TASTE!
TASTE!
TASTE!

TREND WATCH REPORT

TASTE THE TRENDS

CHRISTINE COUVELIER

Culinary Concierge

CRISPY

CRUNCHY

FOAMY

SILKY

TANGY

CREAMY

STICKY

SALTY

WOW!

PASSIONATE ABOUT FOOD!

- Global Culinary Trendologist
- Executive Chef
- Culinary Executive

Culinary Concierge


...MOVE OVER KALE!

THE FUTURE IS EDIBLE

...FOR THOSE WHO BELIEVE CUISINE LEADS CHANGE

YES PLEASE YUZU

= Citrus 2.0

- Bright & Bold
- Tart & Floral
- Sweet & Savoury
- Cocktails & Mocktails

- Yuzu Curd
- Yuzu Zest Tempura

- Fried Chicken with YangyYummy Sauce

ATOBOY NYC

HONEY'S NEXT SWEET SPOT

Fermented Honey

- Fluffy & Runnier
- Garlic
- Chilies & Herbs
- Berries & Fruits

...a sweet superfood

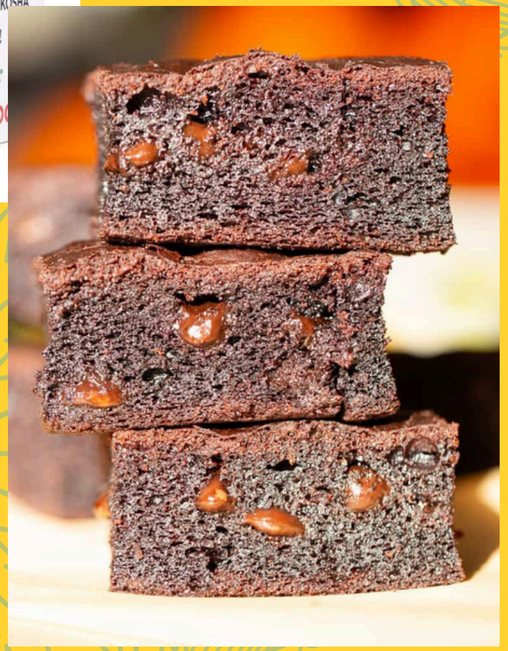
KIMCHI

… heats up the condiment aisle

Innovation

- Dehydrate Kimchi
- Dressings
- Drizzles
- Rubs
- Marinade

Will it Kimchi?



THE ‘POP’ OF PACKAGING

JELLO JIGGLES

...AND MORE!

- Jello Shots
- Jello ‘Flights’
- Jello Cubes
- Savoury Jello
- Jello Cocktails

IT'S ALL IN THE WAVES

Seaweed

- Sustainable
- Umami-rich
- Versatile

FOOD RESCUE = WHAT'S POSSIBLE

For Farmers & Innovation

- Rescue is bigger than prefection

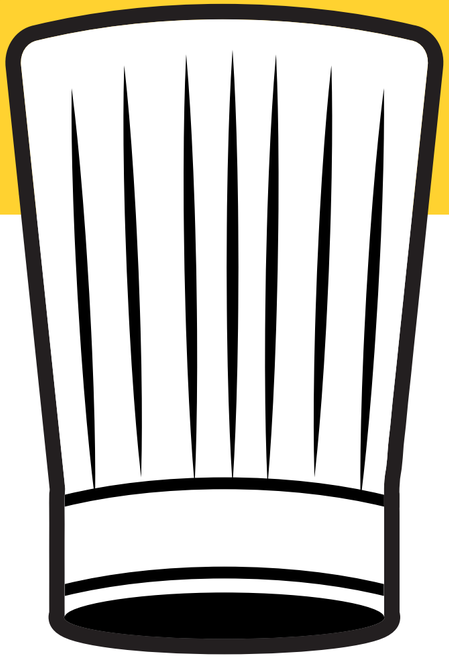
- Acceptance & Education
- Point of Differentation
- Support Local

CHEFS → → → TO CONSUMERS

↑ Home Cooking

↑ Specialty Ingredients

Cook Like a Chef



IF IT'S FROZEN IT'S DINNER TONIGHT

- 60% of Adults in the USA eat one frozen meal each week
- USA 2025 = $90 Billion
- USA 2030 = $132 Billion
- Canada 2025 = $8.8M
- UK = Frozen meals are 46% of the RTE Category

WHAT DOES FROZEN FOOD INNOVATION TASTE LIKE TO YOU?

