



THE KNOWLEDGE BANK FOODSERVICE

SCOTT FRASER
SENIOR EDITOR,
THEFOODPEOPLE

A bit about thefoodpeople



A (very) brief overview of current food trends

How we can use food trends to create innovation

HOW TO USE FOOD TRENDS TO CREATE
INNOVATION



WHO ARE THE FOOD PEOPLE? |

sandwiches

metaverse

March 2022 - Salmon

Color of the Year 2022

PANTONE®

Very Peri 17-3938

foodwatching February 2022 - Ones to Watch

foodwatching February 2022 - Vegetarian

foodwatching

Bar Snacks

QSR & FAST CASU

Autumn 2021

menuwatching | QSR and Fast Casual 2021

Thanksgiving

tfp

menuwatching

Drinks 2022

Food to Go 2022

Christmas 2021

Frozen 2021

Convenience

categorywatching

tfptrendhub

North African Cuisine

French Cuisine (AU)

French Cuisine

cuisinewatching

2022 - Sacha Inchi

Healthwatching March 2022 - Mushrooms & Mycelium

WITH VEGANUARY

healthwatching February 2022 - Veganuary round up

healthwatching February 2022 - Camu Camu

healthwatching

watching February 2022 - Beer

drinkswatching December 2021 - Cider plate

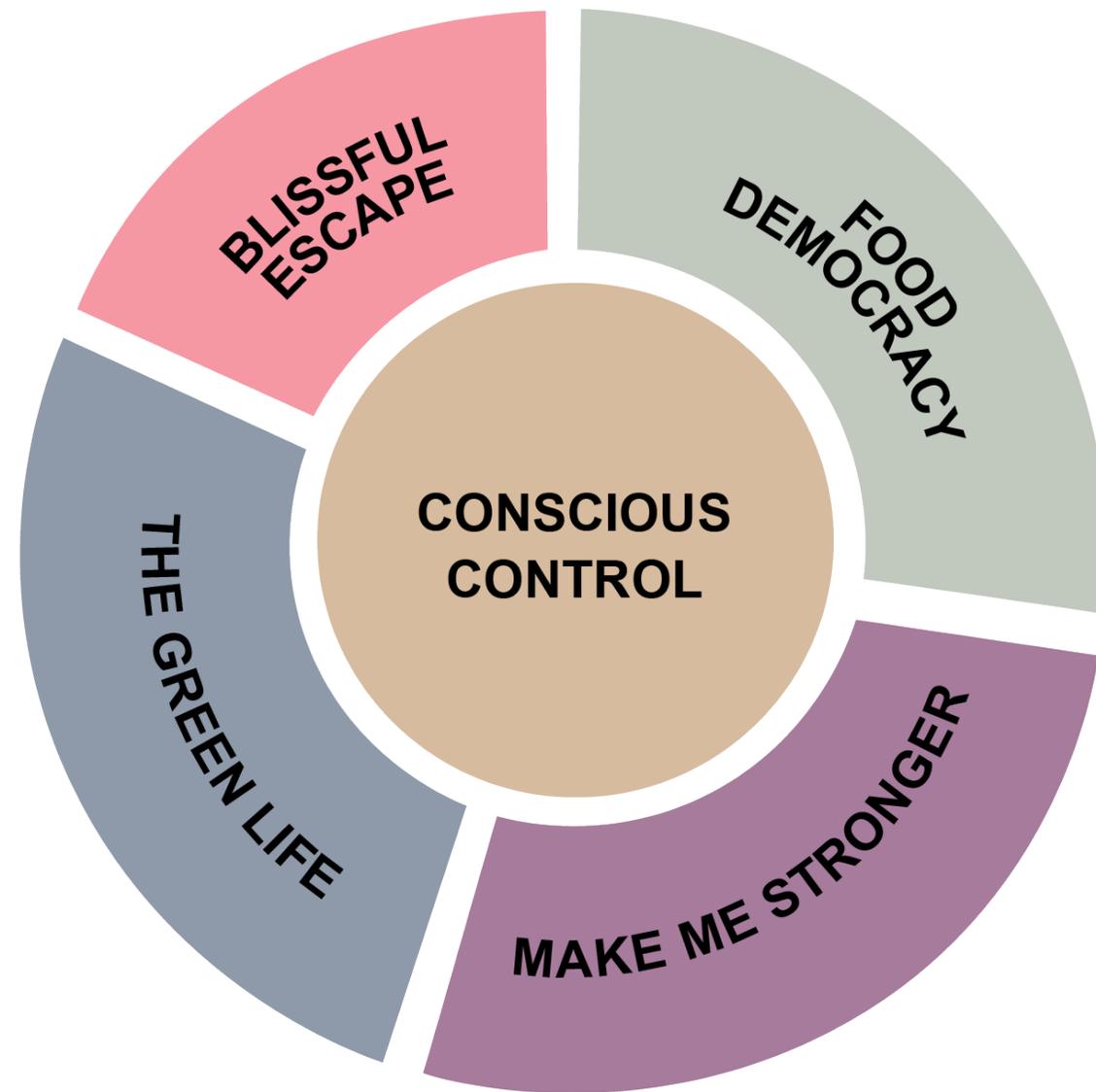
