



2023 FOOD TRENDS



INTRO

Get the scoop on 2023 food trends – including the hottest new ingredients and menu trends. From throwback retro foods to globalized ingredients, find out everything you need to know to get the new year off on the right start.

IN SEARCH OF JOY AND QUALITY



Context

- In the wake of the pandemic, and in a time of rising inflation and global turmoil, consumers around the world are reevaluating their values, approach to consumerism and purchasing decisions.
- Consumers are looking for an escape from the pressures of a post-pandemic world and are choosing experiences over material goods. In their pursuit of joy, consumers look to food and drink as a distraction, and operators who capitalize on creating unique and joyful dining experiences stand to win.
- Consumers are also becoming more scrutinous about what they're spending their money on – and expect the best quality and value from the purchases they're making. They're not willing to compromise on quality.





How to reinforce value:

- **Bring JOY to the table:** experiment with funky fusion, YOLO, retro, nostalgic and even 'ugly delicious' influences. Throw out the rulebook and make food FUN – grasping every opportunity to turn it into a celebration. Think Margherita Mondays, Taco Tuesdays, and Fancy Fridays, it's time to jump on the party train.
- **Reinforce quality:** show your diners that you're grateful for their business by giving them a quality experience. Use amazing ingredients, local produce and masterful skills to serve them up a dish that speaks volumes about your gratitude, without the unnecessary fuss.

But remember!

Consumers are becoming ever-more knowledgeable about food and ingredients, so make sure never to compromise on taste, quality or technique.

PLANT-BASED BECOMES CULINARY ART



Context

As the plant-based sector continues to evolve and offer a wider range of culinary options, so does the appetite for culinary creativity and worldwide flavor profiles when it comes to vegetarian or vegan options.

In recent years, the plant-based category has evolved from a functional replacement for meat into a competitive gourmet food space – as more people move to a 'flexitarian' diet for health or environmental reasons.

Green gastronomy will blossom as a standalone sector in 2023, giving brands significant opportunities to diversify and expand. Consumers still want to see improvements in taste and texture, alongside plant-based versions of traditional, local cuisines.

Did you know?

40% of consumers now identify as flexitarian^[2]

Did you know?

38% of consumers are avoiding or reducing meat^[1]



Tips for winning with a plant-based menu

- **Offer plant-based alternatives to fan-favorite meat dishes:** offer flexibility to customers by making them both ways with a 'make it vegan' option.
- **And spice it up with new choices:** cook up some new, creative plant-based innovations that will surprise your guests and leave them wanting for more.
- **Work with trusted partners:** customers want reassurance that they're buying quality and taste. Display brand logos for meat alternatives on the menu.
- **Communication is key:** talk about the benefits it delivers for the environment and their health. Romance the language to make it sound delicious, and definitely don't call it 'fake' or 'like-meat', but 'plant-based', 'vegetarian' or 'vegan'.
- **Leverage social media:** use #veganuary, #sustainability and #plant-based in your posts, and celebrate international theme days – like veganuary, world vegan day and world burger day. Keep copy short, varied and post several times a week.

5 reasons to use meat alternatives in your kitchen^[3]:

1. They give you an easy way to satisfy the growing number of consumers who want something besides meat.
2. They're quick and easy to prepare.
3. Their wide range of choices provide a blank slate for your creativity.
4. Plant-based meat alternatives usually contain protein and fiber, which helps nourish your consumers and satisfies their hunger.
5. Their familiar look and flavor lets you swap them into standard dishes without overhauling your recipes.

Did you know?

Featuring plant-based meat solutions on a menu improves the consumer's perception of a restaurant by 80%^[4]:







Did you know?

73% of consumers are more likely to visit a restaurant that offers new flavors^[5]

Context

- The pandemic curtailed travel and the chance to experience cultures around the world, so consumers have turned to exploring global cuisines in neighborhood restaurants. New 'foodies' are emerging and they're curious to learn more about different cultures to experience global travel through the palate. Globalization of menus is giving way to a 'borderless' menu trend that blends cultures, flavors and ingredients.
- Meanwhile, consumers have also become more health-conscious, looking for functional ingredients that will support their overall wellness – from skin and gut health, to overall immunity.

Poised to be this year's biggest flavor & ingredient trends:



Fermented:

Fermented and the sour and umami flavors produced from it are set to be the biggest menu trend in this year. Think kimchi, miso, beet kvass, pickles and kombucha. But the hottest item? Umami. It will feature in anything from sauces and sandwiches to desserts and cocktails.



Sweet & savory pairings:

Along the same lines, sweet & savory combinations are growing in demand. This is a trend that chefs are capitalizing on to make unique dishes. Imagine a fish sauce with caramel, or a miso-buttercream cookie topping.



