nutripro®

NESTLÉ PROFESSIONAL NUTRITION MAGAZINE

Future-Ready Foodservice

Navigating What's Next



The latest shifts in out-of-home

5 nutrition facts for your kitchen

The scientific take on nutrition trends

Nestlé PROFESSIONAL

A changing LANDSCAPE

The latest shifts in out-of-home consumption

Consumers are enjoying more meals and beverages than ever away from home—and not just in restaurants and cafés. Workplace canteens, education and healthcare institutions, and even convenience stores serve millions of people every day, each with distinct needs and priorities. In this issue, we'll discuss what this changing landscape means for you, based on in-depth operator interviews and market analysis from a 2026 study conducted by the Nutripro editorial team with Euromonitor.

Full-service dining guests are there for enjoyment and the experience, but in business & industry settings, consumers are looking for variety and options that align with their nutritional needs. Meanwhile, convenience store shoppers prioritize functionality and the ease of grab & go solutions. And in healthcare and education channels, people rely on chefs and nutrition professionals to ensure meals deliver the right nutritional balance.

At the same time, eating habits and priorities are evolving. Today's consumers are seeking more protein and fibre, less sugar, and smaller portions without sacrificing enjoyment. Demand is also rising for vegetarian, gluten-free, and other specialized menu options, along with shorter, more familiar ingredient lists. Convenience remains key, with more people looking for grab & go solutions that fit seamlessly into their busy lifestyles.

These expectations can vary by channel. In workplace catering, universities, and healthcare, balance and credibility matter most—consumers expect nutritionally sound offerings that support their wellbeing. Here, nutrition is increasingly viewed as an important component of workplace health initiatives strategies and employee experience. Corporate clients are placing greater emphasis on nutrition and health as part of their broader strategies, making them important considerations for future growth. By contrast, in convenience stores and on-the-go venues, speed and functionality win, with a strong focus on efficiency, portability, and immediate satisfaction.

In this issue, you'll discover what these changes mean for your business, along with practical ways to balance nutrition and taste while meeting evolving demands. By staying aligned with the latest consumer trends and nutritional science, you can continue to offer relevant solutions and position yourself for sustained success.

OUT-OF-HOME SPENDING CONTINUES TO GROW

2025: **$4.2 Trillion** → 2026: **$4.6 Trillion**[1]

Out-of-home dining accounts for about half the total food spend in 7 key markets including US, Spain, and China.[2]

WORKPLACE DINING IS EXPANDING

8.5% projected growth through 2033[3]

53%

of US employees eat at work at least once a week.[4]

GRAB & GO IS NOW ROUTINE[5]

1 in 3

consumers worldwide buy ready-to-eat food & beverages from convenience stores weekly.[5]

23% of consumers report convenience store visits increased in the last year.[5]

HEALTH-DRIVEN DEMAND IS RESHAPING MENUS

Current dining models don't always prioritize nutrition, with some meals offering:[6]

- Higher energy and saturated fat intake
- Insufficient fibre
- Larger portions that encourage overeating
- Fewer vegetables, fruit, legumes, grains, and more meat

Consumers are looking to food operators for answers

22%

think that foodservice providers are responsible to encourage healthy and nutritious eating.[7]

DEMAND FOR FUNCTIONAL FOOD & BEVERAGES IS ACCELERATING[8]

The global functional food & beverage market is expected to grow from:

2026: **$367B** → 2035: **$668B**

70% of consumers actively seek foods and beverages with added health benefits

The real factors shaping

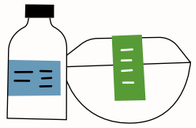
FOOD & BEVERAGE CHOICES

Consumers say they want healthy food, but taste and price still factor into their decisions.

A recent global study of employees showed that more of them are keeping track of calories and seeking out specific nutrients, not just food that promises generic "wellness." At the same time, guests are favouring simple, recognisable ingredients over long ingredient lists containing artificial colours and other "chemical-sounding" ingredient lists.[5,7,9,10]

Some businesses are already shifting their offerings to sync up with these preferences. In the convenience stores and grab & go market, it's not uncommon to see shorter, more familiar ingredient lists, along with snacks and beverages featuring the high-protein, zero-sugar, and portion controlled formats many consumers are looking for.

