



Top Trends from the 2025 Summer Fancy Food Show

Compiled by the
Specialty Food Association
Trendspotter Panel

August 2025





The subject-matter experts who make up the Specialty Food Association’s (SFA) Trendsspotter Panel have compiled their list of top trends observed at the 2025 Summer Fancy Food Show, specialty food’s premier product discovery event. Taking place June 29-July 1, 2025, the show featured thousands of products from nearly 2,500 exhibitors from across the world.

“There was so much for the food industry to be excited about at this year’s Fancy Food Show,” said Leana Salamah, SVP of Marketing & Communications at SFA.

“Innovation, creativity, and incredible flavors were on full display from SFA members and international exhibitors. The Trendsspotter Panel did a great job capturing some of the most compelling stories, products, and brands on the show floor. We’re excited to share this report and continue tracking these trends in the months to come.”



Korea Pops!

“Korean culture has dominated music culture, movies, beauty, and now, the food world,” said Jenn de la Vega. “Cookbooks like Umma by Nam Soon Ahn, Koreaworld by Deuki Hong & Matt Rodbard, as well as Soju Party! by Irene Yoo are paving the way for Korean foods and beverages on the shelf and in every home. Everyday enjoyments like the Trader Joe’s gimbap went viral in 2023, and consumers are currently craving the treats they see on TV, like tteokbokki, hotteok pancakes, soju, makgeolli, and hallabong citrus.”

Melanie Bartelme and Chef Clara Park also called out products with Korean flavors from the show floor. Just a few of the highlights:

- Gamsa Foods Inc. Korean-inspired Savory Oatmeal
- Otoki K Pop Star’s Secret Noodles
- DORO Foods Sauces and Noodle Kits
- SallyCook Co. Makgeolli Kit
- Cleveland Kitchen Kimchi Pickles
- Mikkuya Namwon Chueotang Loach Soup





Fish Food

At the confluence of several key consumer trends sits a growing group of seafood snacks and innovative center-of-plate offerings. As Patranya Bhoolsuwan observed, “the protein trend is still definitely going strong all over the world,” and a serving of Fable Fish salmon jerky delivering 31 grams per serving. Consumer demand for convenience and shifts in diet preferences (part of the Wellness 3.0 movement) are also key to this emerging trend.

- Blue Circle Salmon Breakfast Links
- Fable Fish Salmon Jerky
- Onboard Tuna Bites
- Samonyu Salmon Crackers
- Onboard Meatballs
- Prime Shrimp Burger



Ingredient Replacements Get Inspired

“From bold new ingredients like cupuaçu and yaupon to reimagined pantry staples like quinoa milk and pasta with personality, products are pushing boundaries and rewriting the rules of what’s possible on our plates,” said Jeannie Houchins. “Food innovation fuels progress, it sparks new conversations, celebrates diverse cultures, and opens doors to flavors and possibilities we never imagined.”

- Figa Foods 63% Cupuaçu Bar
- Goldholly Yaupon Supertea
- Lifestock PKN Pecan Milk
- NIÚKE FOODS QMILQ Quinoa-Based Milk
- Farmer Foodie Cashew Parmesan

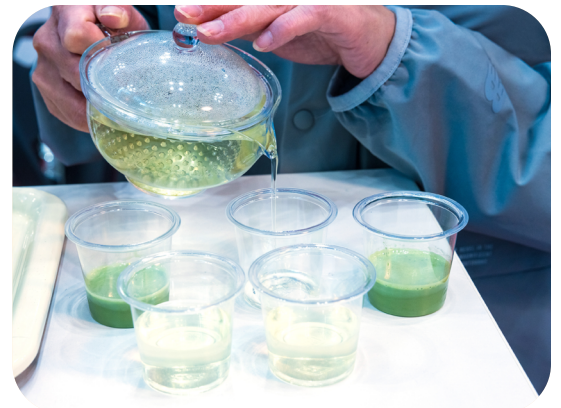


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Sustained & Evolving Trends



Pistachio Mania Breaks Out of the TikTok Orbit

“Pistachio is everywhere. Inclusions in chocolate bars, nut butters, gelati, confectionary and savory,” said Stan Sagner. “As was Dubai Chocolate and its various incarnations: mini cones, spreads, flavored milk, Dubai ‘style’ birthday cake bars, Dubai ‘style’ S’mores, etc.” Abena Anim-Somuah pointed to SFA member Pistakio as “ahead of the curve” when it comes to “this decadent and delicious pistachio trend.”

