

From "Popping" Drink Pearls to Bacon-Infused Brownies: Emerging Curiosities in the F&B Industry

A showcase of disruptive products at the 7th edition of Anuga Select Brazil 2026, held April 7–9 at Distrito Anhembi.

Anuga Select Brazil, the premier strategic hub for the Latin American food and beverage industry, convened **550 brands** to unveil their latest market innovations. Among the traditional offerings, several high-impact, "curiosity-driven" products stood out for their unique value propositions.

1. Savory-Sweet Fusion: The Bacon-Infused Brownie

Mais Que Um Brownie, a craft confectionery brand from Cafelândia (São Paulo), debuted its **Homemade Bacon & Chocolate Brownie**. The product is the result of a year-long R&D cycle aimed at perfecting the flavor profile.

*"We spent months engineering the ideal synergy between these two beloved ingredients," says **Bárbara Gervasoni**, Founder and Head of Product. "Our strategy focuses on transforming traditional sweets into high-level sensory experiences through artisanal quality control and creative ingredient pairing."*

The brand's portfolio also includes global flavors such as **Imported Pistachio** and **Red Velvet**, alongside savory-pairing innovations like **Chocolate & Chili jams** designed for premium meat cuts.

2. Textural Innovation: Popping Boba Technology

The U.S.-based company *Boba Tea* showcased the latest in **molecular gastronomy** for beverages with its **Popping Boba**—gelatinous spheres filled with juice that burst upon consumption.

- **Technical Composition:** Unlike traditional tapioca pearls, these are crafted using **sodium alginate and calcium lactate**.
- **Consumer Appeal:** The product targets the growing demand for "playful textures" and refreshing liquid fillings in beverages, yogurts, and desserts, leveraging seaweed-derived technology for the outer membrane.

3. Functional Convenience: Whey-Infused Instant Mash

MashCup, a pioneer in instant cup-based purees, utilized the event to launch its latest **functional SKU: Whey-Infused Mashed Potatoes**.

- **Target Audience:** Fitness-conscious consumers seeking high-protein (25g per serving) and carbohydrate-balanced meal solutions.
- **Clean Label Focus:** The Curitiba-based company maintains a **0.1% preservative rate**, utilizing laminated dehydrated potatoes. The product offers a three-minute preparation time and remains entirely **vegan-friendly** across its core portfolio.

"Achieving the right texture was a technical challenge; we had to ensure the protein integration didn't compromise the sensory experience," explains **Salua Majzoub**, Brand Director.

About the Event: Strategic Outcomes

Organized by **Koelnmesse**, Anuga Select Brazil is an exclusive B2B platform for industry professionals. The 2025 edition (preceding this 7th edition) demonstrated significant **commercial ROI**, hosting exhibitors from 38 countries and facilitating **2,650 business rounds** that generated **R\$ 89 million** in trade opportunities.

About Anuga Select Brazil Anuga Select Brazil serves as the primary gateway for global brands and buyers to connect, explore emerging trends, and strengthen strategic relationships, positioning brands at the absolute center of the industry's future.