



DATASSENTIAL
FOOD WITH A STORY

FOODBYTES

JANUARY 2017 | ISSUE 38 | YOUR FREE DATASSENTIAL TREND REPORT

the Year in Trends

LESSONS FROM
A YEAR IN
TRENDSPOTTING

NEW IDEAS
TOP-SCORING ITEMS
TAKING IT TO THE NEXT LEVEL



INSIGHTS AND TRENDS FROM 70 ISSUES OF DATASSENTIAL'S TRENDSPOTTING REPORTS

Last year Datassential left no stone unturned. In our seven TrendSpotting titles we covered a truly staggering number of operators, concepts, segments, flavors, dishes, products, flavors, and ingredients. In **Dine Around** we took you across the country, from Providence to Tampa to Dallas to Downtown Los Angeles. **Creative Concepts** covered a little bit of everything, from on-site segments (senior living, business & industry) to juice bars and modern butchers. In **International Concepts** and **World Bites** we explored and tested dishes and ingredients from Peru, the Caribbean, Greece, India, Morocco, Argentina, and beyond. And in **On the Menu** and **TIPS** we covered over 150 trends from across the Menu Adoption Cycle.

In this issue of **FoodBytes** we're recapping just a tiny portion of the trends we covered last year – the dishes that scored the highest with consumers, the menu opportunities, the ideas that take well-known trends to the next level, and the menu items that helped inspired our 2017 trend forecast.

Do you wish your company was spotting these trends all year long? Do you want to have your finger on the pulse of cities across the country and understand flavors from around the globe before they hit U.S. menus – and have the consumer and operator data to make educated business decisions based on those trends? Subscribe to Datassential's seven TrendSpotting Reports and you'll be in-the-know throughout 2017 with unparalleled knowledge of the entire trend landscape.

To subscribe, contact Datassential Business Development Manager Susan Cohen at **312-219-6428** or susan.cohen@datassential.com and ask about discounted bundle pricing.

▲ In March we unveiled brand new designs and features for every TrendSpotting Report.

A SMALL SAMPLE OF WHAT'S COMING IN 2017

Las Vegas
San Francisco
College Towns
Miami
Retail Restaurants
Eatertainment
Amusement Parks
Smoothie Bowls
Vietnamese Chains
Burgers Around the World
Sichuan Cuisine
Meat Substitutes

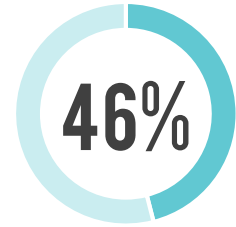
TOP SCORING DINE AROUND

Last year we covered trends in 11 cities, plus the far-flung operators that consumers go out of their way for in **Dine Around: Destination Restaurants**. Here are the concepts that consumer said they most want to try:

67% **FRESH-CAUGHT SEAFOOD**
DINE AROUND: NEWPORT BEACH

65% **KANSAS CITY BBQ**
DINE AROUND: KANSAS CITY

65% **KANSAS CITY STRIP STEAK**
DINE AROUND: KANSAS CITY



OF CONSUMERS HAVE BEEN TO CHICAGO, THE MOST-VISITED CITY WE COVERED LAST YEAR

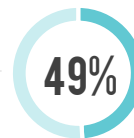
IT WAS ALSO THE CITY CONSUMERS SAID THEY WOULD MOST WANT TO VISIT FOR THE FOOD

FOCUS ON BREAKFAST

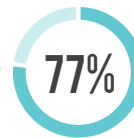
Breakfast has been a key innovation area in recent years, which should be music to consumers' ears, who wanted to see breakfast options in numerous segments. **Breakfast/brunch was the top food option consumers wanted at a hotel** – 88% want it offered, scoring higher than full-service restaurants and room service (**Creative Concepts: Hotels & Lodging**). At work, **73% said they would like their employer to offer breakfast options** (**Creative Concepts: Business & Industry**). Surprisingly, **60% of consumers said they wanted breakfast or brunch food at a wedding or special event**, which scored higher than plated service, comfort foods, or an open bar (**Creative Concepts: Catering**).

TOP SCORING TIPS

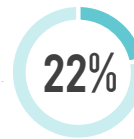
These were the highest-scoring items across every trend we covered in **TIPS** last year.



