

ASDA

TREND BOOK

2023/24

TREND BOOK 2023/24

INTRODUCTION

"Welcome to the second Asda Trend Book. Throughout this guide, we outline the key themes that will guide Asda's food and drink product development over the next 18 months. Building on existing trends and uncovering what's new and emerging, we use this insight to inspire and push our thinking when it comes to developing our Own Brand range. At Asda, we dare to surprise and delight when it comes to quality, taste and innovation at remarkable value. We're so excited to share these trends with you and offer insight into what will be shaping our upcoming ranges and products."

Sam Dickson

Acting Chief Customer Officer

"Following our inaugural Trend Book last year, we're proud to share its latest iteration and excited to see how it informs our product development over the coming months. We have spent months researching and identifying seven mega trends emerging in the UK food scene, alongside delving deeper into the relevant social and cultural drivers behind them. Over the next 18 months, we'll start to see these trends become increasingly popular on supermarket shelves in a way that's accessible for customers."

Jonathan Moore

Senior Director of Food Trends and Innovation

Last year, we looked at how pandemic effects and climate crisis were impacting consumers' day-to-day decisions. Health and sustainability were top concerns, but consumers were also looking for adventure in food. This year, the story has evolved...

Political uncertainty, supply chain crises and the cost-of-living crisis have upped the pressure stakes even further. Bearing this in mind, in the following pages we will use our expertise in future trend foresight to interpret key food trends on the horizon.

We will look at trending dishes, cuisines, flavours, techniques, health, new food sources, plant-based, fusion cooking, mashups... and much more! We will also delve into the core social and cultural drivers underpinning these trends, and how they are manifesting day-to-day.

So sit back, and happy reading!

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SOCIAL & CULTURAL DRIVERS

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This year we have identified 7 'mega trends' in food... more on these later! First, in order to fully understand why these trends are so influential in food, we must first dig down into the social and cultural drivers that underpin them.

This year, we have focused on 4 relevant social and cultural drivers:

UNDER PRESSURE // DISTRACT & DISPLACE // BRAVE NEW WORLD // HEALTH WISE

UNDERPRESSURE

In a less stable world, where people are struggling to maintain control of their health and finances, they are looking to take direct action to relieve the pressure.

Ways to help make food more healthy, affordable and accessible are being more and more widely sought after. Brands which can also help us regain the sense of control of our lives and health, using innovation, are widely welcomed.

As a way out from this difficult world, we conversely look for distractions which take us away from all of it...



A reaction to bad news is to escape, seek comfort and safety...

And food is a primal way to evoke 'otherness'; a way to explore the flavours of faraway places, as well as our senses themselves.

The world is also waking up to the reality that there are more than five senses, as conventionally perceived, opening up the possibility of heightening human experience in new and revolutionary ways.

DISTRACT & DISPLACE

And as it becomes increasingly 'normal' for technology to blend with the person - advancements like the Metaverse challenge our perception of the ways in which we can interact with and appreciate food itself.





As we are more clearly seeing the physical effects of global warming, we are learning to respect and treasure all elemental products of the earth, many of which are unseen, overlooked or previously not valued.

We are also looking for innovative, practical solutions to tackle the problems the world is facing – from using modern technology to find new food sources, to diversifying from staple crops to new (or indeed, ancient!) alternatives that are fit for the new climate conditions we find ourselves living in.

BRAVE NEW WORLD



HEALTHWISE

People are struggling to make the right decisions to become 'healthier', and the pressure to be perfect seems increasingly burdensome. But the fact remains that we all want to live longer, and better.

So, more than ever, we are seeking new, clever, easier and less expensive ways to change our habits in order to improve health and longevity.

And, in the world of food, the secrets of health can be more easily accessed by anyone, as technology and processes are being exploited in new dynamic ways for the benefit of all.



TREND BOOK 2023/24





All 'MEGA TRENDS' in this book are flagged with the following icons, as relevant:

NEW TRENDS FOR 2023/24



EVOLVING TRENDS FROM PREVIOUS YEAR



In this chapter we delve into the 'MEGA TRENDS' which will influence how consumers eat, cook, dine out and shop in the coming years.

We've identified 7 'MEGA TRENDS' that we will delve into in the pages to follow:

AROUND THE WORLD // EVERYDAY HEROES // EDIBLE JOY // SENSORY EVOLUTION //
UNLOCK TIME & MONEY // ACCESSIBLE HEALTH // FOOD ODYSSEY



AROUND THE WORLD

Last year consumers leaned into global cuisines like Korean, Japanese, Mexican and West African to satisfy their culinary curiosity. This year they are still curious to try new flavours, dishes and techniques - but of course, they are also minding their wallets.

That means they're leaning into 'forever favourites' like Italian and American, as well as comforting British classics and carbs galore - pasta, noodles and more.

And while diners might be seeking comfort in these familiar bases, they also want newness and adventure... which means regional varieties and inventive twists galore.

Bold fusion is a recurring theme this year, with Korean and Japanese proving a particularly fruitful source of creative, gourmet twists on well-known dishes.

CONTENTS: ITALIAN 2.0 // AMERICANA // ICONIC BRITISH // BOLD FUSION // KOREAN & JAPANESE //NOODLES & DUMPLINGS

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I ITALIAN 2.0 **②**

A 'forever favourite', Italian cuisine has a new lease on life. Familiar favourites like lasagne, pizza and pasta remain popular, but it's time to add flair or regionality to grab attention.

Gourmet twists and fusions also take Italian dishes and ingredients to the next level – e.g. wafu (Japanese-Italian) pasta, but also Korean, Chinese and even Indian influences.

'Cheffy' techniques bring new life to favourites, think 'hundred layer' lasagnes or pepperoni 'crisps', while Italian deli-inspired sandwiches get modern makeovers.

In pizza, regional takes like Roman pizza alla pala gain momentum, and dessert chefs think beyond tiramisu and gelato to the likes of maritozzi (cream buns) and bombolini (doughnuts).

KEY OPPORTUNITIES

- Global twists e.g. Japanese (miso Bolognese), Indian (malai rigatoni)
- Lasagne 2.0 e.g. deep-fried
- Regional (e.g. Roman) pizza
- Loaded 'muffuletta' and focaccia sandwich with fusion/unexpected fillings
- Milanese and meatballs with a twist
- Italian puddings e.g. maritozzi, bombolini, semifreddo

GOCHUJANG SPAGHETTI

Muse, Mumbai, India



TRENDING INGREDIENTS

Mortadella, 'nduja, anchovy, stracciatella, parmesan, truffle, tonnato, romanesco, fennel, artichoke, focaccia, cacio e pepe, pesto, polenta



MALAI BAKED ZITI; KEEMA LASAGNE; MASALA MAC & CHEESE

Pijja Palace, LA, USA



BOMBOLINI/

Pistachio pastry cream & vanill bean ice cream

Rossoblu, LA, USA



MEGA TRENDS // AROUND THE WORLD 15

PEPPERONI 'CRISPS' WITH HOT HONEY

Luca Italian, Liverpool, UK

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MEGA TRENDS // AROUND THE WORLD 17

AMERICANA

Consumers are retreating into the comfort of all things Americana. Burgers remain popular, but chefs give them gourmet twists - think new buns (croissant or bagel carriers), meat (lesser known game) and cheese (homemade beer cheese).

Loaded fries are still going strong, with mashup twists - e.g. bulgogi beef-loaded cheesy tater tots.

Buttermilk fried chicken is inescapable but with plenty of innovation – e.g. presoaking chicken in Japanese koji, before breading and frying.

Meanwhile consumers grow ever more knowledgeable about regionality, especially when it comes to comfort food, BBQ and pizza.

So, dishes like Chicago tavern (thin) pizza, New Orleans po'boys, New England chowder and New Haven pizza gain momentum this side of the pond.

And, of course, our sense of 'borrowed nostalgia' from the States means we treat our inner child with the likes of ice cream sandwiches and corn dogs.

KATSU CURRY TATER TOTS

Wholesome Junkies, Manchester, UK



KEY OPPORTUNITIES

- Regional comfort e.g. New England chowder,
- Lesser known regional pizzas e.g. New Haven, Chicago thin-crust
- Gourmet burgers and fried chicken e.g. croissant/ bagel carriers, global twists like kimchi, kewpie mayo
- Classic sandwiches e.g. Po' Boys, Reuben, Philly cheesesteak
- Globally loaded and Fries 2.0 e.g. bulgogi beef fries, katsu curry tater tots
- Borrowed nostalgia' e.g. milk & cookies, corn dogs
- Condiments 2.0 e.g. gourmet ranch, blue cheese mayo, fruity hot sauce

TRENDING INGREDIENTS

3BQ and smoked meats, corn, kale, potatoes, pickles, oumpkin, jam, Old Bay and cajun seasoning, ranch, :housand island



TRUFFLE CROISSANT BURGER

Haché London, UK



DOUGHNUTS/

Cereal milk malted cornflake crunch, Cocopops custard, Cheerios salted honey custard & Cinnamon toast crunch cheesecake

DGHNT, Manchester, UK



CHICAGO TAVERN PIZZA WITH A 'CRACKER THIN' BASE

Kim's Uncle Pizze, Chicago, USA

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I ICONIC BRITISH ♥

For true comfort, diners are finally steering into our own British food culture with gourmet upgrades of classic dishes gracing menus, from street food through to fine dining – ham, egg and chips... in a breakfast wrap, mash with curry-spiced gravy, or chip butties stuffed with steak tartare.

Provenance is key here, with seasonal and local ingredients called out with pride. These take classic formats like a Sunday roast to the next level.

And much-loved British brands are used in novel ways – e.g. Branston Pickle mayo or Boddingtons chutney.

