

**TASTE!
TASTE!
TASTE!**

TREND WATCH REPORT

TASTE WHAT'S POSSIBLE

CHRISTINE COUVELIER

**Culinary
Concierge**



SIZZLE



DRIZZLE



DRESS



DIP

PASSIONATE ABOUT FOOD!



- 🍴 Global Culinary Trendologist
- 🍴 Executive Chef
- 🍴 Culinary Executive

**Culinary
Concierge**



INNOVATION

= A new idea, method, or device
= The introduction of something new

Every innovation tells a story!
Let's be inspired...



Sweet or Spicy
Grilled or Smoked
Food Halls or
Farmers Markets
Plant Based or
Food Waste



GOOD FOOD GOOD MOOD

75% OF CONSUMERS BELIEVE

- ✓ good food & beverage choices
- ✓ significant impact
- ✓ gut health
- ✓ mental & emotional wellbeing
- ✓ sleep benefits



- 🍴 Watermelon
- 🍴 Pumpkin Spice
- 🍴 Spinach
- 🍴 Kimchi
- 🍴 Salmon
- 🍴 Chocolate
- 🍴 Berries



CRUNCH

CRUNCH

CRUNCH



WHAT'S POSSIBLE WITH A SNACK?

AMORE... THE OF ALL THINGS ITALIAN



- 🍴 Sunday's are for Bolognese
- 🍴 A Sunday afternoon of Nonna-style cooking
- 🍴 Thank you Marcella Hazan!



MORTADELLA'S MOMENT



GASTRONOMIA ITALIA

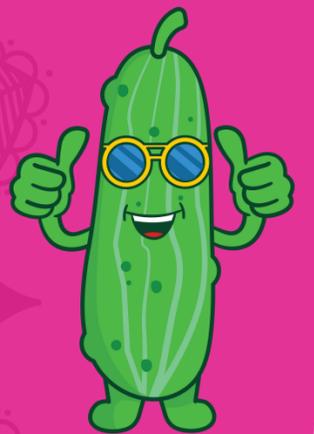


THE BIG DILL

73% OF CONSUMERS



PICKLES



MOVE OVER ROMAINE



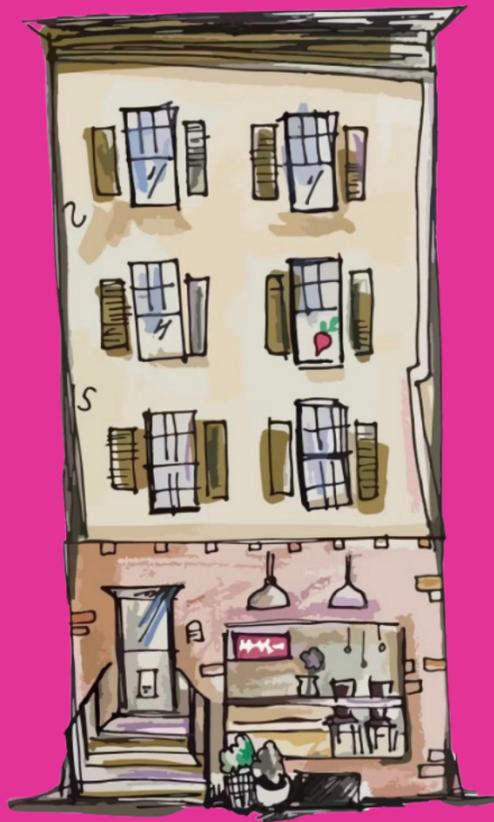
...It's Caesar Everything

... This is INNOVATION

WHERE TO FLY FOR DINNER?

PHILADELPHIA

Her Place Supper Club



Heavy Metal Sausage Co.

🍴 Chefs = Patrick Alfriero
Melissa Pellegrino
Butcher Shop by day
Trattoria by night

🍴 Chef = Amanda Shulman
A private dinner party
just drop in!

zahav

Middle Child



SOUR POWER

PUCKER UP BUTTERCUP



LEMON



BALSAMIC



PICKLED



FERMENTED

- ✓ Yuzu
- ✓ Sumac
- ✓ Sour Orange
- ✓ Coconut Vinegar



TAMARIND = FLAVOUR OF THE YEAR

PUTTING THE PLANT BACK IN PLANT BASED



TASTE! TASTE! TASTE!

