



Food Trends Menu 2011

Starters

Mega trend (non-food)

Ageing 🌶️🌶️

Most societies face a ticking demographic time bomb.

Singletons

More people are living (and eating) alone.

Health & wellbeing

Will it make me healthy, lose weight or keep me alive longer?.

Hectic households

30-second microwave rice. Who's got time for that these days?

Cynical consumers

Many consumers now believe that companies are guilty until proven innocent.

Digitalisation 🌶️

An increasing blur between the real and the virtual.

Fragmented families

The traditional nuclear family is becoming the exception rather than the rule.

Nostalgia

People are anxious so they take refuge in the familiar.

Individualism

It's all about me.

Personalisation 🌶️

I want it my way, OK.

Informality

The breaking down of hierarchies and tradition.

Globalisation

The movement of money, people and ideas around the world.

Localism 🌶️🌶️

A strong counter-trend to globalisation.

Eastern influence

The rise of Asian cultural influence.

Connectivity 🌶️🌶️🌶️

Everything is increasingly connected to everything else.

Loneliness

Connectivity is an illusion.

Data deluge 🌶️🌶️🌶️

Web 2.0 is creating too much information.

BRIC consumption

The rising buying power and changing consumption habits of consumers in Brazil, Russia, India and China.

Intense experiences

People want to feel that they are alive.

Mains

The main food trends

Value for money 🌶️🌶️🌶️

Value more than price.

Kids health

We're supposed to love our kids, we need to educate and feed them well.

Speed & convenience 🌶️🌶️

A need that will never die, some always want faster, now.

Indulgence & treats 🌶️🌶️🌶️

Because you're worth it.

Authenticity

Realness. You can't fake it.

Provenance

Who made it, when, where and how?

Blurring of meal occasions

It's just one big feast.

All-day grazing 🌶️

We just can't stop eating. But why?

Comfort food 🌶️

Food makes people feel happy.

Food inflation 🌶️🌶️

Food is about to get a whole lot more expensive.

Regulation & compliance

Could it get worse? You bet.

Premiumisation

Products and price points far in excess of category norms.

EDLP

Everyday low prices.

Regional cuisines 🌶️

Because we love the stimulus of variety from around the globe.

Conversational brands

Brands that chat like they are your friend, they aren't they?

Fresh today

New trend / fad

Eating at home

What better way to save money than to stay at home?

Fixed price eating

Bargin hunter deals – lunch or dinner for a fixed price.

Home baking & making 🌶️

Showing our love and affection by cooking and baking, oh and makes us feel great too.

Cheaper cuts of eat

Continued discovery of cheaper cuts and what to do with them.

Urban farming

From allotments to vertical agriculture.

Grow your own

It probably costs more in the long run but boy it tastes great and makes us feel good.

Zero-waste eating

Restaurants that waste nothing, shouldn't some things really be thrown away?.

Tap water

Bottled water rebellion but for how long?

Key:

🌶️ One chilli = mild trend

🌶️🌶️ Two chilli = Hot trend

🌶️🌶️🌶️ Three chilli = Kick arse trend

To Follow

Emerging trends

Trust & transparency
You can run but you can't hide.

Seasonality
Like regionality but seasonally adjusted.

Sustainability
Carbon-neutral nibbles anyone?

Non-traditional fish
Talapia anyone?

Farmed fish
"I've got a brand new inland fish farm and I'll give you the key."

Fresh frozen
As good as fresh only frozen.

Functional foods
Foods with hidden benefits either natural or impregnated.

Fair-trade foods
Food that helps preserve people, communities and their families.

Formal dining
A backlash against informality, partly driven by austerity.

Allergy free foods
Prepare for a big rise in allergy awareness.

Increase in commodity prices
Economic, political and environmental forces pushing them up up up.

Ingredient price volatility
Wow, where did that come from...

Impact of oil at \$150+
It will come, so beware, how do your transport and packaging costs look now?

End of cheap food
They're gone gone gone, woooooow.

GM acceptance
Test tube grown t-bone anyone?