However, despite people's best intentions, some still choose products that feel familiar and indulgent—even when more nutritious options are offered. In the end, taste and price tend to dominate buying decisions unless nutrition directly supports the customer's goals.[11] That makes it crucial for foodservice businesses to consider every factor from balanced nutrition to taste, convenience, and affordability.

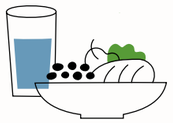


WHAT CONSUMERS CARE ABOUT

18% **of employees are keeping track of calories[5]**

41% **of adults are trying to eat more protein[9]**

24% **of consumers look for fibre on food labels[10]**

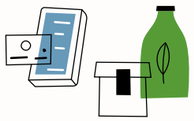


WHAT PEOPLE ARE AVOIDING

60% **have concerns over so-called "ultra-processed" foods[7]**

49% **of full-time employees plan to eat less processed food[9]**

30% **try to avoid preservatives[9]**



CONSUMER PRIORITIES[11]

47% **of consumers look for low prices**

39% **choose based on taste**

39% **focus on health and nutrition**

"People are not looking for empty calories right now... they need hydration, they need protein, and then they also need fiber."

–Product Innovation Director, US[12]

"Everyone is starting to flirt a little bit more with the idea of 'healthier', we just need to pull the reality into the vision. And it's also going to be education on the end user side. Once you see how much you're actually taking in and what you should be taking in to feel good and to be healthy, things change pretty quickly."

—Senior Purchasing Manager, US[12]

DID YOU KNOW

While high-protein diets are trending, fibre remains one of the most consistently under-consumed nutrients worldwide, even though it is a crucial element of a healthy diet and disease prevention.[13,14]

NUTRITION EXPECTATIONS IN THE *GLP-1 Era*

While taste and nutrition will always matter, changing consumer needs, health trends, and market dynamics are also reshaping the food industry. Recent changes have put energy, satiety, and balanced nutrition in the spotlight. Let's take a look at some of the factors influencing these new expectations.

Food: An important employee benefit

The workplace cafeteria is not just a convenience. Today's businesses are seeking caterers who can help design in-house food programs that actively support their employees' health. As an increasingly important part of company culture, these cafeterias are expected to provide balanced nutrition that supports the employer's health initiatives, and to provide the kind of experience that can compete with high street and grab & go offers.

Workplace canteens also need to serve inclusive choices that can meet a variety of employee needs. Offering options like vegan, halal, allergen-conscious, and gluten-free foods is now considered a baseline, making your business attractive to a wider audience. Providing multiple portion sizes also signals your support for those with smaller appetites or weight loss goals. In workplace settings, these accommodations can help a business demonstrate that it values all employees.

Organisations with night shifts are also looking to foodservice for ways to support their workers. By providing balanced meal options and adequate hydration, they can help employees sustain more stable energy levels throughout their shifts. This can support comfort, well-being, and performance during late afternoon or overnight working hours.

"The biggest thing our clients want is stable energy for their teams. If people crash in the afternoon, we hear about it." –Managing Director, Europe[12]

The growing influence of GLP-1s

In many places around the world, GLP-1 medications for weight loss have caught on quickly, creating a widespread, long-term shift that's changing the way many people want to eat. A quarter of adults in the US and UK have experience with GLP-1 medications, along with 12% in Australia.[15,16] In practice, foodservice operators may need to adapt their menus to fit the changing needs, taste and portion preferences of GLP-1 users.

For example, as appetites decrease, many people are swapping large, heavy meals for nutrient-dense, and "light but filling" formats. There is also a growing demand for protein and fibre-rich options, which help people feel sated, along with proper hydration throughout the day.[17] In on-the-go settings, this often translates into protein-based snacks, functional beverages, and small-portion formats, while in workplace dining, it is reflected in lighter lunches, reduced portions, and balanced, protein-forward meals.[18]

To satisfy these needs, operators can prioritise nutrient-dense meals, smaller portions and fruits, vegetables, whole grains, lean protein, dairy, nuts, and seeds, along with beverages.

"Clients expect us to help keep their teams energised. High protein and fibre rich meals make the biggest difference to how people feel in the afternoon."

