

Stiritup

TREND GUIDE

2020/21



A Transforming Landscape

WHEN WE EMBARKED ON A NEW YEAR IN 2019, LITTLE DID WE KNOW THAT WE WOULD STILL BE WAITING FOR BREXIT TO COMPLETE BY THE END OF THE YEAR. AS IT STANDS, THE DEADLINE HAS NOW MOVED TO 2020 AND OUR INDUSTRY IS FACING MORE UNCERTAINTY FOR THE YEAR AHEAD AS COSTS RISE AND THE TALENT POOL STARTS TO SHRINK.

Although this uncertainty leaves caterers feeling unsure of the months ahead, it also provides the food industry with an opportunity. We're in a time of change, and this encourages us to expand our thinking; challenging us to increase our perspective and 'old ways' of working to open the flow of communication between industries, sectors and communities so that we can all work together towards a more positive and sustainable future.

There are many factors that are influencing the way that consumers spend and eat out-of-home whether that is what a pupil chooses to eat at lunchtime, the way a person selects a care home for themselves or a family member or how consumers decide where to visit for a on-the-go snack.

Sustainability and reducing our own impact on the world around us has become such a huge influence on the way we behave across all areas of our daily lives, and the effects of this are being seen across all sectors of the foodservice industry. Constantly reinventing itself as the momentum of activities increase in pace and we bear witness to innovations in growing techniques, products and services, there will never be a trend so widely

adopted and important as this one in our lifetime, which is why we have dedicated two chapters in this year's guide to the subject – 'Children of the Revolution' and 'Sustain, Regain & Reconnect'.

Within all sectors across the foodservice marketplace there are a number of notable highlights, vegan options are increasingly popular; Deliveroo reported that the number of vegan orders had risen by 330% in the past two years with many of their customers opting for a part-time vegan diet. This increase has been seen not only in cafés and restaurants, but throughout the education sector and is now moving into the care home sector too. Street food continues to be popular, consumed by 2.5 billion people each day worldwide.

For those of you who missed our mid-year Street Food Trend Guide, visit <http://bit.ly/SIUStreetFood19> to download your copy.

Whether you immerse your business in one specific trend or take influences from across the spectrum, we hope you have been inspired to face the year ahead, whatever it may bring...



IT'S NOT ALL DOOM AND GLOOM

Due to Brexit, the collapse of airlines and holiday companies along with the consumer focus upon conscious travel we are set to see a continuation of the increase in number of staycation holidays throughout the UK and Ireland. This is a fantastic opportunity for operators - it has already been predicted that 2020 will see the highest ever number of hotels to open in London.

Navigating the Trends

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ALIGNING WITH THIS TREND CASE STUDY 1

In addition to identifying key trends that will drive significant change within our industry in 2020 and beyond, we also want to provide inspiration and practical ideas that you can implement within your business. As a result, throughout the guide you will see 'Aligning with this Trend' pull outs which provide tips on how to profit from or align different elements of your offering with each of the trends. For some sections we have also included several case studies which give you an overview of real-life examples of a variety of foodservice businesses who are tapping into the opportunities that focusing on each trend can provide.

GENERATIONS OF CHANGE

IT'S ESSENTIAL TO UNDERSTAND WHAT IS DRIVING THE BEHAVIOURS OF YOUR CUSTOMERS, WHETHER THAT BE BY GENERATION, LIFE STAGE, BELIEF ETC. IN THIS SECTION WE HAVE FOCUSED ON THE KEY ELEMENTS OF EACH GENERATION IN TERMS OF HOW THEIR VIEWS AND VALUES WILL AFFECT HOW THEY CONSUME, WHAT THEY DEMAND AND HOW THEY CHOOSE TO SPEND IN ALL SECTORS ACROSS OUR INDUSTRY.



66% OF GEN ALPHAS

ALREADY WANT TO BUY FROM

ENVIRONMENTALLY

CONSCIOUS ORGANISATIONS

GEN ALPHAS

BORN BETWEEN
2010-2025

THE DAWN

OF A

NEW GENERATION

Generation Alpha is gathering pace, with over 2.5 million born around the world each week.

The children of Millennials, they are the first consumer group who will have been immersed in technology their entire lives and are likely to outsmart their parents' technological abilities by the time they are 8 years old.

Gen Alphas with parents who have well-established careers, strong ideas and values, will be shaped by healthy food choices and a strong interest in where our food comes from.