Feel-good and mood-foods
More food to pick us up, spin us around and take us down.

Anti-ageing foods
Foods to help us defy the effects of mother nature herself.

Food security
Its unthinkable but possible, what if....?

Resource nationalism
Its ours hands off (that water!)

CSR scandals
You'd better be squeaky clean, or else...

Food retail & restaurants

Trends specifically for food retail and restaurants

Simplicity
Complexity is out and less is now more.

Artisan skills
Globalisation and digitalisation are becoming catalysts for a revival of craft skills.

Natural
The less messed about with the better.

Nose to tail eating & beyond
Cost saving means an interest in less well-known parts of animals.

Less ingredients/ intervention/packaging
Links to simplicity/health/environment.

Sides

Trends from the left field

Home delivery
I just can't bear collection, I need it delivered to me wherever I am.

Local eating
The future is local (unless it costs people time or money).

Everyday organics
Look out for food categories becoming 100% organic (e.g. baby food).

Total transparency
We're watching you...

Sunday roasts
A counter-trend to fragmented families.

Food fashion
It's in then it's out.

Less meat & protein
Its not healthy and you can't afford it oh and the Chinese want it!.

Healthcare rationing
If you eat badly you pay the consequences.

Animal welfare
We're animal lovers at heart and we know what you do to them.

Hyper-regional food
100-mile diets and beyond.

Selected by you
What I want when I want it, my choice.

Fixed menu

Key food mega trends

Value for money
Not low-cost per se but the overall value.

Speed & convenience
Possibly the most important trend after cost.

Portability
We are increasingly eating on the go.

Health & well-being
Increasingly important, especially to middle-aged and older age groups.

Out of home consumption
Eating on the hoof whilst on the move.

Drinks

The future trends in drinks

Draft cocktails
Cocktails on tap.

Microbreweries
Small is becoming very big.

Fresh ingredients
How long before we see fresh beer?.

Binging
I only drink 10 units a week (all on a Friday).

Extreme experience
We want more from you drinks, we do.

Social lubrication
It makes us talk, laugh and cry.

Good for you
Who would have thought that Coca-Cola would end up selling water?

Good for everyone
If it does the planet good it does us all good.

Take you up
Keep me going like a Duracell bunny.

Calm you down
Chill me and zone me out.

Food technology

The tech trends to influence food

Mobile barcode scanners
Manufacturer info for the masses.

Smart appliances
From ovens that talk warmly to you to frosty conversations with your fridge.

Smart phone ordering
Browse the menu (and order) before you get to the restaurant.

Talkback packaging
Packs that tell you (and show you) how to do things.

Every surface is a screen
It's started already with TVs and the internet in kitchens but it has much further to go.

Waste bin

Trends that are stale

Molecular gastronomy
It has always been cooked up. Now it's over-heating too.

Sampling menus
Assiette of this that and something else.

Dessert only restaurants
It was once a sweet idea.

Dumpster diving
Not most peoples' cup of tea.

Bottled water backlash
A perfect example of faddish food fashion.

Celebrity chefs
What's that they say about too many chefs? Time to put Gordon and Jamie on the backburner.

Meet the Chefs

Richard Watson Author and scenario planner

Charles Banks & Wayne Edwards thefoodpeople leading food trends and ideas agency

We use our famous house recipe take equal parts of Richard, Charles and Wayne, squeeze out all trends and ideas, mix thoroughly and leave overnight to marinade. Drain off excess waffle and present succinctly the foods trends of the future.

Note:

Please note that all juicy bits from this menu should remain hot for up to eighteen months. We recommend re-heating thereafter.

Private Dining

If you would like to understand more about this smorgasbord of trends we would love the opportunity to cater for your culinary needs by serving up a bespoke one-day workshop where our 'chefs' will present and work with you to cook up something really satisfying.

Contact us

What'sNext
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Notes:

Starters = Mega trend (non-food) **Mains** = The main food trends
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Waste bin = Trends that are stale **To follow** = Emerging trends