

Consumers Indulge in Sweetness in Every Day Part

With low-carb mania plummeting, the desire for sweet treats is on the rise.

“Consumers want to indulge themselves, and sweets are an easy, affordable way to do so,” says Don Montuori, acquisitions editor at Packaged Facts.

Here are the latest sweet trends:

Cookies for breakfast. Quaker Oats introduced its Breakfast Cookies to consumers. Nutritious and wholesome, these soft, chewy cookies cost \$3.29 for a box of six, and have five grams of fiber per cookie. With only 170 calories per cookie, they are made from whole grains and are also high in calcium, iron and pack in plenty of vitamins like A, E, B6, and B12. Ann Mukherjee, vice president of marketing for Quaker Oats, says the Breakfast Cookies are not a breakfast replacement, but more of a mid-morning snack.

Lean Cuisine desserts. After 25 years, Lean Cuisine has added desserts to its entrees. Apple crisps, caramel covered apples and chocolate cherry desserts are included in four entrees. Brett White, marketing director for the brand, says in six months, one of the entrees, Chicken & Penne Pasta with Apples in Caramel, has become the second-best-selling entrée.

Jell-O with sundae topping. Kraft recently presented Jell-O Sundae Toppers, the first Jell-O product served with toppings. Flavors include vanilla or chocolate pudding, both served with a chocolate flavor sundae topping. With only 110 calories and 1.5 grams of fat per serving, consumers can indulge in the chocolatey goodness without any guilt.

Dessert pizzas. Papa John’s started a nationwide promotion of its new Sweettreats dessert pizza. The 6-inch personal-sized dessert pizza did well in tests markets in 2005, and included flavors like Very Berry, Apple Twist and Cinna Swirl. Topped with a light icing, the sweet dough satisfies a pizza lover’s sweet tooth.

For more sweet information on this subject, contact the FoodWise Group at www.foodwisegroup.com.