This means that Gen Alpha children will experience early exposure to a variety of ethnic flavours. The strong vegan trend will result in a naturally high consumption rate of fruit and vegetables (sweet potato, sushi, kiwi, cauliflower and avocado are currently popular), whole grains and natural proteins. Red meat and sugary foods will not be in as high demand.

Whilst Gen Alpha are working their way through nursery, reception and primary school, school catering will see a growing expectation from parents

for school meals to simulate the food their children receive at home. Babies and toddlers are exposed to playful mealtimes where food is a sensory, tactile experience that they are invited to participate and interact with as opposed to being spoon fed from ready-made jars.

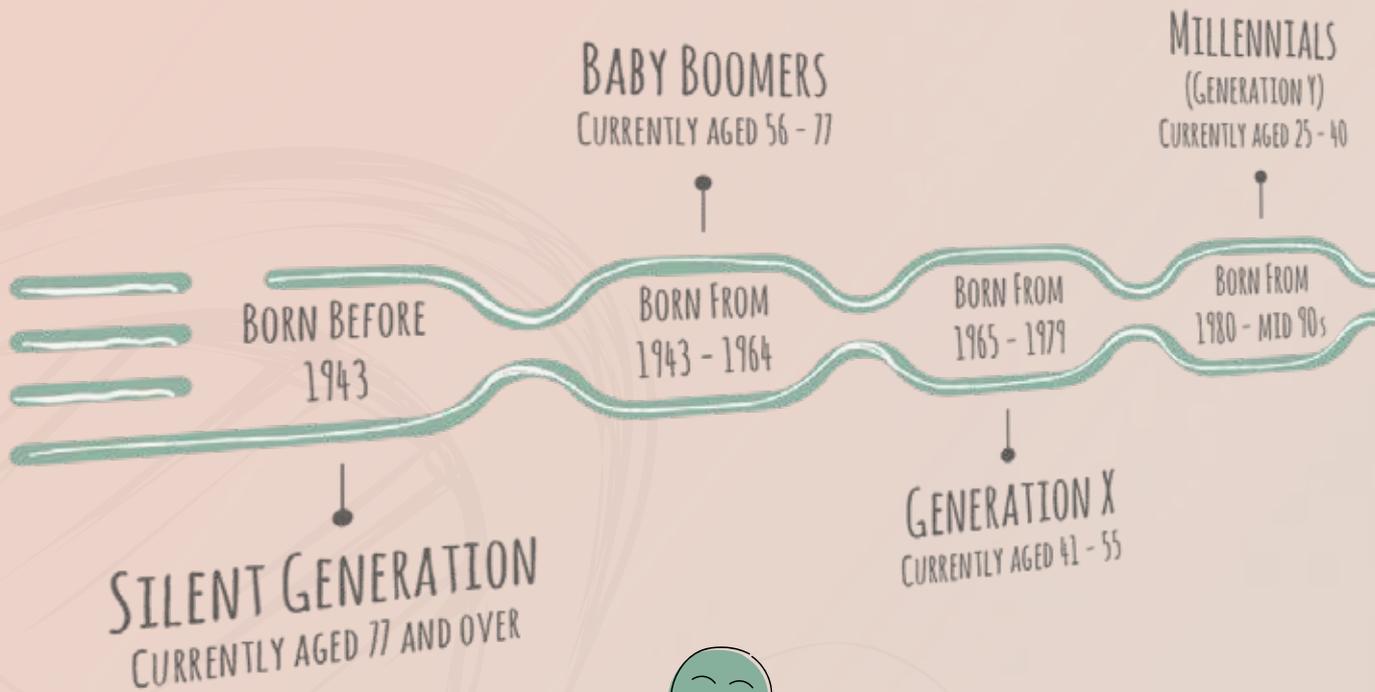
IT'S IN THE DNA

Having been raised with autonomy, customisation and choice is wired into their DNA. Personalisation of food in schools and restaurants will become increasingly important, we have already seen "build your own" style school meals and this will continue to evolve. Food bars for tacos, salads and bowl food will bring fun and variety into school meals while technology will start to influence how children can order their food. From apps which allow students to view daily menus and pre-order meals to seeking feedback and opinions, Generation Alpha will have definitive views on how things should work from an early age, which will be a major force for driving change.

