WHOLE FOODS MARKET

October 2026
Issue 19

The Inside Scoop

Our 2027 Food Trends are here!

Explore all the trends

WHOLE FOODS MARKET
Trends
2027
ANNUAL FORECAST

THE BEAN BOOM

Once a humble staple, beans are now inspiring viral recipes and restaurant dishes.

GROWN WITH
**BETTER
FARMING
PRACTICES**

CARIBBEAN
COMFORT WITH
**5 GRAMS
OF
FIBER PER
SERVING**

sustainably sourced from
GREEK MOUNTAINS
SIMPLi
GIGANTE BEANS
A COMPLETE PLANT-BASED PROTEIN
REGENERATIVE ORGANIC CERTIFIED®
USDA ORGANIC
fair for life
BRONZE
Regenerative Organic Certified®
SINGLE-ORIGIN
heirloom beans
excellent source of fiber
PLUMP·FIRM·BUTTERY
2oz (340g)
A DOZEN COUSINS
TRINI CHICKPEA CURRY
CURRIED CHIKPEAS COOKED WITH ONION, GARLIC & SPICES
MADE WITH AVOCADO OIL
Serving suggestion
MILD
Garbanzos con Curry al Estilo Trinidad
NET WT. 10 OZ (283g)

Crafted WITHOUT 500+ BANNED INGREDIENTS.

FOR SNACKING AND TOPPING
BIENA
CRISPY ROASTED
EDAMAME
HIGH PROTEIN SUPERSNACK
12g PROTEIN*
MADE WITH AVOCADO OIL
4g FIBER**
DILL PICKLE
FLAVORED

THESE PACK 12 GRAMS OF PROTEIN PER SERVING

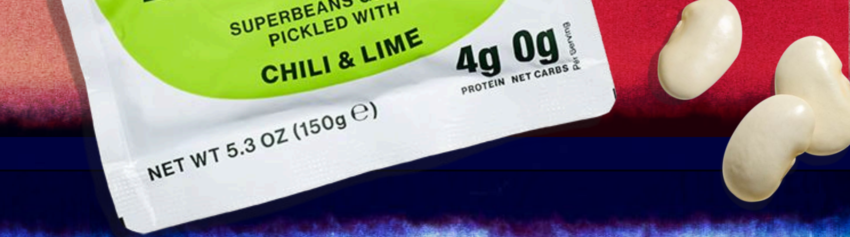
OZ (135g)
GLUTEN FREE
PLANT BASED

lentiful®
Instant Lentils
12G Protein
6G Fiber
JUST ADD WATER & MICROWAVE
GLUTEN FREE
NON GMO Project VERIFIED
French Mirepoix
Carrots • Shallots • Leeks
Celery • Fennel Seed • Parsley

HEARTY,
PLANT-POWERED
AND READY
IN MINUTES

SALAD TOPPER & HEALTHY SNACK
PRODUCT OF ITALY
NON GMO Project VERIFIED
NEW ERA ITALIAN FOOD
BRAMI®
LUPINI BEANS

BRIGHT
ZESTY
BITES
THAT BRING
THE HEAT


SUPERBEANS
PICKLED WITH
CHILI & LIME
4g
PROTEIN
0g
NET CARBS
Per Serving
NET WT 5.3 OZ (150g ℮)

WHOLE FOODS MARKET

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dish REINVENTION

Familiar classics are getting reimagined in new, unexpected ways.

AN ITALIAN TRADITION gets a MISO-REMIX.

CROSS ROADS
Lemon Miso Chicken Alfredo
Silky fettuccine tossed in a creamy lemon-miso Alfredo with grilled white meat chicken
24g PROTEIN
SEED OIL FREE CERTIFIED
WORLD CUISINE
SAFFRON ROAD
NET WT 9.5 OZ (269g)

