

Fresh ink

HOT OFF THE PRESS!

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YOUR TIME

TECHNOLOGY HEALTH MONEY TRAVEL FOOD

FRUITY POPS

Flavored popcorn makes a comeback this year, but the tastes go way beyond the butter- or cheese-dusted snack of the past. Kernels are sprinkled with flavors ranging from lime (surprisingly nice) to mint (not so good).

Dale & Thomas offers winners both savory (Southwest cheddar chiptotle) and sweet (strawberry, right).



CURED MEATS

Star chef José Andrés and Embutidos Fermin celebrated the arrival of prized *jamon ibérico* products to the U.S. for the first time. The plum-colored ham, considered by some to be the finest in the world, wasn't the only cured meat taking center stage at the show, though. **La Quercia Rossa Heirloom Breed**



Culaccia dry-cured ham was both salty and sweet, **Principe's** truffled ham was luxurious, and **S. Wallace Edwards** offered American-style serrano with paper-thin slices of its Wig-Wam ham.

A TASTE OF THE FUTURE

When 2,200 food purveyors gathered at the 52nd Summer Fancy Food Show in New York City last week, the 160,000 food products on offer ranged from the ridiculous (Fear Factor Crunchy Larva—real bugs coated in barbecue, cheddar and spicy Mexican flavors) to the sublime (D'Artagnan's Petite Mousse Truffée, a black-truffle-studded, port-infused mousse). Here's a peek at what could be showing up on your grocery shelves. —By Lisa McLaughlin



AN ENERGIZING NEW BREW

Yerba maté, the South American herb prized for fighting fatigue, aiding digestion and boosting energy, showed up in a number of products. **Pixie Maté**, above, is a line of smooth, earthy-tasting lattes, while **Sol Maté** is a lightly carbonated, refreshing energy drink offering a natural alternative to traditionally syrupy-sweet energy drinks.



HEALTHY BEVERAGES

There's no need to feel guilty about your morning caffeine buzz with new coffees and teas that boast of antioxidant and health-promoting properties. **Caffe Sanora** is a rich organic coffee that undergoes a special roasting process that retains the antioxidants of the raw green beans. **Dr. Lee's 710EGCG Organic Green Tea** is the first green-tea product allowed by the U.S. FDA to make limited cancer-fighting claims on its label.



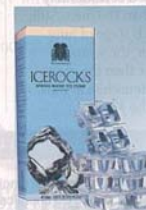
SUPERFRUITS

In the produce world, some fruits have better health credentials than others. So-called superfruits flavored everything from pomegranate-blueberry lemonade to açai energy bars. This year's breakout was the Himalayan goji berry, said to be a source of energy and longevity. The berry made several appearances, most successfully in **Himalania's** trail mixes and snacks.



A WAVE OF WATERS

Simple H₂O was the star of the show, popping up purified, fortified and flavored. **San Faustino** boasts a high calcium content. **O Water** undergoes reverse osmosis to filter out impurities and is then distilled into steam, while **Hint**, left, comes in flavors like pear, peppermint and a fabulous pomegranate-tangerine. And so as not to sully your drink with ice from tap water, **Ice Rocks**, disposable ice-cube trays filled with pure spring water, now available only at specialty shops, will be more widely distributed.



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