OF CONSUMERS RATED FANCY DOUGHNUTS AS THE MOST ADVENTUROUS OPTION



OF CONSUMERS RATED FRENCH TOAST AS THE FOOD THEY MOST WANT TO ORDER IN A RESTAURANT



OF OPERATORS RATED FRENCH TOAST AS THE OPTION THEY ARE MOST LIKELY TO ADD TO THE MENU

% OF WHO WANT TO TRY

TOP SCORING: CREATIVE CONCEPTS

72%	BEST DAMN GRASS-FED BURGER Quarter pound grass fed beef patty with lettuce, onion, gruyere cheese, and a secret sauce on a buttery, griddled sesame & scallion bun.	4505 MEATS CREATIVE CONCEPTS: MODERN BUTCHERS
71%	BLUEBERRY OLD FASHIONED DOUGHNUT With crumble topping.	DOUGHNUT VAULT CREATIVE CONCEPTS: DOUGHNUTS
68%	ORIGINAL MEATBALLS IN A CUP With Italian sauce and parmesan dipping bread.	MEATBALL OBSESSION CREATIVE CONCEPTS: MICRO CONCEPTS
62%	COOKIES AND CREAM MILKSHAKE Made with coconut ice cream, handmade cookies, and rice milk.	PLUM BISTRO CREATIVE CONCEPTS: VEGAN/VEGETARIAN

TAKE IT TO THE NEXT LEVEL

As demographics change, consumers get more adventurous, and trends move faster, it pays to spice up familiar products and categories. Use TrendSpotting to find novel takes on everything from breakfast to ice cream:



FRIED CHICKEN

The **huge fried chicken cutlets** at Hot-Star Large Fried Chicken in Taiwan ("bigger than your head") are just the type of attention-getting dish that shows up on Instagram (**International Concepts: Fried Chicken**). Or take inspiration from other global creations, like **nasi goreng**, Indonesian fried chicken, which ups the crunch factor with an extra topping of crispy crumbles (**World Bites: Indonesia**), or check out **karaage**, Japanese fried chicken (**World Bites: Japan**).

It's not just legs and thighs; operators are frying up the **chicken oysters**, a prized part of the bird (**On the Menu: Chicken Oysters**), or **chicken skin** in dishes like the Chicken Cracklin' Sandwich at The Hart & The Hunter in Los Angeles (**On the Menu: Chicken Skin**). Some restaurants swap out the protein altogether – A Restaurant featured **Kentucky Fried Quail** with foie gras gravy and truffled potato (**Dine Around: Newport Beach**).

Transform a Ubiquity-level ingredient into an Inception-level dish with a single ingredient. The fried chicken at Owen Brennan's in Memphis is **marinated in buttermilk and tobacco** (**On the Menu: Tobacco**). Taboo ingredients like tobacco were featured in **FoodBytes: 2017 Trends to Watch**.

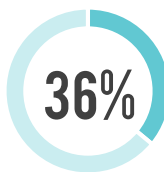
BOWLS

Poke bowls, one of last year's top trending dishes, is updated at Edison Food + Drink Lab (**Dine Around: Tampa**) in a **Surf + Turf Poke** served with beef tenderloin, scallops, coconut, yuzu, and prawn chips (more on prawn chips in **World Bites: Indonesia**).

Bowls are a new mainstay on lunch menus, but adding heartier flavors and proteins can **translate them to the dinner menu**. The Grit Bowl at Fortify Kitchen + Bar in Clayton, GA features shrimp, spinach, andouille sausage, and oyster étouffée sauce (**Dine Around: Destination Restaurants**).

Or transform existing menu items into bowls on the **breakfast menu**. Daily Eats tops its famous Cap'n Crunch French Toast with scrambled eggs, chicken tenders, and sriracha honey sauce for its Cap'n Cluck Bowl (**Dine Around: Tampa**).

Seek out global inspiration in cuisines that already have bowl options. Korean **bibimbap bowls** feature rice, on-trend gochujang, eggs, and meat, but you can upgrade it with any number of options or flavors (**TIPS: Bibimbap**).



OF CONSUMERS WANT TO TRY POKE AT A RESTAURANT

TIPS: POKE



medialunas

BREAKFAST

Upgrades are common in fine dining (truffle and Wagyu supplements), but what about at breakfast? Founding Farmers, in Washington, D.C., lets customers upgrade their breakfast bacon with thick-cut bacon flavored with a variety of specialty glazes for \$3.00 (**On the Menu: Thick-cut Bacon**).

