

## 2x TREND WATCH

Notes and nibbles from the desktop of:

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This week the specialty food and beverage industry met in San Francisco for the annual **Winter Fancy Food Show**. Attendees include buyers of all types from specialty stores, grocers, and cataloguers. This seemed to be the busiest Sunday (day 1 of show) in memory but the Monday morning traffic seemed slow. Maybe people just ate too much Sunday and got a slow start! Overall, a pretty busy show from both the exhibitor and attendee perspectives.



At the show, the three most innovative areas were ...

### Meat Seasonings Galore.



The show brought new varieties in the BBQ sauce and rubs category. Favorites include *Nantucket Offshore*, *Char Crust*, and *Rub with Love*. But the most innovative area was in the delivery systems! For example, *Flavor Magic's* gourmet seasoning sheets are exactly what they sound like. Chef David Burke's gourmet flavoring blends like Asian Citrus Ginger or Yucatan Chipotle & Lime are attached to sheets with food grade starch. Just place on a plate with meat, poultry, fish, or seafood on top and refrigerate for 20 minutes. The moisture in the protein "attracts" the seasonings from the seasoning sheet – and voila. Beautifully seasoned and they tasted as good as they look.



What about seasoning items like shish kabob from the inside out? Literally. *CALLISON'S Seasoned Skewers* are disposable wooden skewers coated and infused with all-natural essential oils and herbal extracts. As opposed to most seasonings, this flavoring method is sodium free. The samples were bursting with flavor. I look forward to trying this at home for myself. Someone might have skewered a good one here!

**Homer Simpson Would Be Proud.** No chance to be mistaken for health food. But, *Bongo Donuts* are yummy for sure. In less than two minutes, these frozen donuts go from the freezer to seeming like they came off the *Krispy Kreme* donut line ... freshly glazed. Who knew??



**Died and Gone to Heaven.** I've never had commercially produced toffee that was anything like what *Napa Valley Toffee Company* concocted! Made in small hand crafted batches with nothing but the finest ingredients, this toffee was pure heaven and required a repeat visit (or two). Soft enough to eat enjoyably but had the requisite crunch that's required. Without question – the best toffee of its kind!



That's it from the Fancy Food Show in San Francisco. But, a highlight of this trip always includes a local restaurant tour where I try to experience each and every food trend. Since San Francisco is at the forefront of restaurant trends – which appear in specialty stores in short order and eventually follow in mass market grocery store offerings – it can be thought of as a leading indicator for the industry. The highlight was barbecued oysters near Pt. Reyes, about 90 minutes past Mt. Tam on the Marin side of the bay. Freshly caught and slathered with garlic and homemade BBQ sauce, you'd think I was starving at the pace which I inhaled them. One mile south of Marshall on Hwy 1, head to *Tony's Seafood* – what one might call a local dive (established 1948), we heard described as “low profile.” Now that's a good one!

Other highlights included Singaporean food at *Straits Café* on Geary (the locations down the peninsula are said to be not the same as the original), a visit to the new *Peet's Coffee & Tea* concept store in Emeryville, way too much dim sum at *Yank Sing*, and the baked goods (plus breakfast) at *Dottie's* on Jones Street. You'd think I never eat!

If you've never been, it's worth the trip next year. In the meantime, hope these thoughts are helpful. If I can add perspective, please feel free to contact me at 312.337.9085 or [asw@2xManagement.com](mailto:asw@2xManagement.com). Notes from prior food shows, natural product shows, ethnic products shows, and other consumer products industry shows are available under the News section at [www.2xManagement.com](http://www.2xManagement.com).

A handwritten signature in black ink that reads "Andy". The signature is written in a cursive, flowing style.

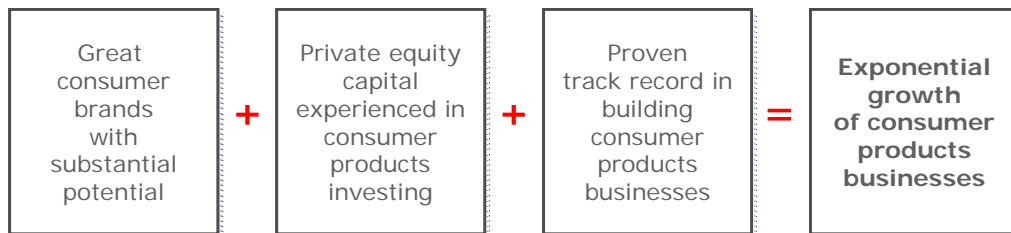
## Overview

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2x Management invests in consumer products businesses capable of growing exponentially via infusion of capital and management expertise. 2x Management brings proven leadership in building consumer products businesses.

## Formula for Success

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## Investment Profile

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Branded consumer products businesses with \$20–200 million in revenue. Focus areas include food and beverage, organic/natural and ethnic products, pet care, and other non-durable branded consumer products.

## Management Resources

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2x Management brings extensive consumer products industry experience in building established businesses, transforming under-performing businesses, and creating new businesses. Seasoned consumer products leader is ready to help companies realize full potential. 2x Management can provide functional support or management team members depending on the needs of the business, including Operations, Finance, Marketing, Sales or others as appropriate (e.g. Strategy, IT, R&D).

## Contact Information

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