

# TOP 10

## FOOD, FLAVOR AND EATING TRENDS 2014

### 1 Spice it up



Deliciousness is a life style choice as people continue to seek amped up flavors at all meal occasions. Consumers are seeking out spicier foods, more sophisticated, complex and layered flavors. Sour is the new spicy but we still keep turning up the heat.

Trend Spotter: McDonalds new Bacon Habanero Ranch Quarter Pounder, San Francisco now has over 20 Peruvian restaurants, sour beers catching on, Buffalo Wild Wings Thai Curry, Caribbean Jerk and Parmesan Garlic wing flavors.

### 2 Consumer Trust

Consumer Trust = Supply Chain Transparency from the farm to the table + Detailed Ingredient Information: A multiyear trend that will continue to gain prominence in 2014. Recent food safety scares and scandals have crippled consumers confidence. Making ingredient origin and traceability this year's most important marketing tools to regain trust in consumer packaged goods.

Trend Spotter: Global new product launches featuring the word 'origin' increased by 45% for the first half of 2013 compared with the second half of 2012, Chipotle currently identifies all ingredients on its menu containing Genetically Modified Organisms (GMO's).

### 3 Ethnic Cuisine

Ethnic food and flavors continue to remain at the top of the trend list. Consumers continue to seek out more adventurous flavors. This trend goes beyond the restaurant and into the home. Look for regional Mexican, Asian, Indian, Mediterranean and Middle Eastern flavors on the plate and in the pantry for 2014. Brazilian cuisine will also gain in popularity as Brazil hosts the World Cup in 2014 and the Olympics in 2016.

Trend Spotter: Cheesecake Factory's Moroccan Chicken, TGI Friday's Chipotle Yucatán Chicken Salad, Kashi Frozen Lemongrass Coconut Chicken entrée.



### 4 Health and Wholesomeness/Wellness

Natural, clean label, green, eco-friendly, farm-to-table and sustainability are buzzwords that will be top of mind for consumers in 2014. Food is more than "fuel" as consumers look to their food to make social statements, improve the way they feel and save the planet.

Trend Spotter: TGI Fridays lightens up menu, Ruby Rockets frozen fruit and veggie pops, Nature's Peak Juice Blends launches with no artificial flavors, colors, or preservatives, and is non-GMO Project Certified, Ten Kombucha (fermented teas) launch in 2013.

### 5 Starches Stage a Comeback

Whole grains continue to gain popularity. Consumers are going beyond whole wheat with barley and buckwheat on the radar in 2014. Ancient is also "in" as food manufacturers and chefs use powerhouse ancient grains like spelt, farro, teff, kamut, and chai to enhance taste, add texture and bring functionality to their meals. Asian noodle bowls gain momentum as more people discover this comfort food from across the Pacific.



Trend Spotter: Lyfe Kitchen launches Nine Grain Pilaf with Sweet Chili Beef & Steamed Vegetables in the frozen isle, Pepperidge Farm Ancient Grains Whole Grain Bread, Au Bon Pain Steak Sandwich on Ancient Grain Ciabatta Roll.



### 6 Fermentation

Fermentation satisfies consumers need for bold, strong flavors, eco friendly preparation methods and food with functionality. Chefs are fermenting sauces, beverages, vegetables, fruits, proteins and using the sour notes these ingredients provide to amp up flavor across their menus. Look for this trend to be so main stream that it appears in cosmetics and pet foods.

Trend Spotter: Brueggers Bagels & Café Express adds pickled red onions and carrots to sandwiches, Pok Pok restaurants sells tamarind drinking vinegar, Farm to Market launches single barrel pickles at retail, seventeen hard ciders enter the market in 2013.

### 7 Mash-up/ Hybridizations

A mash-up is born when two previously distinct items are combined into one new "super food". Think Doritos and tacos, dessert and pizza, burgers and nachos. This trend has been lurking on the edge for a number of years but will really take off in 2014. These creations are fun, buzz worthy and easy to understand, since they take two things that already exist and combine them into one over-the-top item.

Trend Spotter: Dunkin' Donuts Glazed Donut Breakfast Sandwich, Cronut, Ramen Burger, Taco Bell's Waffle Taco.

### 8 New American Cuisine

We're getting back to our roots as we reconnect with dishes of our youth and see a rise in the popularity of all things "Craft" made and artisan. This includes comfort foods, retro desserts, authentic Jewish delis and donut shops that take the familiar and give a modern twist.

Trend Spotter: Mc Donald's Clubhouse Quarter Pounder served on an artisan roll, world famous chef Wylie Dufresne menus Root Beer Pudding, Cheesecake Factory's Mac & Cheese Burger, Bennigan's Drunken Pot Roast in Red Ale Gravy.

### 9 Desserts Trends

Retro desserts are making a comeback but don't expect the same pies, doughnuts and ice cream sandwiches you had as a child. Chefs are using a familiar dessert to introduce new and bold flavor combinations. Tart/sour is popular but don't forget the heat. Savory flavors are beginning to show up in desserts to balance out the sweetness.



Trend Spotter: Sonic Mini-Bundt Cake Ice Cream Sundaes, Glazed and Confused Long John with maple glaze and peppered bacon, Sweet Street Desserts introduces Yuzu Lime and Goat Cheese Honey Thyme Cheesecakes.



### 10 Ingredients & Flavors

Americans have hit the adventure button. In 2014 chilies, sour flavors, Shiuchimi togarashi (Japanese seven spice), Szechuan peppercorn, ginger, Chamoy (apricot, chilies, lime), cilantro, tea, masala, guava and blackberry are adding culinary dimension to snacks, entrees, side dishes and desserts.

Trend Spotter: Umami Burger sells umami salt, TGI Friday's offers sriracha aioli, Lay's tapatio hot sauce limón flavored potato chips, Cracker Barrel's blackberry pancakes, P.F. Chang's green tea soba noodles.