Global flavors take longer to show up on the breakfast menu, but they can set you apart at a time when everyone is rushing to get into the breakfast game. According to **International Concepts: Breakfast**, over three-quarters of consumers want to try a **British breakfast** complete with rashers and baked beans. Or look south of the border for options like **breakfast arepas** (**On the Menu: Arepas**) or **medialunas**, which scored high with consumers (**World Bites: Argentina**).

Get serious on the morning drink menu with a **coffee mocktail** – 40% of consumers think they are an adventurous and unique option (**TIPS: Coffee Mocktails**). Or go even further with a true **coffee cocktail** – Datz offers the Dunk this Doughnut cocktail made with espresso liqueur served with a powdered doughnut (**Dine Around: Tampa**).

SANDWICHES

Operators are swapping out burger buns for more unique options – why not do the same for sandwiches? Use options like donuts, waffles, or ramen patties as a **unique carrier** (*On the Menu: Unusual Burger Buns*) or experiment with Native American **frybread** (*On the Menu: Native American Cuisine*). Or take inspiration from other menu parts – Belcampo offers a **mini French Dip Éclair** (*Creative Concepts: Modern Butchers*).



HALF OF CONSUMERS WANT TO TRY CHORIPAN

WORLD BITES: ARGENTINA

Deconstruct a sandwich for a new take on a classic option. When we covered reubens in last November's issue of *On the Menu* we found operators offering reuben french fries (think poutine) and reuben egg rolls.

FRENCH FRIES

While everyone is swapping out steak for cauliflower and noodles for zoodles, look for alternative fry options to create a unique item. Swapping out potatoes for sweet potatoes is already common, but try options like **asparagus, zucchini, green beans, avocados, parsnips, or polenta fries** (*On the Menu: Alternative Fries*). For extra crunch, even when baked, use **panko** – it's found on 7% of menus today (*On the Menu: Panko*).

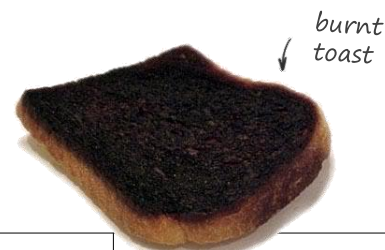
You never know where you'll find inspiration. The Cannery, in Newport Beach, CA, looked to its soup menu for a local take on poutine with its **Chowder Fries** featuring clam chowder, sriracha, and green onions.

The **Kimchi Fries** at Food Koma, in Portland, OR, featured kimchi, bulgogi beef, ground beef, nacho cheese, and green onions (*TIPS: Kimchi*).



OF CONSUMERS WANT TO TRY ALTERNATIVE FRIES

ON THE MENU: ALTERNATIVE FRIES



ICE CREAM

Latin and Tex-Mex flavors are trending in frozen desserts, found in everything from horchata milkshakes to paletas. El Charro Café in Tucson, AZ, serves fried ice cream with a favorite regional flavor – **prickly pear syrup** (*On the Menu: Prickly Pear*). Wyoming-based Taco John's featured a **Mexican Ice Cream Sandwich** made with Mexican chocolate cookies (*On the Menu: Mexican Chocolate*).

Frozen custard, once a regional specialty, is becoming a go-to premium upgrade for ice cream – think of it as America's answer to gelato. Over half of consumers have already tried it according to *On the Menu: Frozen Custard*. Shake Shack changes their custard flavors depending on the season and location, with options like Pretzel-dential Caramel and Stumptown Coffee Cardamom in New York.

After Ice Cream created a late-night menu sensation with its **Milky Bun**, a warm glazed donut filled with ice cream and any number of toppings (usually cereal). Find it in *Dine Around: Newport Beach*.

Breakfast flavors keep showing up in ice cream, from cereal toppings and cereal milk soft serve to the **charred toast ice cream** served with apricot, honey meringue, and fromage blanc cheesecake at Blackbird in Chicago (*TIPS: Charred & Burnt*).

FOODBYTES: TREND OR FAD? ICE CREAM FADS TAKE OVER

New York operators were busy taking over Instagram with over-the-top ice cream creations this summer. Learn the difference between a trend and a fad in last August's edition of *FoodBytes*.



