



# HELA SPICE CANADA @ EXPO WEST 2025

Anaheim – March 5-7, 2025



# NEWSLETTER OVERVIEW

- This newsletter will be a bit different than normal newsletters. We are trying to provide a similar experience to actually travelling to the show.
- The images are set up chronologically and are based on show floor walking to provide a general overview of the types of products being displayed
- For those who don't know, Expo West is one of the largest food shows in North America
- It focuses on Natural and Organic products and the vendors are from around the world and are focused on growing their presence into the US Market
- Every year, there is an increase in ingredient companies displaying products and also packaging and retail equipment companies
- There are sections that cover nutraceuticals and also cosmetics, but 90% of the show is food products
- There are usually between 10 and 12 show floors to walk
- The attendance is huge with daily attendance of approximately 10,000 people. Its busy
- Can be overwhelming, volume of booths and products, the crowds.....





800 W Katella Ave, Anaheim, CA, United States

800 W Katella Ave, Anaheim, CA, United States





# THE SHOW IN CHRONOLOGICAL ORDER

Rather than breaking it up by product, recorded things as we saw them.

First observation, Jonny Pops were fantastic. Small booths outside the show floors

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# FIRST DAY OUTSIDE COURTYARD

Hmmm..... Two new beverages offering benefits. Every year, market product trends come forth, this year it was enhanced beverages.

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# MORE BEVERAGES OFFERING BENEFITS

From Mountain Spring Water to additional Collagen drink



# GREAT TASTING DRINK BEING SAMPLED OUTSIDE

All Natural and Organic ingredients, then Stevia aftertaste, complicated message

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# BLACK SESAME SEED PASTE AND MORE HEALTHY SPARKLING WATER

SesaONE was here all the way from Korea, great taste





# ORGANIC TENT AFTER A 60 MINUTE WAIT IN LINE

Vegan Truffle Butters were a good idea, didn't deliver. Organic Ice Creams Great!

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# BIG CROWDS IN FIRST DAY ORGANIC NEW PRODUCTS TENT

Very hot and airless feeling. Must have been close to 35 degrees in there

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# REALLY NICE COCOA AND VANILLA HOT DRINK OFFERINGS

Novel Ayurvedic physician created drinks. Tasted fine, packaging created image

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# BRAND, BRAND NEW PRODUCTS

Hey! Hunger didn't even have production packaging ready. And the only CBD drink we saw this year

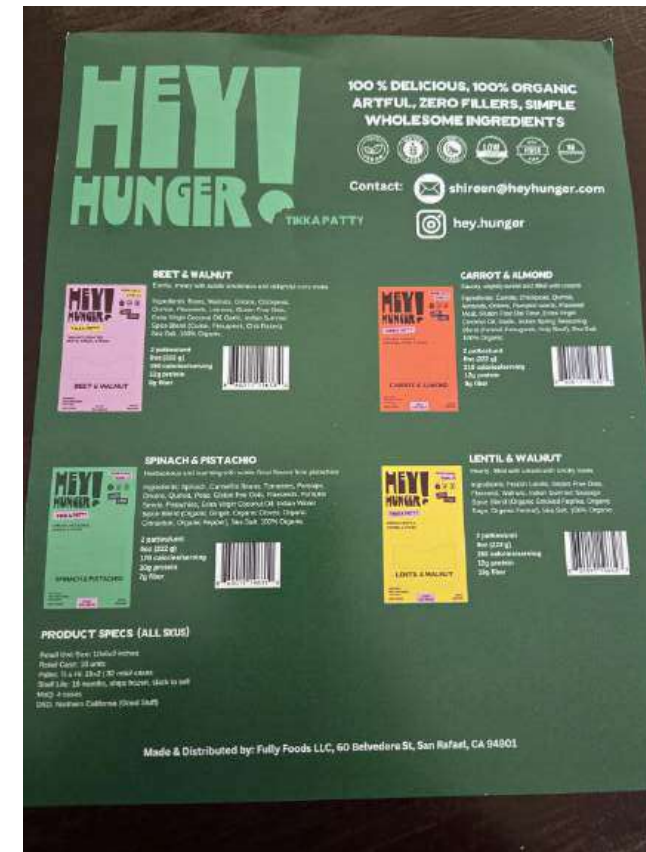
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# VERY NICHE FLAVOURS AND INGREDIENT PAIRINGS