Swicy food:

Sweet + spicy = swicy. From spicy honey and chili dark chocolate desserts to hot sauce & strawberry jam, swicy food is on the rise. Inspired by Korean cuisine, it's no surprise that this food trend is growing in other markets.



Better-for-you ingredients:

Prebiotics, probiotics and other gut-microbiome-nurturing ingredients are featuring, along with immunity boosting ingredients – including salmon, beans, veggies and other foods high in omega-3, vitamin B, fiber, magnesium and iron.



Specialty mushrooms:

Sustainable ingredients have been a welcome trend in restaurants; and while Shiitakes, portabellas, and crimini are sure to remain old favorites – others like oyster mushrooms and Trumpet mushrooms are set to be the biggest new hit.



Tips for menu success:

- **Give your menu a mini mash-up!** Take one or two menu items and get creative; experiment with different flavors and ingredients to give your customers a taste of something new. While some of the combinations may seem strange, they're a great way to add depth and flavor to your dishes.
- **Be transparent:** let your customers know where your ingredients are being sourced from and offer nutritional information (fat/calories/sugars) where possible.
- **Educate your consumers:** use your menu as an opportunity to teach your customers about different food cultures, the origins of booming food trends and the benefits of different ingredients..

Did you know?

Plant-based menu options are a great way to cater to health-conscious consumers, as they offer a great source of low-fat protein.

RETRO FOODS ARE BACK!



Context

Coming out of 2022, many consumers are drawn to comfort foods that remind them of simpler, pre-pandemic times. And while many consumers are riding out the new cost of living crisis by tightening their purse strings, splurging on 'life's little pleasures' like food or indulgent beverages has become a way to make it all more tolerable.

As a result, nostalgic have become hugely popular over the last year, and the trend doesn't show signs of slowing in 2023. Think the nostalgic 90s comeback— but instead with meals.

Currently, retro products are being reinvented with consideration for the wellness-conscious customer, yielding the ultimate mash-up of throwback indulgences with finer ingredients and special diets in mind.

Restaurants are bringing back childhood favorites with a gourmet touch. It's the food of simpler times, but this time, it's been tailored to the modern consumer.



Did you know?

Almost **70%** of consumers reported they are extremely or very likely to buy a favorite nostalgic food or beverage.^[6]

How to serve up retro:

Tap into the nostalgia trend with 60s, 70s or 80s inspired menu items drawn from classic retro food culture:

- **Savory:** give well-loved classics – like mac & cheese, meatballs, grits or even beef wellington or vol au vent – a gourmet touch so that they resonate with the modern consumer, but also bring up those familiar memories.
- **Sweet:** nothing says retro like an indulgent, decadent good old-fashioned dessert. Think strawberry milkshakes, banana splits, hot fudge sundaes, custards, cheesecakes, brownies or jellies.
- **Make it photo-genic:** A fun retro cocktail or dessert is often very instagrammable and a great way to appeal to younger consumers! Capitalise on the trend to take your social media game to the next level with fun and excessive toppings: because you can never have too much of a good thing!



TACKLING FOOD WASTE



Context

As the world population continues to grow, so does the amount of food wasted. It's estimated that 30-40% of all the food produced globally (equivalent to 1.3 billion tons) is wasted each year.^[7]

According to a recent report, in restaurants, a half pound of food waste is created for every meal served – including leftovers on the plate and food wasted in the kitchen.

In 2023, we can expect to see customers putting more pressure on operators to be responsible in all things – from sourcing to preparation and beyond – but particularly when it comes to food waste. If it's important to your customers, it should also be important to you.

Did you know?

48% of 18-24 year olds in the UK have avoided dining out because of sustainability concerns^[8]

Did you know?

The restaurant industry has the potential to gain \$620 million by tracking and analyzing food waste.^[9]





Did you know?

When eating out, 29% of Australians leave food on their plates.^[10]

Tips on how to flex your menu to cut back on food waste:

- Offer different portion sizes so consumers can order according to their appetite.
- Cook dishes on demand, or use past orders to forecast proper amounts.
- Let guests choose personalize their meals — including sauces and side-dishes — so they won't leave foods they dislike on their plates.
- Train staff to avoid recipe and cooking errors and to follow serving size guidelines.
- Skip the buffet offering, and stick with a-la-carte menus.
- Use ugly produce — that's still safe to eat — and communicate why you're doing it on the menu. After all, just because it's ugly, doesn't mean it's not nutritious or delicious.

