Our monthly report on new sauces & seasoning products includes sub-groups within these categories, including pasta sauces, cooking sauces, dressings, spreads, dessert toppings, and more. In June 1,766 new products were launched worldwide!

**Unique Product Launches**

Each month, we review launches to find the most unique new products from around the world.

**Company:** Frito-Lay  
**Brand/Product:** Frito’s Ultimate - Barbecue Flavored Dip with Beef  
**Country:** USA

**Product Description:** Ruffles Ultimate Barbecue Flavored Dip with Beef is described as a heavy duty dip for ultimate chips. This product contains real beef, has smoke flavoring added and retails in a 15.75-oz. jar.  
(Source: Mintel GNPD)

**Our Thoughts:** Not only is this an innovative flavor for a chip dip, but it also makes use of the very much on-trend smoke flavoring. The inclusion of beef is an interesting twist, but leaves us wondering if it eats more like a gravy than a dip.

**Company:** Fiordelisi Exim  
**Brand/Product:** Fiordelisi - Goat’s Cheese and Chili Dip  
**Country:** India

**Product Description:** Fiordelisi Goat’s Cheese and Chili Dip is 100% Italian. The product retails in a 90g pack.  
(Source: Mintel GNPD)

**Our Thoughts:** What a fun, upscale twist to a cheese dip. Goat cheese has an incredible talent for making anything fancy!

**Company:** T. Marzetti  
**Brand/Product:** Cardini’s - Red Jalapeno Caesar Dressing  
**Country:** USA

**Product Description:** Cardini’s Red Jalapeno Caesar Dressing is a savory blend of Cotija cheese mixed with Ancho chilies and red jalapeno. This spicy dressing is said to add a little kick to any Caesar or mixed green salad. The product is free from preservatives and MSG and retails in a 12-fl.oz. bottle.  
(Source: Mintel GNPD)

**Our Thoughts:** We love this spicy twist to caesar dressing - and we’re extremely partial to the use of Cotija cheese, which we showcased at our 2012 Innovation Roadshow® in our showcase duo of authentic Mexican cheeses, which also included Oaxaca cheese.

**Company:** Urbani Tartufi  
**Brand/Product:** Urbani Truffles - White Truffle Salt  
**Country:** Canada

**Product Description:** Urbani Truffles White Truffle Salt is an aromatic and superbly flavored truffle salt that is said to be adored by chefs and connoisseurs all over the world. It is suitable for serving on scrambled eggs, omelettes, risottos, bruschettas or baked potatoes. The product retails in a 100g pack.  
(Source: Mintel GNPD)

**Our Thoughts:** Once you’ve discovered the difference that cooking with truffle salt makes, there is just no going back. We promise. (If you’re a mushroom lover, of course).

**Company:** Gourmet Brands  
**Brand/Product:** Yarra Valley Product Company Apricot & Pistachio Fruit Paste  
**Country:** Australia

**Product Description:** Yarra Valley Produce Company Apricot & Pistachio Fruit Paste contains over 75% fruit. This product is perfect with brie, blue and cheddars, and retails in a 75g pack. Also available is the variety Fig & Almond Fruit Paste.  
(Source: Mintel GNPD)

**Our Thoughts:** Seems like a great accompaniment to any cheese board or even spread atop your morning toast or English muffin. The fig and almond sounds especially appealing to us.
A Look at Sweet Spreads

Top 15 Flavors Worldwide
As consumers continue to hunt for indulgent flavors, product launches follow suit. Here’s a look at the recent flavor launches among sweet spreads, including some of the more innovative flavor offerings listed below.

South Africa: The Passionate Pomegranate Pomegranate Chilli Preserve

France: Breizh Karamel Caramel Au Beurre Salé a Tartiner a la Fleur de Sel de Guérande (Salted Butter Caramel Spread with Guérande Salt)

USA: Tunas Krelva Spreadable Tahini Halva

Czech Republic: Ikea Cokoládová Pomazánka (Chocolate flavoured Spread with Butterscotch Pieces)

Brazil: Delícia Mineira Doce de Leite com Goiaba (Dulce de Leche with Guava)

The Growing Hispanic Population

The U.S. Hispanic population is projected to increase more than any other minority group in the next decade. Grocery retailers and food and beverage brands alike are noticing this trend and marketing to Hispanics at higher rates than in previous years; it’s money well-spent if you ask us. According to a report from Mintel Research Group, in conjunction with information from the U.S. Census Bureau, Hispanics currently make up 17.2% of the U.S. population and that number is projected to climb to 18.6% by the year 2018. That equates to upwards of 54 million U.S. consumers whose shopping habits and responses to marketing efforts are different than those of non-Hispanic consumers.

With statistics like this, it’s an undisputable fact that the U.S. population is diversifying. In fact, millennials are the most diverse generation America has seen to date! Why is this important to those of us in the food industry? Because the ever-evolving and very active ethnic food trend in America is largely driven by the increasingly diverse population. There are, of course, other key drivers like word of mouth, social media, TV shows and magazines, travel abroad and very importantly, America’s growing willingness to experiment and try new things. As America’s population mix changes, growing minorities become increasingly influential consumer groups.

From 2010 to 2012, sales of ethnic food in the U.S. rose 4.5% to $8.7 billion. Mintel estimates that between 2012 and 2017 this number will grow more than 20%! These figures are of course a reflection of both Hispanic and non-Hispanic spending. As minority populations begin to grow, so will the demand and sales for food products that are most familiar to them.