Meanwhile classic pub staples are given gourmet and global twists - e.g. beef teriyaki pie or Thai sausage rolls. Local specialties like haggis and jellied eel are moving into the spotlight, and incorporated into unexpected formats, such as haggis scotch egg.

And, of course, there's always room for elevenses and afternoon tea, which means plenty of classic sandwiches, sponge cakes, cheese on toast and more.

HAM, CARROTS AND PARSLEY SAUCE

Café Deco, London, UK



KEY OPPORTUNITIES

- Scotch egg and sausage roll 2.0 e.g. using duck, haggis, 'nduja or black pudding
- Global pies e.g. keema shepherd's pie
- Named British brand twists (Marmite, Branston pickle, Guinness)
- Gourmet fish & chips or fish pie
- Retro and home cooking favourites ham, egg & chips, toad in the hole, sausage and mash
- Sandwiches chip butty, cheddar and pickle 2.0
- 'Next gen' rarebit & cheese on toast

TRENDING INGREDIENTS

Seafood, haggis, sausage, ham, duck, cheddar, pickles, potatoes, egg, toast, berries, sea buckthorn, seaweed, sauces (tartare, picallili, brown sauce, ketchup, horseradish)



FISH & CHIP PIE

@pinchofnom, Instagram, UK



DUCK SCOTCH EGG WITH PARSNIP PUREE

The Edinburgh Castle, Manchester, UK



MEGA TRENDS // AROUND THE WORLD 19

DEVON CRAB RAREBIT WITH CRÈME FRAICHE AND PEPPER

Quality Chop House, London, UK

BOLD FUSION @

Fusion' is no longer a dirty word, and diners are in need of distraction... So chefs are hrowing out the rules and playing with unexpected, surprising, fun and bold cuisine: mashups that are designed to catch attention.

Indian-Italian, Asian-Mexican, French-Chinese, British-American; anything and everything goes, as long as deliciousness is at the core.

Many lean on familiar, favourite formats – tacos, pizzas, fish and chips, dumplings and noodles – as the canvas to get creative.

Think sashimi tacos, pizza loaded with curry and poppadoms, noodles with Mexican beef birria, wontons filled with French onion soup, and more.

Unsurprisingly, burgers and sandwiches are a go-to format; new wave fusion means they can be loaded with ingredients from 2, 3 or even 4 different cuisines - e.g.

And not to be left out, sweet dishes are also getting a bold fusion makeover, often plurring the lines between sweet/savoury and dessert/main with the likes of ice cream sundaes topped with hot sauce and soy caramel.

CHEESEBURGER WONTONS WITH MAC & CHEESE SAUCE

Burger & Beyond, London, UK



KEY OPPORTUNITIES

- Asian-Mexican, Indian-American, Chinese-European
- Pizza everything e.g. pizza with Thai toppings
- Indian twists on forever-favourites e.g. chicken burger with Indian curry sauce
- Burgers and Hot Dogs 2.0 go big and bold e.g. added birria (slow cooked, spiced meat) broth for dipping
- Dumplings filled with cheeseburger, French onion soup, chilli dog fixings, haggis
- All day fusion brunch (e.g. kimchi shakshuka eggs) to dessert (e.g. matcha crepes)
- 'No rules' ethos for party food and celebration
- Ice cream sundaes & sandos, with global twists

TRENDING INGREDIENTS

Burger sauce, cheese, curry spice, kimchi, katsu kewpie mayo, pickles, gravy, tortillas, dumplings pread/dough, nuts. caramel



BEEF BRISKET THAI GREEN CURRY

Curry Boys BBQ, Texas, USA



CINCO DE MAYO TACO PIZZA SAUCE

Tony Baloneys, New Jersey, USA



CHOW NAI SUNDAE/

Malted fried milk custard, ovaltine hot fudge, buttered peanuts + optional pork floss

Bonnie's, NYC, USA

KOREAN & JAPANESE TWIST

Building on the growth in popularity of Korean and Japanese food/culture over the last year, these two Asian cuisines are now the frontrunners for foodie fusion creations.

As seen in Italian 2.0, there is incorporation into classic pasta dishes with the likes of kimchi carbonara and miso Bolognese appearing on menus. In reverse, Italian ingredients fill Japanese dumplings like gyoza.

Korean bulgogi (marinated meat) has been seen on pizzas and in tacos, and Japanese ramen plays host to fried chicken, chorizo and even Mexican birria.

Meanwhile, more and more food-focused consumers load their pantries with key Korean and Japanese staples like miso, katsu, gochujang, kewpie mayo and seaweed... using just a little of any of these ingredients gives a big flavour/fusion payoff.

CACIO E PEPE GYOZA FRITTI

Pasta Ramen, USA



KEY OPPORTUNITIES

- Ramen with western touches e.g. grated cheddar
- Korean-Italian (e.g. gochujang Bolognese) and Japanese Italian (e.g. 'nduja filled gyoza)
- Yang nyum chicken (Korean fried chicken with sweetspicy sauce)
- Mexican mashups e.g. Birria ramen, bulgogi tacos
- Sweets and dessert e.g. matcha cheesecake, mochi cake

TRENDING INGREDIENTS

Miso, koji, kimchi, daikon, gochujang, ssamjang, yuzu, matcha, sesame, seaweed, kewpie mayo, yuzu kosho, teriyaki sauce, katsu, tofu, BBQ meat, galbi and bulgogi marinade



FOCACCIA/

Cauliflower karaage, sauerkraut, pickled cucumber, fermented chilli mayo

Larry's, London, UK



MATCHA MOCHI FRENCH TOAST

Kimika, NYC, USA



K CLUCK BURGER/

Yang nyum, jalapeño cream cheese, smoked bacon, cheese

The Korean Cowgirl, London, UK

NOODLES & DUMPLINGS &

Fueled by the cost of living crisis, noodles are taking over from their Italian predecessor (pasta) as the go-to cheap and cheerful choice... But not just any old, plain noodles!

TikTok overflows with hacks for getting the best out of them, including in-advance prep designed for just adding boiling water when the mood for a brothy, nutritious soup strikes... and fast!

Out-of-home, more regional variations - namely Northern Chinese, South East Asian and Filipino - have come into their own, often in fun forms like loaded into sandwiches or enhanced with unexpected global flavours.

Dumplings, meanwhile, have made their way into the frozen aisles of stores, with more interesting fillings (like pork and truffle), bringing a new twist to an easy, microwayable snack.

Chinese bao and dim sum, Nepalese momo and Filipino lumpia bring interesting regional takes to the table, brought up to date with cuisine fusion inspirations.

SEASONAL LAMB AND FENNEL WONTONS

My Neighbours The Dumplings, London, UK



KEY OPPORTUNITIES

- Easy gourmet ramen and pho 'hacks'
- Twisted noodle mashups e.g. mi goreng noodle jaffle (toastie)
- Go regional e.g. travel across Chinese regional noodle varieties (Yunnan Hunan etc.)
- Frozen dumplings with seasonal/fusion fillings
- Filipino noodles (pancit)
- Breakfast and brunch noodles

TRENDING INGREDIENTS

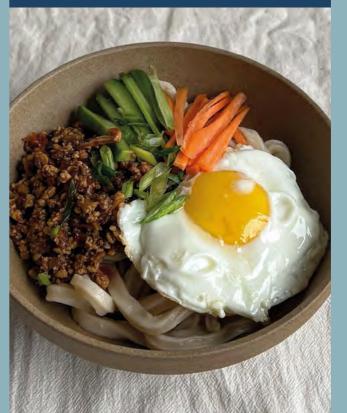
Rice/egg noodles, hand torn noodles, egg, minced meat, plant-based alternatives, wontons, momos, gyoza, chilli sauce, vinegar, tofu



MI GORENG NOODLES/

Roast chicken, spring onion, kewpie mayo, kecap manis, sweet chilli sauce, & cheese in a sando

Tim's Toasties, Melbourne, AUS



NORTHERN CHINESE ZHAJIANGMIAN NOODLES/

With tofu, miso, and oyster mushrooms

@brothertofu, Instagram



PANCIT LOMI/

(Filipino noodles) - lomi noodles, wood ear mushrooms, shiitakes, carrots, cabbage, egg drop sarsa & pickled onions

Musang, Seattle, USA

TREND BOOK AW22/SS23

NOTES & NOTES & NOTES & NOTES...



EVERYDAY HEROES

As consumer purse strings are tightened, they're still looking for excitement and enjoyment around mealtimes, but without breaking the bank. Enter, a renewed love of humble favourites.

Budget-friendly vegetables are given a new lease of life as the centrepiece of main dishes. Diners are turning to beige delights for substantial and filling comfort, while simple-but-versatile toast is getting revamped.

Sandwiches are in a new league - going from simple bread and filling to global flavours, overloaded stacks and speciality breads

Lastly, breakfast gets a fun makeover driven by online recipes creating unexpected mashups. Brunch from around the globe is being embraced, and often with twists.

CONTENTS: NOT-SO-HUMBLE-VEG // SANDWICH 2.0 // TOAST IT // BREAKFAST, REVAMPED

NOT-SO-HUMBLE-VEG ↔

Driven by the surge in plant-based eating, diners are increasingly seeing vegetables as the main event in a meal. This year, they're particularly turning to the natural goodness of veg in the face of rising grocery prices which can make meat less affordable.

What's more, they are increasingly won over by the most humble of vegetables.

Once thought of as 'basket fillers', now the likes of onions, leeks, carrots,
mushrooms, sweetcorn and courgettes shine bright, when they are prepared with
time, skill and care.

Global ingredients are important with strong flavours key in upping the ante of familiar veg. Classic Mexican and Korean dishes (like Mexican elote or Korean cheesy corn) bring a whole new experience to the table.

But, perhaps the biggest, not-so-humble star is... the potato! Classic French dishes like dauphinoise make a comeback, while baked and roasted potatoes move into focus loaded with interesting toppings.