Sustainability will be deeply ingrained into their lives so tapping into this strong sense of ethics by having a menu which highlights the sustainability credentials of the products used within dishes or creating a social media content strategy which shares your sustainable business practices would not go unnoticed by them.

The youngest members of this group are currently being born so it is a little too early to tell how they will shape the out-of-home market of tomorrow. However, with such a strong influence from their Millennial and older Gen Z parents, it would not be too far off the mark to assume their interests and demands will follow a similar pattern in their early years, giving us a strong indication of growth areas for the not so distant future.





THE RISE OF

THE 'PARENNIALS'

By 2020 over 5.5 million Millennials in the UK will be parents and by 2025 they will make up 83% of all parents. They are keen to tread a different path when it comes to parenting, more likely to turn to Google and social media for parenting advice – resulting in parents with far more knowledge about child development than ever before. This wealth of knowledge, coupled with this generation being more likely to have children later in life, has led to a more confident generation of parents who are content spending time with their children and talking to them about a wide range of issues from money to gender and identity.

The desire of 'Parrenials' to buy into brands who support their social and political values and their interest in world travel means that their children are naturally more exposed to a much wider variety of cultural influences and social ideas from a young age. These factors are resulting in Gen Alpha who are much more likely to be comfortable with different cultures, have a varied flavour profile and opinions of their own.

OK, BOOMER

THE CLASH OF THE TITANS

The #OKBOOMER phrase has risen as a way for younger generations to deal with comments from older generations of people that they feel just 'don't get it'. It is a way to shut down a conversation when a younger person feels that they are fed up of arguing against an outdated opinion or a way to disagree with a patronizing throw away 'Back in my day...' statement from a parent, family member or colleague.

This increasing discourse between the two ends of the generational spectrum has developed from opinions about different generations, often created by the media, such as Gen Z and Millennials being 'lazy', addicted to their phones and unable to get mortgages and work full-time jobs. The younger generations believe that boomers have 'mortgaged the future' in exchange for their own selfish gain.

A NEW MILESTONE

FOR BABY BOOMERS

BETWEEN
1943 AND 1964
 THERE WERE OVER 78 MILLION BIRTHS THROUGHOUT THE COUNTRY. THESE INDIVIDUALS ALSO HAVE THE LARGEST SPENDING POWER — BILLIONS MORE THAN EVEN GENERATION X, Y MILLENNIALS, AND Z COMBINED.

Known to us all now as Baby Boomers, they are just as demanding as the younger generation but in a different way. Gluten-free, vegan, vegetarian and low-calorie diets are not influencers, however promoting fresh ingredients

and a mix of familiar food alongside innovative alternatives would attract their attention.

Baby Boomers were the first generation that received peak levels of income and they are widely known for setting the bar for quality at a high level. Now entering their late 70's and with more people than ever getting diagnosed with dementia, this generation is one to watch for the care community. The demands for care from Baby Boomers will result in an overall upgrade in care home environments, improved furnishings and facilities to satisfy a consumer group who never experienced wartime rationing. Their expectations will involve a change of pace for care homes including the ability for residents to order food at any time and utilising more fresh ingredients as well as plenty of developments in the use of technology and food centred events to enhance quality of life.

The impact of Baby Boomers on senior living cannot be underestimated, they are a large consumer group who are anticipated to live longer than the generation before them. They are active, highly educated and value their independence which means that "life plan" communities will see an increase in demand, providing a wide range of care services ranging from independent living to assisted living services and dementia care.

GENERATION ALPHA
CURRENTLY AGED 0 - 9



GENERATION Z
CURRENTLY AGED 10 - 24

67% OF 6-9 YEAR OLDS
WANT A CAREER WHICH FOCUSES ON
SAVING THE PLANET

THE EVOLUTION OF CONSUMERS – YOUNG, OLD AND EVERYTHING IN-BETWEEN

2008 – 2016

CAUTION
Sticking with 'what we know' through times of austerity

TRUST
The operator knows best

PARENT POWER
Kids very much second best to their parents

'HEALTH' OR 'INDULGENCE'
Mutual exclusivity of benefits

CONVENIENCE
Good to have where possible

CHEAPNESS
Heavy cost-focus

SPECIALIZATION
Operators known for their core products

2016 – 2022

EXPERIMENTATION
Confidence breeding a shift to trying new cuisines

CUSTOMISATION
Consumer input into the meal

PESTER POWER
Children treated as consumers in their own right

'HEALTHY INDULGENCE'
Blending of the concepts... if only 'for show'

ULTRA-CONVENIENCE
Operators re-doubling efforts to fit into consumers' lives

VALUE PROPOSITION
Discerning consumers more willing to spend if convinced

CONVERGENCE
Everyone offering everything, better

* As presented by Global Data Plc. at the Public Sector Catering Expo 2019

GEN X

THE FORGOTTEN

GENERATION

Gen X are often referred to as the "forgotten middle child" generation as they are rarely focused upon by marketers and brands, overpowered by the Millennials, Gen Zs and Baby Boomers who are dominating our headlines.