Interesting concept, not well realized





# INSTANT SOUPS AND SNACK FOODS WITH VERY CREATIVE FLAVOURS

Exciting Marketing Positions from New Companies looking for attention

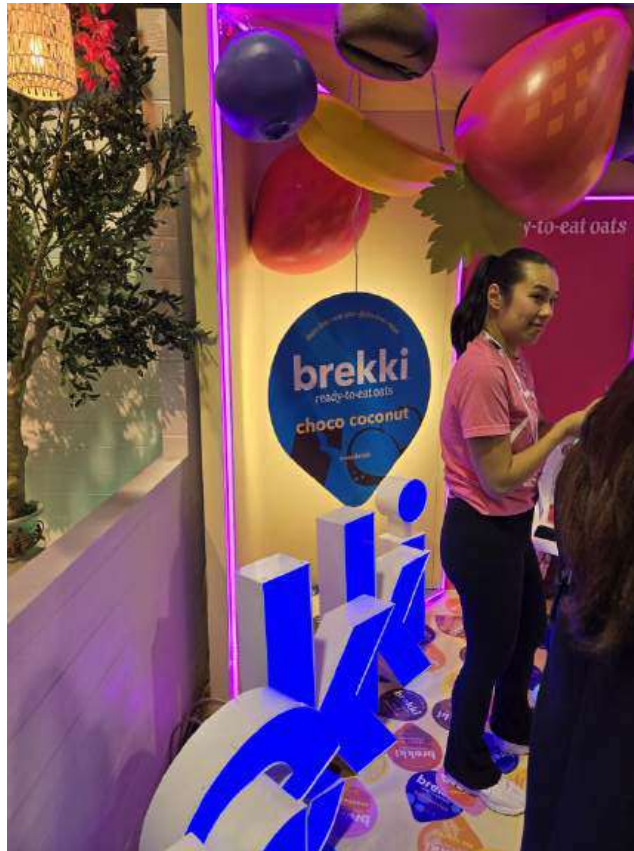
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# EXCELLENT FRUIT BASED BREAKFAST OATS

Focused on flavours, inclusions and convenience to invigorate older category





# VERY COSTLY THEMED BOOTHS ARE THE NORM

Liquid IV Hydration Multiplier contains electrolytes and nutrients and sci-fi theme

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# HACCO LINE OF PRODUCTS FEATURED TRADITIONAL ASIAN FLAVOURS

As well, growing number of companies offering fruit and cookie combo snack foods

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# APPLEWOOD SHOWCASED FANTASTIC CHICKEN BASED SAUSAGES

Impossible had Best New Veggie Product launch. Great taste and texture

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# SOME COMPANIES SPEND A LOT TO ATTRACT ATTENTION

Some have a small table with vegan Worcestershire Sauce

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# MORE ENHANCED WATERS, FLAVOURED POPPING BOBA - DIFFERENT

And a very traditional excellent line of standard meals – Pot Roast was very, very good





# OTHER BLAKE LINE AND EVOL LINE OFFERINGS

All traditional, all offering great taste, texture and visuals in a frozen format