'LEEK LOAF'

@badtaste.biz, Instagram, Online



KEY OPPORTUNITIES

- Potatoes, made over e.g. gourmet loaded jackets, with global fillings
- Deep fried onion with interesting dressings
- 'Meaty' names e.g. mushroom wings, corn ribs
- Focus on technique e.g. '15 hour' potatoes
- 'Hasselback everything' for added texture (e.g. hasselback courgettes)
- Global dishes (e.g. Mexican corn elotes) and flavours (e.g. potatoes spiced with fenugreek, asafoetida, cumin)

TRENDING INGREDIENTS

arissa, chimichurri, mojo verde, garlic, butter, orseradish, herbs, cheese, mayo, onion, potatoes, auliflower, corn, mushrooms, squash, sweet potato, ourgette. leek



LOADED ROASTIES/

With chipotle jam, roasted yeast mayonnaise, seeds, mushroom ketchup and special reserve Lancashire cheese

Elnecot, Manchester, UK



HASSELBACK COURGETTE/

With rose harissa, mint and lemon yoghurt, pomegranate

The Three Hills, Cambridgeshire, UK



POLENTA CRUMBED OYSTER MUSHROOMS/

Served with a side of tomato mojo verde

Rovi, London, UK

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SANDWICHES 2.0 ©

Sandwiches are going 'next level', with overloaded fillings, global inspirations and new carriers.

Where burgers led the way during previous recessionary times, sandwiches now step into the spotlight as bread+filling provides a cheap 'n' cheerful, versatile canvas to get creative... and gourmet!

Fried chicken is particularly notable, with super spicy or sweet glazes, as well as those inspired by Asian cuisines with the rise of Korean yangnyeom, Japanese katsu and even Indian influences.

Revived classics like toasties and jaffles sit alongside piled high Reubens and supersized egg mayos. Other chefs turn to global formats like Mexican tortas, South American arepas or Indian Vada Pav.

Carriers take global inspiration too, such as from the Italian deli with fluffy focaccia and giant ciabatta rolls. Indian paratha and roti bring wraps up to date, and croissants provide fun experimentation by adding a sweet twist.

BONELESS FRIED CHICKEN WING SANDWICH/

With aioli, green sauce and a fried egg

Sandwich Sandwich, Brighton, UK



KEY OPPORTUNITIES

- Fried chicken sandwiches, made over e.g. chicken katsu jaffle with curry dip, Indian fried chicken sandwich with raita and chutney
- European inspired e.g. twisted Croque monsieur or overloaded Italian deli focaccia with global fillings
- Revived classics e.g. cheese toasties/jaffles, Reuben, egg mayo
- Global formats e.g. bahn mi, arepas, tortas, vada pav
- Wraps 2.0 e.g. oversized, pita, roti
- Breakfast sandwiches filled with double carb hash brown or rosti
- 'Flavour bomb' and global condiments to elevate simple/classic sandos

TRENDING INGREDIENTS

Mayonnaise, aioli sriracha, sambal, miso, honey, gochujang, buffalo, harissa, chimichurri, cheese, foccaccia, paratha, fried chicken, truffle, Spam, PB&J, croissant



LAMB RAGU JAFFLE

Toastettes, Sydney, Australia



CRISPY PORK BELLY FOCACCIA SANDWICH/

With aioli, green sauce and a fried eg

Nag's Head, Cheshire, UK



VADA PAV/

Spiced potato dumpling, chutney in bread bun

Bundobust, Manchester, UK

TOAST IT

Toast is a true all-day food and it's getting more attention thanks to its 'no frills' simplicity and versatility.

Bread is a cheap and cheerful carrier, and everyone wants to discover 'the new avo toast'.

TikTok bursts with 'things on toast'. 2023 launched with Pinch of Nom's viral Viking toast (a healthier twist on Welsh rarebit), which follows in the wake of custard, ricotta and pizza toast viral sensations.

Sourdough and artisan loaves remain popular, but the current climate has also driven a movement toward plain, sliced, white bread, along with affordable and nostalgic toppings like chocolate spread, baked beans or boiled egg.

Gourmet twists and overloaded slices bring a talking point to the simple dish - and so too do global inspirations and the occasional double-carb action.

VIRAL VIKING TOAST (LIGHTER CHEESE RAREBIT AND CARAMELISED ONION)

Delicious, AUS

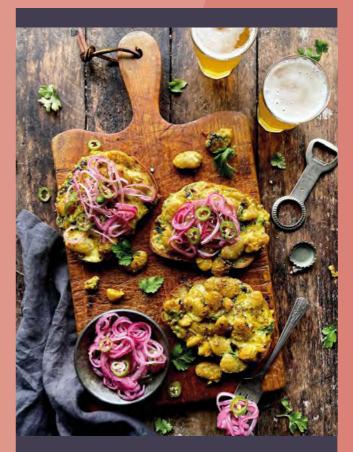


KEY OPPORTUNITIES

- Viral toppings take a cue from Viking, pizza or
 custard toast
- Cheese on toast and Welsh rarebit twists e.g. add harissa or sriracha
- Find the 'new avo toast' e.g. squash, or mushroom toast?
- Piled high e.g. roast dinner on toast
- Gourmet twists to classics e.g. curried beans, creamy Marmite mushrooms
- 'Grown up Nutella Toast'

TRENDING INGREDIENTS

Chocolate spread, nut butters, jam, cheese, beans, ricotta, custard, harissa, labneh, chimichurri, sriracha, not sauce, egg



CHEESY, CURRIED BUTTER BEANS ON TOAST

@rainydaybites, Instagram



TOAST FINGERS, LABNEH AND EGGS

Good Thanks, NYC, USA



'ROAST ON TOAST'/

Turkey, stuffing and roasted carrot on toast with homemade gravy

Toast, Manchester, UK

BREAKFAST, REVAMPED **

Breakfast is no longer limited to just the first bite of the day... now it's an all day meal, and a source of joy.

Brunch grows as an occasion meal - being more affordable than an expensive dinner out - while plates of 'brinner' (breakfast for dinner) do the rounds on Instagram.

Format mashups and unexpected ingredients create a sense of novelty - like pancake spaghetti or breakfast pasta.

Cereals get a new lease on life as an easy and inexpensive all-day-treat too.

Pancakes and French toast get a savoury makeover, while global twists are especially prominent, with Korean and Latin American ingredient touches.

But perhaps the star cuisine influence here is Middle Eastern, with pantry ingredients like za'atar and dukkah, and dishes like Isreali shakshuka and Turkish baked eggs becoming more mainstream.

BRAISED EGGS WITH LEEKS AND ZA'ATAR

@peckhamchef, Instagram

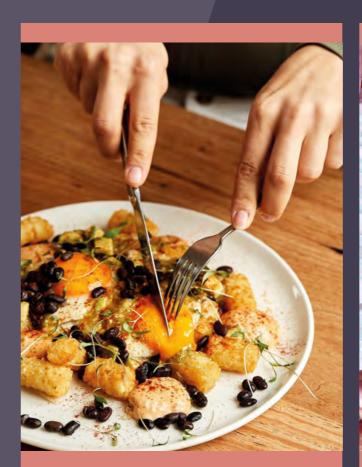


KEY OPPORTUNITIES

- Pancake mashups e.g. pancake spaghetti, cereal
- Globally seasoned eggs e.g. za'atar, mole, ramen seasoning
- Savoury pancakes & French toast e.g. carrot loaf
 French toast with savoury syrup
- Unexpected all-day breakfasts like breakfast salads, pasta, tater tots
- Filled hash browns
- Mexican inspiration e.g. huevos sucios/rancheros, chilaquiles
- Loaded and twisted croissants e.g. double baked blackforest croissant

TRENDING INGREDIENTS

Eggs, za'atar, dukkah, labneh, merguez sausage, kimchi, mole, chipotle, sriracha, cheese, porridge, chorizo, 'nduja, nut butter, jam and jelly



'HUEVOS SUCIOS' WITH TATER TOTS

Archies All Day, Melbourne, AUS



MACARONI PASTA/

With crisped guanciale topped with salted ricotta and a slow-cooked egg

Small Axe Kitchen, Melbourne, AUS



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PANCAKE SPAGHETTI/

With strawberry jam and white chocolate

@anoukgdgbuur, Instagram

I NOTES & NOTES & NOTES & NOTES...

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EDIBLE JOY

These days, the bad news headlines are seemingly endless. So consumers are looking for a distraction from the doom-scroll, and there's no better place to turn to for moments of joy than... food, of course!

Classical French patisserie makes a return with 'next level' croissants galore and globally inspired bakery treats - all fed by an urge for 'special but affordable' treats.

Nostalgia continues to be a big player, as people look to familiar childhood treats - e.g. smiley faces and fish fingers. And the 'retro sweet' trend sees those classic desserts popular in the 70s or 80s revitalised for modern tastes.

But it's not all about the familiar, consumers are also finding joy in baked treats from across the globe

Meanwhile, the appetite for over-the-top fun and sharing food grows as people look for any excuse to get together and party.

CONTENTS: FOOD HUGS // INNER CHILD // RETRO SWEET // EAT PLAY LOVE // PASTRY TREATS // GLOBAL BAKES

FOOD HUGS @

It's no surprise that people are leaning into comfort foods - i.e. food that feels like a warm hug.

For some, it's all about failsafe, belly-filling, 'ugly but delicious' beige and brown foods... things like porridge, pies, mash and gravy, casseroles etc.

So, creative cooks kick these up with inventive and global twists; think Asian inspired congee (rice porridge) in lieu of oats, or seaweed added to beef casserole

Cooks reimagine traditional favourites like Sunday roast, hot dogs and burgers with fun, gourmet twists. Comforting soups and stews are made-over too, and take inspiration from other dishes... Mexican birria soup with crumbled nacho croutons, for example.