watching January 2022 - Hot plate

drinkswatching December 2021 - Cider plate

drinkswatching January 2022 - Alternative

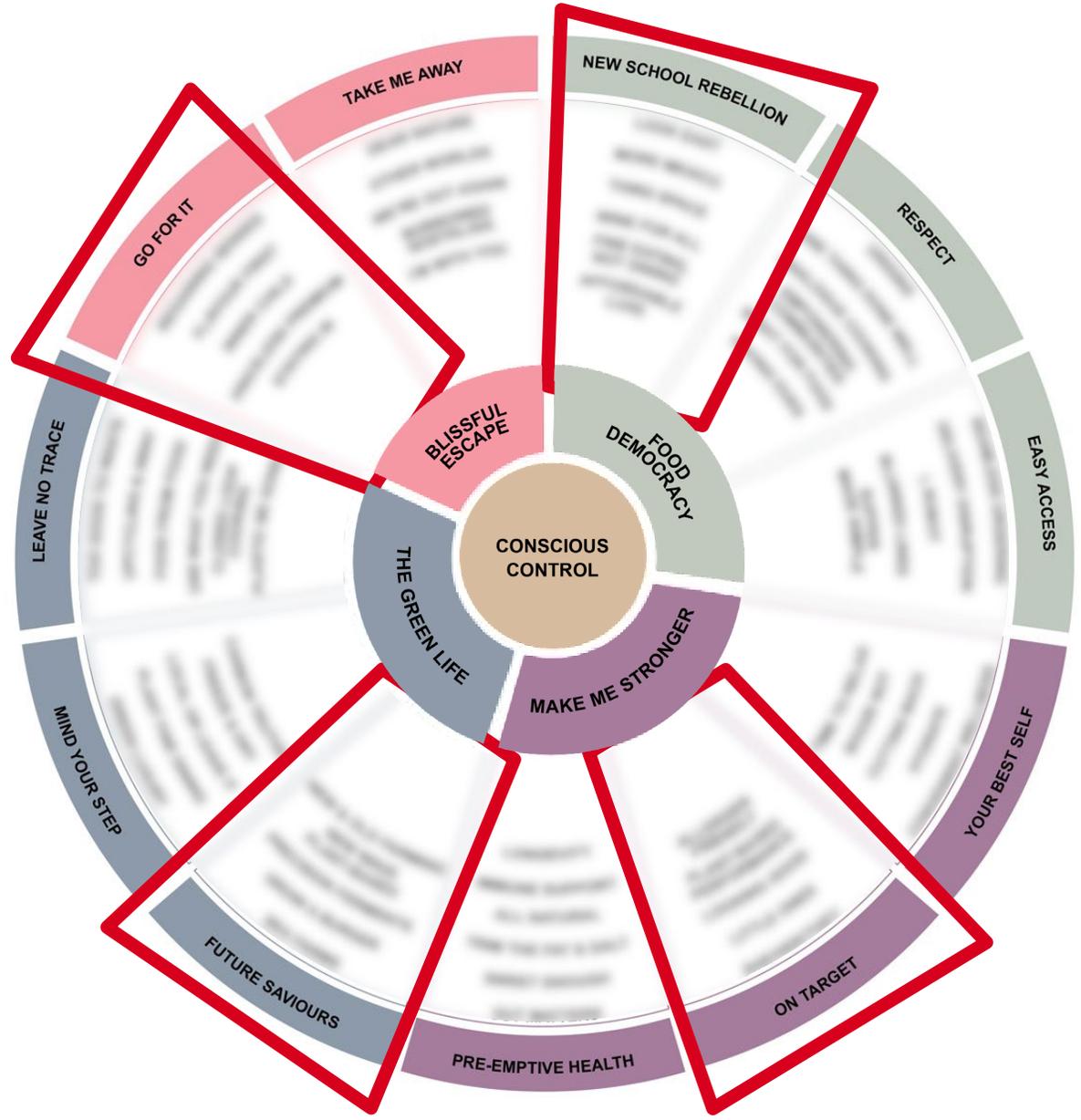
drinkswatching

BROAD MACRO TRENDS



WHAT'S TRENDING?

- 1 global driver
- 4 Macro cultural trends
- 12 mega trends
- 64 trends



NEW SCHOOL REBELLION



NEW SCHOOL REBELLION

LOOK EAST
MORE MEXICO
THIRD SPACE
WINE FOR ALL
FINE EATING,
NOT DINING
AFFORDABLE LUXE



ON TARGET

SHE/HER/THEY

LITTLE ONES

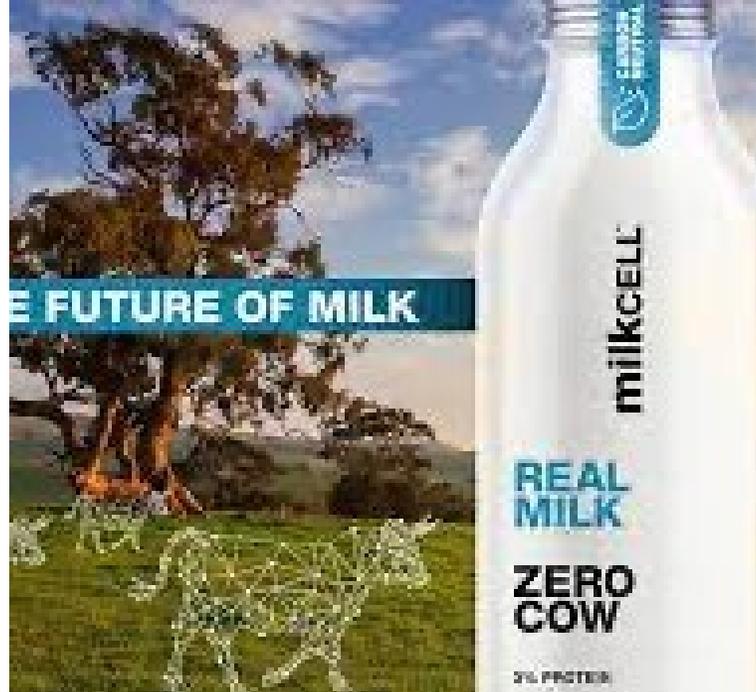
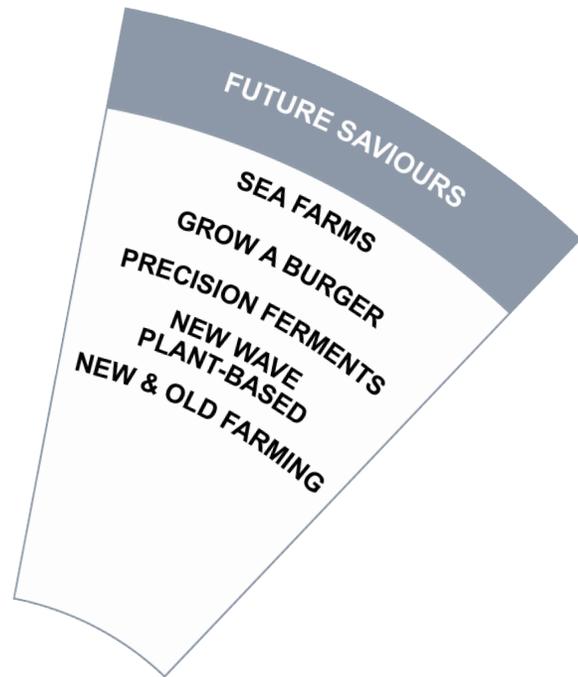
LOOKING GOOD

