

## Summer Fancy Food Show

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It's July and time once again for the annual Fancy Food Show at the Jacob Javits Convention Center in New York City. LuxuryWeb Magazine covers this event in order to report to you on the latest gastronomic trends. This year was notable for the lack of any defining product or new delivery system with the exception of "Green" items. It seems that "Green" is ubiquitous and a good many producers have jumped on the politically correct environmental bandwagon and have gone green... or so they say. They have determined that their products are not only delicious and good for the consumer; they are now also good for the planet. More reliable are the organic producers who must meet the strict guidelines imposed by the government.

As in years past, there was a large amount of olive oil and exotic oils such as avocado, walnut, truffle, etc. on display from every corner of the globe - also processed olives and capers and caper fruits, and lots of cheese and smoked meat and sausage varieties. This year large sections of the floor were devoted to all manner of producers showcasing their wares under their country's banner such as Italy, France, Greece, Canada, Mexico, Argentina, Egypt, Thailand, and there was a big Asian presence. I tend to watch for entrepreneurs that have brought traditional or family recipes to the market or have found a new way to package a known item, organic or otherwise.

The well known international food importer Conrad J. Lowell has just expanded his product line with **Lowell European-Style Yogurt**. At the Fancy Food Show, I met Mr. Lowell and had the opportunity of sampling his new yogurt product in all its diversity. I had long bemoaned what passes for yogurt in the U.S. having developed a passion for the Greek style yogurt served in the Mediterranean. Lowell yogurt is not Mediterranean style, but offers a third alternative that is far more rich and creamy tasting. An added bonus to the taste is that Lowell European Style Yogurt is a live-culture, pro-biotic food, that comes in a huge variety of real fruits that are sourced directly from Europe; peach, plum black currant, strawberry, raspberry, blueberry, vanilla and cherry to name but a few. There is also Multi-Grain which makes an ideal breakfast on-the-go or a healthy addition to your children's lunch box. For information visit [www.lowelldairy.com](http://www.lowelldairy.com)