Unlike previous generations, Generation X works to live rather than lives to work. That said, Gen Xers appreciate the fun in the workplace and managers of this generation often incorporate humour and games into work activities.

This "work hard, play hard" generation that is now at the pinnacle of their careers. Many are homeowners and have families of their own. So, here they sit in this powerful time with money, resources and influence, and still aren't in the mainstream conversation.

#GENERATIONALPHA



CHILDREN OF THE REVOLUTION

THE DISCOURSE BETWEEN GEN Z AND THE NEWLY TERMED OK BOOMERS HAS ITS ROOTS IN A WIDER MOVEMENT, THE MAGNITUDE OF WHICH HAS NOT BEEN SEEN SINCE THE 60S – WHICH IRONICALLY WAS LED BY THE BABY BOOMER GENERATION.

The younger generation have found their voice and realised they will be the ones affected by climate change in the future. Child and adult roles have flipped, with Greta Thunberg addressing some of the world's most influential leaders, cutting through the red tape of nay-sayers and inspiring an entire movement of children across the globe to stand up and fight for what they believe.

Whether it's to stop the extinction of certain species, the demand for a better lifestyle or increased opportunity and equality, young people are no longer accepting their fate, they are fighting for their future.

“YOUNG PEOPLE: THEY CARE. THEY KNOW THAT THIS IS THE WORLD THAT THEY’RE GOING TO GROW UP IN, THAT THEY’RE GOING TO SPEND THE REST OF THEIR LIVES IN. BUT, I THINK IT’S MORE IDEALISTIC THAN THAT. THEY ACTUALLY BELIEVE THAT HUMANITY, HUMAN SPECIES, HAS NO RIGHT TO DESTROY AND DESPOIL REGARDLESS.” - SIR DAVID ATTENBOROUGH



CLIMATE SMART

Gen Z are leading the way on climate change issues, joining to try and enforce a transformation in the way we live our lives including where to shop, what to eat and which brands to support. As digital natives, their ability to influence others and quickly start an uprising for or against companies, products and brands is more powerful than any generation before them. Gen Z were the social media guinea pigs and have had access to a high number of channels for communicating and expressing themselves without many boundaries. We see the extreme results of this as 'Trolling' which is particularly threatening to businesses, but such is the passion for their cause, it is misguidedly seen as justified action.

It's no surprise therefore that 26% of Gen Z-ers have boycotted a company which supports issues contrary to their own.

ALL RIGHT STOP, COLLABORATE AND LISTEN

So how does the hospitality sector engage with this trend where emotions run high in such a passionate consumer group? The answer lies in understanding what they are trying to achieve and collaborating with them instead of talking at them. Gen Z are choosing to take control of where they spend their money, they want to become intimately involved in the producers who supply goods, not just to improve their understanding but to grow their network based on shared values.

Sharing information about the food journey, how it is produced, and the ethics of its origin help Gen Z-ers feel more confident about their spending decisions and give them the ability to actively encourage businesses, however collaboration is about more than that.

The UK Government have recently announced an extension of a global Scout and Girl Guides badge to create the next generation of international leaders to protect our oceans. The badge not only encourages young people to take action to reduce plastic waste in their own lives, but also helps them become leaders in their communities. Collaborating with independent initiatives such as this, is the proof point Gen Z need in order to truly trust an organisation is working for the greater good.

MAD, an influential Danish non-profit group dedicated to global change in the restaurant industry recently announced their proposals for a permanent educational centre in Copenhagen to teach chefs and restaurateurs from around the world to become more humane, responsible and sustainable.



