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Mushrooms – setting the trends in 2007

As 2006 draws to a close, the predictions are out for what might take centre stage in 2007.

According to Datamonitor, one of the world leading forecasting companies the Top10 Food and Beverage Trends for 2007 will be:

1. **Calorie-burning beverages**
2. **Satiety-enhancing foods and drinks**
3. **Mobile food**
4. **Local sourcing of ingredients**
5. **Healthful kids' food**
6. **Antioxidants**
7. **Immunity-boosting foods and drinks**
8. **Food and drink for one**
9. **"Smart" products and packages**
10. **"Better for You" beer**

One of Australia's leading accredited practising dietitians, Glenn Cardwell, claims the great news for lovers of good food is that many favourites are already ahead of their time in meeting these new and emerging trends.

Mr Cardwell said a great example was mushrooms, which score a ten out of ten on the forecast trends.

"While mushrooms are not a beverage, they are virtually calorie free and burn more in digestion than they provide. Mushrooms are also high in satiety, which means they help people feel full, making them an ideal food to both satisfy hunger and keep the calories down.

"In addition to providing a health boost of B vitamins and minerals as part of a balanced diet, mushrooms are also an antioxidant powerhouse being rated in the top 5 when compared to commonly eaten vegetables, with research increasingly devoted to ways in which they can also improve immune function.



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Mr Cardwell said the predicted trends reflected consumer interest in natural foods, health and convenience.

“As consumers we are looking for health and convenience; we want foods that taste great, that are simple to prepare and that meet the needs of our busy lifestyle.”

“In 2007, foods than can meet these trends will play an even greater role in helping consumers achieve an effective balance between diet and lifestyle.

Mr Cardwell said people looking for a fresh dietary start to the New Year should turn to mushrooms – the healthy (trendy) allrounder.

Ends

For further information please contact Glenn Cardwell on 08 9367 3556 / 0413 806 406