Meanwhile, 'borrowed nostalgia' brings more cosy food from the States to our shores... e.g. fried chicken and biscuits, or shrimp and grits. Not to be outdone, classic British dishes get global twists - think ginger beer battered fish or Massaman roast chicken.

And, last but not least, pudding! In desserts, flavours are bold but warming, with the likes of butterscotch. Horlicks and molasses trending.

LASAGNE PIE

Catalyst Coffee Roasters, London, UK



KEY OPPORTUNITIES

- Soups with a twist e.g. French onion soup with anocchi instead of croutons
- Global pies e.g. Indian-spiced Shepherd's pie with garam masala, ginger, turmeric
- Sunday Roast with global spices and condiments e.g. suya roast beef, or Chinese-spiced chicken
- American style e.g. 'pot pie', pan fried chicken, biscuits and white gravy
- Gravy-flavoured (e.g. gravy mayo)... and flavoured gravy (e.g. miso gravy)
- 'Brown' stews and casseroles made gourmet e.g.
 use lesser known game meat instead of beef
- Comforting, classic flavours e.g. Horlicks in modern desserts
- 'Pimped up porridge' with seasonal and gourmet toppings



CHEESEBURGER SOUP

@thecozycook, Instagram, USA



CORNISH SHEPHERD'S PIE/

Slow cooked lamb shoulder & seaweed ragu

The Mariners, Cornwall, UK



RICE PORRIDGE/

With gooseberry compote, coffee truffle and coconut whip

ADJØ, Dunedin, New Zealand

INNER CHILD @

There's nothing more reassuring in tough times than escaping to the simplicity of childhood. We've seen literal returns to the past with Heinz's re-release of 90s favourite the Beanz Pizza, but innovative chefs are also taking these ideas to the next level.

Potato smiley faces are seasoned with Chinese spices, for example, while American favourite tater tots are loaded high with the likes of katsu curry and ground cheeseburger. Even the once maligned 'turkey' twizzlers are given a gourmet makeover.

Simple childhood dinners are revitalised, with garlic butter centres making Kyivs of everything from hake to chicken nuggets, while nostalgic crisps, egg and soldiers, beans on toast and PB&J are also given grown up upgrades.

Away from the food itself, much of the language employed is designed to evoke those school-day memories – e.g. 'happy meals', 'lunch lady' pizzas and 'Grandma's' recipes.

'MCDONALD'S' APPLE PIE WITH MISO CARAMEL

Super Happy, Manchester, UK



KEY OPPORTUNITIES

- Potato favourites e.g. Smileys with new, or global twists
- Grown up 'crisps & dip' e.g. salt & vinegar crisps and mushroom dip
- PB&J twists e.g. PB&J cupcakes
- 'Happy Meals' for grown ups
- Gourmet 'egg and soldiers' and 'beans on toast'
- School dinners like 'new' twizzlers, Kyiv fish fingers, French bread pizza

TRENDING INGREDIENTS

Potatoes (fries, tots, smileys, etc), crisps, burgers, hot dogs, pizza, fish fingers, baked beans, cookies, PB&J, ice cream



FRENCH BREAD PIZZA

Patti Ann's, NYC, USA



COD ROE AND FRAZZLES

Norman's Café, London, UK



HOMEMADE 'SPRAY CAN CHEESE' WITH CRACKERS

@mollyyeh, Instagram, online

RETRO SWEET @

With TV reaching back to the 70s and 80s for inspiration and styling, this trend of retro appreciation has found it's way across to food and, in particular, desserts

Retro puddings are having a resurgence, as baked Alaska, crème brulee, ric pudding and tiramisu grace menus untouched, in their classical form.

There's also room for innovation and play, from subtle ingredient twists

- e.g. salted honey crème brulee - to bold takes - e.g. deep fried bread &
butter pudding

Ice cream flavours especially take inspiration from these dessert menus, with lemon meringue, tiramisu and crème brulee complete with torched sugar top.

SPOTTED DICK, PICKLED RAISINS, DATE CARAMEL, YELLOW CUSTARD

@whyte_rushen, Instagram, UK



KEY OPPORTUNITIES

- Baked Alaska riffs e.g. roulade format, banoffee tropical flavours
- Crème brulée twists e.g. chewy brulée cookie
- Rice pudding with new grains and 'fancy' preserves
- Tiramisu... pies, choux puffs, croissants, etc
- Sticky toffee and bread & butter pudding mashups (STP pies, deep fried bread pudding squares)
- Build-vour-own 'banana split' kits



BAKED SALTED HONEY CUSTARD

The Edinburgh Castle, Manchester, UK



BANANA SPLIT CROISSANT

Lune Croissanterie, Sydney, AUS



CREAMY RICE PUDDING WITH CHESTNUTS

@foodstories, Instagram, USA

EAT, PLAY, LOVE

It's time to party. People are tired of their own company on the back of the pandemic and, in the current climate, looking for any excuse to celebrate...

Small sharing plates hold their popularity, with the desire for a mix-and-match meal making its way onto sharing boards.

Oversized everything also feeds this desire for fun indulgence, with towering celebration cakes, foot-long cookies and giant sharing sandwiches.

Afternoon Tea gets a makeover from classic neat finger sandwiches to incorporating wings, sliders and meat pies for a more substantial meal.

There's also dipping and dunking... and fondue is back, but bigger and better than before - whether incorporated onto a sharing board, or inspired by pizza flavours or roast dinners.

KEY OPPORTUNITIES

- Upgraded fondue set e.g. pizza flavoured with marinara and pepperoni
- New afternoon tea with pork pies, chicken wings, sliders, sushi
- Giant celebration cakes towering 30 layers, oversized sheet cakes, etc
- Mix n match 'build your own' sharing board
- Unexpected oversized e.g. foot-long cookie, foot-long churro





Subwav. USA

Rano



CHICKEN WING AFTERNOON TEA

Randy's Wing Bar, London, UK



30 LAYER CELEBRATION CAKE

@sprinklebakes, Instagram, USA

TRUFFLE CHILLI FONDUE SHARING BOARD

Brewski, Manchester, UK



PASTRY TREATS ②

In the realms of high-end eats, pastries are a relatively accessible treat for budget conscious consumers.

French patisserie and viennoiserie lead this trend, and as a labour of skill are perhaps the one thing to transcend a TikTok hack - irreplicable at home.

Croissants are prominent, especially the 'supreme' – aka filled round croissants inspired by the original from Lafavette (NYC).

Choux gives us eclairs and Paris-brests, often with ingredient updates, such as using rve flour, or fun fillings beyond the traditional (e.g. purple ube).

And there's lots of mille-feuille and canelés... sometimes with a twist, but always executed with classical perfection.

TRUFFLE, GRUYERE & CREAM CHEESE ROUND CROISSANT

La Levain, Singapore



KEY OPPORTUNITIES

- Croissant mashups croffles, cruffins
- New croissant shapes e.g. loaf, cube, round
- Stuffed round croissants ('Supreme'), both sweet and savoury
- Eclair fillings beyond vanilla e.g. ube, blueberry pancake. kev lime
- Canelé combos with Oreo, pecan pie, white chocolate
- Paris Brest with nutty twists like pistachio instead of classic hazelnut
- 'New' flours and grains e.g. teff
- Dessert-inspired (e.g. Tiramisu Danish)





Piu café, Kyoto, Japan



CHOCOLATE AND RYE CHOUX BUN

Manteca, London, UK



PECAN PIE CANELÉ

Babelle, London, UK

GLOBAL BAKES

Building on the popularity of Pastry Treats, global flavours and formats are also being incorporated across the board.

Croissants hold their position as a popular canvas for creativity - with churros, spanakopita, pizza and dim sum all employed for mash-ups.

There's focus on the Middle Eastern pantry as feta, labneh and tahini fill viennoiserie, with savoury seasonings dukkah and za'atar used on top.

Also gaining momentum are traditional Middle Eastern bakes like babka, bourekas (filled flaky pastry) and manoush'eh (topped flatbread).

Asian cuisines are also influential; the flavours, ingredients and even dishes are worked into the likes of sausage rolls and Danish pastries, to create twists like Vietnamese Banh Mi Danish or Chinese Char Siu Sausage Roll.

KEY OPPORTUNITIES

- Middle Eastern formats including babka, bourekas, manoush'eh, rugelach
- Middle Eastern mashups e.g. labneh filled
- Italian influences e.g. pizza Danish
- Bold, multi-cuisine bakes e.g. flatbread layered with cheddar, brisket, sriracha and chutney



Overoll Croissanterie, Athens, Greece

MIDDLE EASTERN **BOUREKAS**

Bo-re-kas, LA, USA



MISO AUBERGINE **DANISH**

Arôme Bakery, London, UK

SIU MAI SAUSAGE ROLL



TRENDING INGREDIENTS

Labneh, tahini, honey, feta, za'atar, dukkah, rose, harissa, pistachio, Sichuan pepper, shiso, sriracha, teriyaki, miso, yuzu, gochujang, pickles, hot sauce, chutney, preserves

TREND BOOK AW22/SS23

I NOTES & NOTES & NOTES & NOTES...



SENSORY EVOLUTION

A huge part of food's ability to create a distraction is by engaging all of our senses - a major reason why sensory exploration was a big trend last year, and continues to grow and evolve this year.

taste is obviously first and foremost - and we're seeing a development in the flavours used to really tackle our tastebuds. Think powerful 'flavour bomb' ingredients designed to transform a dish entirely, next gen umami exploration, and further blurring of lines between sweet, savoury and salty.

Beyond taste, diners are encouraged to use their hands to get involved, as well as appreciating new aesthetics, while Emerging projects in the metaverse look to reimagine the future of experiential eating altogether.