# JERKY PRODUCTS GROWING AND OFFERING MORE VARIETY

Birria Bomb was innovative, but we are not sure as to value in marketplace





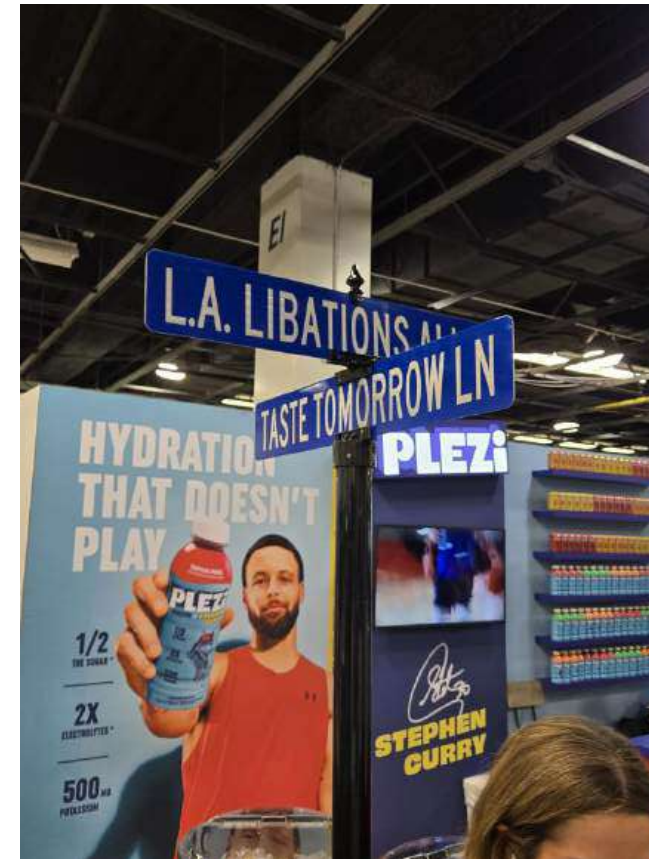
# TASTED LIKE CAVIAR, BUT TEXTURE WAS A HAIR OFF

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# ENHANCED BEVERAGES EVERYWHERE. LARGEST GROWTH SEGMENT

From Mocktails to Super Hydration, even had its own area





# MORE JERKY AND PEPPERETTES AND A LINE OF ALL FRUIT/ HEALTHY SNACKS

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# ALL FRUIT LEATHERS, SOFTER TEXTURE WITH GREAT FLAVOUR

Another enhanced beverage, really being “pushed” by Show Team





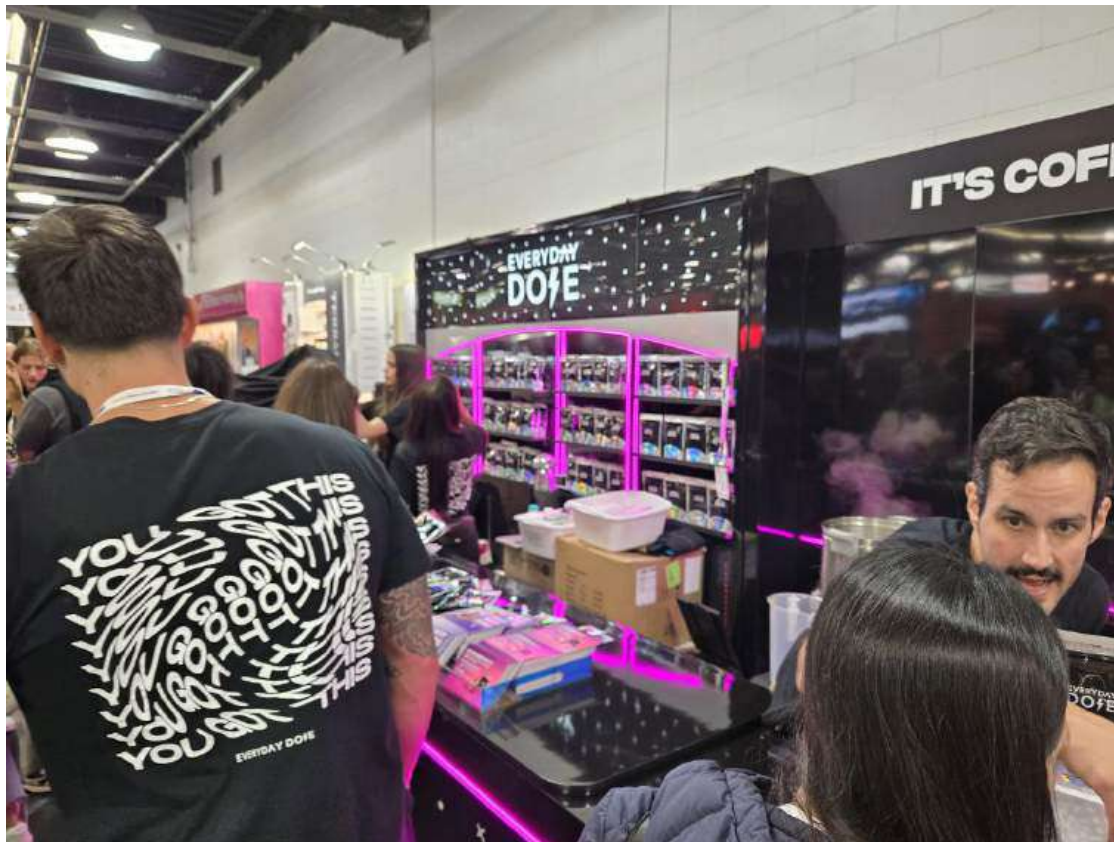
# ANOTHER ENHANCED BEVERAGE, HEALTHY SHOTS AND DRINKS

