

Dawson Sales Company Is Celebrating 50 years of Business!

# DU NC FOOD TRENDS DU NC

Brought to you by Dawson Sales Company

January 2005  
Issue No. 28

## Does Chicken Soup Cure Colds?



Colds are upper respiratory tract infections that cause symptoms such as scratchy throats, nasal congestion, and headaches. Colds typically last 7 to 10 days - regardless of treatment. Chicken soup helps you feel better, but does not effect the duration.

Classic studies show chicken soup is more effective in easing symptoms than moist steam or hot liquids by clearing up congestion and increasing the airflow in nasal passages and lungs. An active ingredient in the soup called *N-acetylcysteine* (NAC) thins excessive mucous by inflamed and

infected lungs. It also contains immune-boosting properties. When consuming chicken soup, remember to limit salt intake or select low-salt varieties.

Source: *Let's Live* January 2005, [www.health.uab.edu](http://www.health.uab.edu).

## Revising the Pyramid



The Food Pyramid, introduced in 1992, is designed to help Americans select a healthy diet. Several variations exist for specific groups: young children, Asian, Native American, Vegetarian, and the increasingly popular Mediterranean.

In 2000, the project to update the food pyramid began to ensure it reflects the latest nutritional science and to update the

educational program for consumers. The revised pyramid may be organized into groups according to age, gender, and level of physical activity. Challenges of this process include clarifying confusion regarding portion size and "discretionary" calories.

The latest revision announcement came in July 2004. The final steps involve completing development, testing, and implementation.

Source: *Food Technology*, January 2005.

## Parent Picks for Kid Snacks



In this \$40 billion annual market, snack manufacturers are faced with the obstacles of a decreasing child

population and an increasing obesity rate. In response, companies are designing healthier snack alternatives to meet the growing health concerns of parent consumers.

Snacks are an important part of the growth and development of kids. According to Next Step Marketing Research, the top three features parents pay attention to when selecting foods for their children are:

- 1) Low Sugar
- 2) Vitamin and Mineral Fortification
- 3) No Additives or Preservatives

When surveyed, kids reported interesting ingredients & packaging as major influences when making food choices.

Source: *Prepared Foods*, January 2005.

## Healthy Fast Food Tips



With new healthy menu options popping up, fast and healthy can go together IF you keep these simple guidelines in mind:

**Choose Grilled, Not Fried**

**Hold the Cheese**

**Use Little or No Salad Dressing**

**Reduce Condiments**

**Control Portions**

**Review Nutritional Facts Online**

Source:  
<http://articles.health.msn.com>

## Flavors Flavors Everywhere!



Americans spend 46% of dining dollars on meals and snacks prepared outside the home. The essential factor that elevates and drives the dining experience: flavor. Foodservice operators are reducing portions and eliminating ingredients in response

to consumers' growing health concerns. As a result, suppliers are offering bolder flavors to help distract consumers from the missing ingredients.

Layering complimentary sweet and savory flavors is a popular trend. Combinations such as tangy apples with a burst of horseradish or meats smoked with fruitwood are flavors that establish sensory complexity. There is a fine line, however, between innovative flavors and clashing.

While consumers may hold out on the fried appetizers, they still indulge in dessert. Popular classic flavors are chocolate, caramel, and coffee. Countless varieties of these flavors endlessly enter the market.

Ethnic cuisines branch out of the typical Chinese, Mexican, Italian choices. Pan Asian, Nuevo Latino, and Mediterranean are now in the spotlight.

Source: *Food Product Design*, November 2004.

Dawson Sales Company 