



DBC DIMENSIONS

Emerging Trends

*What's hot; what's not for 1994

by Deralee Scanlon RD

Each year comes with its own set of "hot" or "in" new foods. Any food trend has the potential to become mainstream when it fills a widespread need or desire and is properly marketed. Today's trends are driven by a number of social forces including:

- Americans are living longer and want to stay healthy in their later years. Medical research continues to provide evidence that a high fat intake is associated with heart disease and various forms of cancer.
- We live in a convenience-oriented, dual-income-family society, where time is a precious commodity and cooking from scratch is almost nonexistent.
- A great deal of advertising revenue is aimed at children's television programming because youngsters exert a major influence over what family foods are purchased. Today's younger set has a greater discretionary income than ever before, which means more spending power.

All of these factors (lifestyle needs, convenience, scientific research and the media) help to shape current food trends. While hundreds of new food products are introduced each month, relatively few have staying power. Ironically, some of these food flops have come from giants in the industry so size is no guarantee of success. Some food failures have included: Kellogg's

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DBC Elections 1994-1995



Time to Vote!

Study the 1994-1995 DBC Candidates for Office Information on pages four and five, vote for one candidate for each office by completing the enclosed ballot, and returning your ballot to Sheila Dowst, 761 Radcliffe Ave., Pacific Palisades, CA 90272 no later than June 15.

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What's Hot: What's Not

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Heartwise Cereal (bowing to health claim restrictions from the FDA); *Nutrasweet's Simple Pleasures Frozen Dessert*, and irradiated produce, the industry-tested irradiated pine-apples in Florida.

There are four food trends to watch in 1994 that trend forecasters predict have staying power.

Nutraceuticals. Also known by such terms as healing, designer or functional foods, the common denominator here is disease prevention and health enhancement by adding to foods certain vitamins and minerals, and certain phytochemicals (natural chemicals from plants) which have been shown to reduce the risk for major diseases such as cancer, heart disease and diabetes.

The *IDN BreakBar* (from Interior Design Nutritionals of Provo, Utah) is an example of a nutraceutical snack bar. This 2-ounce bar provides 180 calories and is available in three flavors: peanut butter, chocolate meusli and a yogurt-coated French meusli. It contains a respectable 20 percent of calories from fat, and is a significant fiber source with 6 grams of dietary fiber. Nutraceutically speaking it packs 50 micrograms of the mineral chromium picolinate.

Why chromium picolinate? Chromium is necessary for adequate insulin production. Chromium helps insulin to get glucose through the cell membranes and into the mitochondria, where it is turned into energy.

Government statistics show that the average American diet supplies a

mere 33 micrograms of chromium, while the estimated safe and adequate daily intake is 50 to 200 micrograms. To further compound this problem, most dietary sources of chromium aren't well absorbed. But when chromium is combined with picolinic acid (a byproduct of the amino acid tryptophan) to form chromium picolinate, research suggests it is absorbed more efficiently.

Two additional nutraceutical food products are: *Jennies Fat-Free Antioxidant Cookies* from Red Mill Farms Bakeries in New York, and Los Angeles-based *Health Valley's Fat-Free Carotene Soup*. Both of these product formulations have added powerful antioxidants (beta-carotene, Vitamins A, C and E, and the mineral selenium). In the case of Jennies Chewy Chocolate, Oatmeal Raisin, Carob Brownie and Fig cookies, each variety contains 150 calories and provides 100 percent of the USRDA for Vitamins A, C, E and the mineral selenium.

Health Valley's whole approach to naming and marketing their *Fat-Free Carotene Soup* is a sign of the nutraceutical trend. This soup, unlike other vegetable soups, packs 15,000 IU of beta-carotene per serving (primarily from carrots). A serving contains no fat grams and only 60 calories in one serving.

Flavor-boosted foods are another trend projected to be big this year as a result of the public's boredom with bland fat-free foods. In fact, industry sources predict that reduced-fat products will continue to help fight obesity. Food Corporation of America has produced a new fat-free jalapeno

Flavors become exotic as East Indian cuisine goes mainstream.

The increase in healthy vegetarian eating has brought Indian fare into the spotlight. Companies such as Instant India Curry Paste Company give the consumer an opportunity to experience authentic curry flavors in home-cooked foods. The bottles of curry paste, in flavors such as *Punjab Hot* and *Spicy Curry Paste* and *Tangy Bombay Curry Paste*, also come with easy-to-use recipe booklets.

Tamarind Tree (of Mahwah, New Jersey) serves up authentic Indian vegetarian entrees with brown rice and no chemical additives. These heat-and-serve, convenience-style main dishes are shelf-stable and will last for up to one year without refrigeration if unopened. Among the dishes: *Alu Chole* (Golden Potatoes with Curried Garbanzos); *Navratan Korma* (Creamy Vegetables with Pistachios and Raisins); and *Baingan Bharta* (Purple Eggplant in Spicy Garlic Sauce). On average, they provide 350 calories and 11 grams (28 percent fat) respectively.

