



hatch
2023

YUMMMY!

FOOD
BEVERAGES
AND MORE

Expo West is always a dizzying display of innovation and disruption. Though every aisle seemed to have a star, some standouts shone brighter. Enjoy this constellation of the hottest trends we spotted.

1. IT'S A VIBE
2. TAKE ME TO YOUR LEADER
3. IT'S GETTIN' HOT IN HERE
4. ROLLER COASTER OF LIFE
5. PLAY FOR ALL
6. ALL HANDS ON EARTH

01

It's A Vibe

From belly to brain – and now to the great beyond! We're seeing brands embrace the more spiritual side of life with everything from crystals, tinctures, oils and chakra vibrations built right into the pack. Ground your mind, body and spirit with some of our favorites.

**HIGH
VIBRATIONS**

- BRANDS:**
Whole Harmony
Emotional Utility Beverages
Three Spirit
BIORAY
Trip Drinks
Bach Flower Remedies
Cliganic
Elements Truffles
Spicewell



TAKE ME TO
YOUR LEADER



TASTY
TECH

02

Take Me To Your Leader

Food tech is nothing new, but it's fast-approaching science fiction territory. AI food tech is precisely matching flavor profiles across categories so we can enjoy the same foods we love without the impact on the planet or our bodies. From plant-based honey to blue cheese, we're raising our forks to these futuristic treats.

BRANDS:

- MeliBio - Mellody
- Climax Foods
- Rivalz
- Voyage Foods
- Acid League - Proxies
- Konscious Foods
- Guimarana
- Cocojune
- OoMee



BRANDS: Bowlcut · AYO Foods · Mr. Bing Chili Crisp
Secret Aardvark · Mother in Law's Kimchi · iYa Oaxaca!
Hot Jiang · Grillo's Pickles · Hotpot Queen

03

It's Getting Hot In Here

Things got a little spicy at Expo this year, unlocking eye-wateringly delicious dishes from around the world at home. We loved expanding our palates with these bright and colorful new sauces, spices and main dish starters. We're here for this batch of "hot" brands we think everyone should try...if you dare!

04

Roller Coaster Of Life

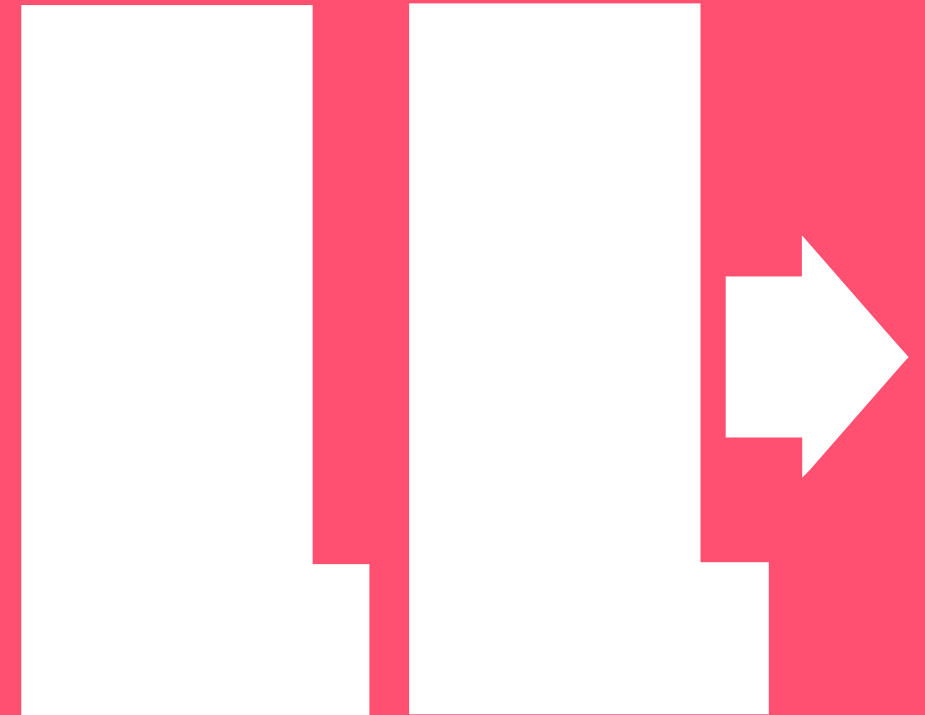
It was clear to us from Expo that we're all either tired or wired.