CONTENTS: FLAVOUR BOMBS // MORE UMAMI // NOT SO SWEET // INTERACTIVE & EXPERIENTIAL // STICK IT // VISUAL 2.0

FLAVOUR BOMBS ©

Wallet-friendly ingredients are given new life by condiments, sauces, pastes and seasonings that add a powerhouse of flavour and can be added to any dish. These are 'flavour' bombs that can elevate any simple bite, into a gourmet meal.

Heat is especially important here with lots of experimentation around global hot sauces - think coffee sriracha, or fruity chipotle.

And bold, herby green sauces like chimichurri, salsa verde, mojo verde and zhoug are paired alongside anything and everything - meat, cheese, pizza, pasta, anything goes.

These flavour bomb ingredients can also be an accessible entry point for exploring global cuisines – and ingredients such as West African suya seasoning or Filipino banana ketchup, are blazing the trail for further authoric dishes to follow

CHILI BOMB SAUCE - HABANERO PEPPERS WITH KAFFIR LEMON

Mum Dim Sum, Paris, France



KEY OPPORTUNITIES

- Flavoured sriracha (e.g. coffee, fruit)
- Mix up tangy green herb sauces from around the world (e.g. twisted chimichurri)
- Global heat employed in unexpected ways e.g. chilli crisp in desserts
- Experiment with global spice blends including
 Mexican tajin, Filipino banana ketchup, West
 African suya
- Fun 'everything' seasonings and flavoured salts (e.g. pizza, ketchup, pickled onion salt)

TRENDING INGREDIENTS

Toum (garlic sauce), horseradish, Korean chilli paste chilli crisp, harissa, chimichurri, mojo verde, zhoug, Filipino banana ketchup, suva, sriracha, taiin



FILIPINO FRIED CHICKEN WITH BANANA KETCHUP

The Chicken Supply, Seattle, USA



PIZZA AND KETCHUP SEASONING

Trader Joe's, USA



SALMON BELLY/

With Salsa verde of Gordal olives, mint, lemon

Bar La Salut, Redfern, AUS

MORE UMAMI®

Savoury umami maintains its position as a favoured flavour profile, and this year we see experimentation go even further.

Multiple umami-rich ingredients are layered together to amp up the savoury effect, with truffle added to soy sauce, noodles cooked in both mushroom garum and white miso, and so on. Truffle and parmesan in particular are everywhere, and often paired together for a bold savoury kick.

Umami is also manifesting in some old classics - e.g. Marmite is being used in exciting new ways, like chicken roasted in Marmite butter, or flapjacks loaded with cheese and Marmite.

As well as flavour, the umami mouthfeel (also known as kokumi - savoury sensation) is sought after and achieved by using ingredients like aged butters or animal fats for added silky richness.

KEY OPPORTUNITIES

- Umami layered condiments e.g. morel and miso tamari
- Super umami dishes e.g. mushroom soup with parmesan, garum and miso noodles
- Animal fats, lardos and cured meats e.g. prosciutto pastry, lardo on toast
- New Marmite uses e.g. Marmite scones, glazing ribs, as pasta sauces
- Bold umami in desserts e.g. tiramisu dusted with mushroom powder



Etch, Hove, UK



UMAMI ÉCLAIR/

With porcini emulsion, duxelles, mushroom garum, cacao nibs, fermented quince glaze & beef prosciutto

Orfali Bros, Dubai, UAE



DAUPHINOISE POTATOES/

With garum marinated mushroom

Noma projects, Norway

MOREL MISO TAMARI

Shared Cultures, USA



TRENDING INGREDIENTS

Truffle, soy, tamari, miso, mushrooms & wild mushrooms, Marmite, koji, garums, anchovy, black garlic, XO sauce, seaweed

NOT SO SWEET @

Boundaries between sweet and savoury continue to blur and go 'next level'.

Bitter notes come into desserts through the use of savoury spices and dressings like cumin in tiramisu, everything bagel seasoning on cheesecakes, or 'good' olive oil poured over vanilla ice cream - which imparts not just savoury flavour, but also savoury mouthfeel.

Bold herbs and vegetables find their way onto dessert menus too with rosemary, parsley, onions, parsnips, fennel, celery and mushroom all being used in creative new ways.

And there's flavour play and mashups, particularly in the guise of 'swicy' (sweet+spicy) and 'swalty' (sweet+salty) - e.g. spicy fries with soft serve ice cream for dipping, ialapeño marmalade on toast...

STICKY TOFFEE-INSPIRED BANANA OLIVE OIL CAKE/

With lime-pickle dulce de leche. cacao nibs, crunchy salt and a drizzle of olive oil *Lil Deb's Oasis, Hudson, NY*



KEY OPPORTUNITIES

- Swalty snacks e.g. s'mores made with salted (instead of sweet) crackers
- Utilise herbs in dessert e.g. shisho cheesecake
- Savoury ice cream finishes e.g. soy sauce caramel, olive oil
- Unexpected veg in sweets e.g. fennel biscotti, candied celery
- Blur lines between meal occasions like desserts and main - e.g. red velvet chicken wings



LOTUS BISCOFF CHICKEN WINGS

Poor Boys, UK



POTATO CHIPS COVERED IN BELGIAN WHITE CHOCOLATE

One World Deli, Manila, Philippines



HONEYCOMB AND ONION JAM ICE CREAM

Van Leeuwen Ice Cream, USA

INTERACTIVE & EXPERIENTIAL ©

Consumers want to get involved with their food, both physically mentally.

They can use their hands and get messy with continued innovation in interactive meal and DIY kits. The whole family get involved with decorating kits, smashable treats or edible games.

And, for the more future thinking... Food brands look to the metaverse as a new medium in which to interact with consumers outside of the physical food.

Branded games within metaverses like Fortnite or Roblox have been launched by food brands e.g. Chipotle with their cook-your-own burrito, or Frank's Red Hot's The Floor is Lava game. These are often associated with real-world prizes and benefits.

Other opportunities include interactive marketing campaigns or collectable NFTs offering tangible perks like entry into launch parties or special edition products.

MCDONALD'S AND KAREN X CHENG CAMPAIGN/

For Year of the Rabbit - including an experiential AR filter and immersive metaverse experience McDonald's, USA



KEY OPPORTUNITIES

- Personalisation kits e.g. Decorate-your-own bao
- Food as a fun activity e.g. Connect 4 with chocolate coins
- Utilise the metaverse to encourage further engagement and educational opportunities – e.g. immersive supermarket and producer tours, games
- Collectable NFTs offering real world benefits

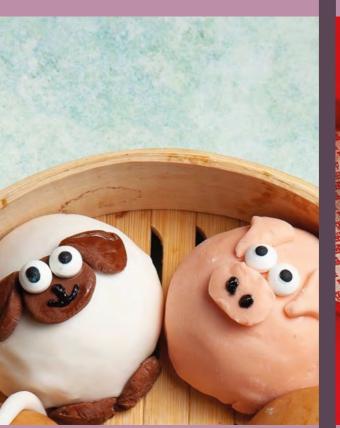
 e.g. loyalty scheme with discounts for certain NFTs



LAUNCH OF THE OREOVERSE/

With cookie themed games and chance to win prizes, accessible by scanning new packaging

Oreo, USA



DECORATE YOUR OWN CUSTARD BAO

Mai Dim Sum, London, UK



SMASHABLE CHOCOLATE HEART FOR VALENTINE'S DAY

Butter Love and Hard Work, USA

STICK IT O

The most elemental way for diners to get involved with their food is by making it handheld - and that's where sticks come in. Building on the desire for interactivity, food on sticks has emerged into a trend in its own right - with a range of foods (whether sweet or savoury) skewered in some way.

Seemingly un-holdable dishes like pasta become a more interactive snack on a stick, especially when served with dipping sauce on the side.

In sweets, croissants, waffles and even slices of cheesecake are drenched in syrups and sauces, loaded with extra toppings and served on a stick for ease of consumption without the need for cutlery.

PASTA ON A STICK

@schueysbbq, Instagram



KEY OPPORTUNITIES

- Corn dogs 2.0 and sausages with dips and toppings.
- Potatoes on sticks crispy spiral potato, cheesecoated tater tots, hash brown bites
- Deconstructed dishes e.g. Patatas bravas with spicy dipping sauce, pasta with cheese sauce for dipping
- Croissants, sweet puff spirals on sticks
- Desserts like cheesecake or 'birthday cake' slices on sticks (the new 'cake pop')



WHITE CHOCOLATE SNICKERS CHEESECAKE ON A STICK

Oh My Cheesecake, Manchester, UK



CROYAKIS - ROSE ISPAHAN OR DULCE DE LECHE FLAVOURS

La Levain, Singapore



TORNADO
POTATOES, RANCH
CREAM & CAVIAR

Rich Table, San Francisco, USA

TREND BOOK 2023/24 MEGA TRENDS // SENSORY EVOLUTION 69

| VISUAL 2.0 @

New aesthetic trends are a move away from the perfectly curated, hyperstyled 'Instagram' dish. With the rise of platforms like BeReal, there is now appetite for more realistic portrayals on our newsfeed... i.e. 'real, not perfect'. And fun, of course!

Creators show their failed attempts and realistically untidy kitchens, capturing the fun that went into creating their dishes. They also embrace rustic serving styles – utilising skillets, jars, chipped porcelain, old chopping boards. and more.

Colours also steer into this idea, with a move away from pretty pastels as vibrant and dark hues finishes take over. Indeed Pantone's colour of the year, purple, is achieved from natural ingredients like ube in both sweet and savoury dishes.

'As nature intended' is also influencing presentation, with realism captured by real flowers, foliage and whole fruits framing dishes.