–Managing Director, Europe[12]



Balanced nutrition in practice

Managers at one leading company have put these ideas into action with positive results. They combined a revised menu, chef training, and educational marketing into a new dining program featuring balanced grain bowls, lean protein entrées, and fibre-rich sides. Chefs labeled dishes to promote their benefits, while dietitians developed educational materials to help employees make informed food choices. Nearly 40% of employees reported a positive effect from consuming the revised menu, and 64% said they were satisfied with the more nutritious menu offerings. Corporate clients also stated that the program was a value-add for employee wellbeing. From both a scientific and business perspective, key success factors included expert nutritional guidance, equipping chefs to translate nutrition into appealing menu solutions, and measuring employee outcomes to demonstrate impact.[19]

Nutrition essentials in practice

Foodservice operators have an important responsibility to support all of their guests' needs. From taste and nutrition to portion control and sustainability, there are many factors to consider—so how do you put it all together?

1 Build a balanced plate[20-22]

When planning a menu, include each of the main nutrients—and don't forget the beverages!

½ FRUITS AND VEGETABLES
Use a variety of colours, shapes, textures, and in-season foods

¼ HEALTHY PROTEIN
Balance plant & animal proteins, choosing lean portions

¼ WHOLE GRAINS
Prioritise fibre-full carbs like whole grain bread and pasta or brown rice



2 Choose fibre-full carbs[23,24]

Carbs are the body's primary energy source.

- Fibre supports fullness, gut health, immune system, slow digestion and stable blood sugar
- Fruits, vegetables, whole grains, nuts & seeds are good sources of fibre
- Choose whole-wheat bread, pasta and brown rice
- Add beans, lentils, and peas to dishes- they also contribute to a more varied protein intake
- Offer fruit as a snack for employees



3 Add lean protein[25,26]

Proteins are the building blocks for balanced meals.

- Build and maintain cells, support fullness and energy
- Meat, fish, eggs, grains, nuts, legumes, pulses
- Balance plant & animal proteins
- Be mindful of portions
- Use lean options like chicken breast
- Pick plant-based proteins

4 Be mindful with fats & oils[27,28]

Maximize flavour while being mindful about their use

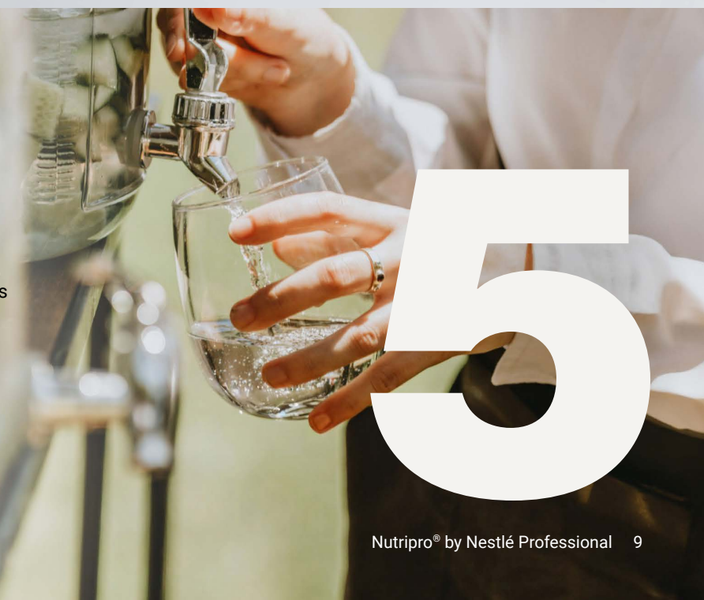
- Add taste and texture
  - Help body absorb vitamins like A, D, E, K
- Animal (mostly saturated: butter, fatty meats)
  - Plant (mostly unsaturated: olive oil, nut and seed oils, although coconut is high in saturated fat)
- Prioritise unsaturated fats
  - Use just enough
  - Prioritise baking, boiling, or grilling, versus frying



5 Hydration[29,30]

Essential for daily wellbeing

- Support alertness, concentration, digestive health
- Water is the preferred option
  - Beverages with added nutrients, such as vitamins, electrolytes, minerals or protein, fibre, can contribute to the daily fluid intake
- Provide water in the canteen
  - Add water rich ingredients like fruits, vegetables, and soups to the menu



A BALANCED Plate

Let's take a close look at what nutrition scientists recommend for each food group—and how many grams of nutrition popular ingredients provide.[20-22]

½ OF THE PLATE
Opt for colourful, in-season varieties.