IT'S NO SURPRISE
THAT 26% OF GEN Z-ERS
HAVE BOYCOTTED A
COMPANY WHICH
SUPPORTS ISSUES CONTRARY
TO THEIR OWN

PLASTIC IS NOT
FANTASTIC

Reducing plastic pollution and actively combatting environmental damage is something this generation of revolutionaries want to see in thought, word and deed because they are

tired of lip-service. Environmental education is shaping a new generation of decision makers and leaders who have a greater understanding of how individuals, communities and businesses can improve their impact on the world around them – they will not be easily fooled!

ALIGNING WITH THIS TREND

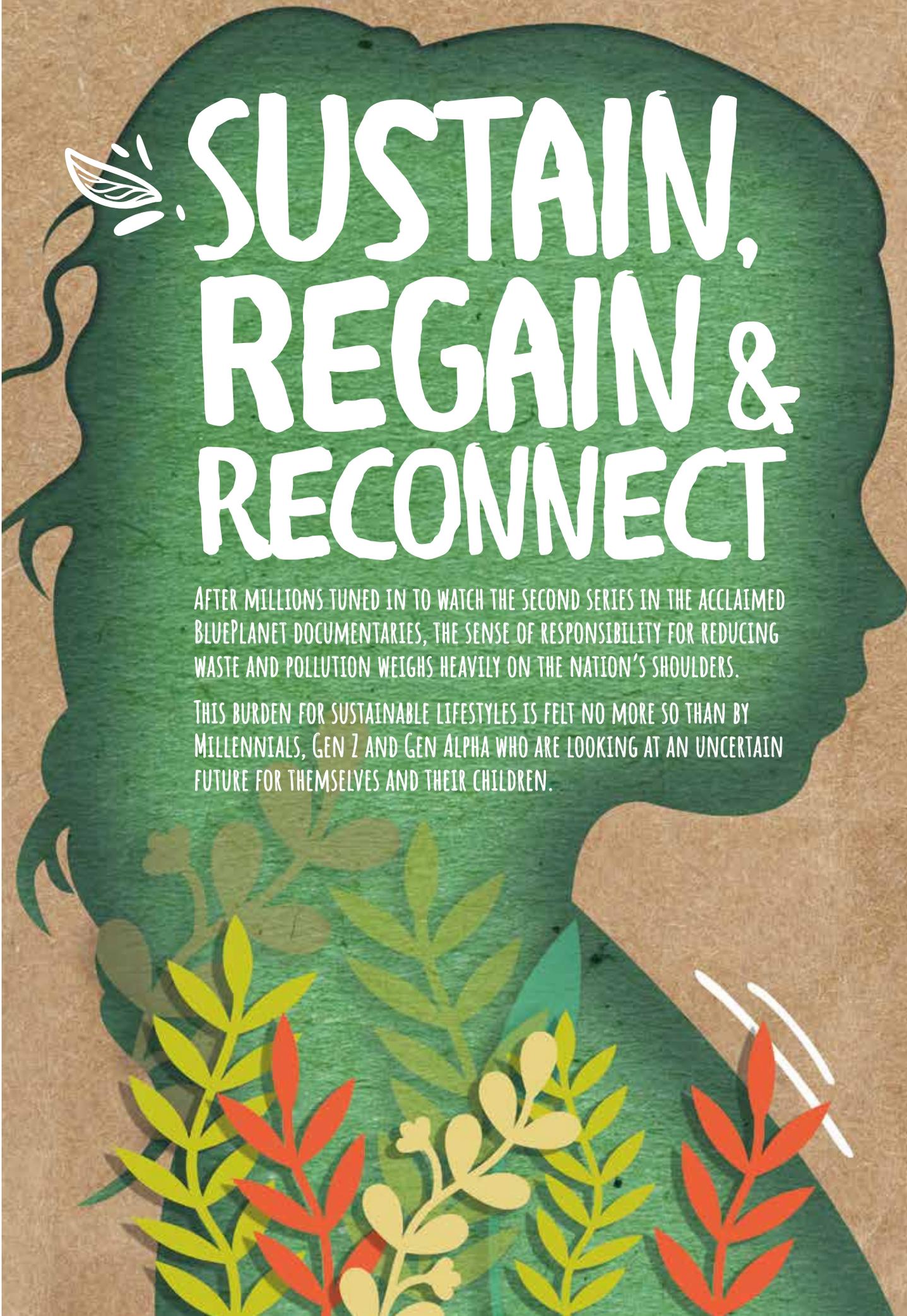
ONLINE – Share, communicate and engage with your audience about your activities to improve the environment but be careful not to preach or over promise and under deliver. Be genuine in your approach and if you don't have an Instagram account, set one up.

