



Quarterly Spotlight Trend

Intelligence + Analysis = Foresights



Wizard of Lightbulb Moments:

Everyday health goals for consumers involve a holistic approach, incorporating diverse factors such as nutritional awareness, lifestyle choices, ethical considerations, and personal preferences to achieve a balanced and sustainable approach to well-being. Consumers are drawn to brands that share relatable stories, values, and transparent origin stories, fostering trust and loyalty in their food choices.



The interaction of food and function allows consumers to feel in control of health, diet, and lends autonomy. Health drivers will be dominated by cognitive function which encompasses stress, sleep, anxiety, and depression due to Inflation, global conflict, and other stressors.

Here is a glimpse of this trend:



2024 Food & Beverage Trends Include ...

According to its team of food, nutrition and health experts and its consumer research insights, 2024 will see more functional beverages, a boom in botanicals, rising demand for foods that support emotional well-being, a focus on food labels and a growing acceptance of artificial intelligence (AI).

*Function-Focused Hydration

In 2024, functional beverages will continue to take center stage, redefining the way we hydrate. That includes beverages that contain “clean caffeine,” drinks to support better sleep, and added pre- and probiotics for gut health.

*Rise of Third-Culture Cuisine

Once labeled as “fusion,” 2024 will see the rise of third-culture cuisine, which celebrates the plurality of American cuisines and identities. From restaurants to cookbooks, this trend lends itself to the renaissance of a commonly maligned ingredient: monosodium glutamate.



Rise of Third Culture Cuisine



You can't spell retail without AI



Spicy Drinks



360* Rewards

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Source: IFIC

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Wizard of Lightbulb Moments:

Technology is a tool, not the answer. For several years, operators and manufacturers have looked to tech as the answer to solving how best to improve the consumer experience. Now, the focus is shifting to tech as a tool that facilitates a better experience that incorporates improved hospitality.

Operators and manufacturers are looking for tech to eliminate or facilitate the mundane tasks of workers and consumers, allowing both to focus on the higher-level issues, ensuring those experiences are improved. *Here is a glimpse of this trend:*



Tech Predictions For 2024



Experts from several retail technology companies gazed into their crystal balls to provide a view of the tech trends and other related issues that retailers should pay attention to in 2024.

**You can't spell retail without AI:*

For shoppers, this means more customized merchandising and promotions that meet their wishes more precisely. For team members, this means having access to actionable insights so they can do their jobs better and more efficiently.

**Customer will expect a lot more from their shopping journeys:*

Speed, prices and quality will continue to be the deciding factors that push retailers to be better and more efficient. To address this, retailers will put technologies at work in their stores to ensure that shoppers can not only perceive the added value they bring to them, but also have access to all the information they need.

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Wizard of Lightbulb Moments:

In both alcoholic and non-alcoholic categories, elevated experiences make up the backbone of many key trends. Whether multi-sensorial, interactive, or high texture, these experiences are critical particularly for younger consumers.

Social media is fueling many trends, but operators and manufacturers have regained control by focusing on those with the broadest appeal and the greatest potential application both in foodservice and retail.

Influences from abroad are impacting everything from format to garnishes, flavor profiles to ingredients.

Here is a glimpse of this trend:



Cocktail Trends: What Tipple Will You Be Toasting In 2024?

This year our cocktail shakers are going to be filled with blasts from the past (the 90s to be precise), new takes on the classic Negroni, and a certain je ne sais quoi from the cocktail-drinking experience. We've spoken to the EHL mixologists to gather the cocktail trends filling our cups in 2024. These are the drinks you'll be cheersing this year!

**Spicy drinks*

Spicy cocktails have become a hit with the social elite, with the Picante becoming an emblem of the swanky members-only club Soho House. There is a long list of spicy cocktails to try, some of the more popular ones are Spicy Margs, Picantes, Bloody Maria's, or perhaps you'll prefer a Cucumber Wasabi Martini to knock your socks off!

***Throwback to the 90s**

The 90s called and it wants its drink back... the 'Tini. The espresso martini continues to be a firm favorite among those wanting a little pick-me-up during an evening out. Fresh takes on the coffee-based cocktail will include using local high-quality cold-brew coffee, adding subtle notes such as vanilla, and switching out the vodka for scotch.

***Fancy Ice cubes**

A trend for mixologists and the home bar alike! Long gone are the small square ice cubes we're accustomed to, 2024 is the year that we get creative with ice. From giant cubes to specialty shapes, to herb or fruit-infused beauties.

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Wizard of Lightbulb Moments:

Neighborhood bakeries are making a comeback as consumers seek out local options and more interesting options, while pastry chefs have enjoyed greater focus and accolades in the past year. Add-ons like dessert are an obvious area for growth but these items need to offer consumers a strong reason to spend more, particularly with off-premise occasions remaining elevated.

From a retail perspective, spending cutbacks will hit nice-to-have categories harder so manufacturers of desserts and sweet baked goods will need to invest more resources into innovation and intriguing ingredients. *Here is a glimpse of this trend:*

**Bell Flavors And Fragrances Offers A Glimpse Into Hot Snack And Bakery Trends*****New horizons**

Consumers crave ways to engage their senses in new and unexpected ways, and the evolution of technologies makes it possible via 'phygital' formats – the fusion of physical and digital experiences.

- Creative fusions: fusing unexpected flavors and fragrances to unlock new experiences—The quest for novel and unforgettable experiences has reshaped industries, and the blend of unexpected flavors and scents is forging a path toward unparalleled fusion adventures.

***A better me**

This trend explores a fresh approach to the best version of 'you' as consumers demand personalization, natural solutions and an inward focus.

- Refreshed rituals: a new lens on life—Consumers have taken on a new approach to life, refocusing, reprioritizing and revitalizing their routines.

***360° rewards, tantalizing curiosities and permissible indulgences**

Consumers are embracing indulgences, 'newstalgia' and flavors and fragrances that spark instant joy – unapologetically.

- Future nostalgia: a forward twist on familiar classics—Nostalgia has always held a powerful sway over our emotions and choices, transporting us back to simpler times and cherished memories.

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Sources: EHL, Bell Flavors and Fragrances

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Wizard of Lightbulb Moments:

Consumers want to live well but higher prices are shifting the focus from “quiet luxury” and “revenge spending” to movements such as “loud budgeting.” This trend focuses less on budgeting that requires compromise and lost experiences and more on saving to spend on better quality, better experiences, and live-improving purchases.

While “loud budgeting” allows consumers to forego unnecessary spending in favor of future returns/reward, maximalism is replacing minimalist sensibilities. As with many other aspects of U.S. culture, consumer spending exists with opposing dynamics and trends. *Here is a glimpse of this trend:*



Menu Expert Reveals Top 2024 Restaurant Trends

She sat patiently in the outer office, not sure what to expect. The papers in her hand seemed small and sparse but it would have to do. The door opposite the magazine rack opened abruptly and a man motioned her to follow. She followed him to a smaller room and waited for him to sit before she took her place across from him. She knew the President of the company wanted to meet with her on her first day, but this guy didn't seem very approachable.

“What shall I call you?” he asked, extending his hand as a greeting.
“2024,” she said, shaking his hand firmly.

“Aren't you a little early?” he asked, taking the papers she was clutching and placing them to one side.

“Yes, well 2023 had a rough go of it and I thought it best to get a head start,” she explained. He leaned back in his chair, lips pursed, “The trend's game is a hard one to play,” he said.

“But you came highly recommended so I would like to hear what we should be expecting in the new year.”

She edged forward in her seat, “Of course, where would you like me to begin?”



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