- Pistakio Pistachio Spread in creamy and crunchy
- Agrimontana Crema di Pistacchi
- Galil - Leonessa Dubai Chocolate Cones
- MMM Rice Pudding Ice Cream in Pistachio
- Patislove Angel’s Hair Milk Chocolate Bar with Turkish Cotton Candy and Pistachio Cream
- Venchi Italian 1878 White Chocolate and Pistachio Paste Cream Bar

Gimme Some Sugar, from Candy to Spreads

“Today’s consumers are not just craving sugar anymore, they are celebrating it,” said Patranya Bhoolsuwan. “Whether it’s from natural sources like honey and maple to bold indulgent flavors like dark chocolate and spiced confections, people long for sweets to sooth their desire for comfort and nostalgia. Gimme some sugar and we are happy!”

- Bomboloni Boss Frozen Bomboloni in Cream
- Caputo Wild Jurua 70% Bar by Luisa Abram
- BonBon Pippi Longstocking’s Gold Coins
- Bumbleberry Farms Avocado Blossom Honey
- Edensweets Spreadable Halva in Chocolate, Pistachio, and Coffee Cardamom
- Lakrids by Bülow Chocolate Licorice in Passionfruit, Salt and Caramel
- Maud Borup, Inc. Cotton Candy Chocolate
- Soom Chocolate Sea Salt Sesame Spread





A Chip for Every Occasion

Beef tallow-cooked chips, vacuum fried brussels sprouts, all-folded chips, even more bold global flavors, and beyond!

- Altho Brets Crisps in Jura and Camembert
- Folds Folded Potato Chips
- Keyasnacks Bombay Spice Potato Chips
- WILDE Chicken and Waffles Protein Chips
- Xochitl Cholula Hot Sauce Tortilla Chips
- Jose Andres Green Curry Potato Chips

Chilis Stay in the Spotlight

“What I love about chilis is that you can find them in most cuisines around the world, yet their unique flavor profiles and heat levels offer an infinite number of delicious possibilities!” said Clara Park. “Adding heat in the form of chilis to honey, dips, sauces, and even dessert allows for so much culinary innovation.”

- Djablo Hot Sauce Filipino Sauces
- Elephant Green Chili Chutney
- Hot N Saucy Been n Fresno and Carrot n Chipotle Sauces
- Jala-Lujah Jalapeño Chili Crisp
- Savannah Bee Company Honey Hot Sauce
- Tasting India Bombay Chili Crunch



Global and Convenient Is Still a Red-Hot Combo

“Companies are making it easier than ever for any consumer, regardless of cooking skills and level of familiarity with international cuisine, to take part in these experiences. This runs the gamut from ready-to-eat snacks and dips to easy-to-use meal kits and sauces,” said Melanie Zanoza Bartelme.

- Banyan Thai Ready to Eat Curry Sauce
- Sous Casa Frozen Burritos
- Doosra Indian Snack Mix
- Manicaretti - Danieli Taralli Crumbs
- Sherpa Foods Pork Momo
- Sipsopa Latin Soups
- WAZAWAZA Tom Yum Bean Dip
- Chutnefy 5-Second Chutney





What's Next in Specialty Food Trends?

The latest flavors, formats, and innovations in specialty food will be on display at Winter FancyFaire* 2026, SFA's new trade show experience, taking place January 11-13 in San Diego. Qualified members of the specialty food trade, industry affiliates, and media will come together to taste the future of food and get a first look at SFA's announcement of the 2026 Trend of the Year. More details to come. For more information about Winter FancyFaire*, [visit the show website.](#)

About the Summer Fancy Food Show Trendspotters

Abena Anim-Somuah, James Beard award-winning food writer and cultural commentator

Melanie Bartelme, associate director, Mintel Food & Drink

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Kat Craddock, editor in chief, CEO, SAVEUR

Jenn de la Vega, chef at Family Party Catering, food stylist, cookbook author, trends expert, and producer/co-host "The Cinema Chefs"

Dr. Beth Forrest, professor of food studies at the Culinary Institute of America

Jeannie Houchins, Global Communications Executive

Chef Clara Park, founder, eat cetera Philly, co-host "The Cinema Chefs" podcast

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About the Specialty Food Association

The Specialty Food Association (SFA) was founded in 1952 and is the not-for-profit trade association of the \$207-billion specialty food industry. Representing more than 4,000 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 produces the e-newsletter [Specialty Food SmartBrief](#), the [Trendspotter Panel](#) annual predictions, and Show reports. Find out more at [specialtyfood.com](#), and connect with SFA on [LinkedIn](#), [Instagram](#), [TikTok](#), [Facebook](#), and [X](#).

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