ON PREMISE – Assess the environmental impact of all materials. Do you need straws – even if they are paper ones? Is your takeaway packaging recyclable? If customers are clearing their own tables, do you have recycling bins?

ON THE MENU – Gen Z are practicing vegetarianism in greater numbers than any other generation. Strong vegan and vegetarian options are must-have menu items. Examine your food chain, what is sourced and is meat/fish from sustainable, ethical sources.

AVOCADO SANDWICH
WITH GREEN VEGAN BURGER,
ROAST YELLOW PEPPER AND
PICKLED RED CABBAGE





SUSTAIN, REGAIN & RECONNECT

AFTER MILLIONS TUNED IN TO WATCH THE SECOND SERIES IN THE ACCLAIMED BLUEPLANET DOCUMENTARIES, THE SENSE OF RESPONSIBILITY FOR REDUCING WASTE AND POLLUTION WEIGHS HEAVILY ON THE NATION'S SHOULDERS.

THIS BURDEN FOR SUSTAINABLE LIFESTYLES IS FELT NO MORE SO THAN BY MILLENNIALS, GEN Z AND GEN ALPHA WHO ARE LOOKING AT AN UNCERTAIN FUTURE FOR THEMSELVES AND THEIR CHILDREN.

?? SO... WHAT IS SUSTAINABILITY ??

SUSTAINABILITY IS A BUZZWORD WHICH IS BOUNCED AROUND THE MEDIA SO OFTEN THESE DAYS. THE ECOLOGICAL DEFINITION OF SUSTAINABILITY ORIGINATED WITHIN THE BRUNDTLAND REPORT IN 1987, WHICH DESCRIBES SUSTAINABLE DEVELOPMENT AS:

“DEVELOPMENT THAT MEETS THE NEEDS OF THE PRESENT WITHOUT COMPROMISING THE ABILITY OF FUTURE GENERATIONS TO MEET THEIR OWN NEEDS.”

IT HAS THREE MAIN PILLARS: ECONOMIC, ENVIRONMENTAL, AND SOCIAL. THESE THREE PILLARS ARE INFORMALLY REFERRED TO AS PEOPLE, PLANET AND PROFITS.

ACCORDING TO JWT'S INTELLIGENCE REPORT, 92% OF CONSUMERS SURVEYED SAY THEY ARE TRYING TO LIVE MORE SUSTAINABLY.

A HIGHER PURPOSE

The war on plastic is waging, and whether or not your belief is that starting with eliminating plastic straws was the right place, we are well and truly on our way to transforming how we think and act when it comes to the environment. Sustainable living is up 69% on last year, following a surge in people seeking a higher purpose – looking to support products and services who are considering their environmental impact.

Whether buying food from companies who are donating a percentage of profits to charity, using apps which offer meals to those in need or buying meals designed to raise awareness of key issues such as mental health, Gen Z are more willing than any other generation before them to

THIS SURGE OF SOCIAL RESPONSIBILITY IS SO STRONG, THAT

72% OF GEN Z

ARE WILLING TO PAY MORE FOR PRODUCTS AS A RESULT OF THEIR EFFORTS, WITH 62% BELIEVING BRANDS WHO MAKE A PUBLIC PROMISE TO BE SUSTAINABLE ARE MORE TRUSTWORTHY.

spend on products and services which support those less fortunate than them.

With this belief and loyalty comes high expectations. 85% of US and UK consumers expected companies to invest in sustainability in 2019, a figure which has increased from 64% in 2018. Whether upcycling or recycling, a zero waste approach to create value from by-products and reduce what goes into the ground is going to become increasingly important as consumers make decisions on where to spend their hard earned cash.

ALIGNING WITH THIS TREND

ONLINE – Use social platforms to communicate your commitment to sustainable food retailing and update followers with your ongoing plans, collaborations and achievements.

ON MENU – Carry out an audit of your food waste over a period and then investigate ways that you could reuse the waste products. For example, pastry chef Hannah Catley highlighted the following uses for her leftover waste:

- Use leftover pastry to create caramelised pastry ice cream
- Use blitzed brioche as a base for a honey cake
- Use the ends of sourdough loaves as cheeseboard crackers

Pickling or preserving waste produce is another great way of reducing food waste, as is donating food waste to social enterprises for compost.

