TASTE!
TASTE!
TASTE!

TREND WATCH REPORT

TASTE THE TRENDS

CHRISTINE COUVELIER

Culinary Concierge

BLACKEN

BRAISE

SAUTÉ

SEAR

PASSIONATE ABOUT FOOD!

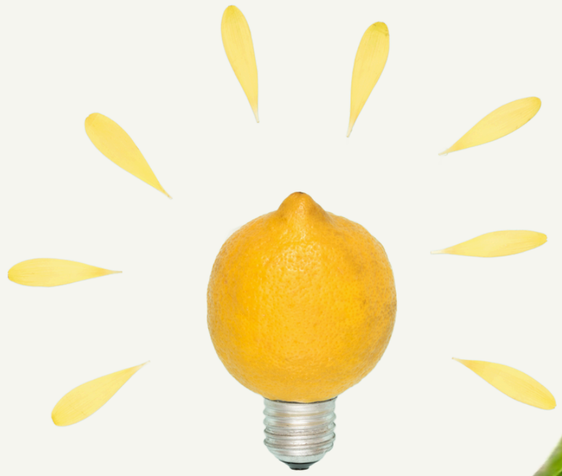
- Global Culinary Trendologist
- Executive Chef
- Culinary Executive

Culinary Concierge

EATING IS STORYTELLING...

& turning Meals into Memories

Every innovation tells a story!



FOOD CAN BE A CHANGE AGENT IN THE WORLD

THE WORLD OF SWICY!

Flavour + Heat = Sweet + Spicy

+

JUST ONE BITE ... DUMPLINGS

CUISINE OF THE YEAR PERUVIAN

CENTRAL

- ✔Potatoes
- ✔Maize
- ✔Quinoa
- ✔Maca Root
- ✔Lucuma
- ✔Huacatay

FLIGHTS OF FLAVOUR

What's possible? ...

DISH OF THE YEAR

- ✔ Beef Stew
- ✔ Goat Stew
- ✔ Guajillo Peppers
- ✔ Ancho Peppers

BIRRIA

↑ 412% in 4 years

INNOVATION

- ✔ Tacos
- ✔ Poutine
- ✔ Soup
- ✔ Ravioli
- ✔ Grilled Cheese
- ✔ Ramen

THE FUTURE IS FREEZE-DRIED

... JUST THE TIP OF THE ICEBURG

Love Food, Hate Waste

OPPORTUNITY

- ✔ $180 B Category by 2032
- ✔ Fruits
- ✔ Vegetables
- ✔ Meats
- ✔ Pet Food

RETRO TRENDY CHEERS!

NEW VERSIONS OF NOSTALGIC COCKTAILS

Worth the trip to NYC

Worth the trip to Toronto

CUSTOMIZED CROISSANTS

WHAT'S THE NEXT INNOVATION...

SALTED PRETZEL GANACHE & CINNAMON GANACHE CRONUT

✓Chef Dominique Ansel

Lafayette

SUPREME CROISSANT

CUBE CROISSANT

To Live For

✓Vancouver, BC

FERMENTED FRESHNESS

- Kombucha
- Kimchi
- Gochujang

✔ **Miso**

↑4.7% in the past 12 months

105 B by 2023

MISO

Made with fava beans, yellow split peas, great northern beans

- ✔Umami
- ✔Floral Notes
- ✔Chocolate Notes

HUG A FARMER

FARMERS + TECHNOLOGY = THE FUTURE FOR CONSUMERS

- ✓ 52% OF CONSUMERS WANT VEGETABLES TO BE ENGINEERED, TO BE MORE NUTRITIOUS
- ✓ 40% OF CONSUMERS WANT TO KNOW MORE ABOUT THE PEOPLE WHO GROW THE FOOD
- ✓ 56% OF CONSUMERS CHOOSE PRODUCE BASED ON TASTE

