



## Industry Trends & Insights

### Wizard of Lightbulb Moments

As part of our ongoing work, we have been tracking the political and economic unease here and abroad, well before the onset of COVID-19. What the spread of COVID-19, and subsequent Recession, has caused, is an amplification and acceleration of the tide that was already rolling in. It's no less significant for its abruptness and shock value, but pandemics can have the effect of shaping and altering the trajectory of already identified trends.

It can be difficult to know which trends are most likely to rise above the noise over the next 12 months as the situation is still very much in flux. It can be even more confusing trying to decide which will resonate most with your brand and customers. This report's forecasts offer insight into how and why the current climate will affect trends for 2021/22. We help you navigate, trend by trend, what to expect during the immediacy of this crisis and what the long-term effects could be in shaping the future of these trends. Understanding that a trend is coming is only valuable if you know how to strategically leverage it.

2021/22 predictions explore:

- **Government**– cybersecurity, plant proteins, obesity, cannabis, GMO
- **Technology** – narrowcasting, order, delivery, GMO, robotics, packaging, cellular agriculture
- **Health**– microbiome, cognitive function, protein plus, nootropics, immunity, cannabis
- **Consumers** – clockless eating, transparency, invisibly healthy, path to purchase, climatarian
- **Travel** –digital detox, climate neutral, dark travel, isolation, self-care, safe cities
- **Beverage** –zero proof, snackified, plant milk, tea/coffee infused, regional global
- **Food** – micro ethnic, plant-based, alternative flours, peasant food, foodceuticals, wallflowers

Here is our yearly report featured in the media:

#### *Has Food Become Secondary to Foodservice?*



Ask restaurant and food trends expert Suzy Badaracco what drives diners to quick-service restaurants today, and the answer might surprise you. "Food is not the driver anymore," said the founder of Culinary Tides, a data analysis and trend predicting company. In an industry created to both create and serve food, food is playing second fiddle to safety and affordability. "The top issue is budget. Budget trumps everything," Badaracco said in a recent interview with this

website. "Consumers are trading down across the board in all areas of their lives. Drive-thru and take-out created a physical and psychological alliance between consumers and the restaurant. Takeout and drive-thrus didn't drive consumers to those restaurants because of the quality of the food, but because they could safely get food. "The second driver is safety. The third driver is the desire to support local businesses. The food and food quality is a distant fourth. The type of food is not on the radar other than, 'Can I afford it?' and 'Can I get enough to feed my family?'" These are just a few assessments from a report, recently released by Badaracco, who analyzed more than 220 lists of predictions from nearly 180 foodservice experts. The analysis ultimately paints an up-to-the-second picture of U.S. society at this point in time around everything from politics and health, to travel, food and beverage. She and her team used the data to reveal a few things that restaurateurs could do to reap the greatest rewards.

Source: QSR Web

[Continue reading article here.](#)

### KEY INSIGHTS

Global Flavors & Regional dishes



Immune & Cognitive Function



Wallflowers & Best Friends



Stress Relievers & Time Savers

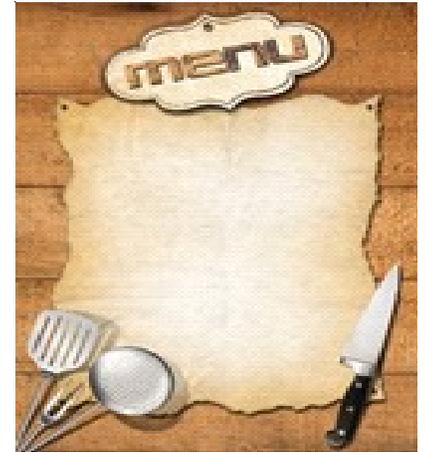


Find out how Culinary Tides, Inc. can help you navigate trends.

[www.culinarytides.com](http://www.culinarytides.com)