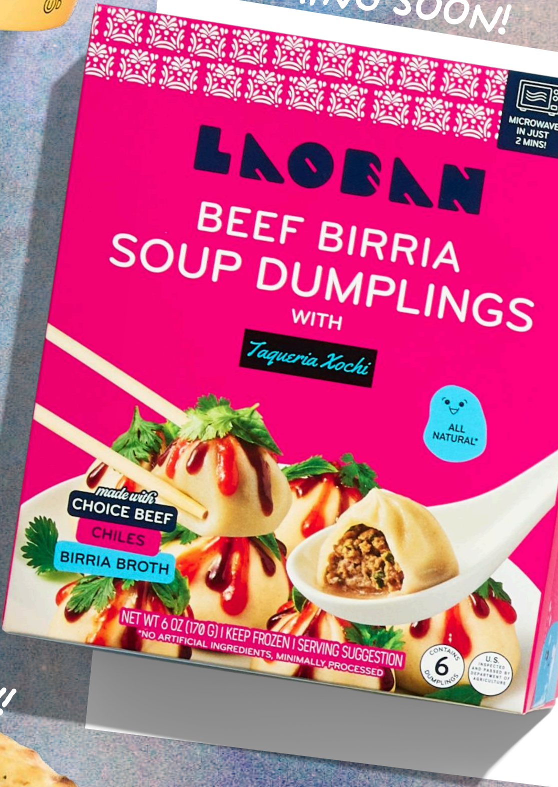
Van Leeuwen

THAI FLAVORS folded into FRENCH

MANGO STICKY RICE
FRENCH ICE CREAM
FL OZ (414 ML)
st. Est. Brooklyn 2008

ICE CREAM.

COMING SOON!


LAOBAN
BEEF BIRRIA SOUP DUMPLINGS
WITH
Taqueria Xochi
MICROWAVE IN JUST 2 MINS!
ALL NATURAL*
made with
CHOICE BEEF
CHILES
BIRRIA BROTH
NET WT 6 OZ (170 G) I KEEP FROZEN I SERVING SUGGESTION
*NO ARTIFICIAL INGREDIENTS, MINIMALLY PROCESSED
CONTAINS 6 DUMPLINGS
U.S. INSPECTED AND PASSED BY DEPARTMENT OF AGRICULTURE

new

JUICY, WARMING

and hand-wrapped.

COMING SOON!

WHOLE FOODS MARKET KITCHENS

ZUPPA

TOSCANA TAKE-AND-BAKE PIZZA

No spoon required for this Tuscan favorite.

WHOLE FOODS MARKET
ORGANIC
CACIO E PEPE
VINAIGRETTE
PREMIUM SALAD
topped with
HIMALAYAN SALTED CROUTON CRUMBLES, BLACK PEPPER & PARMESAN CHEESE

CREAMY, CHEESY, PEPPERY

forkfuls.

USDA ORGANIC
NET WT 8.3 OZ (235g)
SALAD & TOPPINGS NET WT 5.8 OZ (164g)
DRESSING NET CONTENTS 2.36 FL OZ (70mL)

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FOODS MARKET
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The YŌSHOKU effect

Japanese ingredients lend rich flavor and texture.

Wild Caught

Alaskan Leader Seafoods
PRODUCT OF Wild ALASKA
MISO MARINATED
BLACK COD
(SABLEFISH)
5 Star Restaurant Quality
VIDEO COOKING INSTRUCTIONS
HIKARIMISO
2 DINNER PORTIONS
KEEP FROZEN NET WT 12 OZ (340g)
ALASKA SEAFOOD
Wild, Natural & Sustainable

ALASKAN LEADER SEAFOODS

MISO-MARINATED BLACK COD

DEFROST THIS MISO-GLAZED FAVORITE.

KIMONO MOM'S
Non Alcoholic
Vegan
Original

FLAVOR BOOSTER FOR SOUPS,

SAUCES
AND MORE.

WRAP ME IN SEAWEED • GRATE ME IN TACOS • PAIR ME WITH GIN & TONIC
POINT REYES
FARMSTEAD CHEESE CO.
TomaRashi
ARTISAN CHEESE
TOGARASHI CHILE SPICE
KEEP REFRIGERATED BUT SERVE AT ROOM TEMPERATURE
www.pointreyescheese.com
Made in USA
WOMEN OWNED

UMAMI
SAUCE
NET 10FL OZ(296mL)

ENJOY IN EGGS, AS A SNACK OR WITH JAPANESE-STYLE BEER.

Must be 21+.
Please drink responsibly.

WHOLE FOODS MARKET KITCHENS

JAPANESE-STYLE MILK BREAD

GREAT FOR
A CLASSIC SANDO OR
TOPPED WITH JAM.