A WHOLE NEW ... CUPPA

TEA AS AN INGREDIENT

- Desserts
- Granola
- Scones

- Braising
  - ✓Chai
  - ✓Earl Grey
  - ✓London Fog

✓NEW STEEPING

tea strips

THE TIDE IS TURNING

INNOVATION + HARVEST = SEA & FRESH WATER GREENS

SEA MOSS
- ✓ Iron
- ✓ Magnesium
- ✓ Iodine

DUCKWEED
- ✓ Higher Protein than leafy greens

AGAR AGAR
- ✓ Fiber based
- ✓ Digestive Support

CULINARY CRYSTAL BALL

TREND WATCH REPORT

THE TREND WATCH

EMERGING

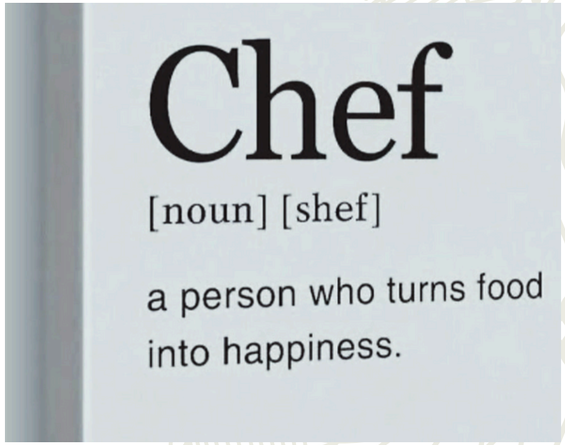
- ✔ Inception & Innovation
- ✔ Chefs with New Tastes & New Ideas
- ✔ Foodpreneurs

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

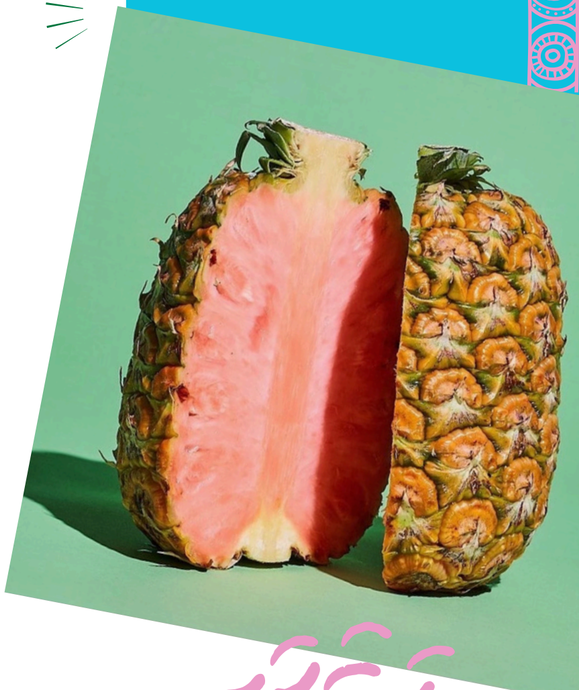
- ✔ Pistachios
- ✔ Tea Strips
- ✔ Tamarind
- ✔ Seeds
- ✔ Shiso
- ✔ Lavender
- ✔ Boba
- ✔ Brown Butter
- ✔ Rhubarb Gin

DEVELOPING

- ✔ Cinnamon Sugar
- ✔ White Chocolate
- ✔ Pineapple
- ✔ Honey
- ✔ Black Garlic
- ✔ Cottage Cheese
- ✔ Vinegars
- ✔ N'duja
- ✔ Ranch
- ✔ Mushrooms
- ✔ Olive Oil

EXISTING

- ✔ Bone Broth
- ✔ Sriracha
- ✔ Yuzu
- ✔ Roma Tomato



CUISINES & DISHES

EMERGING

- ✔ Sourdough
- ✔ Hyper Local Beer & Wine
- ✔ Dondurma
- ✔ Self-Serve Ramen
- ✔ Yes Chef!
- ✔ Shaved Ice
- ✔ Burger Quesadillas
- ✔ Upcycling

DEVELOPING

- ✔ Wellness Drinks
- ✔ Vesper Martini
- ✔ Pop-up Food Trucks
- ✔ Meringue
- ✔ Chickpea Fries
- ✔ Jollof
- ✔ Gochujang
- ✔ Shrimp Cocktail