Insane milkshakes at Black Tap



Hong Kong Egg Waffles at Eggloo



Coconut Ash Black Ice Cream at Morgenstern's



MAKE IT WORK

The most innovative companies always keep an open mind, whether they are on a trend immersion tour or diving into global menu items. Don't discount anything because it may seem too weird – make it work for you:

BACON & BANANA PIZZA

ROMAN'S | SOUTH AFRICA

INTERNATIONAL CONCEPTS: PIZZA

In an issue full of concepts that would be considered unique to most U.S. consumers (check out the Cod Roe Mochi Pizza from Japan's Pizza-la at the top), the Bacon & Banana Pizza at Roman's was one of the most eye-catching combinations. Consider the **plantain**, however, a member of the banana family that is more common in savory preparations – it has grown 54% on U.S. menus in the past decade. Miami's **Cuban-inspired** Havana Pizza serves a Ropa Vieja Pizza on a plantain crust.

SWEET POTATO TEA

DUNKIN' DONUTS | SOUTH KOREA

INTERNATIONAL CONCEPTS: COFFEE & TEA

South Korea is Dunkin' Donuts' largest international market and they offer plenty of options to cater to the local population, including Sweet Potato Tea. Yet **savory teas** are starting to show up on U.S. menus and at retail – 1 in 5 restaurant operators said they were very likely to add them to the menu in the future (**TIPS: Savory Tea**). At their simplest they can be considered a **drinking broth**, which one healthcare operator told us could update the options available for those on liquid diets.

SQUID INK CHEESE BREAD

TOUS LES JOURS | SOUTH KOREA

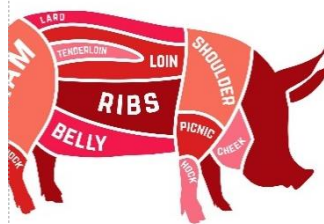
INTERNATIONAL CONCEPTS: BAKED GOODS

Also from South Korea (Japan and South Korea are hotbeds of flavor innovation), the Squid Ink Cheese Bread at Tous Les Jours Bakery may be the least outlandish option on this list when you consider the number of on-trend **jet black foods** that keep popping up on U.S. social media and the fact that Burger King adapted its **black-bun burger** (first menued in Japan) for the U.S. market in 2015. While squid ink can offer that black hue, some U.S. operators are also using **activated charcoal** (one of the "taboo ingredients" on our list of 2017 trends to watch). Or look for others way to **play with color** – think rainbow lattes and galaxy cakes and donuts.

MOST UNUSUAL

With 70 TrendSpotting issues spanning the globe released each year, we cover it all, from the familiar to the downright strange:

- Poor Man's Pretension, a drink at Jose Andres' Minibar in Washington, D.C., is **served in a paper bag**. (**Creative Concepts: Micro Concepts**), while the Mizuwari Highball at Remedy is **stirred 13 ½ times in one direction, topped with soda, and stirred 3 ½ more times in the opposite direction** (**Dine Around: Dallas**).
- Dallas has its fair share of over-the-top dishes. Chef John Tesar's Knife menus a Niman Ranch Rib Eye **dry-aged in the restaurant's meat locker for an astonishing 240 days**, priced at \$80.00 an inch. Last year's State Fair of Texas, held in Dallas, featured award-winning creations like **fried Jell-O** and a **fried burger stuffed with a hot dog served over fries** (**Dine Around: Dallas**).
- Bakeries are going far beyond glazed and sprinkles. Glam Doll Donuts, in Minneapolis, serves a **Peanut Butter & Sriracha Doughnut** (**Creative Concepts: Doughnut**), Diablo Donuts offers a Captain Chesapeake doughnut with Cap'n Crunch cereal and **Old Bay seafood seasoning** (**Dine Around: Baltimore**), and Doughnut Lounge goes full savory with its **Avocado Risoughnut** that serves risotto with cornbread doughnut croutons (**Dine Around: Kansas City**).
- The **Dumpster Dive Vegetable Salad** served at the wastED pop-up featured "**damaged storage apples and pears**" plus whipped chickpea water (**On the Menu: Aquafaba**).
- **Buttermilk ranch ice cream** may sound unusual, but it has become a signature at Chef and the Farmer in Kinston, NC, where it's served with fried okra (**Dine Around: Destination Restaurants**).