KEY OPPORTUNITIES

- Bold, deep and vibrant (rather than pastel) colours for cakes and confectionary
- Coloured & patterned pasta e.g. 'purple pasta'
- 'Perfectly imperfect' and 'real, not perfect' aesthetics – e.g. knobbly bread sticks, hand torn mozzarella, fried eggs with messy edges
- Decorations and finishes 'as nature intended' –
 e.g. twigs, branches, herbs, whole plants
 and fruits

WEEKEND-AT-HOME EGGS WITH COOK-FROM-FROZEN PARATHAS

@rocketandsquash, Instagram, UK



35-HOUR BRINED FRIED CHICKEN AND 'EVERYTHING BAGEL' BISCUITS

Bird Dog, NYC



CHOCOLATE & EARL GREY DOME CAKE/

and cherries

Dream Cake Test Kitchen, Chicago, USA

BLACKOUT CUPCAKE





TRENDING INGREDIENTS

Edible flowers, ube, red cabbage, spirulina, butterfly pea flower, purple sweet potato, natural herbs, whole fruit (cherries, berries, etc), meringue, frosting, eggs, chicken, bread, pasta

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UNLOCK TIME & MONEY

Γhe cost-of-living crisis is a key concern for most consumers in 2023. For most, that doesn't just mean finding cheap ways to eat – but also having to work harder to make ends meet, meaning time becomes a premium.

Help is at hand, though. Social media is awash with new accounts popping up to show us how to batch cook on a budget, and put every part of a weekly shop to good use so nothing - not food, nor time, nor money - is wasted.

Quick prep hacks help people eat well and nutritiously on a time-poor lifestyle, without sacrificing on fun at mealtimes.

Product innovation also aids this, along with technological advancements enabling people to fit supermarket shopping seamlessly into busy days.

CONTENTS: QUICK PREP // JUST ADD WATER // CREATIVE CONTACTLESS

TREND BOOK 2023/24

MEGA TRENDS // UNLOCK TIME & MONEY 75

QUICK PREP 🗘

Life gets constantly busier, and consumers are feeling the pinch – with both Their wallets and their schedules. With ever more discerning tastes, home Books are looking for revamped quick prep solutions for a modern world.

Social media is a vital resource for hacks, with #lazygirldinners garnering over 44million views on TikTok, offering tips on prep-light gourmet meals like upgraded instant noodles.

Meal-kits and recipe boxes provide a half-way house for keen cooks who lack time, including 'no cook' kits with added solutions on how to use up leftovers the next day

Air-fryers, crockpots and microwaves also come into their own for side dishes and ready-meals designed to be cooked efficiently.

Other innovation is designed to fit right in with a busy lifestyle, for example frozen soup cubes or the 'deli-wich', created to be taken out of the freezer in the morning and have thawed by Junch

ASIAN STYLE CHICKEN LETTUCE WRAPS WHICH ARE READY IN 5 MINUTES

Local Bounti, USA



KEY OPPORTUNITIES

- Cook-from-frozen products that can be prepped in multiple appliances – e.g. wraps that can go in microwave, air frver or sandwich press
- Efficient recipe boxes e.g. 'ovenless' 30 minute Sunday roast
- 'One stop shop' condiments that can jazz up any meal e.g. is garum the next miso?
- Cooking concentrates to speed up prep time
- Hack recipes e.g. 'ice cube hacks' (like freezing stock, herbs, coffee, baby food)
- Unexpected ingredient hacks e.g. 'hummus pasta'



SOUPER 'STOCK' CUBES

Soupologie, UK



'ICE CUBE TRAY PANCAKE HACK; COOK STRAIGHT FROM FROZEN

@justataste, Instagram, Online



STUFFED BING/

Cook-from-frozen range of stuffed bing (Chinese flatbreads) that can be made in air fryer, oven or a sandwich press; flavours include cheeseburger and buffalo cauliflower

Mings, Bings, USA

JUST ADD WATER

Building on quick prep cooking practices, this is taken a step further with perfectly portioned, pre-prepared meals that only require a tap to finish off.

TikTok videos show off 'lunchbox' or 'mason jar' ramens, complete with dried noodles, seaweed, veg and stock so that only a boil of a kettle is needed for a quick, nutritious meal.

Retail innovation turns to freeze-dried, dehydrated and powdered foods, with new products like on-the-go cereal, dehydrated oat milk or even entire plant-based meals.

Additional benefits of these new formats include lower shipping costs and carbon emissions due to the reduced size and weight of the product, along with long-shelf lives and that all-important more affordable price tag.

FREEZE-DRIED PLANT BASED MEAL SUBSCRIPTION/

flavours including chilli non carne and lentil da

Kencko, USA



KEY OPPORTUNITIES

- Whole, dehydrated meals e.g. cereal bowls, freeze-dried plant-based, mac & cheese
- Kits or deals to encourage at-home prep e.g. mason jar ramen
- Stocking powdered products e.g. oat milk or condiment sachets and passing shipping savings onto consumer
- Easy health benefits e.g. instant smoothies, powdered 'kombucha'



RAISIN BRAN INSTABOWL/

ull bowl of cereal, including milk, from dding cold water

Kelloggs, USA



VIRAL MASON JAR NOODLES AS MADE FAMOUS BY...

@nutritionbykylie, Instagr



OATMILK POWDER THAT USES 90% LESS PACKAGING

Overherd, UK

TREND BOOK 2023/24

MEGA TRENDS // UNLOCK

CREATIVE CONTACTLESS ↔

Contactless and convenient pick-up solutions were adopted over the pandemic for safety reasons (drive-thrus beyond fast food and curbside collection), and now that progress is being built on for timesaving.

Shops utilise kit, such as temperature-controlled carts or smart lockers, for customers to pick up their orders at a time convenient for them, while dark stores (like Deliveroo Hop) allow quick fulfilment of orders through the app or digital kiosks on site.

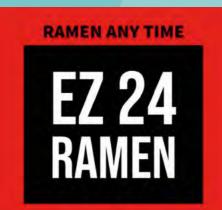
Vending machines move on from pre-packaged snacks with pizzas, burgers and more. This is leading the way for fully automated staff-less restaurants and cafes.

Meanwhile 'phygital' (digital and physical) strategies engage customers where hey are, with on-location push notifications and offers, as well as development of 'just walk out' tech, and smart trolleys that allow for queue skipping with

UK'S FIRST STAFFLESS RESTAURANT OPEN 24 HOURS/

With subscription system to access site any time and use the machines to cook ramen

EZ 24 Ramen, Oxford, UK



KEY OPPORTUNITIES

- Smart & temperature-controlled lockers for storing pre-ordered shops
- Updated trolleys e.g. smart trolley, or pad addon with similar capabilities
- Vending machines offering freshly-cooked meals
- Staff-less sections of the store e.g. café
- Partnership with delivery company to allow for on-demand delivery



FULLY AUTOMATED CAFE/

Using the Internet of Things connecting smart fridges with AI for self-service grab and go options

Bob Bistro, Romania



SMART SHOPPING TROLLEY

Veeve, USA



CHEKT SMART FOOD LOCKER SYSTEM/

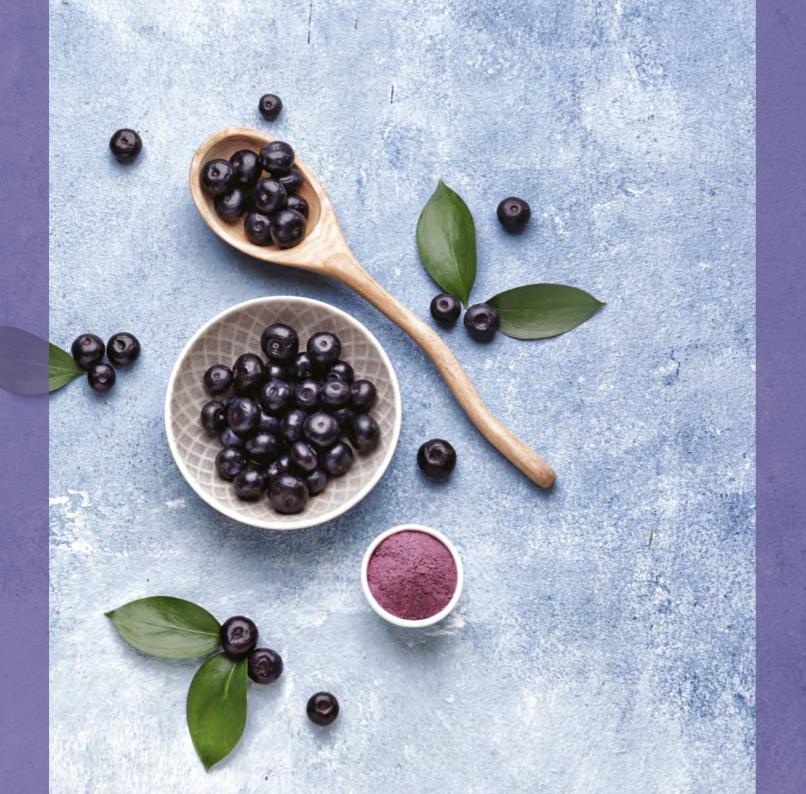
That can be configured to keep hot or cold for easy pick-up

Cargill, USA

TREND BOOK AW22/SS23

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ACCESSIBLE HEALTH

Health in the time of the cost-of-living crisis sees consumers re-order their priorities, and so time-consuming prep or expensive supplements are discarded in favour of simpler, more affordable routes to making health-centric changes.

Functional foods are made easy with new retail releases targeting gut health, immunity and mental health, while new products bring nutritional benefits designed for every life stage (with a new focus on menopause) to everyone's baskets.

Healthy eating and diets move to embrace a more flexible way of life, with permission for comfort and treats, while fat consumption is more considered and whole fruit and vegetables are prioritised.

CONTENTS: FLEX MATTERS // CLEAN & WHOLE // TARGETED NUTRITION // EASY FUNCTIONAL // SLESS & BETTER FAT

FLEX MATTERS (2)

People are tired of rigid and restrictive diets - life is hard enough without trying to follow strict rules and striving for seemingly unachievable 'perfection'.

