



the state of the  
**specialty food**  
industry 2008



**SPECIALTY FOOD** **N·A·S·F·T**  
MAGAZINE® NATIONAL ASSOCIATION  
FOR THE SPECIALTY FOOD TRADE, INC.

## Product Segments

DETAILED DEFINITIONS AND BRAND EXAMPLES OF THE 41 SPECIALTY FOOD SEGMENTS RESEARCHED FOR THIS REPORT.

**Baking Mixes, Supplies and Flours:** Gourmet, ethnic and natural brands. *Natural:* Bob's Red Mill, Sunspire. *Specialty:* Ghirardelli, King Arthur.

**Beans, Grains and Rice:** Gourmet and ethnic; includes rice mixes and couscous. *Natural:* Lundberg, Ancient Harvest, Arrowhead Mills. *Specialty:* Riceselect, Goya, Nishiki.

**Bread and Baked Goods:** Artisan, primarily fresh, frozen is included. *Natural:* Rudi's Organic, Food For Life, French Meadow. *Specialty:* Masada Bakery, Just Desserts, Tumaro's.

**Candy and Individual Snacks:** Gourmet, ethnic; includes jerky items. *Natural:* Green and Black, Endangered Species, Dagoba. *Specialty:* Lake Champlain, Lindt, Divine.

**Carbonated, Functional and RTD Tea/Coffee Beverages:** Gourmet, ethnic and natural sodas; sparkling juice drinks from traditional water companies, sparkling non-alcoholic juices or celebration drinks. *Natural:* GT Kombucha, Izze, Tazo Tea. *Specialty:* Boylan Natural, San Pellegrino, Orangina.

**Cheese and Cheese Alternatives:** *Natural:* Organic Valley, Horizon, Tofutti. *Specialty:* Tillamook, Cabot, Athenos.

**Chips, Pretzels and Individual Snacks:** *Natural:* Kettle Foods, Garden of Eatin', Terra Chips. *Specialty:* Food Should Taste Good, Route 11.

**Coffee, Coffee Substitutes and Cocoa:** Premium whole-bean and ground coffees sold in supermarkets. *Natural:* Equal Exchange, Green Mountain, Teeccino. *Specialty:* Peet's Coffee, Caffe Sanora, Starbucks.

**Cold Cereals:** Gourmet and ethnic items. *Natural:* Nature's Path, Kashi, Barbara's Bakery. *Specialty:* Familia, Weetabix, Heartland.

**Condiments:** Mustard, mayonnaise, ketchup, olive, marinades, soy sauces, pickled vegetables and barbecue sauces. Also includes Asian ethnic varieties. *Natural:* Annie's Naturals, Bragg, Thai Kitchen. *Specialty:* Soy Vay, Chatham Village, Kikkoman.

**Conserves, Jams and Nut Butters:** Gourmet and ethnic items. *Natural:* Maranatha, Woodstock Farms, Bionaturae. *Specialty:* Stonewall Kitchen, Dickinsons.

**Cookies and Snack Bars:** Gourmet and ethnic items. *Natural:* Newman's Own Organics, Kashi. *Specialty:* Almondina, Matt's Cookies, Walkers.

**Crackers and Crispbreads:** Gourmet and ethnic items. *Natural:* Blue Diamond Nut Thins, Late July. *Specialty:* Dr. Kracker, Wasa, San J.

**Eggs:** Certified-organic and premium products such as free range and Omega-3 fatty acid enhanced. *Natural:* Organic Valley, Chino Valley Ranchers. *Specialty:* Farmer Jon, New Zealand Speckled Hen.

**Energy Bars:** Lifestyle, wellness and athletic bars. Inherently part of the natural product industry. *Natural:* Lara Bar, Odwalla, Kashi.

**Entrées and Mixes:** Grain-based rice and couscous mixes, tabouli, pasta dishes, macaroni and cheese. Also shelf-stable ethnic items. *Natural:* Annie's Homegrown, Annie Chun, Back to Nature. *Specialty:* Near East, Simply Asia, A Taste of Thai.

**Frozen Desserts:** Gourmet ice creams, organic and non-organic, gelatos, Italian ices. High-end frozen desserts. *Natural:* Turtle Mountain, Stonyfield Farm, Tofutti. *Specialty:* Haagen-Dazs, Whole Fruit, Ciao Bella.

**Frozen Entrées and Pizzas and Convenience Foods:** Pizzas, soups, pasta and convenience foods. *Natural:* Amy's Kitchen, Cedar Lane, Ethnic Gourmet. *Specialty:* Tandoor Chef, Vicolo, Bertoli, Wolfgang Puck.

**Frozen Fruits and Vegetables:** Organic, premium and ethnic brands. *Natural:* Cascadian Farms, Woodstock Farms, Alexia. *Specialty:* Wyman, Willamette Valley Fruit, Remlinger.

**Frozen Juices and Beverages:** Organic, premium, natural brands. *Natural:* Cascadian Farms, Tree of Life. *Specialty:* Just Pikt, Seneca.