I CAN'T BELIEVE I ATE THE WHOLE THING

HEADS, NECKS, HEARTS, & MORE ON MENUS TODAY

It's safe to say that nose-to-tail eating is here to stay; last year we found a number of restaurants menuing lesser-known cuts. There was a chicken thigh with cock's comb as well as lamb neck tamales at Broken Spanish (**Dine Around: DTLA**), a Sunday Gravy with lamb neck at Butcher & the Rye (**Dine Around: Pittsburgh**), and crisp lamb neck with cauliflower giardiniera and harissa-lamb jus at Boulevardier (**Dine Around: Dallas**). Boulevardier also offered a bone marrow luge, as did Denver's Epicurean Catering (**Creative Concepts: Catering**). Knife steakhouse topped bone marrow with bacon and caviar, offered a beef cheek burger, and served up pig head tacos inspired by the Berkshire Pig Head Carnitas at the same city's CBD Provisions (**Dine Around: Dallas**). Chef and the Farmer serves Tom Thumb, an old-fashioned sausage stuffed and dried in a pig's appendix (**Dine Around: Destination Restaurants**), there were duck hearts at Duck Duck Goat (**Dine Around: Chicago**), and the truly adventurous can drink up some bull testicles in the Rocky Mountain Oyster Stout from Wynkoop Brewing Co. (**Dine Around: Denver**).

CONSUMERS WANT FRESHNESS & HEALTH

Health and freshness were frequently consumers' top-rated attributes last year. The top healthy choices they wanted at the supermarket were **local foods** (79% wanted them), **salad bars** (76%), **free-range meat and eggs** (73%), and **healthy prepared meals** (73%) according to **Creative Concepts: Healthy Supermarkets**. The top option employees want at work is **healthy snacks** – 73% want them – while 72% want a **salad bar** (**Creative Concepts: Business & Industry**). A whopping 91% of consumers want **fresh fruits and vegetables** available at hospital cafeterias, while 87% want a **salad bar**, the top two choices; only 62% wanted **organic foods** (**Creative Concepts: Hospitals**). When choosing a senior living facility for a family member, 85% said they want meals to be **freshly-made** and 84% said they want healthy and **heart-friendly options** available (**Creative Concepts: Senior Living**).

OPPORTUNITIES: WORLD BITES

Last year we took you deep into the cuisines of India, France, Japan, Morocco, Indonesia, and Argentina to discover their authentic dishes and how they might translate to U.S. menus. There are still plenty of opportunities within French cuisine – gougères, tartiflette, croque monsieur, coq au vin, and soufflés all indexed high with consumers yet are found on few menus. These are the dishes, however, with the widest gap between the percentage of consumers who want to try them at a restaurant or at retail and the dish's U.S. menu penetration:



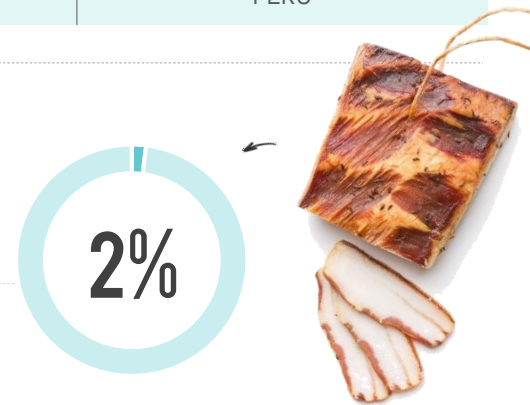
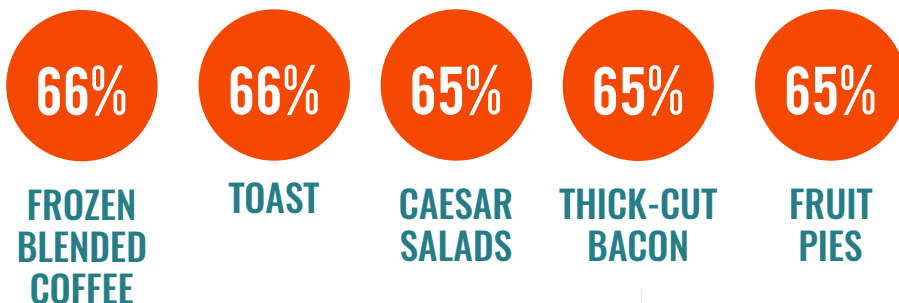
% OF WHO WANT TO TRY

