



Top Trends from the 2026 Summer Fancy Food Show

Compiled by the
Specialty Food Association
Trendspotter Panel

August 2026

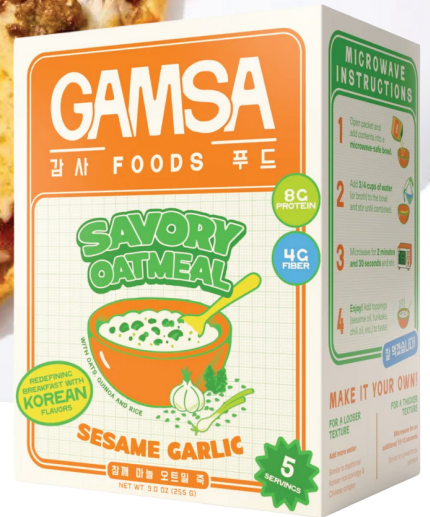




After seeing and sampling their way through specialty food's premier trade show, the Specialty Food Association's (SFA) Trendspotter Panel released their list of top trends driving the industry forward, observed at the 2026 Summer Fancy Food Show.

Between June 28-30, 2026, SFA's Trendspotters walked the more than 345,000 square feet of the show, observing, tasting, and speaking with industry innovators to inform their predictions of the hottest trends across specialty categories.

"This year's Summer Show was practically bursting with new flavors, sensations, and innovation," said Leana Salamah, SVP of Marketing and Communications at SFA. "Our Trendspotter panel captured the vibrancy and excitement of the incredible products on display in their top trends, and we look forward to seeing how they evolve between now and Winter FancyFaire* in San Francisco this January."



Comfort Classics Go Global

“From butter chicken frozen pizza and Korean-inspired oatmeal to Indian-spiced potato chips and pretzels, manufacturers are infusing American comfort food staples with global flavors.” —Dahnja Rogers

“A butter chicken pizza isn’t just a novelty; it’s a way to differentiate in a mature category. When shoppers are scrutinizing every purchase, products that offer a unique experience can command a premium and deliver incremental value for retailers.” —Carol Ortenberg

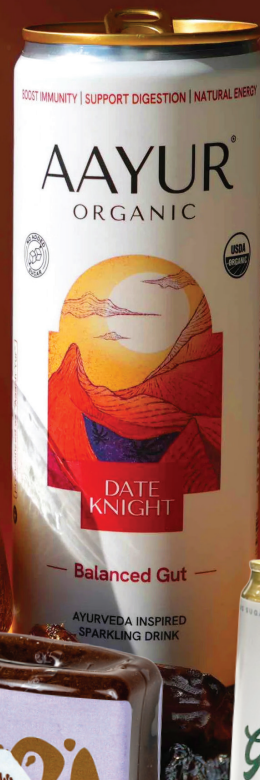
- Gamsa Foods Sesame Garlic Savory Oatmeal
- Mazala Pizza Butter Chicken Pizza
- Keyas Snacks Bombay Spice Potato Chips
- Gourme Beef Shawarma Pizza
- Paco Jones Mexican Ketchup

sfa

TOP 2026 TRENDS

“Promiscuous Palate” expands to comfort food as the trend invites new consumers in through familiar formats.





Inside-out Innovation

“Brands today are less focused on touting what’s not in products, and are spotlighting what is in them—calling attention to accessible ingredients like honey, dates, bone broth, and avocado oil instead of the functional benefits themselves.” —John Lane

“Indulgence is making a return. As brands continue searching for natural sweeteners with benefits beyond cane sugar, dates are quickly becoming one of the industry’s favorite ingredients.” —Fred Hart

- Noodoo Smooth Tomato Sauce
- Aayur Date Knight Sparkling Drink
- Singing Pastures Juicy Pineapple Pork Sticks
- Daramel Date Caramel Sauce
- Marrō Sparkling Protein
- Elmhurst Good Day Darling Amber Spritz
- Defender Protein Bars

sfa

TOP 2026 TRENDS

“Honest Processing” predicted increased transparency behind how foods are made. Now, that shift is expanding to ingredients.



Bite-sized, Big Flavor

“From frozen dumplings and balls of all flavors to mini cakes and poppable desserts, small bites have a big advantage in today’s marketplace.” —Becky Nelson Dahl

“The opportunity with bite-sized products isn’t simply smaller portions, it’s more occasions. By delivering big flavor and quality in offerings that are easier to try, share, and enjoy, brands can unlock new ways for consumers to engage with specialty food.” —Carol Ortenberg

- Chenzi Pork Potato Balls
- Bagelverse Pizzabagels
- Nada’s Columbian Style Black Bean Empanadas
- BARIS White and Milk Chocolate Dipped Raspberries
- Benihana Chili Chicken Gyoza Bites
- Croots Snacking Croutons



sfa

TOP 2026 TRENDS

As GLP-1's remake the food industry and consumers demand flavor and nutrition density, “Appetite Reset” appears in bite-sized appetizers and snacks.



Ancient, Reimagined

“As consumers seek healthier and more authentic foods, founders are increasingly looking backward. Just as yerba mate and açai introduced new beverage traditions to America, founders are digging even deeper into their own cultures for inspiration.” —Fred Hart

“Brands like La Milpa tortillas are adapting centuries-old recipes for today’s consumers, using nixtamal in their tortillas and chips to honor their legacy and create something delicious. It’s not only about the flavor, it’s about the ritual and tradition.” —Andrea Hernández

- Purple Drop Peruvian Super Drink
- La Milpa Tortillas
- Goldholly Organic Yaupon Tea
- Dééh Navajo Tea
- Kolkata Signature Chai Concentrate
- Matzo Project Shmura Matzo



sfa

TOP 2026 TRENDS

“Rooted Rituals” predicted the rise of recipes that feel anchored in something real, including ancient recipes crafted with intention.





