson's has never used seed oils to make our award-winning snacks. Founded by parents who created these tasty snacks their whole family could enjoy, including their son Jackson who was diagnosed with a rare autoimmune disorder and required a special anti-inflammatory diet.

From a simple home kitchen, to an appearance on *Shark Tank*, to the building of a world-class manufacturing facility in Muskego, Wisconsin, we are on a mission to make the best snacks out there and they're always cooked in avocado oil.

All Jackson's snacks are non-GMO and super friendly to just about any diet: vegan, kosher, dairy-free, nut-free, gluten-free.

For more information about these or other Featured Products please email: FoodLink@foodexport.org.



HC International, Inc.

Fargo, North Dakota

HC International, Inc. (HCI) is a trading and exporting company supplying organic and Non-GMO agricultural ingredients for both domestic sales and international exports. Our extensive experience in production agriculture, plant operations and food safety, allows us to provide our customers with the highest quality service and supply chain solutions. HCI specializes in food grade organic and non-GMO soybeans.

Product highlight: DEHULLED SOYBEANS (halves or pieces) are perfect for the production of soymilk, tempeh, soy flour, soy meal, grits and other products. Removal of the outer hull improves the nutritional profile and results in soybeans that are higher in protein and lower in fiber. It also increases the efficiency of further processing. HC International's dehulled soybeans are available for shipment in 2000 lb. or 1 MT totes or bulk containers.

For more information, contact Curt Petrich at curt@hcinternational.us



Struesli Granola Redefined

Newtown, Connecticut

Struesli is redefining the granola category with a clean, modern twist. Born out of a private chef's mission to create a nutrient-dense, grain-free option for clients with dietary restrictions, Struesli is made with simple, organic ingredients—no oats, no added sugar, no fillers. Instead, it features gut-friendly tiger nuts and premium nuts and seeds. Three blends available in 9oz and 2lb sizes.

Struesli is naturally vegan, paleo-friendly, and gluten-free, appealing to the growing number of consumers seeking better-for-you breakfast and snacking options. Perfect on yogurt, smoothie bowls, salads, or straight from the bag. Based in Newtown, Connecticut, Struesli is ready to grow through thoughtful retail partnerships and export opportunities. If you're looking for an elevated granola alternative that checks all the wellness boxes, Struesli is the one to watch.



Fountain City Foods

Leawood, Kansas

At Fountain City Foods, we provide some of the top brands in the world with co-packing expertise, services and staff. We've been providing innovative, cost-effective packaging solutions to food processors and manufacturers throughout the country to throughout North America.

Co-packing offers a competitive advantage in an increasingly competitive global market. As a co-packing partner, Fountain City Foods creates supply chain efficiency that maximizes top-line revenue, and bottom line profit for our clients. We work with manufacturers that are SQF and AIB certified and have cGMP Food Safety Trained production teams and an HACCP Trained QA Staff.



Blackwood Pet Food, LLC

Lisbon, Ohio

Blackwood® is a U.S.-based premium pet food brand with deep roots in quality, nutrition, and trust. Since 1978, our team in Lisbon, Ohio has been crafting slow-cooked recipes developed by PhD pet nutritionists.

In 2024, we refreshed our kibble formulas powered by Zinpro® ProPath® minerals—supporting healthy digestion, skin, coat, and immune function.

From kibble and wet food to toppers, oven-baked snacks, and single-ingredient freeze-dried treats, Blackwood offers a complete line of clean, nutrient-dense options for pets of all ages and stages.

Explore our full lineup at blackwoodpetfood.com.

For more information about these or other Featured Products please email: FoodLink@foodexport.org.