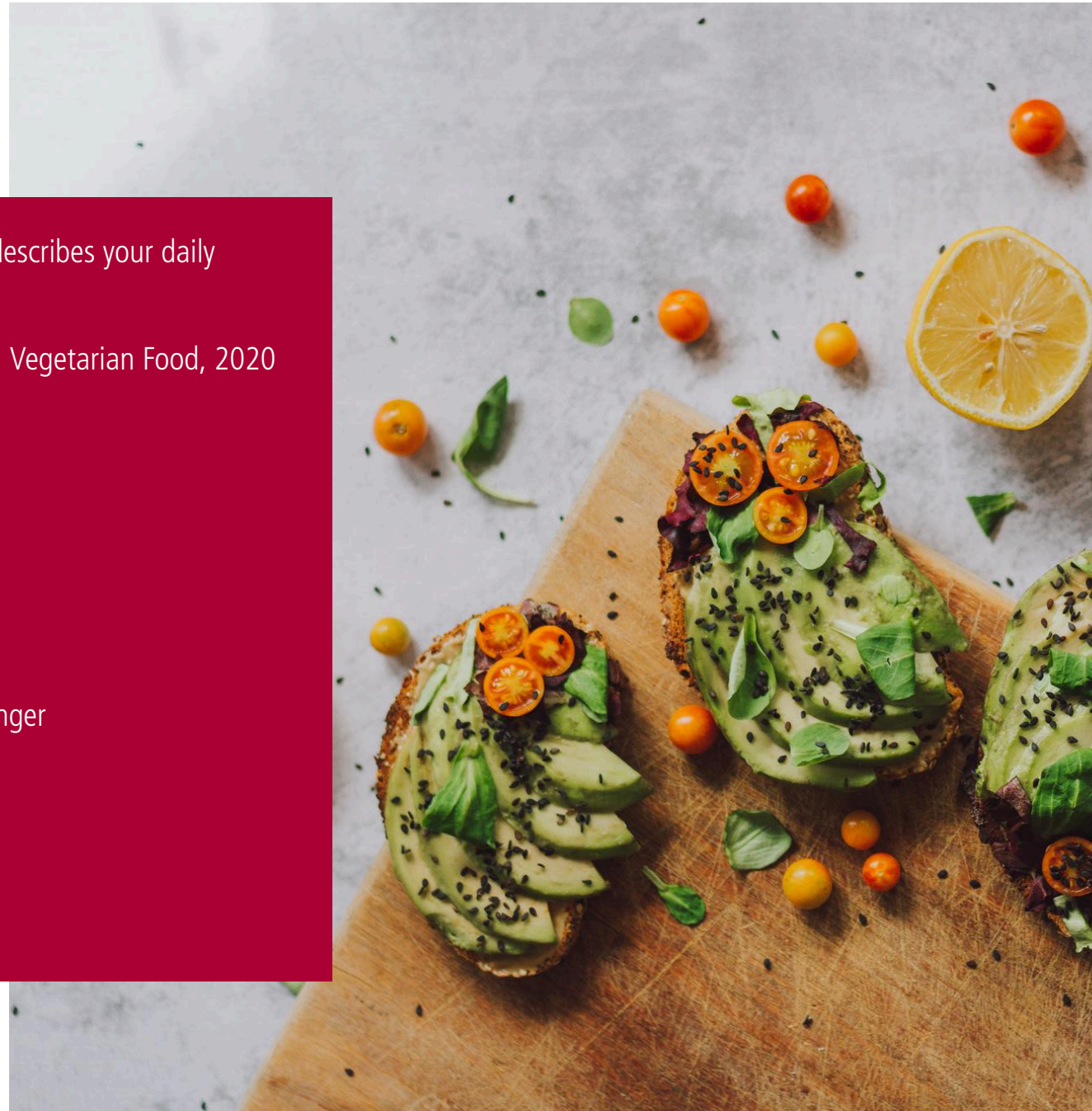
SOURCES

Keep reading!
Turn the page to sign up or share.



Sources:

- [1] GlobalData, Consumer Survey 2022 Q1, "Which best describes your daily diet?"
- [2] Euromonitor, Going Plant-Based: The Rise of Vegan and Vegetarian Food, 2020
- [3] Nestlé Professional NutriPro Make it Sizzle
- [4] Kantar, PBMS segmentation, FR, UK, DE, US, SG, 2022
- [5] Technomic, 2017 Flavor Consumer Trend Report
- [6] Datassential Trends USA, 2021
- [7] The Reality of Food Waste at Restaurants: Move For Hunger
- [8] Nestlé Professional UK, Balancing Plates Report. 2020
- [9] Food Waste Reduction Alliance Study, 2014
- [10] Takeatumble.com.au 2022



Thank you for reading our

2023 Food Trends Report!

Share your knowledge! Make sure to use
#nestleprofessional #makingmorepossible
so we can follow the discussion.

Have a question? Contact:
contactnp@nestle.com

