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PREPARED FOODS

DEVELOPMENT TRENDS & TECHNOLOGIES FOR FORMULATORS & MARKETERS

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Cover photo by TJ Hine

46 Something to Stew About

Formulating a stew or soup requires an understanding of the delicate balance between flavor, texture, health and convenience to perfectly meet the end-user's needs. Likewise, when formulating meat analogs into soups or stews, product developers should have clear, established objectives, constraints, methods of measurement and a definition of success.

new product trends

8 Hitting the Shelves

Making fruits and vegetables stand out with innovative packaging; Lunchables "shake up" chicken; rice gets the quick treatment; Frito-Lay one of many banking on the Force; green means "go" in tea, too; Betty Crocker makes quick work of drizzling.

11 Analyzing Indulgences

Constant media attention upon obesity and health concerns has done little to deter consumers from the occasional dietary indulgence, yet recent introductions indicate manufacturers are turning their attention to making these treats more nutritious. Whether the consumer will accept the notion of a healthful indulgence remains to be seen.

21 Light Up

As a whole, the yogurt category has seen better times; growth is at a standstill, and a number of lines are faltering. However, recent light and health-conscious introductions are providing some hope, and consumer research indicates a strong potential for growth.

29 MarketWatch

Alcoholic beverages get a variety of new looks; General Mills tries different approaches to health; advertising to children is debated; Masterfoods innovates in packaging and establishes a division devoted to nutrition.

30 In the Know

Americans will sacrifice nutrition for convenience; exploring the hottest trends around the globe; coupon clippers have yet to embrace the digital age.