WHOLE FOODS MARKET • ANNUAL FORECAST •

Trends
2027

More 2027 TRENDS

BEAUTRITION

Food ingredients that support skin nutrition from within.

purely elizabeth.
CREATED TO HELP YOU THRIVE
Elizabeth
WITH COLLAGEN
RECIPE NO. 15
VANILLA PECAN
Kosterina
OLIVE OIL SHOT
FOR GUT HEALTH & IMMUNE SUPPORT

SUPERFOOD
INSTANT OATMEAL
MADE WITH ORGANIC OATS, FLAX & CHIA
NET WT. 8 OZ (227g)
W WOMAN OWNED
GF GLUTEN FREE
Certified B Corporation
SERVING SUGGESTION | ENLARGED TO SHOW TEXTURE

DAMYA
DAMYA
ROBUST
EXTRA VIRGIN OLIVE OIL
USDA ORGANIC
ORGANIC
CHETOUI OLIVES
16.9 fl oz / 500 ml
Women Owned & Women Farmed
PRODUCT OF TUNISIA

TERROIR'S NEW TERRITORY

Flavors shaped by their origins.

BADGER FLAME BEETS
ORGANIC
IN EXTRA VIRGIN OLIVE OIL AND WHITE BALSAMIC VINEGAR
NET WT 4.2 OZ 120g
ROW 7
USDA ORGANIC

SWEET GARLEEK
ORGANIC
IN DIJON MUSTARD AND WHITE BALSAMIC VINEGAR
USDA ORGANIC

BITTER DONE

BETTER

*Complex,
bitter flavor profiles
are moving beyond
normal spaces.*

THE
PATHFINDER
HEMP and ROOT
Lifts the Veil of Illusion Guaranteed!
Destroyer of Bad Vibes Positively!
IMMEDIATE RELIEF for MALAISE AND ENNUI, COLD FEET AND HOT TEMPERS, WEAK KNEES AND LOW SPIRITS.
PATENTED·DISTILLED
NON~ALCOHOLIC SPIRIT
23.6 FL OZ (700 mL)

VANDY
Classic Potato Chips
VANDY
No Seed Oils
100% Grass-Fed Beef Tallow
UpCircle
FACE SCRUB
with coffee + rosehip oil
Gommage visage
100 ml | US 3.38 fl oz

INGREDIENT MINIMALISM

Ingredient lists debut a less-is-more makeover.

ZERO-WASTE 2.0

Upcycling transforms by-products into must-buy products.

Explore all the trends

TRICK OR TREAT

No high-fructose corn syrup or artificial sweeteners like sucralose.

new

Tart potions made from fruit.

LIMITED TIME ONLY!

GOGO SQUEEZ
MADE WITH REAL FRUIT

GoGo Squeez
Slymez
HALLOWEEN
SWEET N' SOUR FRUIT GEL ON THE GO
10-3.5 OZ (100 g) POUCHES; NET WT. 2.2 LB (1 kg)
NO SUGAR ADDED*
5 BLUE RASPBERRY
FLAVORED WITH OTHER NATURAL FLAVORS
5 STRAWBERRY LEMONADE
FLAVORED WITH OTHER NATURAL FLAVORS
10

new

A Halloween classic with a date-sweetened remix.

Harken
NO SUGAR ADDED* MADE WITH DATES
EXCELLENT SOURCE OF FIBER
SALTED CARAMEL
CHOCOLATEY CANDY BARS
NET WT. 3oz (85g)

LIMITED TIME ONLY!

365 WHOLE FOODS MARKET
Organic Gummy Pumpki
Strawberry, Raspberry, Gree
Free from Milk, Eggs

365 Whole Foods Market
Organic Gummy Pumpkins
Assorted Flavors
NET WT 7 OZ (198g)
Apple & Orange
Flavored with other natural flavors
NET 0.7 OZ (19
Free from Milk, Eggs & Peanuts
(spooky bats not included)
10 count

LIMITED TIME ONLY!

new

Fruit and vegetable juices bring the color.

new

Just one gram of sugar per bag.

LIMITED TIME ONLY!