These functional food and beverages are packed with uppers like cinnamon and downers like magnesium to balance our every mood and whim. We are forever on the hunt for flow and balance in our overstimulated day-to-day.

BRANDS:

- Weller
- Verb Energy
- Odyssey Elixir
- Rambler
- Life-flo
- Jibby Coffee
- ILA & REV
- Spark Bites
- TAM CBD Drinks

TIRED
OR
WIRED



ROLLER COASTER OF LIFE



05

Play For All

The lines between kid and adult have never been more blurred, and the power of play was front and center. Taking a page from the immersive cereal boxes of the past, we saw craveable reinvented favorites and playful snacks tap into a healthy dash of nostalgia for our 90's kid parents. Playing with your food has never been more fun at any age!

All Hands




BRANDS:
Cocobear Organic
Moonshot Snacks
Guayakí Yerba Mate
First Light Foods
Sea Tales
Forecast Coffee Company
Greenhouse
Diaspora Co.
Harmless Harvest

All Hands On Earth

Regenerative agriculture isn't new, but its growth across categories is something we saw more and more brands supporting. We loved seeing brands of all kinds jumping into the regen party and holding hands in caring for the Earth. From brands ditching packaging altogether for their nature-provided birthday suits, upcycled ingredients, and greener takes on classic staples, we saw a powerful shift to a more caring approach.

Honorable



WHILE THESE
TRENDS AREN'T
THE NEWEST TO
THE SCENE, THEY
WERE TOO
APPARENT NOT TO
GIVE A NOD.

Mentions

Keto, Who?

Looks like the keto bubble has burst. While still prevalent, the keto star is getting relegated to keto-friendly claims rather than the main attraction.

Sister Strong

We saw an evolution of female-centric brands targeting specific issues like balancing hormones, menopause and eating your prenatal vitamins.

Maximalistas

Expo was a wonderful assault on the senses. From bright pink master brands, to the full rainbow in pastel and vibrant varieties, we saw in-your-face maximalism everywhere we turned.

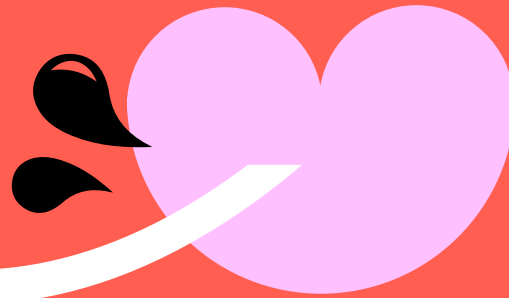
Next Level Mocktails

Alcohol-free seltzers and beer leveled up to non-alcoholic wine and spirits making sober-drinking feel like a celebration.

Mushrooms & Tinned Fish

We were drowning in delicious mushrooms & fish products.

**BEST THINGS
WE TASTED**



Avafina Organics Chiaviar

The Pizza Cupcake Margherita

Luke's Lobster Crab Cakes

Hotpot Queen Wild Mushroom Chunky Chili Sauce

Say When Beverages Spicy Chai

AYO Foods Pepper Sauce

Heydey Canning Coconut Curry Chickpeas

Nutty Gourmet Hatch Chile Limon Walnuts

Guitig Sparkling Water

BAR-U-Eat Coffee Pecan Bar

Jack & Annie's Crispy Jack Nuggets

Mightylicious Oatmeal Raisin Cookies

THE EXPO WEST **hatch** TREND REPORT
2023

TO OUR FEATURED CLIENTS.
YOU'LL ALWAYS BE TRENDSETTERS TO US.

alec'sTM
ICE CREAM

gimme[®]

**HONEY
MAMA'S**[®]

Joolies

KRAVE

Miyoko's[®]
CREAMERY

**MOON
SHOT**TM

**NATURE'S
BAKERY**

RAO'S[®]
HOMEMADE[®]