The increasing popularity of the "ethnic touch" is seen with the first nationally branded Latino yogurt from Johanna Dairies of Flemington, New Jersey. *La Yogurt Sabor Latino* (this translates into "Latin flavor") is available in such south-of-the-border tropical flavor favorites as passion fruit, mango, papaya and guava. This yogurt is slightly sweeter than most yogurts. It contains 190 calories (31 grams of sugar) and 3 grams of fat per 6-ounce serving.

Kosher foods have gone gourmet with the Ben Myerson Company of Los Angeles, California, offering a complete line of Kosher gourmet chocolate candies and award-winning wines (Yarder - Cabernet Sauvignon). A new line of glatt kosher fully-cooked dinners by the

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culinary creativity which hospital food often lacked.

Corporate Cafeteria Foodservice: Corporate foodservice has seen the most growth in commercializing their establishments. Mainly because they are less likely to have the limitations in staff, budgets or even clientele other sectors face. A second reason stems from their contract foodservice roots. Most contract foodservice companies own or operate both commercial and noncommercial facilities which use each other's resources interchangeably.

As a result, many noncommercial cafeterias now have branded commercial products. Those that don't sometimes opt for special signature items which are heavily promoted. Food presentation is also taking on more of a commercial look. Food-court style stations, lavish salad bars, detailed plate presentations and special promotions or cross promotions are all a result of commercialization. While the main thrust of commercializing the noncommercial sector is a result of economics and marketplace forces, high customer expectations will be the fuel that will keep this fire burning for years to come. ☞

**Vote your choice of
DBC 1994-1995
Candidates for Of-
fice on the enclosed
ballot after review-
ing the bios on
pages 4&5. Ballots
must be returned
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What's Hot: What's Not

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Deerfield, Illinois company, *My Own Meals*, is available through mail order. These Kosher dinners require no refrigeration and contain no MSG nor artificial preservatives. Chicken entrees contain a respectable 20 percent of calories from fat. In addition, this line has received a "thumbs up" from the military after extensive testing. *My Own Meals* are now part of standard military meal packs. It is of interest to note that a kosher food has not necessarily received a "blessing" from a Rabbi, rather, it is more in line with supervision conducted by the USDA in food production facilities. Not only must the equipment be sterilized in accordance to strict procedure, or used exclusively for Kosher items, but each ingredient must also be Kosher.

Coffee houses are springing up in many cities across the country and have become the new meeting place of the 90's. More home entertaining has also increased the public's interest in specialty coffees. Cappuccino started out in the 1500's as a beverage when the Capuchin friars first added steamed milk to soften the strong taste of espresso—or, as it was called then, "black water". Last year, Cappuccino spread from being just a social hot beverage to a bottled cold drink... and now, *Cappuccino On the Go*—an instant powdered form from Nescafe comes in Authentic and Authentic Mocha flavors. ☞

This year's ADA Annual Meeting with the theme —"Challenging the Future: Shaping Food and Nutrition Choices for a Healthy America"— will be held October 17-20, 1994 at the Orange County Convention Center in Orlando, Florida. Put it on your calendar now!

DBC Member News

Liz Weiss, MS, RD, freelance producer and correspondent for CNN and other TV news organizations, has just produced her first full-length documentary called *Morning Sickness: All Day and All Night. A 24 Hour Survival Guide for Pregnant Women & Their Families*. This 25 minute videotape features international morning sickness expert, Miriam Erick, MS, RD. The video offers innovative strategies — that go way beyond eating dry crackers—for controlling the discomforts associated with morning sickness.

(Send \$79.95 plus \$4.00 postage and handling to: Lemon-Aid Films, Inc. PO Box 2246-E, Woburn, MA 01888 or place your order by calling 1-800-540-6400). *Public Performance Rights*.

Congratulations to **Maureen Callahan, MS, RD**, for winning the prestigious James Beard Journalism Award for her writing published in *Cooking Light Magazine*. Congratulations as well to another DBC member and past-editor of *DBC Dimensions*, **Susan Male Smith, MA, RD**, who was also nominated for her writing with *Family Circle* magazine.

Calling All Members!

Have you recently done something you're proud of? Or maybe you just want to let everyone know you've changed jobs. *DBC Dimensions* would be pleased to put it in the next issue. Let me hear from you. If you've won an award, started a business, written a book or started a new job, fax me your announcement and if space allows, we'll run your good news in the next issue. It's a great way to keep your colleagues up-to-date with your latest accomplishments. Fax your news to (718) 965-2870.

Densie Webb
Editor