There is no compromise
on taste in this category



PLANT BASED ... TASTE SELLS

FRANKIE & JO'S

✓ Making plant-based ice cream from fruits, nuts & Vegetables



- 🍴 California Cabin
- 🍴 Salty Caramel Ash
- 🍴 Beet Strawberry Rose



NEW CEREAL FROM KELLOGG'S

- ✓ Plant-Based
- ✓ Zero Grams of Sugar
- ✓ 22 grams of protein



WORLD'S FIRST

- ✓ Fungi-based yogurt
- ✓ Dairy Free
- ✓ Nut Free
- ✓ Soy Free

CUISINE OF THE YEAR

KOREAN

... IT'S MORE THAN JUST KIMCHI!

GOCHUJANG

✓ Korean chili paste

🍴 Spicy

🍴 Savoury

🍴 Slightly Sweet

✓ What's Possible?
↳ everything!



TTEOKBOKKI

✓ Korean spicy stir-fried rice cakes



SAN HO WAN

SAN FRANCISCO

✓ AWARD-WINNING

Korean
Charcoal
BBQ
restaurant



MARVELOUS MERINGUE

... DESSERT OF THE YEAR

P R E S S



S T . H E L E N A

 **SWEET CORN PAVOLVA,
CAMOMILLE ICE &
BLUEBERRIES**

✓ Chef Philip Tessier



...NOT YOUR GRANDMOTHER'S MERINGUE!



Dame

NYC

 **PASSIONFRUIT & MEYER LEMON
PAVOLVA WITH OLIVE OIL**

✓ Chef Ed Szymanski

CHEERS! DRINK OF THE YEAR



CAPRESE MARTINI

- 🍴 Olive oil-washed vodka, clarified heirloom tomato, basil, white balsamic



PHONY NEGRONI

- ✓ Tastes like the real thing, without the booze!

THE ONLY WAY IS UP = UPCYCLED

FOOD WASTE
X Trend
X FAD

CANADA

-  48% food goes to landfill
-  35.5M tonnes
-  32% or 11.2M tonnes is edible

USA

-  38%  food goes to landfill
-  80M tonnes
-  149 Billion Meals



FOOD WASTE IS A WASTE

UPCYCLED INNOVATION...



PULP CHIPS

- ✓ since 2019 pulp chips have saved 79,000 Kg of vegetable & fruit pulp

SPARE FOOD

- ✓ each can contain 92% of upcycled whey



THAT TASTES GREAT!



SALT & STRAW®

- ✓ Upcycled food series
- ✓ Saves 38,000 lbs of rescued fruits & Vegetables

CULINARY CRYSTAL BALL



TREND WATCH REPORT



THE TREND WATCH

EMERGING

- ✓ Inception & Innovation
- ✓ Chefs with New Tastes & New Ideas
- ✓ Foodpreneurs

DEVELOPING

- ✓ Cool & Trendy
- ✓ Trend adoption
- ✓ New menu items
- ✓ Products in gourmet retail stores
- ✓ Food magazine articles
- ✓ Tick Tok

EXISTING

- ✓ Find it just about anywhere
- ✓ New flavours in products at grocery stores
- ✓ Restaurant menus with new tastes
- ✓ Reinvention



SPECIALITY INGREDIENTS

EMERGING

- ✓ Scamorza
- ✓ Camel Milk
- ✓ Sweet Garleek
- ✓ Toasted Rice Powder
- ✓ Checca
- ✓ Amba
- ✓ Pop Rocks
- ✓ Sunomono
- ✓ Shiso
- ✓ Grains of Salem



DEVELOPING

- ✓ Cottage Cheese
- ✓ Cinnamon Sugar
- ✓ Mustard Seeds
- ✓ Rose
- ✓ Sweetened Condensed Milk
- ✓ Pink Celery



EXISTING

- ✓ Ponzu
- ✓ Focaccia
- ✓ Tahini
- ✓ Pink Pineapple
- ✓ Harizza
- ✓ Yuzu
- ✓ Za'atar
- ✓ Black Garlic
- ✓ Everything Spice



CUISINES & DISHES

EMERGING

- ✓ Shawarma
- ✓ Shaved Ice
- ✓ Burger Quesadillas
- ✓ Hot Honey
- Breakfast
- Sandwiches
- ✓ West African Cuisine
- ✓ Nam Prik Pao
- ✓ Sour Dough Doughnuts