¼ OF THE PLATE
Balance plant & animal sources.

¼ OF THE PLATE
Choose fibre-full carbohydrates like whole grain bread & pasta or brown rice.

Nutritional recommendations and dietary requirements may differ across populations, markets, and individual needs. The values presented are derived from the referenced sources.

Carbs

Make carbs 45-75% of a total daily energy intake, or about 250g/day based on a 2000-kcal diet.[24]

100 g of pasta, rice, or bulgur = 75g carbohydrates[31]

Protein

Make protein 10-15% of a total daily energy intake, or 50-75 grams based on a 2000-kcal diet.[24]

GRAMS OF PROTEIN PER 100G OF:[31]
- Chicken breast: 22g
- Beef: 18g
- Lentils or chickpeas: 22g
- Tofu: 16g

Fats & Oils

Fats should be no more than 30% of daily energy intake. That's 67g based on a 2000-kcal diet.[24]

1 Tsp. olive oil = 15g of fat or 130 kcal[31]

Hydration

Aim for at least 6-8 cups of fluids per day.[29] Water is the top choice, but coffee, tea, juices, soups, and fruits and vegetables can contribute to the total, too.



THE SCIENTIFIC TAKE ON NUTRITION TRENDS

Nutrition trends continue to shape what consumers want—but they don't always align with the facts. Understanding the science behind these ideas can help you deliver more of what your customers want, as well as what they need.

DAILY PROTEIN CONSUMPTION

Average	Required
88g[32]	**50-75g**[24]
	Based on a 2000 kcal diet



PROTEIN MAXXING[17,32,33]

THE TREND: Adding more protein to every meal, with the belief that more = better.

WHAT SCIENCE SAYS:
- Individual needs vary based on age, sex, and physical activity. Most adults already get enough to maintain muscle mass and support satiety.
- Higher protein intake mainly benefits older adults, athletes, and GLP-1 users.

WHAT YOU CAN DO:
Meet the demand by drawing attention to protein-rich items on your menu, but don't feel pressured to add additional protein to every dish.

CUTTING CARBS[13,23,24]

THE TREND: Avoiding carbs in the belief that they cause weight gain.

WHAT SCIENCE SAYS:
- Carbohydrates are an important source of energy and fibre.
- Fibre supports satiety and slower energy release, while regulating energy intake.
- Most people consume less fibre than recommended.

WHAT YOU CAN DO:
Include beverages with fibre, whole grains, legumes, other fibre-rich carbs instead of leaving them off the plate.

DAILY FIBRE CONSUMPTION[13]

Average	Required
13g	**~30g**



RESPONDING TO GLP-1s[17]

THE TREND: Millions of GLP-1 users around the world are changing their eating habits.

WHAT SCIENCE SAYS:
- GLP-1 users typically want smaller, nutrient-dense meals that won't make them feel too full, but meet their nutritional needs.

WHAT YOU CAN DO:
Recognize that GLP-1 users' preferences have a wider appeal. Offering balanced, satisfying meals and smaller portions will satisfy the growing number of GLP-1 users—and many of your other guests, too.



FOOD PROCESSING[34,35]

THE TREND: Equating processing with poor nutrition.

WHAT SCIENCE SAYS:
- Food processing like cooking, pasteurisation and fermentation can turn raw agricultural products into edible, nutritious foods and beverages, enhancing safety, taste, and shelf life.
- Foods that are easier to eat quickly may raise energy intake, while foods that encourage slower eating can support satiety and portion awareness.

WHAT YOU CAN DO:
Favour foods eaten at a slower pace to support satiety and portion awareness. Be transparent about ingredients.

CHASING DIET TRENDS[36,37]

THE TREND: Using restrictive diets (low-carb, keto, gluten-free) for weight management.

WHAT SCIENCE SAYS:
- Restrictive diets may lead to short-term results but are often harder to maintain over time.
- For most people, long-term success is supported by balanced eating, physical activity and adequate sleep.