PLANT-BASED PERFORMANCE

ALLERGEN FRIENDLY



ON TARGET



FUTURE SAVIOURS

HOW TO LEVERAGE TRENDS FOR INNOVATION



Food trends



Marketing and consumer data

tfptrendhub Search 🔍

foodwatching

Trend articles

Filter ?

foodwatching April 2022 - Hotteok	foodwatching April 2022 - Egg drop sandwiches	foodwatching March 2022 - The Metaverse
foodwatching March 2022 - Spice trade	foodwatching March 2022 - Garums	foodwatching March 2022 - Salmon

Refine





PIZZA





Food trends



Marketing and consumer data



Ideation



Expansion

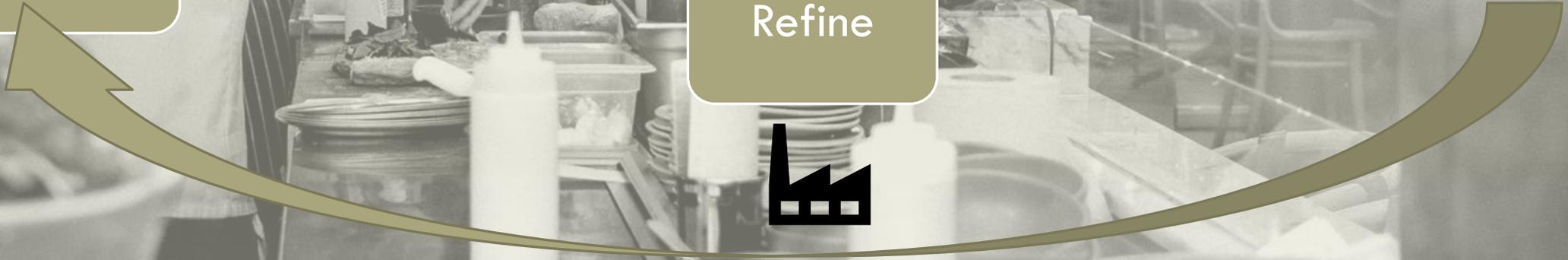


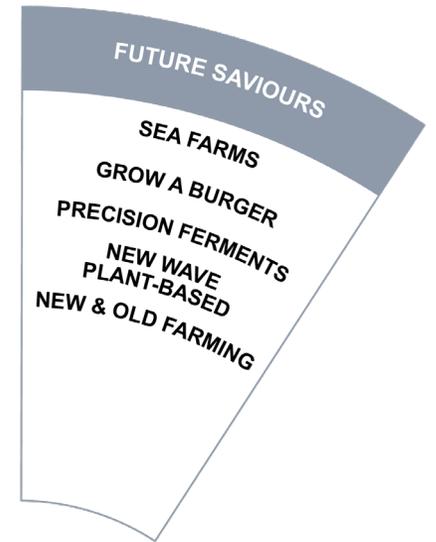
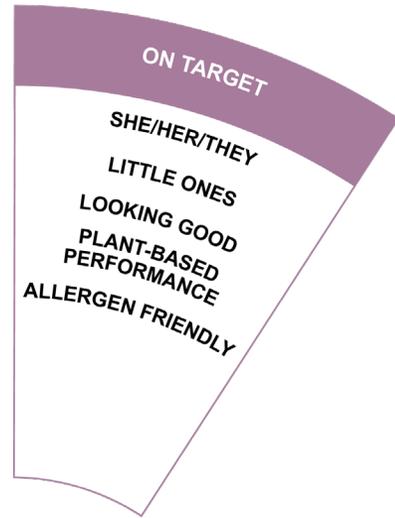
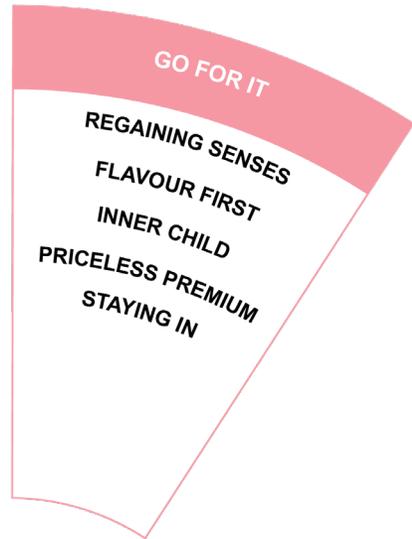
Review

Launch



Refine





SO HOW WOULD THAT WORK WITH
OUR FOUR TRENDS?

NEW SCHOOL REBELLION
 LOOK EAST
 MORE MEXICO
 THIRD SPACE
 WINE FOR ALL
 FINE EATING,
 NOT DINING
 AFFORDABLE LUXE

New school rebellion: Look East

Egg drop
 Hotteok
 Yuzu Kosho
 Baijiu
 Ban xéo
 Korean corn dogs



Innovation ideas: Korean corn dogs



Party food line for Christmas
 3 types of Korean corn dog
 Campaign them as they freeze really well
 With one veggie option
 Korean dipping sauce spicy and sweet –
 not too hot
 World cup sharing platter



GO FOR IT
REGAINING SENSES
FLAVOUR FIRST
INNER CHILD
PRICELESS PREMIUM
STAYING IN

GO FOR IT: INNER CHILD

Ice cream floats
Fried mozzarella
Tater tots
Grown up Jelly