DEVELOPING

- ✓ Ramen
- ✓ Mexican Beer
- ✓ Cresto de Gallo
- ✓ Cereal
- ✓ Pizza Pot Pies
- ✓ Vesper Martini
- ✓ Spiced Condiments
- ✓ Korean Gochujang
- ✓ Meringue



EXISTING

- ✓ Espresso Martini
- ✓ Cauliflower Pizza
- ✓ Avocado Toast



COOKING METHODS & EQUIPMENT

EMERGING

- ✓ Water Sommeliers
- ✓ Chefs on Shelves
- ✓ Olive Oil Sommeliers

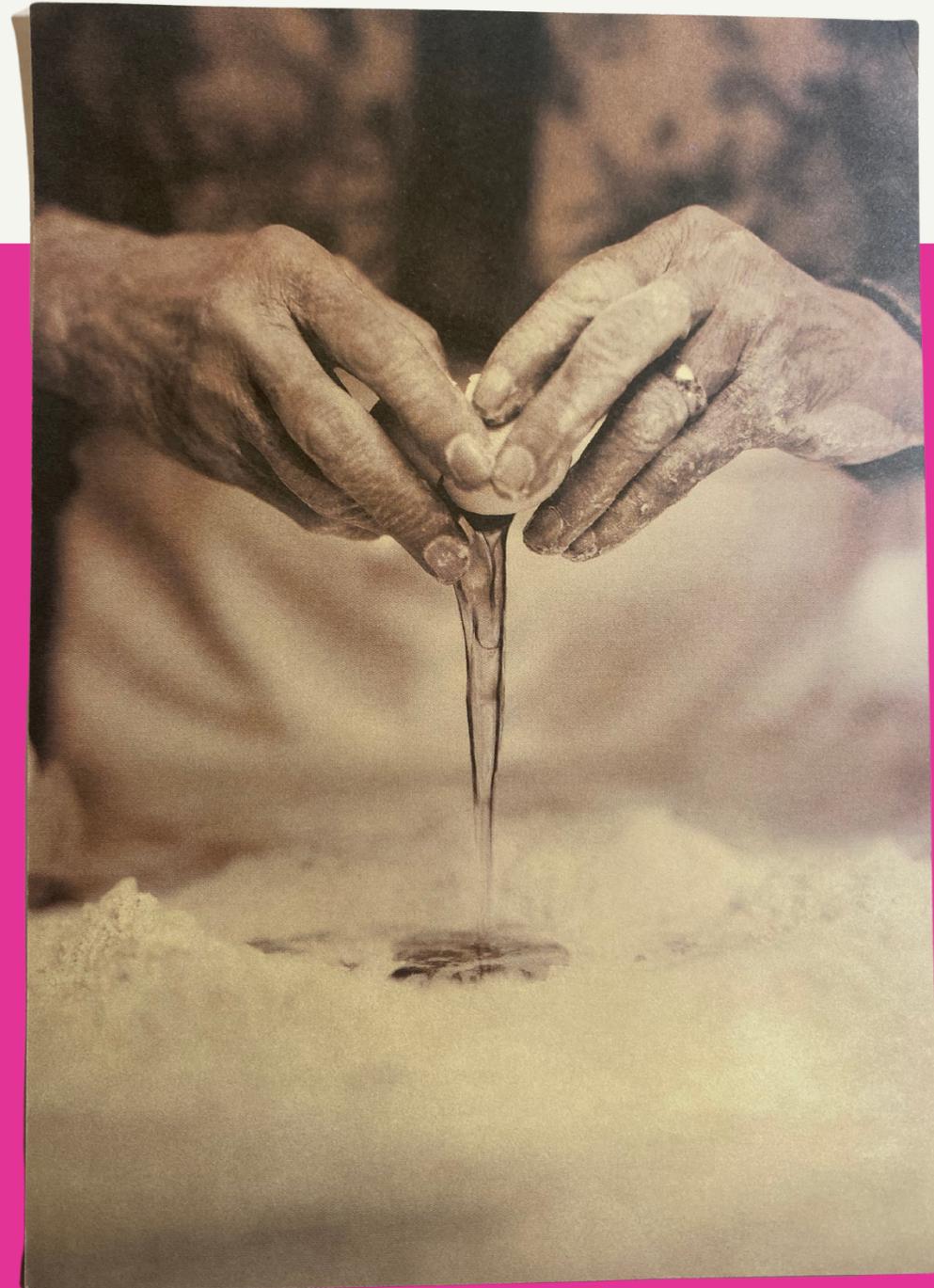
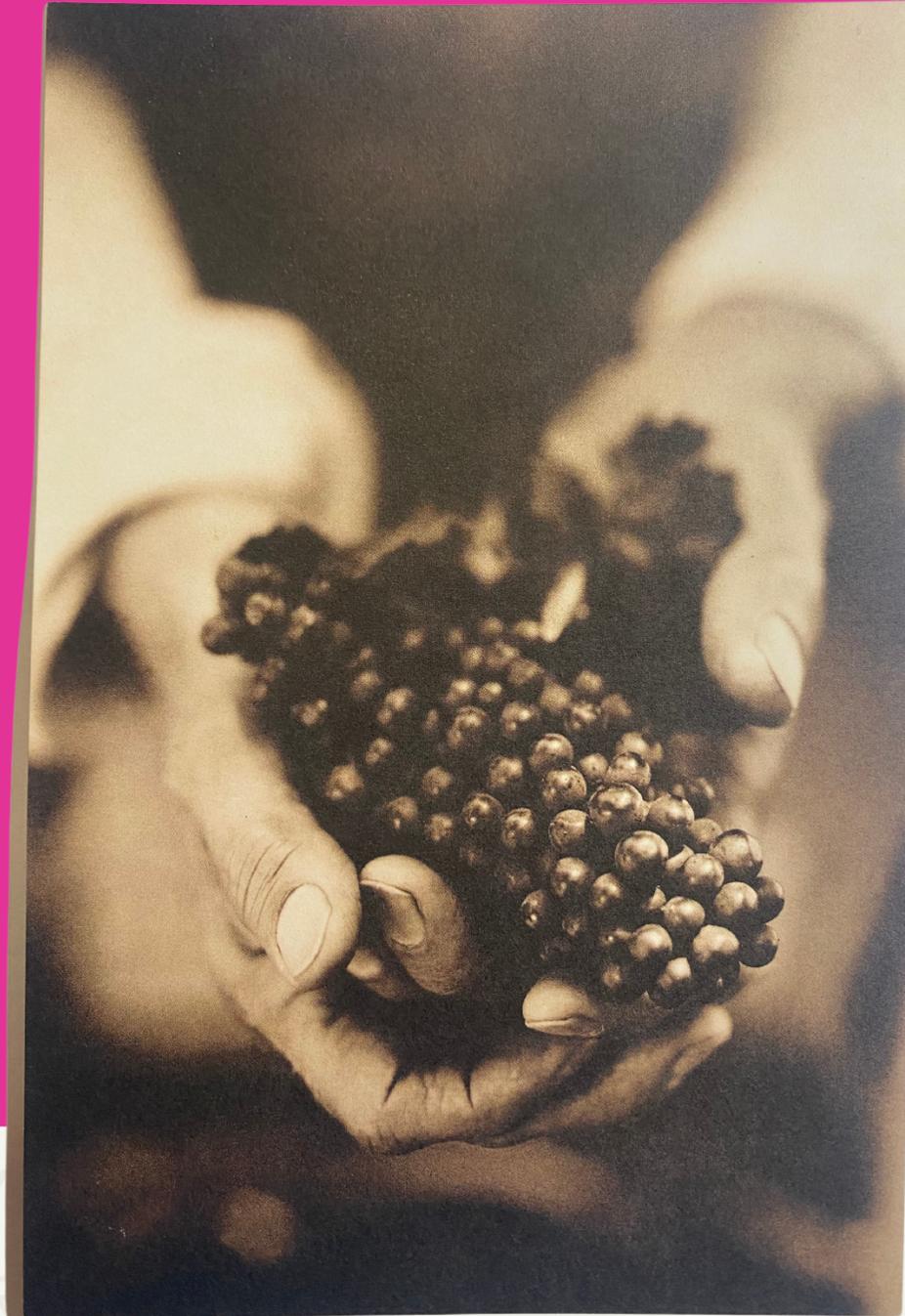
DEVELOPING

- ✓ Caramelized
- ✓ Bread Oven
- ✓ Fermentation
- ✓ White Packaging
- ✓ Black Packaging
- ✓ Grocerants

EXISTING

- ✓ Air Fryer
- ✓ Your Phone Eats First
- ✓ Roasting
- ✓ Food Halls





TO DO LIST...



#1 Gather around
the table to eat

#2 Taste! Taste! Taste!

TO COOK WHAT'S NEW
TO EAT WHAT'S BEST
TO INSPIRE WHAT'S NEXT



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