Making claims you can't in Canada



# MORE ENHANCED DRINKS

Mushroom coffee caffeine drink with lasting energy and focus and sparkling tea with adaptogens





# BREADED CHICKEN PRODUCTS WITH QUESTIONABLE BRANDING

Huge crowds and high temperatures about 35 degrees in this room



# DON'T DISCOUNT CHUCK NORRIS TO SELL BOTTLED ARTESIAN WATER

Or high end booth to sell enhanced teas

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# ANOTHER MORNING WELLNESS SHOT, LIKE SMELLING SALTS IN A DRINK

Flavoured pork rinds and pork croutons

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# SPARKLING WATER AND VITAMIN BLEND TARGETING YOUNG ADULTS

We didn't get to try the Caribbean Vietnamese Hot Sauce, interesting mashup

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# POSITIVE WATERS AND A WOMEN OWNED BOOTH THAT WASN'T PINK!

And a product line with patented bubbles, clean ingredients and natural energy

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# MORE ENHANCED TEAS WITH GOOD FLAVOURS AND MESSAGE

Smoked butters were fantastic tasting





# SANDWICHES MADE WITH CHEESE SLICES AND A MEAT SLICE

Various meats and cheese combos

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# FREEZE DRIED SALSA KITS, JUST ADD WATER AND STIR

Really really good and easy to transport and ship





# MEXICAN DRIED FRUITS VERY REAL TASTING AND GREAT BRANDING

Busy row, both sides, of just Mexican foods

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# BAKED MESQUITE BARS THAT TASTED JUST LIKE CHOCOLATE BARS

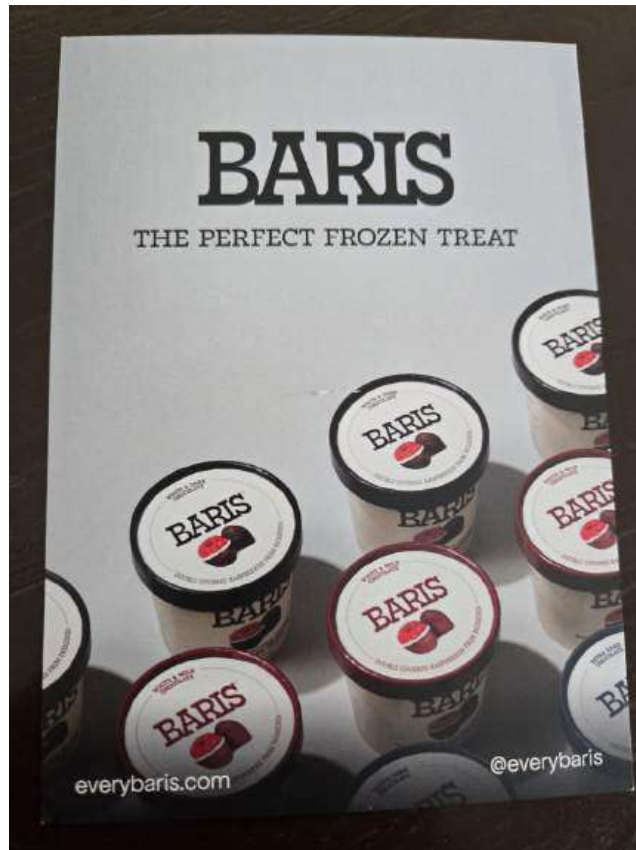
Really really good and very different





# EXCELLENT ICE CREAM, EXTREMELY FLAVOURFUL

Very clean packaging



# GREAT FLAVOURS, DIFFERENT FROM WHAT YOU WOULD EXPECT

**INTRODUCING SNACK'IN FOR YOU VEGGIE PUFFS**



**Cauliflower Puffs**  
4oz/110g case Product UPC: 85004172804  
2lb/860g case Product UPC: 85004172800

**Sour Cream & Onion**  
4oz/110g case Product UPC: 85004172805  
2lb/860g case Product UPC: 85004172801