Frozen cocktails

Innovation ideas: Pizza with tater tot crust



Three variations:

- Brunch pizza with bacon, sausage, American cheese and chilli crisp sauce drizzle
- Vegan loaded pizza with Tajin spiced plant based chicken made from cashew fruit and a fermented habanero hot sauce
- Korean style pizza with bulgogi beef and doenjang

ON TARGET: PLANT BASED PERFORMANCE

Sacha Inchi

Cashew fruit

Mycelium

Elephant foot yam



Innovation ideas: Cashew fruit burger



Cashew fruit burger/meat

Three variations:

- Japanese style with a yuzu kosho sauce
- Italian style flavoured with with a vegan cacio e pepe sauce
- No lamb shawarma meat with cumin, cinnamon, cubeb pepper a whipped muhammara sauce



- FUTURE SAVIOURS
- SEA FARMS
- GROW A BURGER
- PRECISION FERMENTS
- NEW WAVE PLANT-BASED
- NEW & OLD FARMING

FUTURE SAVIOURS

Precision ferments
New wave plant-based
Grow a burger
New old farming

Innovation ideas: Robusta cold brew cocktails RTD



3 types of robusta cold brew cocktail

- Iced rum and robusta maple cold brew
- Robusta Manhattan with whiskey, sweet vermouth, and orange bitters
- Robusta Persian espresso martini with rose, cardamom and Kahlúa
- Organic packaging made from mushroom mycelium – in bagnums and single serve
- Made with precision fermented milk/or tiger nut milk

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THANK YOU

Scott@thefoodpeople.co.uk