TOP SCORING: INTERNATIONAL CONCEPTS

86%	SMOKEY ANGUS BURGER Brioche bun, 100% Angus beef burger, tomato, lettuce, cheese, and smoked mayo sauce.	GOODY'S INTERNATIONAL CONCEPTS: GREECE
84%	CRISPY CHICKEN Hand-seasoned and prepared by and for a golden, one-of-a-kind texture and taste.	POLLO CAMPERO INTERNATIONAL CONCEPTS: FRIED CHICKEN
83%	SUPER SOFT TACO A warm flour tortilla filled with Taco Maker beef, enchilada sauce, cheddar and Monterey blend cheese, lettuce, sour cream, and fresh tomatoes.	TACO MAKER INTERNATIONAL CONCEPTS: CARIBBEAN
83%	STEAK Juicy cut of meat marinated in fine spices, grilled golden brown, and served with tasty fries and a salad garnish.	PARDO'S CHICKEN INTERNATIONAL CONCEPTS: PERU

TOP SCORING: ON THE MENU

In 2016 we covered over 70 trends across the Menu Adoption Cycle in **On the Menu**, from Inception (uni, galangal, tobacco, aspic) to Ubiquity (cauliflower, rosemary). Here are the concepts that consumers most wanted to try:



OPPORTUNITY

Thick-cut bacon had the largest gap between the number of consumers who want to try it and the percentage of restaurants that offer it – it's on only 2% of menus.

SEGMENT STEALING

Just because your company doesn't have "Memorial" in the name doesn't mean you should ignore what hospitals are doing. As segments meld and upgrade their options you can spot trends at every operation. You may even be competing with them – St. Louis' Barnes-Jewish Hospital features an on-trend food hall with a wine bar and massive stone pizza oven. Creative Concepts keeps you in-the-know on every facet of the industry:



CREATIVE CONCEPTS: HOTELS & LODGING

UNIQUE HOSPITALITY IDEAS AT HOTELS

Looking for some ideas to up your hospitality game? Dive into the hotel industry, which is constantly coming up with new ideas to create memorable, welcoming experiences. The bartenders at Chicago's Longman & Eagle, which has six rooms above the restaurant, are trained experts in the local scene so they can answer any questions, while the same city's Gwen Hotel features a roving bar cart.



CREATIVE CONCEPTS: BUSINESS & INDUSTRY

HIP, GLOBAL COMPANIES HAVE HIP, GLOBAL MENUS

Look for plenty of global menu ideas at companies that are looking to attract an adventurous, diverse workforce – Greek chicken wings at Facebook, Jewish eggs benedict at Google, Bangkok vermicelli at Urban Outfitters, and Punjabi dhaba chicken curry at Airbnb.



CREATIVE CONCEPTS: SENIOR LIVING

PREPARE FOR CHANGING DEMOGRAPHICS

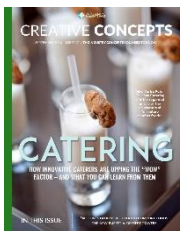
By 2030, 1 in 5 Americans will be aged 65 or older. To cater to this population take inspiration from senior living operators, which offer up a mix of tried-and-true favorites and on-trend options – this issue featured gluten-free and organic menus at Brookdale Senior Living, a low-acid coffee brand from Seattle-based Leisure Care, and breweries at the largest private retirement community in the world.



CREATIVE CONCEPTS: HEALTHY SUPERMARKETS

FIND EVERY TREND AT HEALTHY MARKETS

Modern supermarkets have a little bit of everything – retail, prepared foods, QSR and fast casual concepts, even full service restaurants and experiential options like cooking classes and wine bars. Many resemble a dynamic, multisensory food hall, like Washington's Main & Vine, which "blurs the line between departments" to encourage meandering and discovery.



CREATIVE CONCEPTS: CATERING

FIND MINI OPTIONS FOR APPETIZER, SMALL PLATE MENUS

According to our 2016 PULSE Report, catering is the most universally-offered service in the industry. In this issue you'll not only find options for catering operations within nearly every segment – restaurants, grocers, C&U operators – but you'll find plenty of inspiration for the small plate, appetizer, and bar snack menus – mini baked potatoes, lasagna bites, mason jar pies, savory cones, and tiny burgers with tiny mugs of beer.



CREATIVE CONCEPTS: HOSPITALS

SEEK OUT HEALTHY INSPIRATION AT HOSPITALS

Hospitals may be working with strict dietary guidelines or simply maintaining their wellness culture with healthy menu items. Take inspiration from the Mediterranean dishes found at Cleveland Clinic's C2 Cultural Cuisine or the "healthy options that kids actually want to eat" at Children's Mercy in Kansas City, MO.

