

Frieda's Specialty Produce, conocida por detectar tendencias como la proteína de origen vegetal y la cúrcuma, ha publicado sus predicciones para 2019 con el fin de ayudar los minoristas a estar atentos a lo que está llamando la atención.

Sus predicciones para el próximo año incluyen las verduras que se consumen para el postre, 'popability'.

Frieda señaló que sus 'trendologists' han tenido una "alta tasa de éxito" al predecir tendencias.

"Estamos en el campo con nuestros agricultores y en las cocinas con nuestros chefs", comentó Cindy Sherman, directora de marketing e innovación.

"Las modas se convierten en tendencias cuando resuenan con los consumidores más allá de sus 15 minutos de fama. Superponemos el sentimiento del consumidor para predecir lo que realmente se mantendrá".



vegetables for dessert

Move over chocolate & apples, vegetables are ready to take center stage in the final course. Think avocado or corn ice cream. Our Thanksgiving tables featured butternut squash tarte Tatin and Stokes Purple® sweet potato pie. Yum!



unicorn-kissed cooking

The unicorn craze has made eating by color even hotter and produce is front & center, a source of natural color. Freshly juiced turmeric smoothies, baked goods with persimmon glaze, roasted rainbow carrots & curry with Frieda's Stokes Purple® sweet potatoes & greens. Eat the rainbow.



popability

Bite size has been trending, from candy to crackers. Now it's hit produce, well beyond berries, including teeny-tiny tomatoes, baby brussels sprouts, cape gooseberries & our line of Frieda's kumquats, mandarinquats & limequats. Pop & enjoy!



produce as the "protein"

Consumers are putting hearty, nutrient-dense vegetables at the center of the plate, making them the star of the meal. In fact, meat has become the garnish—think shaved beef jerky on top of ramen. Try veggie ceviche, starring beets & jicama, not seafood. Jackfruit serves as the "protein" in tacos.

trend predictions 2019



the dragon awakens

Dragon fruit is on fire. Predicted for 2018, it's become a staple in fruit salads, with merchandising in fresh-cut. We're seeing it in beverages, too! Varietals are multiplying—red, white & yellow—all sun-kissed with freckles. What's next in tropical? Watch for guanabana.