Tastefully Special Holiday Gift Trends

Specialty Food: Craft. Care. Joy.

There are some usual suspects and some delicious surprises in the quest for the perfect "edible" gift this holiday season. The Specialty Food Association polled specialty food insiders to identify this year's top trends. Spread the joy with something "tastefully special."

Top 5 **hottest food gifts** for the holiday season

- CHEESE
- GLUTEN-FREE PRODUCTS
- CHOCOLATE
- BAKED GOODS
- ALCOHOLIC BEVERAGES

Most popular **flavors & ingredients** of the season

Traditional

- CHOCOLATE
- PEPPERMINT
- GINGER
- PUMPKIN

Non-Traditional

- SEA SALT
- BACON
- BOURBON/ WHISKEY
- TRUFFLES

Most popular **specialty food gifts**

For Family

- BAKED GOODS
- OLIVE OIL

For Friends

- CHEESE
- ALCOHOLIC BEVERAGES
- CHOCOLATE

For Teachers

- CHOCOLATE

For Secret Santas

- DO-IT YOURSELF KITS

For Customers

- CONDIMENTS

For Hosts

- JELLIES & JAMS

Specialty food gifts that **industry insiders** hope to receive for the holidays

- BAKED GOODS
- OLIVE OIL
- CHEESE
- ALCOHOLIC BEVERAGES
- COFFEE
- CHARCUTERIE
- CHOCOLATE

specialty food Craft. Care. Joy.™

Spread Joy. Pass it on.

Tell us what **specialty food gifts** you're giving this year, tweet us **@craftcarejoy** or use **#CraftCareJoyGift**.

The survey was conducted by Information Specialists Group, Inc. on behalf of the Specialty Food Association among a representative sample of 250 food professionals. The survey was conducted online between November 4-15, 2013.