So, they look to a more holistic approach, with freedom to shift the rules depending on how the day feels. Inclusive, rather than exclusive, meal plans focus on the positive things to incorporate in your diet (rather than looking at what should be cut out).

Better 'ready-to-eat' solutions provide options for busy days, while all lifestyles are embraced.

The move toward flexible health also looks to incorporate the whole family, with meal kits, recipes and family friendly formats that encourage everyone to get involved.

People are won over by versatile products that take the stress out of cooking day-to-day (such as a sauce, dip and spread all in one), and many adopt a flexitarian approach.

READY-TO-EAT OATS WITH COCONUT MILK AND COLD BREWED COFFEE

Mush, USA



KEY OPPORTUNITIES

- Ready to eat products with health credentials e.g. whole oats with dairy free milk, lettuce
 wrap kit
- Versatile items with multiple uses e.g. vegpacked dip and cooking sauce
- Family-friendly formats e.g. salmon hot dogs to encourage the whole house to eat healthy
- Focus on inclusion of good ingredients e.g. lentils in Bolognese, pasta made from healthier grains like teff, rye or hemp
- Plant-based children's ranges for flexitarian lifestyles



SALMON HOT DOGS/

Who says being healthy means you can't play with your food!

Kvaroy Arctic, USA



INDIAN-INSPIRED VEGGIE DIPS/

Can be used as a dip, snack, sauce and more

Niramaya, USA



CHICKEN PLUS CHICKEN TOTS/

Family-friendly better-for-you mash-up of chicken nuggets and tater tots with hidden veggies

Perdue, USA

CLEAN & WHOLE ©

Building on trends highlighted last year, consumers continue to bulk up their nutrition know-how, and seek products with fewer ingredients and minimal

of - with whole plants being the holy grail. Consumers are also interested in how they can get a greater variety of plants into their weekly diet.

on whole plant snacks rather than processed options.

conscious diners still want to indulge from time to time.

So they look to make those indulgences as unprocessed as possible, with the help of healthy swapouts - e.g. products made with dates and bananas, instead

CINNAMON CHURRO DONUT DROPS/

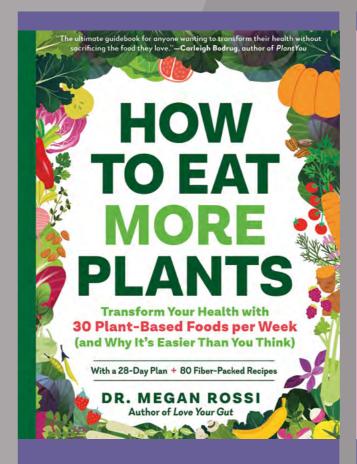
Free from artificial ingredients, as well as top 12 common food allergens

Fully Charged Snacks, USA



KEY OPPORTUNITIES

- ground whole fruit for instant smoothies



'HOW TO EAT MORE PLANTS'/

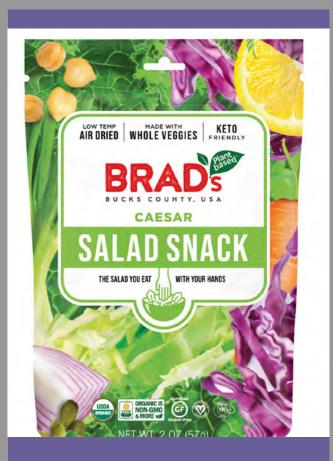
Includes guidance and recipes to help eat 30 plant-based foods per week

Dr Megan Rossi, UK



BANANA DIPPED IN CHOCOLATE

Pukpip, UK



SNACKABLE SALAD/

With over ½ pound of whole, organic, air dried vegetables

Brads. USA

TARGETED NUTRITION

Specific life stages all have their own requirements for garnering optimal health. So there's a raft of products hitting shelves targeting specific life stages and nutritional needs.

For instance, expectant parents look for specific nutritional support through pregnancy – and beyond, with the likes of targeted allergen introduction.

Meanwhile midlife and menopause needs are a hot topic, with a new focus on how diet can actively affect the experience of this important life event.

Research suggests high quality diets (e.g. variety of natural foods, low in sugar, alcohol and caffeine) can reduce menopause symptoms, while phytoestrogenrich foods like soy or sesame could help mimic estrogen in the body.

And, last but not least, longevity remains a growing area of interest - which means discussions around 'longevity diets' and how food can help manage issues related with ageing.

SUPER CHILD VITA-COOKIES/

Loaded with superfoods like olive, elderberry, acerola, and blueberry

ChildLife, USA



KEY OPPORTUNITIES

- Allergen introduction products for newborns and toddlers
- Pregnancy-focused products with folic acid and vitamins
- Incorporate phytoestrogen-rich foods in recipes to ease menopause symptoms e.g. flax seed, soy, edamame
- Use 'longevity friendly' ingredients from Traditional Chinese medicine and Ayurvurda e.g. ginseng, turmeric, honeysuckle, cumin, licorice root, cardamon



SPARKLING MUM-TO-BE DRINKS/

.oaded with vitamin D, calcium and 400µ of folic acid for mum and babv

Perfectly Me, UK



ORGANIC OATMEAL/

Designed to introduce 9 top allergens to your baby

Ready. Set. Food!, USA



VEGAN PROTEIN POWDER/

To tackle perimenopause and menopause symptoms

Pause The Meno, UK

EASY FUNCTIONAL

Consumers are looking for easy-access functional foods that help day-to-day wellbeing, without having to change their existing consumption habits.

Gut health is still very much in the spotlight but potential barriers, such as confusing names, higher price tags and unconventional flavours (e.g. funky sauerkraut) are being tackled.

So, gut health benefits are becoming more accessible and easier to understand - e.g. some producers focus on fibre as an understandable and naturally occurring gut boost.

Meanwhile, a renewed focus on mental health, especially with the added stresses of current times, is tackled with 'good mood food' like adaptogens and CBD.

Products containing lavender or valerian ease consumers off to sleep, while protein is packed in for brain food. Finally, energy drinks get a clean makeover with no sugar and all-natural ingredients like caffeine coming from green coffee beans or Yerba mate

BRAIN BOOST BARS; PROTEIN BARS TO SUPPORT OPTIMAL BRAIN HEALTH

BrainMD, USA



KEY OPPORTUNITIES

- Naturally occurring functional boosts e.g. fibre for gut health, rather than pre-pro-post-biotics
- Make names and descriptions easy to understand e.g. kombucha. or 'sparkling tea'?
- Multi-functional e.g. one product that has functional extras for gut, immunity and protein
- Grab-and-go functional snack bars
- Functional meal kits, snack boxes or recipe plans
- Easy 'mood food' for relaxation e.g. ice cream with adaptogens and CBD

TRENDING INGREDIENTS

Herbal caffeine (yerba mate, guayasa, etc), tea and coffee, fibre-rich foods, citrus, 'super fruits', oats, nuts, plant-based protein, CBD, adaptogens (lavender, lemon balm, echinacea, etc



3 DAY 'PROTEIN' CLEANSE PACK/

Complete with soups, juices and booster shots

Detox Kitchen, USA



FLAVOURED MUSHROOM JERKY/

Rich in vitamin D, calcium, potassium and 4g of fibre per serving

Munchrooms, USA



VEGAN PROTEIN PORRIDGE 360/

Protein Works, UK/USA

LESS & BETTER FAT

Fat is not necessarily the enemy anymore, as consumers become more aware of 'good fats' (vs 'bad' e.g. saturated and trans) and the benefits of using pure, unprocessed animal fats and oils.

The keto diet still has a strong following, bolstering the credentials of natural animal fats, butter and ghee (clarified butter).

Consumers are also keen to know more about where their fat has come from - like butter from grass-fed cows, or virgin oils from a single estate.

So-called 'clean oil' is emerging in the United States, putting unrefined, unprocessed virgin oil centre stage. And we aren't just talking olive oil, but also the likes of avocado, coconut and nut oils.

However, there are still health risks associated with overconsumption of fat, so alternative cooking methods like air-frying, puffing and roasting are all put to good use.

'CHILI OIL BROWN BUTTER' NOODLES MADE WITH GHEE AND SPICES

Vice, online recipe



KEY OPPORTUNITIES

- Using unrefined full fat, but sparingly
- Focus on good fats that help regulate levels of good cholesterol e.g. avocado oil
- Provenance and quality called out e.g. single estate olive oil
- Champion 'clean oils' unrefined and unprocessed
- Alt. sources e.g. nut, coconut, avocado oils
- Animal fat, 'better' butter and ghee (aka liquid gold) for satisfaction and satiation



ROTISSERIE (RATHER THAN FRIED) CHICKEN NUGGETS

Boston Market, USA



UNEXPECTED CHEDDAR CHEESE SPREAD/

Savoury spread made with cheddar, salted butter and whey

Trader Joe's, USA



CLEAN OIL CREW/

Brands join forces for the Clean Oil Crew; promote products made with butter, ghee, olive oil, avocado oil, coconut oil and nut oils,

1157

TREND BOOK AW22/SS23

NOTES & NOTES & NOTES & NOTES...



FOOD ODYSEY

As our understanding of the true impact grocery staples (like animal-based dairy and meat, plus palm oil, salt and sugar) have on the planet grows, new innovations look to ways to replicate or replace these previously considered essentials.

Precision fermentation is moving quickly in the dairy arena, with whey protein-based 'milks' and 'ice creams' already available in certain markets and cheeses set for commercialisation this year. Chocolate, honey, animal fats and even sashimi-grade fish are well underway.

We're seeing more sustainable and robust crops, including new hybrid perennial grains, gain traction on menus alongside sea vegetables - the farming of which has a lower impact on the planet.