**Buffalo Ranch**  
4oz/110g case Product UPC: 85004172806  
2lb/860g case Product UPC: 85004172802

**Hatch Green Chile**  
4oz/110g case Product UPC: 85004172807  
2lb/860g case Product UPC: 85004172803

**Broccoli Puffs**  
4oz/110g case Product UPC: 85004172808  
2lb/860g case Product UPC: 85004172804

**Cheddar Jalapeno**  
4oz/110g case Product UPC: 85004172809  
2lb/860g case Product UPC: 85004172805

**Mesquite Barbecue**  
4oz/110g case Product UPC: 85004172810  
2lb/860g case Product UPC: 85004172806

**Salsa Verde**  
4oz/110g case Product UPC: 85004172811  
2lb/860g case Product UPC: 85004172807

**Tomato Puffs**  
4oz/110g case Product UPC: 85004172812  
2lb/860g case Product UPC: 85004172808

**Margherita Pizza**  
4oz/110g case Product UPC: 85004172813  
2lb/860g case Product UPC: 85004172809

**Spicy Queso**  
4oz/110g case Product UPC: 85004172814  
2lb/860g case Product UPC: 85004172810

**4oz Core Flavors Shipper Display**  
Product UPC: 85004172800

**4oz New Flavors Shipper Display**  
Product UPC: 85004172834

**2oz Core Flavors Shipper Display**  
Product UPC: 85004172808

**1 case per flavor x 12 bags case = 48ct**  
Sour Cream & Onion, Buffalo Ranch, Cheddar Jalapeno, Mesquite Barbecue

**1 case per flavor x 12 bags case = 48ct**  
Hatch Green Chile, Salsa Verde, Margherita Pizza, Spicy Queso

**1 case per flavor x 8 bags case = 32ct**  
Sour Cream & Onion, Buffalo Ranch, Cheddar Jalapeno, Mesquite Barbecue

**Baked. Not Fried.**  
**Gluten Free**

**4g Protein**

**Real Veggies**

**Boldly Delicious!**

At Snack'in For You, we've crafted snacks that not only deliver a great taste experience but are made with real ingredients!

After tirelessly seeking better for you snacks that were boldly delicious, we simply created our own. Each Snack'in For You product is made with simple, better for you ingredients that you can pronounce and understand. You'll taste our dedication in the quality of each bite.

**SNACK'IN FOR YOU**

For orders contact: Don Heon, Sales Director  
don.heon@bar-s.com | (650) 438-3886