2017 TRENDS IN ACTION

How do we come up with our annual trend forecasts? We combine our market research with up-and-coming ideas, dishes, and products that we spot throughout the year in our TrendSpotting series. For our full list of 2017 Trends to Know, check out last month's *FoodBytes*.

FAT IS BACK	Beef Fat Candle with sofrito, herbs, jus <hr/> OVENBIRD <i>Dine Around: Birmingham</i>	Duck Fat Kettle Corn <hr/> ÇA VA <i>Dine Around: Kansas City</i>	Corn, Bread, & Butter Cocktail with brown butter-washed whiskey <hr/> TRAVELLE <i>On the Menu: Fat-washed Cocktails</i>
VEGGIE MIGHT	Malted parsnips and aged gouda over steak tartare <hr/> LE PIGEON <i>TIPS: Gouda</i>	Roasted spaghetti squash with spirulina pistachio cream, kelp caviar <hr/> ELIZABETH'S GONE RAW <i>Creative Concepts: Vegan & Vegetarian</i>	Piquillo pepper relish over jamon croquetas <hr/> EDGE <i>TIPS: Upscale Bar Bites</i>
SWEET JAPANESE	Strawberry Mochi Ice Cream with spiced berry sauce <hr/> IZA <i>World Bites: Japanese Cuisine</i>	Yuzu Lemon Semifreddo with umeboshi, apricot, almond, shiso, poha <hr/> LUKSHON <i>On the Menu: Umeboshi</i>	Matcha Cream-filled Doughnut with vanilla glaze and pistachio <hr/> DOTTIE'S DONUTS <i>TIPS: Fancy Doughnuts</i>
THE NEW SUPERFOODS	Spirulina Orange Juice <hr/> OLD TOWN WHITE COFFEE <i>International Concepts: Coffee & Tea</i>	Sprouted, stone-milled, soaked spelt biscuit <hr/> ALABAMA BISCUIT CO. <i>Dine Around: Birmingham</i>	Nasca Sour cocktail with whipped aquafaba <hr/> NIX <i>On the Menu: Aquafaba</i>
SOUTHERN MASHUPS	Alabama Hummus with bacon jalapeno arancini and ranch dressing <hr/> PARAMOUNT ROOM <i>Dine Around: Birmingham</i>	Pork Belly Cracklin's with vadouvan, skillet-fried sorghum, and furikake <hr/> RAPSCALLION <i>Dine Around: Dallas</i>	Berkshire Pork ribs with apple kombu and fennel pollen <hr/> TOP KNOT <i>Dine Around: Dallas</i>
FLAVORS TO WATCH	Zhug in shakshuka with pita crumbs <hr/> SOFRA <i>TIPS: Shakshuka</i>	Cajeta dipping sauce served with just-made churros <hr/> RED O <i>Dine Around: Newport Beach</i>	Umeboshi vermouth <hr/> SIMBAL <i>Dine Around: DTLA</i>

2016 TRENDSPOTTING INDEX

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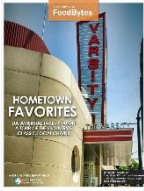
DINE AROUND

CREATIVE CONCEPTS

TIPS



Year Ahead



Hometown Favorites



Downtown L.A.



Providence



Vegan Operators



Hospitals



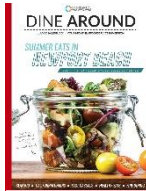
Ras el Hanout • Eliminating Tipping • Trash Fish • Bibimbap
Shakshuka • Upscale Bar Bites
Green Goddess • Honey



C&U



Spotting Trends



Newport Beach



Destination Restaurants



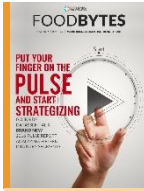
Modern Butchers



Business & Industry



Vadouvan • Savory Teas
Modern Red Sauce Restaurants
Mostarda • Fortified Wines
Pulses • Bowls • French Toast



PULSE 2016



Kids' Menus



Kansas City



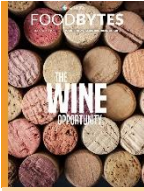
Pittsburgh



Juice Bars



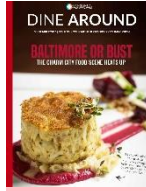
Hotels & Lodging



The Wine Opportunity



Trend or Fad?