WHAT YOU CAN DO:
Be prepared to guide guests to choices that match their preferences, but keep your focus on the balanced nutrition that will outlast the trends.



Transformative trends in *Beverages*

Today's beverage choices go far beyond simple hydration. Some consumers may be seeking functional benefits, convenience, and enjoyment—while still supporting their overall wellbeing.

At the same time, beverages are becoming more experience-driven, with consumers seeking sensory engagement, layered flavours, and visually appealing presentation—from vibrant lattes to creative, visually striking drinks.

While water is essential, coffee and tea remain favourites, and new expectations are emerging. Some consumers are looking for beverages with added protein, fibre, or other nutrients, often in convenient, on the-go formats which they may even choose in place of a light meal. Others are seeking indulgent, treat-like drinks—sometimes in smaller, more reasonable portions.[38]

FUNCTIONAL BEVERAGES: A GROWING OPPORTUNITY

One of the hottest trends in beverages is drinks with functional benefits. From water fortified with vitamins to coffee, tea, juice, or kombucha with protein or fibre, to low-sugar drinks, these beverages are earning a bigger share of the market and providing new opportunities for revenue.[39] Not only do they offer benefits that consumers want, they also come in a convenient grab & go format that appeals to consumers looking for convenient, lighter choices throughout the day.

Offer a range of beverages that combine functional benefits, everyday balance, and mindful indulgence.

Everyday choices



WATER

Still or sparkling water is always the main option for hydration. You can also add citrus or cucumber slices for taste without extra calories.



COFFEE AND TEA

Consumed in formats ranging from hot beverages to cold and functional options, coffee and tea remain popular. Moderate caffeine intake is recommended. Most healthy adults should not exceed 400 mg of caffeine/day, while pregnant and lactating women should limit caffeine intake to 200 mg/ day.[40]

Keep it mindful



SOFT DRINKS

Out-of-home consumption is often linked to higher intake of sugary drinks.[6]

Offer smaller portions and sugar-free choices.



DESSERT-STYLE BEVERAGES

Syrups, whipped cream, and toppings can easily turn drinks into indulgent treats.

Offer different recipe variations and smaller serving size options to meet a variety of expectations.

The functional beverage market is expected to reach **$250 billion by 2030.**[39]

45% of consumers link balance with variety—recognizing indulgence as part of wellbeing.[41]

1 in 3 out-of-home coffee purchases are served cold.[42]



Matcha: From niche ingredient to menu staple

Matcha continues to gain momentum across foodservice, with iced formats especially popular. Driven by its perceived health benefits, it is increasingly chosen as an alternative to coffee, particularly by younger consumers. As demand grows, matcha is becoming a lasting feature on beverage menus.

Chefs' secrets for your Success

Wondering how to create nutritious, appealing meals at scale, while balancing cost, complexity, and consumer expectations? We asked experienced chefs to share their thoughts on some common challenges kitchens face today.

FOOD PREP

REDUCE FOOD WASTE
Use vegetable trimmings for stocks, repurpose cooked grains in salads, and use batch preparation to get the most out of every ingredient. These tips will make your kitchen more efficient, save money, and make your business more sustainable.

COOK PERFECT GRAINS
Most grains can be steamed in the oven for 30 minutes at 100°C, with a 1:2 ratio of grains and water. Whole grains take 10-15 minutes longer, and you may need to adjust for large quantities or rehydration.

KEEP NUTRITION TOP OF MIND
Use the 5 Nutrition Essentials in this magazine as a checklist to ensure that you're designing your menu with adequate fibre, protein, and hydration, building a balanced plate, and being mindful about fats and oils.

INGREDIENT ADVICE

DON'T BE AFRAID OF UGLY VEGETABLES
Don't overlook imperfect-looking products. The food system generates lots of waste due to non-conforming shapes but they still taste great. As long as they're free of pests or other problems, using them is a more sustainable kitchen practice.

GET CREATIVE
Let flavour make vegetables shine. Marinate in herbal oil, sweet chili, teriyaki, or kimchi. Oven grill at high heat, steam with ginger and liquid seasoning, or serve raw veggies like broccoli with couscous and chimichurri or butter bean garlic dip.