ON PREMISE – If you are refurbishing, look at ways to upcycle your current furniture or buy used furniture to aid the recycling process. Can plastics be removed from your environment?

THE 2019 BRITISH STREET FOOD AWARDS WERE THE MOST SUSTAINABLE YET, WITH ZERO FOOD WASTE. EIGHTH PLATE (A PROJECT WHICH AIMS TO REDUCE FOOD WASTE) COLLECTED ALL LEFTOVERS AND DELIVERED THEM TO THOSE IN NEED IN THE LOCAL COMMUNITY.

CASE STUDIES

1 SILO – THE ZERO WASTE DINING PIONEERS

SILO OPENED ITS DOORS IN 2014 AND WAS ONE OF THE FIRST PIONEERS OF ZERO WASTE DINING IN THE UK. COMBINING HEALTHY INGREDIENTS WITH SCRATCH COOKING AND RE-USING FOOD WHERE POSSIBLE, THEY HAVE CREATED AN ENVIRONMENT WHERE NO RUBBISH IS PRODUCED.

In order to achieve this, all food is delivered free of packaging, in reusable crates which are cleaned and recycled for future use. Any food waste is composted to generate a fresh resource for growers. Silo's front of house fixtures are made from recycled materials – tables were originally industrial floor tiles and benches were originally cabinet frames.

The detail in which Silo bring their zero waste philosophy to life is inspiring. Drinks are served in jam jars and plates are made from recycled plastic bags, they have even eliminated the need for soap in the bathrooms due to an electrolysed water system which kills bacteria.

As one of the first of its kind, Silo was breaking new ground in the UK. Given the speed at which sustainable living is gaining pace, we expect to see similar concepts launch over the coming months.

<https://silolondon.com/>



CLIMATE CHANGE AFFECTING COFFEE

THE BOOM OF WORLDWIDE COFFEE CONSUMPTION HAS THREATENED THE SUSTAINABILITY OF CULTIVATION. CLIMATE CHANGE IS AFFECTING THE LAND AND IT IS ANTICIPATED THAT BY 2050, 50% WILL NO LONGER BE SUITABLE FOR GROWING CROPS.



2 A SUSTAINABLE COLLABORATION



WHAT HAPPENS WHEN A SOCIAL ENTERPRISE JOINS FORCES WITH A LOCAL INDEPENDENT BREWER? IN THE CASE OF OPEN KITCHEN MCR AND BEER NOUVEAU, IT'S THE START OF A SUCCESSFUL RELATIONSHIP WITH REDUCING FOOD WASTE AT HEART.

Interested in creating small batches of beer using gluts of fruit and herbs which may have ended in the bin, the team at Beer Nouveau have been rising the to challenge, creating a number of innovations with food provided by Open Kitchen MCR. However the collaboration didn't stop there.

The chefs at Open Kitchen MCR have also created a menu of small plates to be served alongside Beer Nouveau's craft beer, the ingredients of which are sourced from a wide range of supermarkets, wholesalers and artisan producers that would have gone to waste.

The enterprise prevents the generation of approximately 4.2 tonnes of CO₂ emissions and together it now operates out of Manchester's first outside catering facility dedicated to preventing food waste.

<https://www.openkitchenmcr.co.uk/what-we-do>



EVENT CATERERS ARE SEEING AN INCREASE IN DEMAND FOR THE USE OF LOCAL PRODUCE, ETHICAL PARTNERS AND PLASTIC-FREE CATERING FOR EVERYTHING FROM CORPORATE EVENTS TO WEDDINGS

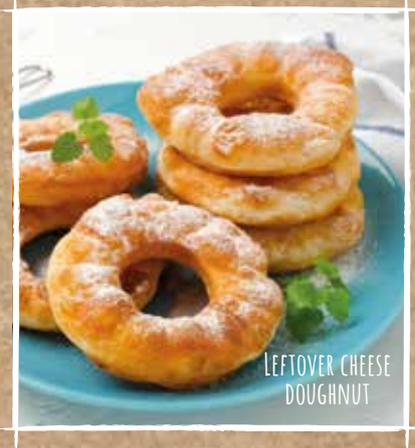
3 TURNING ZERO WASTE PHILOSOPHY INTO A LUXURY COMMODITY

AT LONDON'S UGLY BUTTERFLY, CHEF ADAM HANDLING HAS OPENED A SUSTAINABLE RESTAURANT FOCUSING ON LUXURY FOOD WITH A ZERO-WASTE PHILOSOPHY.