Baltimore



Tampa



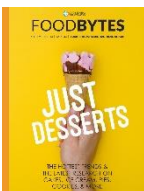
Micro Concepts



Healthy Grocers



Charred & Burnt • Coffee Mocktails • Fancy Doughnuts
Kombucha • Paella
Bacon-wrapped Appetizers
Hummus • Coleslaw



Dessert



Prepared Foods



Chicago



Denver



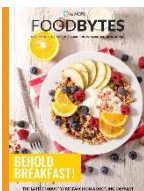
Catering



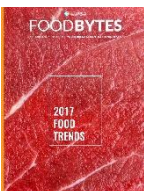
Next-level Doughnuts



Raclette • Jackfruit • Pollen
Poke • Kimchi • Brussels
Sprouts • Wasabi • Lemonade



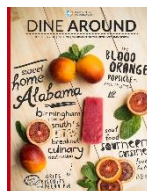
Breakfast



2017 Trends



Dallas



Birmingham



Senior Living



Street Food

ON THE MENU



Food Made from Scraps
Nettles • Mexican
Chocolate • Curry
Meatballs • Biscuits



Native American Cuisine
Aleppo Pepper • Draft Non-
alcoholic Beverages
Coconut Milk • Hush
Puppies • Egg White Dishes



Uni • Freekeh
Unusual Burger Buns
Panko • Frozen Custard
Fresh Mint



Galangal • Arepas
General Tso-style
Proteins • Alternative
Oils • Pretzel Crusts
Baja Cuisine



Poke • Aquafaba
House-made Cereal
Hard Soda • Caesar
Salads • Cauliflower



Frozen Blended Coffee
Umeboshi • Chicken
Skin • Seafood Boils
Banh Mi • Coleslaw



Prosecco • Finger Limes
Banoffee • Power
Salads • Hollandaise
Cilantro



Fruit Pies • Chicken
Oysters • Crawlers
Sake • Guacamole
Butterscotch



PB&J • Tobacco
Mangalitsa • Café de
Olla • Thick-cut Bacon
Zucchini



Ganache • 'Nduja
Tonkatsu • Alternative
Fries • Tofu • Lattes



Toast • Aspic • Squid
Ink • Prickly Pear
Crepes • Reubens



Cider • Fat Washing
Challah • Mignonette
Salted Caramel
Rosemary

INTERNATIONAL CONCEPTS



Peru



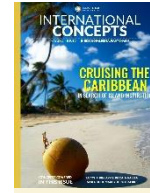
Sandwiches



Coffee &
Tea



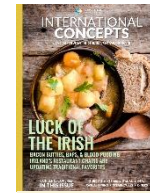
Fried
Chicken



Caribbean



Breakfast



Ireland



Street
Food



Greece



Pizza



Malaysia

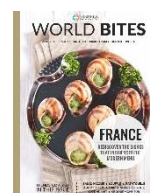


Baked
Goods

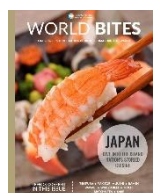
WORLD BITES



India



France



Japan



Morocco



Indonesia



Argentina

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We take a complete look at both leafy green and deli salads at home, away from home, and from retail foodservice by delving into attitudes and usage regarding salad varieties and components. You'll learn about...

Last Green and Deli Salad Occasion

Explore at-home and away-from-home consumption of both green salads and deli salads: incidence and frequency; most common varieties and components; dayparts and mealparts.

Salad Attitudes

Understand what consumers look for in green and deli salads; gauge consumer affinity for salads by segment; ascertain the importance of healthy and premium salad terms; discover operator goals and challenges around salads; compare consumer interest in emerging salad trends with operator offerings.

Green Salad Components

Discern consumer affinity for different varieties of leafy greens, vegetables, fruits, proteins, cheeses, and toppings; discover which product formats are most commonly purchased by both consumers and operators; learn how and why operators customize salad dressings.

Demographic Influence on Salad Consumption

Learn how generational and parental status affect salad attitudes and consumption, including frequency, motivators and barriers, daypart and mealpart preferences.

Restaurant Menus

Identify the most-menued and fastest-growing ingredients and flavors within green and deli salads; understand salad ingredients and flavors most associated with each season; compare chain vs. independent and LSR vs. FSR trends.



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2017 MENUTRENDS KEYNOTES

- Snacking
- Roadmap To Successful LTO Programs
- Sandwich Update
- Global Flavor Influences
- Seafood
- Meat & Poultry



2017 TOPICAL KEYNOTE REPORTS

- What's Next For Casual Dining?
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