1g SUGAR PER BAG
93% LESS SUGAR
THAN TRADITIONAL GUMMY FISH CANDY*
24 SNACK PACKS
SMART SWEETS minis
MINI SWEET FISH™

Colored With Fruit & Vegetable Juices
No Artificial Sweeteners
No Added Sugar*
Gluten-Free
2g Fiber Per Bag
PLANT-BASED CANDY | 24 - 0.67oz BAGS NET WT. 16.08oz (1 lb) 456g
SINGLE SERVE 1 OZ BAGS
tiny
TATE'S
EST. SOUTHAMPTON, NY
ITSY BITSY CRISPY COOKIES
CHOCOLATE CHIP COOKIES
tiny size!
12-1 OZ (28g) BAGS NET WT. 12 OZ (336g)
UNREAL
dark chocolate coconut bar
dark chocolate peanut butter cup
26 snack packs
100% real simple ingredients
dark chocolate caramel peanut nougat bar

Limited TIME

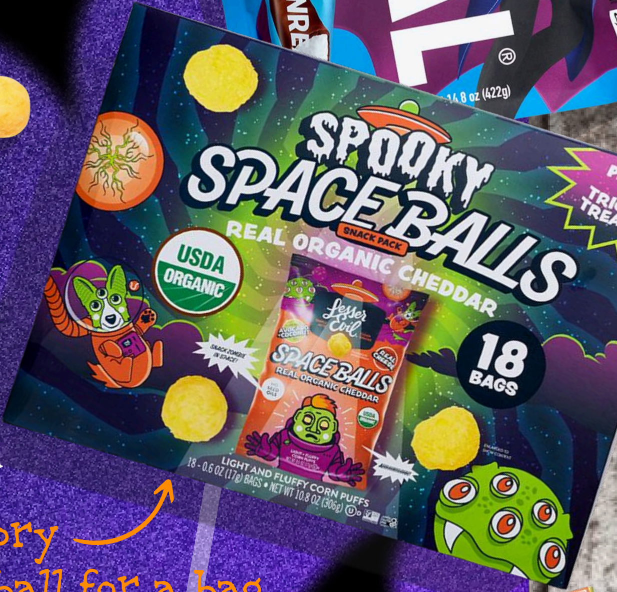
Bring the bakery to the candy bowl.

Limited TIME

No soy.

No gluten.
Only non-GMO
ingredients.

UNREAL
dark chocolate peanut butter cup
UNREAL
14.8 oz (422g)


SPOOKY
SPACE BALLS
SNACK PACK
REAL ORGANIC CHEDDAR
USDA ORGANIC
18 BAGS
Lesser Evil
SPACE BALLS
REAL ORGANIC CHEDDAR
LIGHT AND FLUFFY CORN PUFFS
18 - 0.6 OZ (17g) BAGS • NET WT 10.8 OZ (306g)

Limited
TIME

A savory
curveball for a bag
full of sweets.

20 MINI PACKS
TRICK OR TREAT

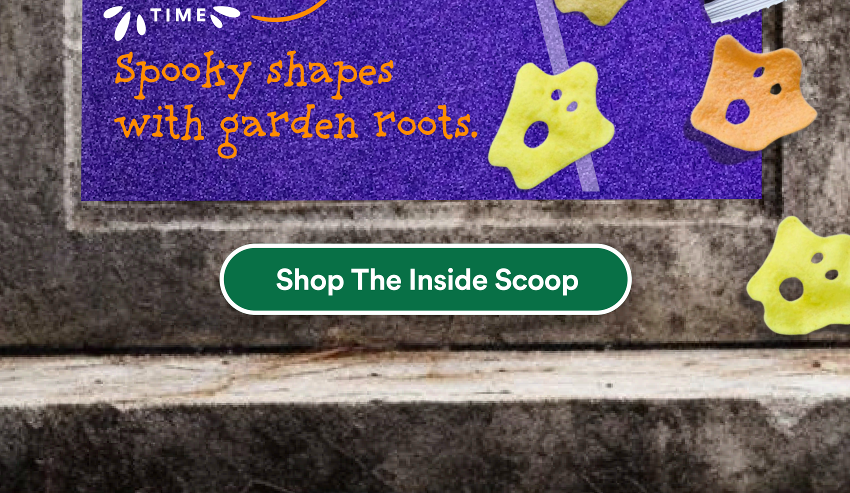
Limited

TIME

Roasted, irresistible crunch.

DELICIOUS CRUNCHY CORN
LOVE, CORN
sea salt
0G Sugar
Gluten Free
minions
Contains 20 x 0.35oz
garden Veggie Chips
Ghosts+Bats
Sea Salt
12 TRICK-OR-TREAT sized bags
ficial
servatives
POTATO AND VEGETABLE SNACK
12-INDIVIDUAL 0.5 OZ (14g) BAGS
TOTAL NET WT 6 OZ (168g)
Sensible Portions
garden Veggie Chips
Ghosts+Bats
Sea Salt
POTATO AND VEGETABLE SNACK

Limited



TIME

Spooky shapes with garden roots.

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