

# CATEGORY NEWS

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## Lindt Expands Warehouse, Distribution Capabilities

CARLISLE, PA — A 400,000-square-foot warehouse and distribution center has been acquired by Lindt & Sprüngli (USA), Inc. that will eventually contain a retail factory store.

The facility is anticipated to be functional by early 2015, Lindt reports, adding the outlet store will be completed during the second phase of the project, and is expected to be open next year as well. Lindt recently announced plans to expand the manufacturing facility at its Stratham, NH, headquarters.

## Kids' Cravings Stronger, More Manageable

NEW YORK — Children as young as six years old can learn to manage the desire for food, although research from Columbia University suggests their cravings are more intense than those of adolescents and adults. Further, children with a higher Body Mass Index (BMI) are less able to control their cravings than slimmer children.

In the study, participants between the ages of six and 23 years were shown images of unhealthy but appetizing snacks while undergoing functional magnetic resonance imaging. For some pictures, they were asked to imagine the taste and smell of the food as if it were within reach; for others, they were told to imagine that it was farther away and to think only about how it looked. After each picture, they were asked how much they wanted the food they had just seen.

Analysis of the images indicated that age-related reductions in cravings were associated with increased activity in the portion of the brain involved in self-control, and decreased activity in the part that processes rewards. In addition, when asked to focus on the visual aspects of food, those with higher BMIs showed less activity in the region controlling impulsiveness than slender children did.

Across all age groups, concentrating on the visual qualities of food, rather than taste and smell, lowered the craving 16 percent. However, the longing for it was stronger in children than in older participants.

## Vermont AG Seeks GE Suit Dismissal

MONTPELIER, VT — Vermont State Attorney General Bill Sorrell has filed a motion to throw out a lawsuit initiated by the Grocery Manufacturers Association and others in June to overturn Act 120, a state law requiring foods containing genetically engineered (GE) ingredients be labeled.

According to the motion, such labeling neither infringes on the First Amendment nor violates Constitutional interstate commerce protections, as argued by the plaintiffs, because the burden imposed by the labeling requirement does not outweigh its benefit to the public.

Sorrell contends the state has the authority to require labeling in the interest of "informed decision-making on matters of public health and the environment." Further, he maintains the disclosures are statements of fact and manufacturers have the option to add language about the safety and value of GE ingredients as long as it is truthful.

If the law withstands challenges, it will take effect July 1, 2016.

## Hispanic Shopping Habits Shifting

ROCKVILLE, MD — Hispanic consumers' grocery shopping behaviors are changing rapidly, according to a report from Packaged Facts, a division of MarketResearch.com.

Spending for food by Hispanic shoppers in grocery and other channels has grown by 80 percent in the past decade, and the data note a shift from fresh produce and meat toward center-of-the-store convenience items, mirroring overall consumer trends.

They're also more attentive to the presence of genetically engineered ingredients, artificial flavors and colors, additives, hormones and antibiotics in their food, perhaps because they comprise one-quarter of shoppers with children at home and one-fourth of those with children less than six years old, the data indicate.

Further, less than 40 percent of Hispanic shoppers surveyed say they rely on Spanish-language labels, and less than one-third pay attention to goods and services advertised in Spanish.

However, differences remain. For example, compared with other consumers, Hispanic shoppers are significantly more likely to buy national brands and to spend, on average, \$150 or more per week on groceries, Packaged Facts reports.

## Enjoy Life Is On 'Fastest-Growing Companies' List



CHICAGO — With annual revenue of \$33 million in 2013 and 131 percent sales growth during the past three years, Enjoy Life Foods has been named to *Inc. Magazine's* list of the 5,000 fastest growing private companies in the U.S.

The company, which has appeared on the list every year for the past seven years, was number 2,810 in the 2013 rankings.

Enjoy Life produces gluten- and allergen-free items that are made without genetically modified ingredients.

## Flavonoids Could Lower Inflammation, Insulin Resistance

LONDON — Regular consumption of foods with a high flavonoid concentration, such as berries, chocolate, herbs, red grapes, certain vegetables and wine, is associated with lower levels of insulin resistance and inflammation, according to British researchers.

A study of 1,997 healthy women 18 to 76 years of age found those who regularly ate foods rich in anthocyanins and flavones — flavonoid subclasses — showed significantly lower peripheral insulin resistance and levels of C-reactive proteins associated with chronic inflammation. In addition, those who ate the most flavone compounds had higher levels of the protein adiponectin, which regulates blood glucose and other metabolic processes.

Aedin Cassidy, PhD, says research is needed to determine the consumption levels necessary to reduce the risk of diabetes.