



# US Food and Wine Newsletter

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**Explore opportunities in US foodservice** Are you interested in breaking into the US foodservice and hospitality industry which is valued at more than A\$ 900 billion? Austrade would like to invite you to participate in the 2009 National Restaurant Association Show (NRA), the largest foodservice show in North America and the premier international marketplace for the restaurant and hospitality industry. NRA 2008 attracted over 71,000 industry professionals from 115 countries and buyers from 92 per cent of the top 200 restaurant chains in the US.

Recruitment for the National Restaurant Association Show (NRA), to be held May 16-19 2009 in Chicago is happening right now! To explore opportunities to exhibit contact [Renee.Barton@ustrade.gov.au](mailto:Renee.Barton@ustrade.gov.au) in Australia or [Ian.Smith@ustrade.gov.au](mailto:Ian.Smith@ustrade.gov.au) in the USA.

**By 2012, the USA will consume the most wine globally** The United States will become the world's biggest consumer of still wine by 2012, according to a new VINEXPO study by the London-based drinks research organization International Wine & Spirit Record (IWSR). The study further revealed that American consumption is expected to grow over the next five years despite the economic downturn, reaching 330 million cases or 3.96 billion bottles.

Wine drinking in the United States has grown more than 14 percent in the five years from 2003 to 2007 and is predicted to continue growing over the next five years, at a rate of nearly 12 percent.

Red wine is the driving force behind consumption in the United States, notes the study. In 2008, Americans were estimated to have consumed more than 1.47 billion bottles of red wine. This number is projected to rise to 1.74 billion over the next five years. Consumption of rosé wine is expected to rise by nearly 10 percent from 565 million bottles to 620 million bottles, and white wine consumption by 5.4 percent from 1.3 billion bottles last year to 1.4 billion in 2012. Still wine value is expected to rise more than 13.6 percent over the next five years to reach \$25.5 billion. For more information contact Jackie Yuen, Charles Willis or Mary Landsfield.

**Sales of kosher foods totaled \$12.5 billion in 2008, a 64% increase** since 2003, according to Mintel. The No. 1 reason people buy kosher is for food quality (62%), followed by "general healthfulness" (51%) and food safety (34%). Only 14% purchase kosher food because they follow kosher religious rules. Another 10% purchase kosher products because they follow some other religious rules with eating restrictions similar to kosher.

Christians, Muslims, Jews and Atheists alike are helping fuel the robust market for kosher foods, according to a new report by market research firm Mintel. In a consumer survey of adults who purchase kosher food, Mintel found that the number one reason people buy kosher is for food quality (62%).

The Mintel Global New Products Database, which tracks new product launches, reports that over one in four (28%) new food and drink products launched in the US during 2008 bore a kosher symbol. Kosher has been the top individual claim on new food and drink in the US since 2005.

The USA Food and Beverage Team is your client's link into the most important consumer marketplace in the world. Our nine team members are situated across the country, each with industry and geographic specific knowledge. Contact us today at [usafoodandbeverage@ustrade.gov.au](mailto:usafoodandbeverage@ustrade.gov.au)



**Are you considering the US retail grocery industry?** Unwrapped Spring 2009, our exciting new program which delivers third-party feedback on client products, packaging, pricing and marketing schemes will be held in March 2009. The independent panels of food industry professionals coordinated by Austrade will provide vital information regarding market suitability.

Space is limited to ten “New to Export” or “New to Market” clients so act now in order to secure your spot. To learn more about participating contact [Neville.Lambert@austrade.gov.au](mailto:Neville.Lambert@austrade.gov.au)

**Rising opportunity for fruit and veg ‘hide and seek’: Mintel** Boosting children’s fruit and vegetable consumption is emerging as a top trend for food manufacturers launching new products for children, according to a Mintel trend insight review.

A range of new products including pasta sauces, juices and crackers is being marketed towards children who claim not to like vegetables by hiding or disguising them, as health campaigns continue to promote the benefits of diets high in fruit and vegetables.

*“[This]presents an opportunity to capitalize on the inherent goodness of such content,” it said. “The reluctance of Western children to eat fresh fruit and vegetables entails the industry has an even greater opportunity in marketing products that can help parents get their children to eat them.”*

**Trend for kid-adult fusion foods** The line between children’s and adult’s food is blurring along with a growing interest in Asian flavours and hidden nutrition, according to a report looking at opportunities for food and beverage manufacturers.

Ingredients or products typically associated with grown-ups are becoming more popular with children, which is a trend described as the “*kid-adult fusion*” in *The Culinary Trend Mapping Report: Kids’ Food*, from the Centre for Culinary Development and Packaged Facts.

An example of this is Asian foods, which the report said benefit from a “*health halo*” as certain Asian cuisines are perceived as pure and nutritious. The number of multicultural kids is growing in the US and younger parents of all cultural affiliations are regularly seeking out foreign and ethnic dishes.

*“Asia is a growing source of inspiration. From Indian lentils to coconut, adzuki beans to cardamom, ingredients and seasonings heretofore unknown in mainstream baby foods are all features of the emerging trend.”*

**Trends in the American grocery industry** The US grocery retail market is changing as both local and overseas operators attempt to tailor their offer to meet different consumer needs, away from the ‘one size fits all’ approach. The development of convenience stores is in its infancy and looks promising and all indications point to private label developing further.

Grocery retailers in the US have traditionally focused on opening large hypermarket/super centre formats, offering shoppers extensive ranges of food and non-food items. However, with shifting consumer lifestyles and socio-demographics, US retailers are now realizing that this ‘one size fits all’ model does not always meet everyone’s needs.

As a result, retailers are starting to experiment with smaller-format stores in highly populated locations, appealing to the convenience shopper. At the forefront of this trend is UK retailer Tesco.

Private label development lags behind Western European markets but US grocery retailers are starting to focus on developing ranges that meet the needs of specific consumer groups. Trends indicate that private label ranges will become more significant in the 2009.