SEEDS WITH FLAVOUR = FOOD WITH FLAVOUR

Mustards Grill Since 1983
SORRY EVERYTHING IS DELICIOUS
Garden-driven Truckstop Deluxe in the heart of the Napa Valley

BLUE HILL FARM

Chez Panisse

SPICE OF THE YEAR

BERBERE

Ethiopian Spice Blend

Fiery Heat & Red Colour

Spicy, Sweet, Smoky, Citrus

AROMATIC

DISH OF THE YEAR

WILD FERMENTED SODAS

- Made with a “ginger bug” starter

- Fermented Root Beer
- Tumeric Soda
- Strawberry Rhubarb Soda

CUISINE OF THE YEAR

COMFORT & NOSTALGIA

- Feel Good
- Culinary Travel
- Food Memories
- Food is Family

CHEERS! COCKTAIL OF THE YEAR

GARIBALDI

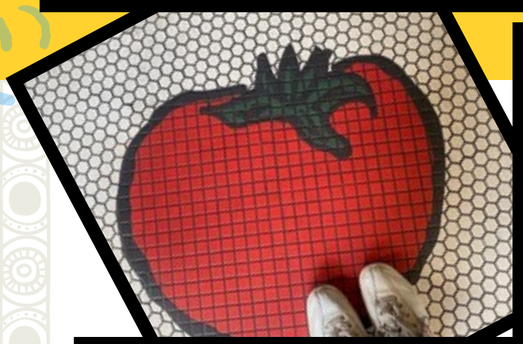
- Campari & Orange Juice
- Colourful & “Fluffy”

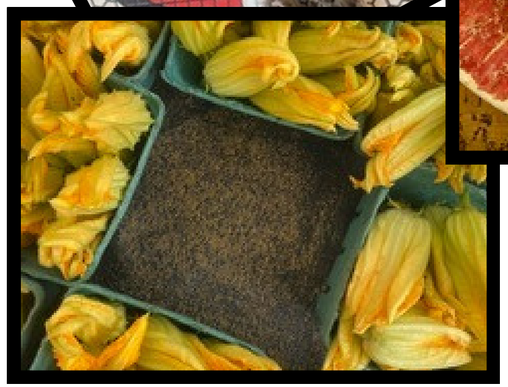
WHERE TO TRAVEL TO SIP THIS COCKTAIL?

Dante

- Greenwich Village, NYC - since 1915
- West Village, NYC
- Beverly Hills, California

CULINARY CRYSTAL BALL





TREND WATCH REPORT

THE TREND WATCH

EMERGING

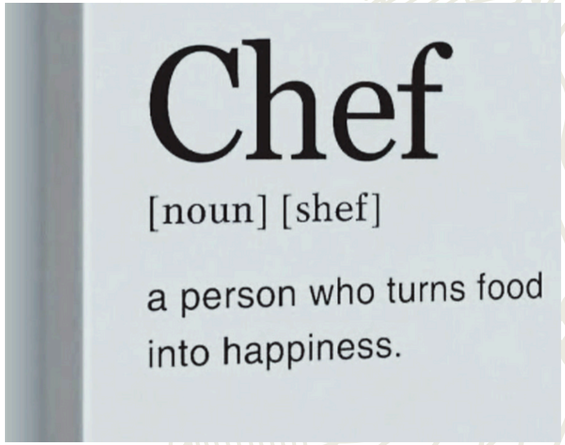
- ✓ Inception & Innovation
- ✓ Chefs with New Tastes & New Ideas
- ✓ Foodpreneurs

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

- Cabbage
- Tea Strips
- Blackcurrant
- Cardamom
- Toum
- Pistachios
- 3-D Printed Milk
- Lavender
- Kimchi
- Berbere
- Butternaise

DEVELOPING

- Honey
- Swicy!
- Swangy!
- Swavoury!
- Philly Cheesesteak Bagel Spread
- Mushrooms
- Yuzu
- Olive Oil
- Black Garlic
- N'duja
- Seaweed

EXISTING

- Mustard
- Sriracha
- Cinnamon Sugar
- Heirloom Tomato

CUISINES & DISHES

EMERGING

- Beef Tallow
- Rhubarb Gin
- Doing “IT” Right
- Shaved Ice
- Stuffed naan
- Savoury Pancakes
- Glickles
- Hyper Local Beer & Wine
- Burger Quesadillas
- Gourmet Jello

DEVELOPING

- Savoury Croissants
- Pop-up Food Trucks
- Wellness Drinks
- Jollof
- Smaller Portions
- Chickpea Fries
- Upcycling
- Savoury Sweets
- Mocktails
- Sourdough
- Gochujang