And, last but not least, waste reduction and upcycling continue to gather momentum - both on restaurant menus, and on a wider industrial scale.

CONTENTS: PRECISION FERMENTATION // NEW STAPLES // SEA FOOD // WHAT WASTE?

PRECISION FERMENTATION **

Precision fermentation uses microbial hosts (such as yeast) as 'cell factories' to produce specific, functional ingredients like the proteins that appear in dairy.

The dairy industry, in particular, is where the most progress is being made and while not currently on the shelves in the UK, two UK-based companies (including Mighty, who started life in plant-based pea 'milks') have recently secured investment to make sure this futuristic new product can become a reality for British consumers.

But it's not just milk and cheese that innovative companies are trying to replicate – precision fermentation-based egg whites, animal fats, cocoa butter, heme and more are underway. Impact-driven startups across the world work to tackle pressing climate issues and provide sustainable food solutions for a growing global population.

ANIMAL-FREE CASEIN (PROTEIN FOUND IN CHEESE)/

Made via precision fermentation

Change Foods, US



KEY OPPORTUNITIES

- Investment big food is investing in startups to use their technology in their products - e.g. Bel Group, Nestlé, Fonterra
- Keep informed the landscape is constantly changing (new approvals, new launches); there's an opportunity to be the first retailer to launch in the UK
- How could a precision fermentation-based ingredient be incorporated into existing product ranges (when approved for sale)?



PRECISION FERMENTATION LAB DEVELOPING ANIMAL FATS

Nourish Ingredients, Canberra, AUS



'MILK' MADE WITH ANIMAL-FREE WHEY PROTEIN/

Made via precision fermentation

Nestlé x Perfect Day, USA



NOCOA BARS/

White Nocoa and mixed berry Nocoa bars and pralines - chocolate made with 'sustainable' cocoa created by precision fermentation

Nocoa, Munich, Germany

NEW STAPLES @

The climate crisis is increasing extreme weather events, and putting food production at risk, affecting the cost and availability of food staples.

As these issues become more pressing, consumers are demanding better of producers.

This could mean a reduction in carbon production, perhaps through a shift away from animal agriculture towards plant-based farming, or carbon sequestration in the soil.

For others, the focus is on regenerative practices, such as crop rotation, or growing regenerative crops, such as ancient grains and alfalfa, which nourish the soil instead of stripping it of nutrients.

Elsewhere, some producers are looking to seaweed as a food solution, since it is one of the most nutritious and sustainable crops on the planet, it doesn't require freshwater, pesticides or fertiliser, is fast-growing and nutrient-dense, absorbs

MALAYSIAN LIBERICA COFFEE PLANT



KEY OPPORTUNITIES

- Ancient grains e.g. spelt, quinoa, amaranth, teff, farro as base of products or used in bakes, pasta ready meals
- Sustainable seaweed in snacks, pasta & salads
- New coffee (e.g. Liberica from a more robust plant, resistant to diseases and changing weather patterns)
- Crops that replenish the soil as they grow e.g. bambara nut, lupini beans
- Review agricultural practices in supply chain e.g. can investment be made into regenerative practices?



ANCIENT GRAIN
PULLMAN MADE
WITH EINKORN,
SPELT, AND EMMER

Bread Alone Bakery, New York, USA



'SEA-CHI'/

Kimchi made from sea kelp, which absorbs CO2 from atmosphere

Atlantic Sea Farms, USA



NOODLES MADE FROM BAMBARA NUT/

Which replenishes nitrogen in the earth as it grows meaning better quality, more fertile soil

What If Foods, USA

TREND BOOK 2023/24

MEGA TRENDS // FOOD ODYSSEY 103

SEA FOOD @

Seafood alternatives may not get as much press or investment as meat alternatives, but there are plenty of startups across the globe working on sustainable options.

In 2023, plant-based alternatives are ultra-realistic; vegan salmon fillets have a flaky texture and oily, fishy taste, only lacking bones.

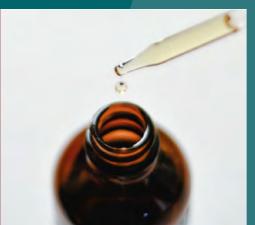
And they're no longer just made with soy or pea protein, as producers branch out into ingredients, such as mycoprotein, and processes like biomass fermentation or precision fermentation to create bioidentical fish and seafood alternatives.

Cultivated seafood has made great strides towards commercialisation, as we see startups working on the likes of Dodko shrimp, lobster and crab.

Plus, sustainable seaweed and algae are top-notch protein solutions, with companies using them to create yoghurt, cheese, egg, meat, oils, and more.

MICROALGAE OIL AS A REPLACEMENT FOR UNSUSTAINABLE PALM OIL

Nanyang Tech University, Singapore



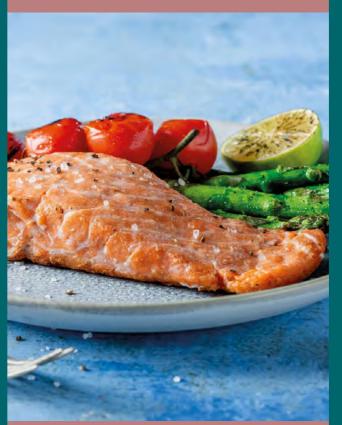
KEY OPPORTUNITIES

- Sea plants replace other leafy green veg e.g. seaweed pesto, sea vegetables as a side dish
- Meat-free substitutes made from sea plants e.g. 'bacon' made from red seaweed, mortadella
 from microalgae
- Accessible formats for eating sea plants e.g. frozen seaweed cubes
- Sustainable packaging made from seaweed
- Keep informed on developments and approval of cultivated fish products
- Realistic plant-based fish e.g. flaky salmon made from legume proteins and algae extracts or seaweed used as flavouring in soy fish-fingers



SUSHI GRADE SALMON GROWN FROM CELLULAR AGRICULTURE

Wild Type, USA



ULTRA REALISTIC PLANT-BASED SALMON FILLET/

Made from legume proteins & algae extracts

Plantish, Israel



MORTADELLA MADE FROM MICROALGAE

NewFish, New Zealand

WHAT WASTE?

It's said that one-third of all food produced is wasted each year. So the food industry is fighting to cut down on waste - that includes restaurants, retailers, everyone!

Tech holds some of the answers, as scientists push to develop packaging which (for instance) removes the need for plastic, extends shelf life, or detects food spoilage before it is visible.

The biggest change year-on-year is that we're seeing a more industrial approach to food waste, as companies partner to use up their waste streams and upcycle their surplus into saleable products, such as pasta made from fallen unripe bananas.

Meanwhile, in restaurants, chefs experiment with offal – as well as animals that have previously been rejected as "too old", and thus wasted - like mutton, or former dairy cows. And they upcycle leftover coffee grounds, carrot pulp, fruit peels etc. to make everything from bread to cocktail syrups.

PACKAGING MADE FROM PINEAPPLE LEAVES/

Composts faster and suitable for direct contact with food

Design Center of the Philippines



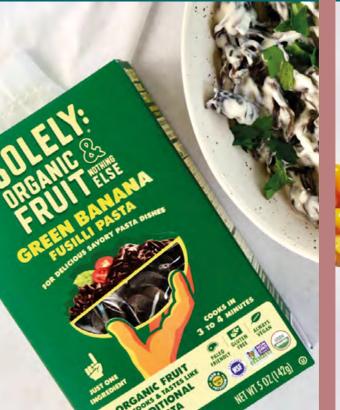
KEY OPPORTUNITIES

- Mutton or dairy cow for burgers, kebabs, stews and curries
- Stock or added flavour from (for example) liver, kidney, bones, skin
- Creative upcycling e.g. veg trimmings into bread
- Upcycling waste streams into products in accessible ways - e.g. upcycle day-old bread from in-store bakery into bread & butter pudding
- Use familiar formats to win over consumers e.g. pasta made from fruit peels, gluten free pizza crust made potato trimmings
- Partner with startups to find new packaging (or no packaging!) solutions



DUCK HEARTS WITH APPLE SAUCE

The Ox, Bristol, UK



FUSILLI PASTA MADE FROM GREEN, UNRIPE BANANAS

Solely, USA



'BERRIES' WITH EDIBLE COATINGS/

Remove the need for plastic packaging altogether; come in a variety of flavours and fillings

FoodBerry, USA

NOTES & NOTES & NOTES & NOTES...



FLAVOURS & INGREDIENTS

This section looks at some of the key trending ingredients in the world of food and drink, across various flavour profiles. This is not an exhaustive list of popular ingredients, but rather a snapshot of ingredients that are making waves - and being used in new and creative ways...

CONTENTS: TART & TANGY // NUTTY // WARM // SWEET // CREAMY/MELLOW // UMAMI // BURNT & SMOKY // HERBAL & BOTANICAL // FRUITS & VEGGIES

GLOSSARY



TART & TANGY

- Dill pickle
- Fermented chilli

- Pickled fruits
- Pickled vegetables
- Sea buckthorn
- Thousand Island dressing



NUTTY

- Peanut
- Pecan
- Pistachio





WARM

- Nut butters



- - - Garam Masala

 - Za'atar



SWEET

- Butterscotch
- Candied
- Dulce de leche
- Fennel
- Fudge
- - Malt
 - Matcha
 - Pork floss
 - Syrup

 - White chocolate



CREAMY/MELLOW

- Cream cheese
- Custard
- Gelato
- Kewpie mayonnaise
- Labneh
- Ricotta
- Whipped cream



UMAMI

- Black garlic



- XO sauce



BURNT & SMOKY

- Basque cheesecake
- Burnt butter

- Smoked dairy
- Smoked salt



HERBAL & BOTANICAL

- Edible flowers

• Thai basil



FRUITS & VEGGIES

- Lemon balm
- Shiso
- Violet



- Chimichurri
- Edible flowers
- Lavender
- Mint

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