EXISTING

- ✔ Avocado Toast
- ✔ Flatbreads
- ✔ Sunday Night Meatloaf

COOKING METHODS & EQUIPMENT

EMERGING

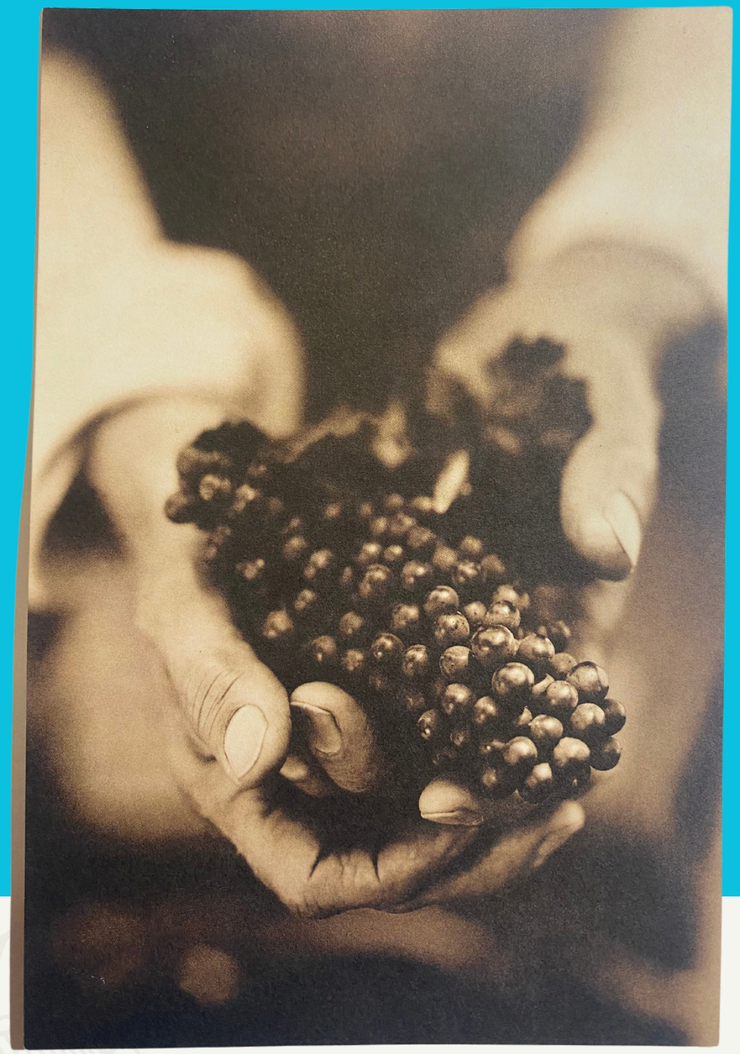
- ✔ Convienience Portions
- ✔ Grill Pans
- ✔ Vitamix
- ✔ Dehydrating

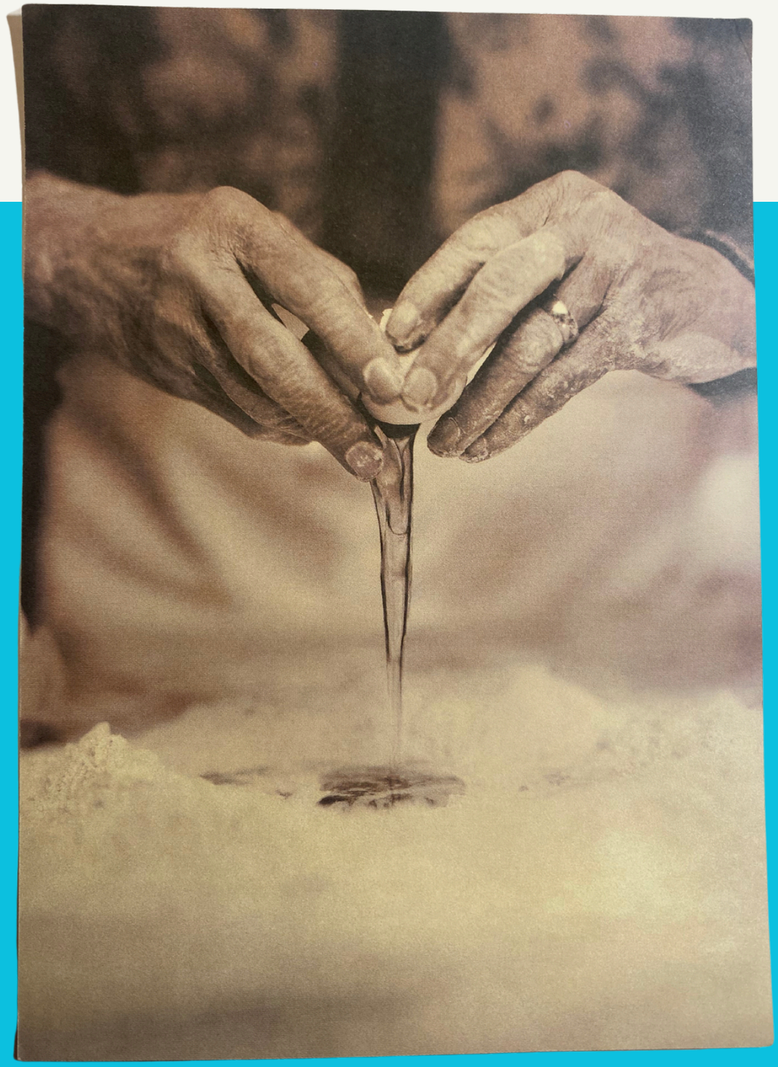
DEVELOPING

- ✔ Smaller Menus
- ✔ Sous Vide
- ✔ Caramelized
- ✔ Fermentation
- ✔ Grocerants
- ✔ Food Halls
- ✔ Sheet Pan Dinners

EXISTING

- ✔ Braising
- ✔ Roasting
- ✔ Silicone Whisk
- ♡ Cookbooks





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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