***In for A Treat: Work These Trends into Your 2021 Menus***

Comfort food from afar. Familiar favorites with an unusual twist. A party in food form. Those are some of the overarching food trend predictions for 2021. In many ways, the trends of 2021 will pick up where 2020 food trends were expected to go before they were disrupted by the COVID-19 pandemic. "Because all the predicted 2020 trends went into hibernation, that's a good starting point" for what we'll see this year, says Suzy Badaracco, president of food industry think tank, Culinary Tides. Operators should revisit ceviche, hummus, toast, ramen, poke, all-day breakfast and regional desserts in particular, she adds. That means striking a balance between indulgence and healthfulness. Think trending churros dipped in pureed fruit and hearty burger patties made from meat and mushrooms. Comfort Is King - International comfort foods scratch two itches right now: a desire for satisfying, hearty food combined with giving people their much-missed travel fix, says Maeve Webster, president of Menu Matters, a consulting firm for foodservice manufacturers and operators. Stews like guisado, international sandwiches and bowl meals will become increasingly popular, and "I think we're [also] going to see continued growth in Middle Eastern foods, spices and ingredients," she adds. Grains such as wild rice, quinoa and wheat berries are also poised to be breakout stars this year. "Global grains especially are very calming, comforting, familiar," Badaracco says. "But you can also be very sexy with grains and dress them up." She recommends keeping grains true to their ethnic origins—for example, using quinoa in a Peruvian dish. To Immunity and Beyond - Consumers are especially interested in ingredients that promote brain and immune health, Badaracco says. "It's all about cognitive and immune function. Anything that targets sleep, depression or anxiety will go through the roof," she says. All of which makes ingredients like ginger, zinc, sage, turmeric and elderberry top ingredient trends for 2021.



[Continue reading article here.](#)

***Shifting Sands Forecast: Trends Shaping the Food Industry in 2020/21***

As part of Culinary Tides' ongoing work, we have been tracking the political and economic unease here and abroad, well before the onset of COVID-19. What the spread of COVID-19 has caused, is an amplification and acceleration of the Tide that was already rolling in. It's no less significant for it's abruptness and shock value, but pandemics can have the effect of shaping and altering the trajectory of already identified trends. As such, I'm proud to have contributed to this year's Shifting Sands Forecast report on trends that will shape the food industry over the next 12 months. It can be difficult to know which trends are most likely to rise above the noise over the next 12 months as the situation is still very much in flux. It can be even more confusing trying to decide which will resonate most with brands and consumers. This report's forecasts offer insight into how and why the current climate will affect trends for 2020/21. Menu Matters, with Culinary Tides, help the industry navigate, trend by trend, what to expect during the immediacy of this crisis and what the long-term effects could be in shaping the future of these trends.



Understanding that a trend is coming is only valuable if you know how to strategically leverage it. This report is a cross-analysis of 214 prediction lists for 2020 put forth by 162 industry experts. In all, more than 1,700 individual predictions were evaluated for their potential during the coming year, however only well supported predictions were included in the final report. All trends in the report are anticipated to remain in focus throughout 2020 and into the first quarter of 2021. Discover Navigation charts with "Ah-Ha Moments" you can use to navigate trends affecting your playground. The trends are broken down by macro and micro families, which help to establish their strengths and links to other existing trends. Gap analysis was performed to identify overlooked trends which were considered critical to the overall forecast picture by Culinary Tides, Inc with contributions from Menu Matters.

[Continue reading article here.](#)

Sources: Restaurant Dive, Perishable News

Find out how Culinary Tides, Inc. can help you navigate trends. [www.culinarytides.com](http://www.culinarytides.com)



**Recorded Webinar & 2 New Reports Available Now!**  
**Shifting Sands Forecast: Trends Shaping the Food Industry in 2021/22**

Due to the overwhelming response we had to our webinar review of **Shifting Sands Forecast: Trends Shaping the Food Industry in 2021/22**, we are excited to announce that we have posted the recording on our website! In case you were not able to attend, please watch the replay at your convenience at:

<https://culinarytides.com/trends-forecast-report>

We are also excited to announce that we have expanded our report options to include:

- The original full report reviewed in our Webinar
- A new Food focused version of the report
- A new Beverage focused version of the report

Visit our website to see more details, watch the webinar, and read testimonials of this year's report!

***Here is what clients are saying about this report:***

*"Because of COVID-19, we were having challenges prioritizing our pipeline. This report helped us focus our efforts."*  
Beverage industry client

*"We weren't sure how to get out ahead of consumers, this report helped us fine tune our ideas and messaging" Sr. Marketing Executive*

*"We weren't sure which trends we could count on sticking around after this crisis so we were feeling kind of stuck. My crew loved this report because it got us moving forward again." Restaurant Strategy Team Lead*

*"My team was having trouble understanding how health trends were influencing ingredient trends and this report let us realize there was a new opportunity we hadn't thought of." Snack Industry Product Developer*

*"We were getting bogged down in worrying only about the micro trends and how quickly we could activate against them. This report helped us take a step back and plan ahead for the macro trends to make our R&D and marketing more efficient."*

*"This report is not only a master file of trends impacting the food and beverage industry from every angle, but it's helping us connect the dots between trends to get a clearer picture of where our best opportunities lie."*

*"With the integration of the approachability scales, our company was able to more effectively lay out product lines that range from niche to broader appeal setting up sales opportunities from closer in and longer term."*

*"We're using this report to not only identify the right trends for our organization to pursue, but to consider the impact of other issues such as government regulation and technology on those trends to create plans for if or when those trends are impacted."*

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