**NATURAL NINE 2016 NATURAL FOOD TRENDS**

**SHAPE-SHIFTING JACKFRUIT**
Hard to believe that the largest tree-borne fruit in the world can turn into a meat analog, but it’s true. Vegan meal companies are dressing unique jackfruit in savory sauces to texture for those seeking meat alternatives.

- Upton’s Naturals Bar-B-Que Jackfruit
- Yves Veggie Cuisine Jackfruit Pulled BBQ

**PURPLE POTATO BLUES**
Pale potatoes and jaudiced corn got you down? Don’t be blue; be purple. Heirloom purple potatoes and Peruvian purple maize are arriving to boost your spirits and your antioxidants thanks to potent anthocyanins that can support immunity and inflammation. Whether as a breakfast cereal or crunchy chip, these purple products promise a good dose of “huetrition.”

- Jackson’s Honest Purple Heirloom Potato Chips
- Peace Cereal Purple Corn Flakes
- Native State Foods Purely Pinole

**BETTER BAKING**
Siding up to the many gluten-free baking mixes in the natural aisle are a new gang of feel-good baking products. Organic, natural, non-GMO, and Fair Trade Certified cake mixes, frostings, and food colorings bring the baking category in line with consumer demand for delicious foods that meet updated ingredient standards, especially for children.

- Miss Jones Baking Co. Organic Baking Mixes
- Wholesome Organic Frosting
- Color Kitchen Decorative Food Coloring

**THE SECRET SIDE OF CHICKPEAS**
Think you know chickpeas? Think again. The protein-packed pulse has multiple identities that are inspiring creative and fresh-tasting product innovation. Fresh, vibrantly green chickpeas are the base of new convenience meals and hummus dips, while protein-rich aquafaba (chickpea cooking water) provides structure to vegan mayo.

- Vana Life Foods Green Chickpea Meals
- Fresh Nature Green Chickpea Hummus
- Sir Kensington’s Fabanaise Vegan Mayo

**WRAPPING AGAINST THE GRAIN**
It’s easier than ever to find tasty and flexible grain-free wraps when almonds, coconuts, cassava, and even vegetables step in to give corn and wheat a break in the tortilla trade. These versatile wrappers cater to a growing number of grain avoiders and allergy sufferers while also adding new flavors, ingredients, and nutrients to a wrapped meal.

- Green Leaf Foods Raw Wraps: Kale, Spinach
- Siete Almond Flour or Cassava & Coconut Tortillas
- NUCO Coconut Wraps

**MUST.HAVE.AVO.**
Our love of anything avocado has given rise to new convenient ways to get our fix. The fruit loaded with satiating good fat, essential vitamins and minerals, and filling fiber is now appearing in portable dips, mini meals, and snack dressings, expanding our access to a now-beloved dietary staple.

- Hope Spicy Avocado Hummus Singles
- Primal Kitchen Vinaigrettes with Avocado Oil
- Avoke Spoonable Smoothie Bowl with Avocado

**MEAL CUPS 24/7**
A new generation of convenient meal cups is emerging, catering to our need for instant and wholesome mini meals at any time of the day. Morning oats, lunchtime beans and rice, protein-packed quinoa snack cups, and even microwavable desserts offer fresh-seeming food-for-one in contemporary flavors and cool packaging.

- Chef Soraya Eat-A-Bowl
- Love Snacking Quinoa Queen Mini Meal
- Organic On-The-Go Microwave "Baked" Brownie

**FOMENTING FERMENT**
Fermented food fans are ready and willing to add more types of cultured foods to their diets, whether they make them at home with easy-to-use starter kits or take inspiration from traditional global cuisines and refashioned staples. Beyond the benefit of good bugs comes great taste and exotic flavors, too.

- Cultures for Health Starter Cultures
- Burma Love Lashed Fermented Tea Leaf Salad Mix
- Tin Star Foods Grassfed Cultured Ghee and Brown Butter

**A NEW CHEW**
Sure, we know crunchy and crispy snacking, but there is an unexpected chew in town. A handful of innovative snacks offer a unique and exciting textural eating experience. Sun-ripened olives coated in crunch; toothsome, moist lupini beans; and tender, chewy salmon jerky offer snackers a brand-new bite along with sophisticated flavors for a truly elevated mouthful.

- Dear North, Alaska Salmon Bites
- Gourmet Bazaar Snacks Crispy Coated Olives
- Dear North, Alaska Salmon Bites
- Brami Snacking Lupini Beans