**Simple
Mills**[®]

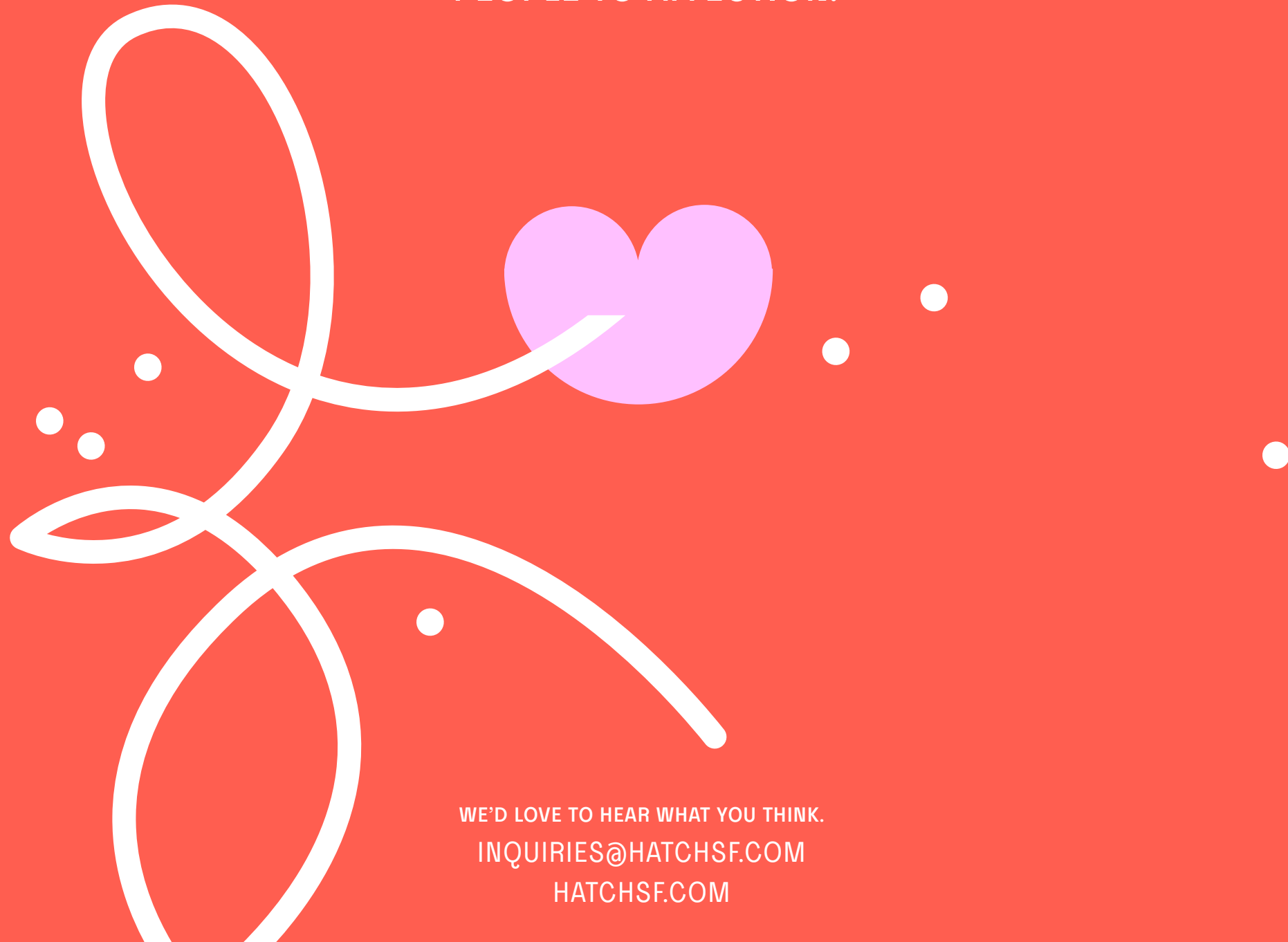
**SPORTS
RESEARCH**  TM

 **SMARTY
PANTS**

hatch

SAN FRANCISCO

WE CRAFT BRANDS THAT MOVE
PEOPLE TO AFFECTION.



WE'D LOVE TO HEAR WHAT YOU THINK.

INQUIRIES@HATCHSF.COM

HATCHSF.COM