**Frozen/Refrigerated Meat, Poultry and Seafood:** Pre-packaged, sold in standard uniform weights, with UPC codes. Does not include random weight products sold at butcher/seafood counters or retailer-packed. Also does not include jerky.

**Hot Cereals:** Rolled oats, grits, farina (both instant and non) from regional

or imported producers; premium natural companies. *Natural:* Bob's Red Mill, Kashi, Nature's Path. *Specialty:* McCann's, Old Wessex, Red River.

**Milk, Half and Half, Cream:** Organic, sheep, goat and small-craft creameries. *Natural:* Organic Valley, Horizon, Meyenberg. *Specialty:* Valley View, Humboldt Creamery, Oberweis.

**Nuts, Seeds, Dried Fruits and Trail Mixes:** Organic and natural brands. Includes Asian ethnic foods such as dried seaweed. *Natural:* Just Tomatoes, Eden Foods, Himalania. *Specialty:* Delightfully Turkish, San Joaquin, Poindexter Nut.

**Oils (cooking):** Olive, flavored and sesame oils. *Natural:* Spectrum Naturals, Napa Valley, Bionaturae. *Specialty:* Colavita, Lucini Italia, Bertoli.

**Other Dairy:** Premium and imported products. European and organic butters, ricotta cheese and crème fraîche. *Natural:* Organic Valley, Horizon, Earth Balance. *Specialty:* Tillamook, Cabot, Kerrygold.

**Puddings and Shelf-Stable Desserts:** Gourmet and ethnic brands; syrups and toppings. *Natural:* Zensoy, Ahlaska, Natural By Nature. *Specialty:* Oetker, Elyon, Fudge Fatale.

**Refrigerated Juices and Functional Beverages:** Premium fresh juices, enhanced, functional drinks. *Natural:* Odwalla, Naked Juice, Bossa Nova. *Specialty:* Simply Orange, Zeiglers, Champlain Orchards.

**Refrigerated Sauces, Salsas and Dips:** Includes pasta sauces, hummus and baba gannoush. *Natural:* Emerald Valley Kitchen, Blue Moose, Yorgos. *Specialty:* Cibo, Basha Foods, Athenos Tribe.

**Rice Cakes:** All-natural brands, full-size and mini bite-sized. Inherently part of the natural product industry. *Natural:* Lundberg, Mothers, Real Foods Australia.

**Seasonings:** Spices, spice mixes (foil packets), baking flavors, salt. *Natural:* Frontier, Simply Organic, Spice Hunter. *Specialty:* Morton and Bassett, Magic Seasoning Blends, Celtic Sea.

**Shelf-Stable Fruits and Vegetables:** Gourmet, ethnic and natural canned vegetables, beans and fruit. Also fruit sauces. *Natural:* Muir Glenn, Westbrae, Eden. *Specialty:* Wyman, Leroux Creek, Goya.

**Shelf-Stable Juices and Functional Drinks:** Premium, natural and organic brands, plus kosher brands. *Natural:* RW Knudsen, Lakewood, Santa Cruz Organic. *Specialty:* Martinelli's, Volcano, Looza.

**Shelf-Stable Meat, Poultry and Seafood:** Gourmet and premium canned fish and shellfish, caviar, etc., imported and domestic. *Natural:* Natural Sea, Wild Planet. *Specialty:* Crown Prince, Bela Olhao, Geisha.

**Shelf-Stable Pastas:** Imported and domestic, gourmet ethnic and natural items. *Natural:* Bionaturae, Tinkyada, Hodgson Mill. *Specialty:* De Cecco, Al Dente, Barilla.

**Shelf-Stable Sauces, Salsas and Dips:** Includes pasta sauce, hummus and baba gannoush. *Natural:* Muir Glenn, Green Mountain Gringo, Amy's Kitchen. *Specialty:* Desert Pepper, Classico, Emeril's.

**Soup:** Ready-to-serve, cups, mixes and instant. Also includes miso, bouillon and ramen-type items. *Natural:* Pacific Natural Foods, Amy's Kitchen, Health Valley. *Specialty:* Wolfgang Puck, Bear Creek, Better than Bouillon.

**Sweeteners:** Pure maple syrups, honey and alternative sweeteners such as agave, sucanat, turbinado. *Natural:* Spring Tree, Wholesome Sweeteners, Madhava. *Specialty:* Anderson's Maple Syrup, Kallas, Uwharrie.

**Teas:** All-natural, as well as premium and exotic varieties, including African Red (Rooibos) and mate from South America. Also brands that offer imported varieties, such as Assam or oolong. *Natural:* Yogi Tea, Traditional Medicinals, Tazo. *Specialty:* Bigelow, Twinings, Taylors of Harrogate.

**Water:** Premium brands as well as functional, enhanced waters that don't contain artificial ingredients. *Natural:* Penta, Fiji, Metromint. *Specialty:* San Pellegrino, Gerolsteiner, Sanfaustino.

**Yogurt and Kefir:** Ethnic and cultured dairy and non-dairy products; sheep, goat and water buffalo yogurts. *Natural:* Stonyfield, Brown Cow, Lifeway. *Specialty:* Fage, Woodstock Water Buffalo, Emrrri.