Craft Aesthetic as a Signal

“To give consumers a sense of connection with the ingredients and products they’re consuming, brands are hacking heritage to give artisanal, hand-crafted cues wherever they can.” —Andrea Hernández

“We’re seeing more restraint: hand-drawn packaging art and muted organic colors, thoughtfully designed to lean into the qualities of the ingredients inside. When done right, the trend helps consumers feel a closer connection to the food and the all-natural, artisanal qualities they care about.” —Becky Nelson Dahl

- Roaring Fork Mill Flours
- Painterland Sisters Organic Skyr Yogurt
- Finger Foods Farm Southwest Vegetable Soup
- From the Farm Ice Cream
- Folkland Foods Organic Farm Fries
- Della Long Grain Rice

sfa

TOP 2026 TRENDS

“Shelf-Stable Chic” anticipated the rise of a curated pantry that reflects consumers’ identities and evolving values.



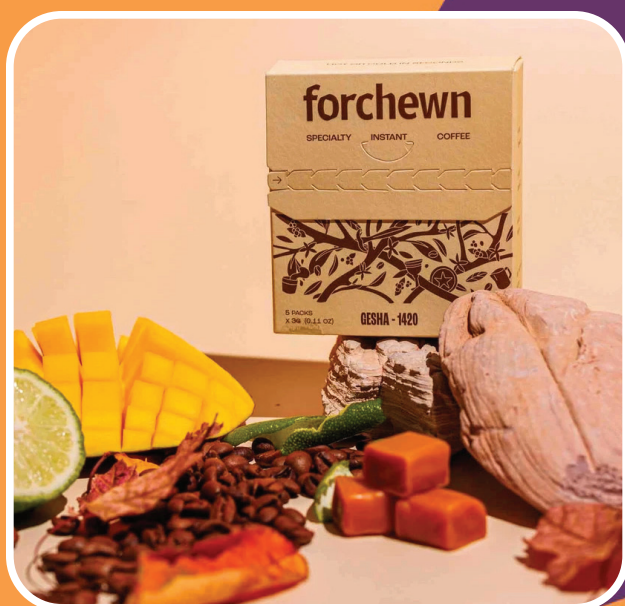
EMERGING TREND

Playful, Purposeful Packaging

“Brands are bringing a sense of playfulness and purpose to packaging. Not only are they bucking long-standing trends, but they’re using thoughtful innovations like packaging kimchi in single-use sachets to unlock even more usage occasions.” —Maggie McGlinchy

“Sometimes innovation isn’t the product—it’s the package.” —Fred Hart

- Rooted Broth Bone Broth Tea Bags
- Honey Department Thick Honey
- Small Town Cultures Kimchi
- Forchewn Instant Coffee
- Zig Zag Balsamic Drizzle
- Cheerie Lane Popcorn Cob
- Can Cakes Canned Cakes





What's next in specialty food trends?

Specialty food and beverage products continue to grow in revenue, retail space, and foodservice applications. Reaching more than \$295 billion in 2025 and projected to grow to \$510 billion by 2030, the segment constantly evolves to meet shifting consumer demand, long before trends surface in conventional products.

To experience these and more emerging trends, qualified members of the specialty food trade, industry affiliates, and media are welcome to attend Winter FancyFaire® 2027, running in San Francisco, California, from January 17 to 19, 2027. A reimagined trade show experience, Winter FancyFaire® will feature a first look at SFA's 2027 Trend of the Year. For more information, or to register to attend, visit the [Winter FancyFaire® website](#).

Summer Fancy Food Show Trendspotters:

Fred Hart, contributing editor, *Dieline*,
and brand and design consultant, Hart Brands

Andrea Hernández, creator, Snaxshot

John Lane, senior category manager and
product innovation, The Raley's Companies

Matt Leeds, founder and managing partner,
Forward Consumer Partners

Maggie McGlinchy, store manager, Pop Up Grocer

Becky Nelson Dahl, partner, Bex Brands

Carol Ortenberg, CPG strategist, editor and writer, *The End Cap*

Dahnja Rogers, hospitality, organizational development
and people strategy leader



About the Specialty Food Association

The Specialty Food Association (SFA) was founded in 1952 and is the not-for-profit trade association of the \$219-billion specialty food industry. Representing more than 4,800 businesses worldwide, SFA champions industry participation

and success for a diverse community of makers, buyers, importers, distributors, and service providers by producing events, programs, and year-round [resources](#) and [education](#). SFA owns and operates the [Summer Fancy Food Show](#), [Winter FancyFaire®](#), and the [sofi™ Awards](#), which have honored excellence in specialty food and beverage annually since 1972. SFA also oversees the [Good Food Mercantile](#), [Good Food Qualification](#), and [Good Food Awards](#), celebrating tasty, authentic, responsibly crafted food and the people behind it. Find out more at [specialtyfood.com](#), and connect with SFA on [LinkedIn](#), [Instagram](#), [TikTok](#), [Facebook](#), and [X](#).

Media Contact: press@specialtyfood.com