EXISTING

- Shrimp Cocktail
- Sunday Night Meatloaf
- Food is Family
- Meringue

COOKING METHODS & EQUIPMENT

EMERGING

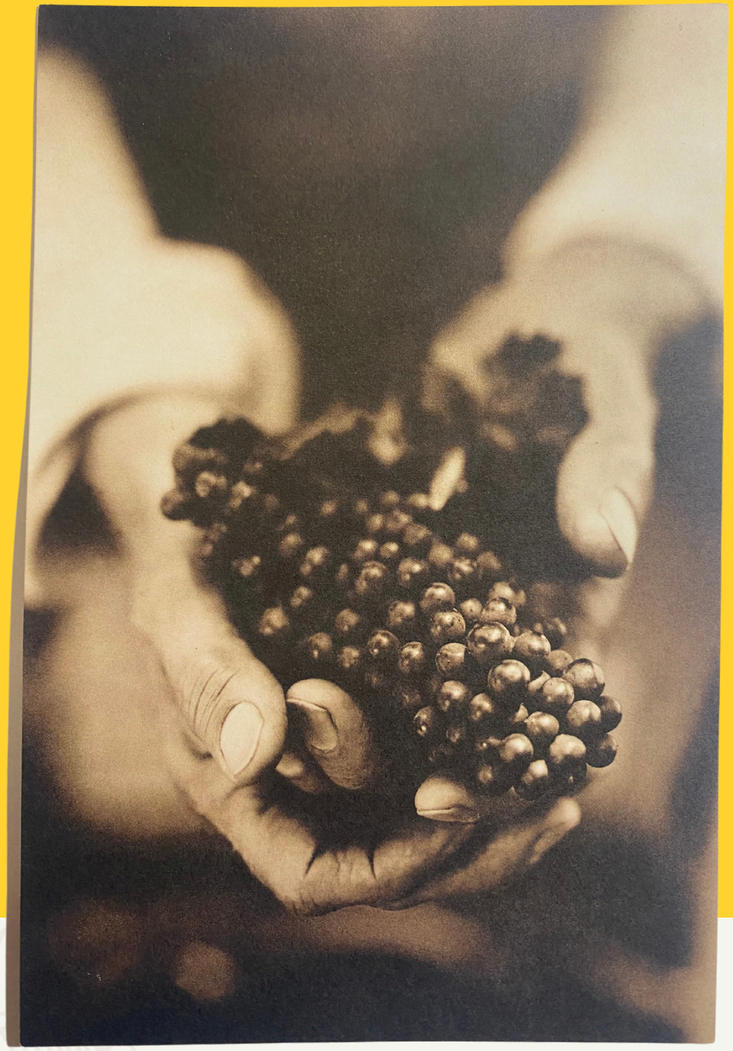
- ✓ Micro-restaurants
- ✓ Thermomix
- ✓ Vitamix
- ✓ Pressure Cookers

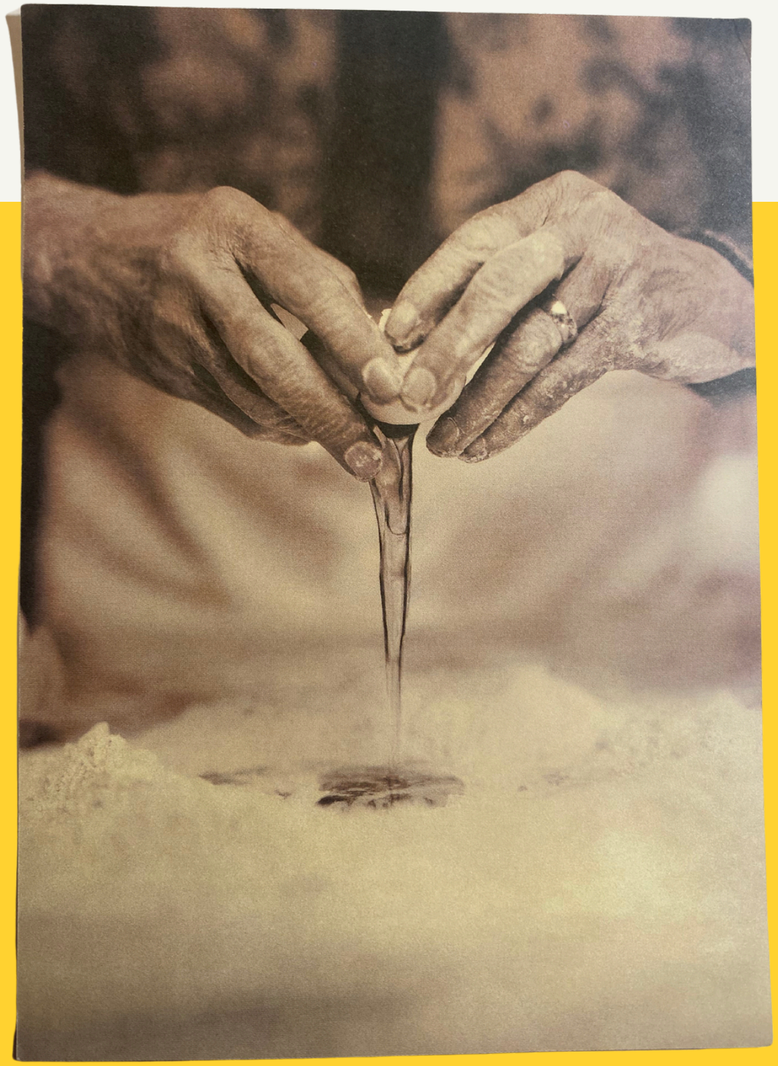
DEVELOPING

- ✓ Sous vide
- ✓ Fermentation
- ✓ Food Halls
- ✓ Grill pans
- ✓ Grocerants

EXISTING

- ✓ Carmelized
- ✓ Braising
- ♡ Cookbooks
- ✓ Culinary Travels





TO DO LIST...

#1 Be Inspired

#2 Create Great Food

#3 Gather around the table to eat

TATSE! TASTE! TASTE!

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

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Culinary Concierge