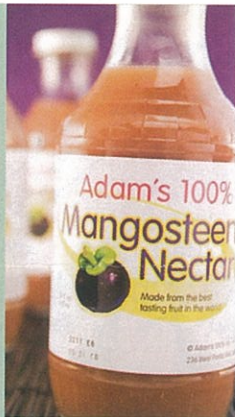


food trends

BY DENISE SHOUKAS

The Next Superfruit

Mangosteen juice is making waves in the sea of "superfruits." Datamonitor has categorized the mangosteen juice category as one of the top ten trends to watch in its online ProductScan. The mangosteen is an antioxidant-rich fruit originating in Southeast Asia, with subtle sweet and tangy flavor, hinting at a mix between pear and strawberry. As consumers become more familiar with mangosteen, it has the potential to become the new pomegranate. Even pop singer Hilary Duff has used mangosteen in her perfume, *With Love*, an omen that this fruit is the next rising star. ■



The potential to become the new pomegranate.



Aches and Pains and Tea

Good news for the tea extract market. EGCG, extracted from green tea, may inhibit the production of inflammatory molecules associated with joint damage in people with rheumatoid arthritis, scientists have reported in *Experimental Biology 2007*. The results add to a continually growing body of research linking green tea consumption to important health benefits, including lowering the risk of certain cancers, weight loss, heart health and protection against Alzheimer's. ■

May inhibit the production of inflammatory molecules associated with joint damage.



Proceeds of Stephen Colbert's Americone Dream will go to charity.

Ice Cream Chuckles

Ice cream is no laughing matter, until now. Stephen Colbert, star of Comedy Central's *The Colbert Report*, has been honored by Ben & Jerry's with his own ice cream: Stephen Colbert's Americone Dream, vanilla ice cream with fudge-covered waffle cone pieces and caramel. Colbert is donating his proceeds to charity through the new Stephen Colbert Americone Dream Fund, which will distribute the money to various causes. ■

Two Trends Meet

Snacking and health are merging into a joint trend in Europe. Heightened concerns over climbing obesity levels have caused many snack makers to explore snacking alternatives. Now, food researchers in Italy have developed a new process for the formulation of vegetable-based snacks.

A new process for the formulation of vegetable-based snacks.

A team from the Bari-based Institute of the Science of Food Production (ISPA) used popular Mediterranean ingredients, such as peppers, onions, tomatoes, eggplant and olive oil, to produce on-the-go, bite-sized snacks. These new vegetable snacks are low calorie, free from sugar and cholesterol, and contain no added salt. In addition, their makers claim a long shelf-life at room temperature. ■

