



ISM Fair— Trends and Products

New confectionery products and trends on the global market and at the 2000 International Sweets and Biscuit Fair (ISM).

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In abundance at the International Sweets and Biscuits Fair were lollipops; mints (especially sugarfree); functional foods; seasonal products; dextrose tableting; organic products; confectionery applications to baked goods and baked goods used in confections;

Milk chocolate, dark chocolate, white chocolate and combinations either as blends or used side by side, were available in different product sizes and shapes.

There were chocolates with 75 percent cocoa solids and dietetic chocolates using maltitol and inulin. Also, high-quality panned articles using fruit, nuts and nut pastes, baked pieces, spices and combinations. There were organic chocolates as paste, pieces, solid and filled bars and organic-panned lentils.

Fillings included crunchies (baked goods), fruits, creams, cocoa nibs, chocolate flakes, cereals, sunflower kernels, honey, yogurt, rolled wafers, sponge cakes, cookies, biscuits, sugar confectionery pieces and whole pieces (plain and filled), nut pieces and pastes, whipped nougat, aerated chocolate, caramel, jellies and dextrose (for cooling sensation).

Wafers—as tubes, sheets, pieces and shapes—continue to give texture and form and continue to be used with creams, followed by chocolate or fruit-flavored white chocolate. Biscuits had chocolate in between; chocolate was also used as a base for premium biscuits.

Cheesecake, puffed pastry, sponge cakes, Swiss rolls, biscuits, cookies, muffins, whole grain crisps, crackers, rice cakes, cereals, crisped rice, crisped corn and extruded graham flour pieces were shown “as is” or confectionery

filled. They were also shown covered with soft milk creams, nuts, pralines, caramel, fudge, nougat, fruit gels, sugar and confectionery pieces and dairy-based binder.

In some products multicombinations were used.

Some baked products—cookies and crackers with multiple designs—are marketed to kids for eating and for play. Two interesting concepts need highlighting: split-baked cookie batter plus chocolate, and sweet doughs with confection pieces and savory flavors.

In sugar confections lollipops had a big presence. In addition to being part of toy kits, there were several interesting twists: fruit-flavored gummi pops (sweet and sour), soft fruit nougat on a stick and granulated sugar, sour fruit-flavored lollipops in disc shape, coated with caramel.

There were many fruit-flavored and filled hard candies—occasionally with mint or menthol—either sugar or sugarfree and even with a liquid licorice filling. Dextrose pressed tablets delivered functional foods and enjoyment via sweet and sour fruit flavors with some fizzy sensations.

There were unique animal shapes, either loose or on a lollipop. We continue to see the use of caramels, toffee, foams (including marshmallow), chews, gummies and gels that deliver flavors within and/or on top of sugar confections. As mentioned earlier, sugar confections were used in chocolates and baked goods. Sugar and sugarfree confections along with cereal grains were used to deliver functional food value.