

CUTTING-EDGE CONDIMENTS

Jazzed Up Ketchup

Innovations in salsa – often touted for being healthier and more flavor-forward than ketchup – have encouraged manufacturers of the latter to step up their game. One way producers have evolved this pantry staple is by replacing the high fructose corn syrup used to sweeten the product. Several have switched to the natural sweetener agave, made from the extract of the wild agave plant. Companies like Wholemato, Organicville Foods and Krazy Ketchup are recent innovators. Krazy Ketchup, a Pacific Palisades, Calif.-based company, not only uses agave to sweeten its product but also adds pureed vegetables such as organic sweet potatoes, squash and carrots in its recipe.

While it is not easy to go up against a house-staple like Heinz, consumers are more open to trying unusual flavors.