



Multitasking Foods

Our first day at Expo West's [Fresh Ideas Marketplace](#) was a great way to kick off the weekend. And within the first hour, we knew we had honed in on our top trend of the year – a term we're coining "Multitasking Foods". (Mark our words, this phrase is going to catch on – [NY Times](#), are you paying attention?)

Multitasking foods are those that do more than one thing – typically feed, super-nourish and delight the person eating the food. Multitasking foods are like multi-tasking people (yes, Mom, you). They are especially gifted at saving time, money and even sanity. They can do more in one bite than others can do in two (or more). They are uber resourceful, make the most of each precious moment and when the day is said and done have checked more off the to-do list than seems humanly possible (or even legal).



Yes, it's true. [We know about multitasking](#) – for better or worse – so it's no surprise that we quickly (and efficiently) recognized our own propensities reflected in bottles of pasta sauce and yogurt. Move over slow food (but stay close, we love you, too!), make room for foods that can keep up with the demands of the modern family. Our favorite case in point, [Krazy Ketchup](#).

Malcolm Gladwell [once pondered](#) why mustard comes in dozens of varieties, but ketchup comes in only one. (Although Mr. Smarty-Pants-Bestseller didn't stop to ask why only one variety of ketchup would need [two spellings](#) – for me, this is the more intriguing issue!). So I do believe he would be thrilled to discover that in fact, the folks at Krazy Ketchup have risen to the demand for a ketchup/catsup poly-culture. Now there are two kinds. The old school does-nothing-but-cover-your-eggs kind AND the cover-your-eggs-and-eat-your-ORGANIC -veggies kind.

Now, busy Mom, which would you choose?

That's right, Krazy Ketchup is infused with a trio of three organic veggies (carrot, sweet potato and squash), joining the good 'ol tomato to form one crazy kondiment. Rich in vitamins A, C and potassium, this multi-tasking food means that if by rare chance, between soccer practice and homework and bedtime you can't get more on the table than nuggets and fries (organic, please), your child will at least be eating her vegetables, too.