kettle-popped • all-natural • guaranteed fresh

simply popcorn **LITTLE LAD'S** simply good



**SMALL-BATCH POPCORN**

**NON GMO VERIFIED** **GLUTEN FREE** **0g TRANS FAT**

good popcorn to good people

LittleLads @LittleLadsPopcorn LittleLadsPopcorn.com chat@littlелads.com





# FLAVOURED BUTTERS TARGETING INDUSTRIAL USAGE

**EPICUREAN Butter**  
FLAVORED BUTTER

VERSATILE FORMATS FOR  
RETAIL, WHOLESALE, &  
FOODSERVICE NEEDS

MAKES EVERYTHING TASTE BETTER

**AVAILABLE FORMATS**

- 3.5 OZ TUBS
- 1 OZ SQUEEZE PACKETS
- 1 OZ DOLLOPS
- 1 LB TUBS
- 5 LB TUBS
- 30 LB BAG IN BOX

**CONTACT US FOR MORE INFORMATION**  
EPICUREANBUTTER.COM • BESTBUTTER@EPICUREANBUTTER.COM • (303) 427-5527

CONNECT WITH US ON SOCIAL



**3.5 OZ TUBS**

**CORE**

- ROASTED GARLIC HERB
- LEMON GARLIC HERB
- GARLIC PARMESAN
- TUSCAN HERB
- CHILI LIME
- CINNAMON & BROWN SUGAR
- HONEY VANILLA

**PREMIUM**

- BLACK TRUFFLE
- WHITE TRUFFLE
- ORGANIC ROASTED GARLIC HERB

**PLANT BASED**

- ORGANIC ROASTED GARLIC HERB
- ORGANIC LEMON GARLIC HERB
- ORGANIC TUSCAN HERB
- ORGANIC CINNAMON & BROWN SUGAR

**1 OZ SQUEEZE PACKETS**

**CORE**

- ROASTED GARLIC HERB
- LEMON GARLIC HERB
- GARLIC PARMESAN
- TUSCAN HERB
- CHILI LIME
- TOMATO CHIPOTLE
- CINNAMON & BROWN SUGAR

**PREMIUM**

- BLACK TRUFFLE
- ORGANIC ROASTED GARLIC HERB

**CONTACT US TO LEARN MORE ABOUT RETAIL, WHOLESALE, FOODSERVICE, & CUSTOM BLENDING OPPORTUNITIES**



# BREADFRUIT CRACKERS AND REALLY GOOD FRUIT JERKY, FULL OF FLAVOUR





# GRANOLA BARS THAT TASTE GOOD AND HAVE A GREAT TEXTURE

Very handy product attributes



# BARBIE BREAKS INTO BARS

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# HEALTHY SNACKING IS ALWAYS A LARGE CATEGORY

These tasted very natural and fresh



# THE SEASONE BLACK SESAME SEED PASTE, INTERESTING TASTE

A sharper sesame flavour and very black product colour

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# FINALLY COLD COFFEE MADE FROM MUSHROOMS, CHAI AND COCOA

No caffeine, great taste

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# MAIN TAKEAWAYS FROM EXPO WEST

## Great Show to Attend

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- Substantial growth and renewed focus on enhanced beverages
- Substantial drop in products containing CBD and alcohols
- More meat products every year, mostly snack foods
- Increase in ingredient companies and wide range of product offerings
- Major drop in veggie products. Steady decrease over last 4 years
- Reduction in baked goods (cookies, cakes, breads)
- A lot more Mexican influenced products and vendors
- Snack foods were everywhere, but were either organic versions of traditional products or new healthier versions
- Event was better organized and the crowds only affected movement down rows
- Reduced number of Canadian companies exhibiting and walking the show. Price tag of \$3,500 USF may have a lot to do with it
- Great to have the SCIFT Table Top the day the show opened. Excellent event as well.





# WHY SHOULD YOU WORK WITH HELA SPICE?

- Over 50 years of experience in the North American Food Marketplace
- R&D Team experienced in many different product categories
- Capable of supplying Organic, Natural, Clean Label and Traditional product blends and ingredients
- Experienced in Canadian and US Regulatory Areas
- Ability to create products based on customers' ideas
- Ability to bring new product ideas and fully developed concepts for customer review
- Real plant production experience that enables Hela Spice to create an easy to produce system of blends and raw materials including processing instructions, to make processing simple for companies
- We can adapt procedures to best utilize available plant processing equipment



# Contact us for further information. Many more concepts available.

## Canada Office

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Any information provided in this newsletter is considered as only guidelines and should be used as such. Since government regulations vary from region to region, we cannot guarantee that all the products are in accordance with the regulations of the various countries. Further examination of existing laws is advised. Since processing of the individual companies is beyond our control, we will take no responsibility for any production failures as a result of the provided information. Any nutritional information in this newsletter is only based on calculations.





**WE ARE HERE TO HELP**