CELEBRATE TEXTURE
Combine crunchy, creamy, crisp, and tender elements for a more satisfying experience. Toasted seeds, roasted chickpeas, whole grains, or fresh vegetables can boost nutritional value and sensory appeal.

BUILD FLAVOUR NATURALLY
Use herbs, spices, citrus, garlic, onions, and fresh aromatics instead of excess salt, sugar, or fat. These natural flavour-building techniques support balanced nutrition and enjoyment.

PERFECT PLATING

GUIDE PORTION CONTROL
Plating can influence how much people eat. Your presentation techniques can encourage balanced consumption while keeping meals visually appealing and satisfying.

THINK HEIGHT, NOT VOLUME
Building height with vegetables, grains, or proteins creates visual impact without increasing the amount of food served. Your guests will perceive abundance while consuming appropriate portions.

SHOWCASE WHOLE INGREDIENTS
When guests can identify vegetables, grains, legumes, and lean proteins, it reinforces the nutritious credentials of the dish while building consumer trust and appetite appeal.

RETHINK THE FOCAL POINT
Using vegetables, whole grains, or nutrient-rich ingredients components as the focal point of a dish will encourage guests to consume them, making balanced or nutritious choices feel natural and appealing.



7 ways to guide your guests

1. Provide modular choices like "build-a-bowl" stations.
2. Place nutritious options in front at eye level so they're easy to reach.
3. Make vegetables look and taste amazing.
4. Draw attention to dishes high in fibre or protein.
5. Allow guests to choose their own sides and sauces.
6. Supply small plates.
7. Use visual cues to guide portions or signs like "Take one as part of a balanced diet."



Q&A

PRACTICAL ANSWERS TO REAL QUESTIONS

We want to add more balanced options, but our guests won't pay more. What do we do?

Focus on smart menu design instead of expensive ingredients. Use animal protein along with affordable sources like pulses, cheese, and grains, and add legumes and in-season vegetables to your recipes. Taking steps to reduce food waste can also help keep prices stable without asking guests to pay more.

Should we replace the less nutritional foods that everyone likes?

Not necessarily, as every food can have a place in a balanced diet. Instead, diversify your menu with attractive alternatives that respect the consumer's demands, such as grilled vs. fried chicken, relish vs. mayo, and oven roasted veggies vs. fries. You can also offer appropriate portion sizes and use health-conscious cooking methods. This approach supports better nutrition while keeping meals enjoyable and familiar.

How do we accommodate different portion size needs?

Invest in smaller plates to encourage less consumption, offer smaller, protein-dense or "light but filling" portions, and serve indulgent and high-calorie items in smaller portions.

How can we help reduce food waste without overhauling our whole programme?

Start by monitoring the performance of your top 20 dishes each day of the week to improve demand forecasting. Record the number of guests, seasonality, portions cooked, and guest and kitchen waste after serving. You can also rely on smart procurement portions and plug & play solutions. Using leftovers creatively is another way to cut waste while keeping operations efficient.

How can we balance the demand for protein with sustainability?

Consider protein sources across meals, beverages, and snacks, while aiming for a variety of foods that contribute to protein intake. Animal-based protein sources provide all essential amino acids, while plant-based protein sources generally have a lower environmental footprint and can also contribute fibre, vitamins, and minerals. You can also mix minced meat with pulses, beans, and seasonings to reduce a dish's environmental impact.

How can we offer something for everyone?

Where feasible, choose recipes that meet multiple dietary requirements to support a wider range of consumer needs while simplifying operations. Serving vegetables by default is another simple way to make menus more inclusive.

What can I do to grow my business and attract health-conscious consumers?

Think of this as a journey, not a disruption. You don't need radical changes to make a real impact. Your guests are not choosing between health and enjoyment—they want both. They are looking for great taste, memorable experiences, and the feeling of doing something good for themselves, without any sense of sacrifice.

Start simple: make your more balanced options the most appealing ones. Place them alongside your best sellers, elevate their visibility, and make them just as desirable.

At the same time, invest in your people. When your teams are educated and confident, they become your strongest ambassadors, able to source, prepare, and recommend balanced options that delight guests and build trust.

Get this balance right, and you don't just respond to a trend. You position yourself for long-term preference, loyalty, and business growth.

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