Introducing a menu comprising of snacks and small plates made with ingredients which would previously have been discarded as waste, Ugly Butterfly will be serving dishes such as; deboned crispy fried chicken feet with caviar, doughnuts made with leftovers from the Belmond Cadogan hotel's cheeseboard, banana bread and chicken butter, broccoli stalk Caesar salad and lobster shell soup.

Speaking on his new venture, Adam says "Ugly Butterfly resonates strongly with our ongoing commitment to long-term stewardship and reducing environmental impact; we hope that it is a creative way to inspire the community, both residents and businesses, to think differently for the future."

<https://www.uglybutterfly.co.uk/>



4 THE AWARD FOR THE MOST SUSTAINABLE SCHOOL GOES TO...



PROVING SUSTAINABILITY IS NOT JUST FOR THE BOUTIQUE RESTAURANTEUR OR CRAFT BREWER, ESTABLISHMENTS ACROSS ALL SECTORS ARE ACTIVELY LOOKING AT WAYS THEY CAN BE MORE SUSTAINABLE ACROSS ALL AREAS WITHIN THEIR CONTROL.

Sustainable school initiatives are on the increase, such as St Colms High School in Belfast who are the deserved winners of this year's Sustainable School Award (which is championed by the WWF). The team have been praised for their willingness to take action to not only improve their environment, but that beyond the school as well. Whether you are

growing strawberries and tomatoes in school greenhouses which are served in the canteen or planting orchards in community waste land, there are plenty of initiatives which are taking place throughout the country.

Other schools such as Victoria Park Primary in Bedminster, the 2018 winners of the Sustainable School Award, have taken a "whole-school" approach to sustainability. The team have involved and engaged the students, parents, staff and community to create an award-winning environment in an area which, on paper, may be the least likely location for a sustainable school.

The Sustainable Schools Alliance has many resources to help schools uncover the variety of ways in which they can build sustainable education facilities for their students from building and grounds to food and drink.

<http://sustainable-schools-alliance.org.uk/>

ONE TO WATCH: PLANT BASED INNOVATION IN FOOD WILL CONTINUE TO THRIVE AS CONSUMERS AIM FOR CLEANER LIVING IN 2020.

TRIBE

COMMUNITIES AND COLLABORATIONS

HOWEVER FAR BACK WE LOOK IN HISTORY, WE SEE ONE COMMON THREAD – THE NEED FOR PEOPLE TO FORM AN ALLIANCE OR TRIBE. IN THIS RESPECT, HUMAN NATURE HAS NOT CHANGED. THE TYPES OF ALLIANCES WE FORM HAVE EVOLVED SIGNIFICANTLY BUT THE OVERARCHING NEED TO BELONG AND IDENTIFY WITH OTHERS OF A SIMILAR MINDSET IS STILL STRONG.

TRIBE

noun: tribe;
plural noun: tribes

1. A social division in a traditional society consisting of families or communities linked by social, economic, religious, or blood ties, with a common culture and dialect, typically having a recognized leader.

There is no doubt that we are living through a period of substantial change, the potential for conflict amongst nations, cultures and neighbours has risen which is causing unrest and anxiety in many people. Tribes offer friendship, fun and learning at a time when people are yearning for community, a place where they can unite and feel secure.

MODERN-DAY TRIBES

Shared experiences – more than interests, geographies or professions – spur the formation of modern-day communities or tribes. Food, politics, the arts, faith, fitness and fashion are common interests around which communities and social groups form. Research has shown that Millennials, who are often fuelled by social networks, are quickest to join these groups. However Gen Z are also constantly seeking safe havens where they can be free to discuss their ideas and share experiences without fear of retribution.

Facebook is leading the way as a catalyst to form social groups, but Instagram is not far behind. Social media, often cursed by many brands, is an ideal platform for finding target consumer groups, with shared interests and goals. Brands and businesses can effortlessly tap into their customers world, find out more about them and market directly to them – although the Cambridge Analytica scandal has resulted in greater scepticism around the validity of information and fake profiles.

EVERYTHING OLD IS NEW AGAIN

However modern our take on today's communities and tribes, we still return to tradition through our connection and fascination with fire as a primitive form of cooking.

The crackle of wood, the scent of smoke in the air, the searing heat and the unique flavour it imparts on food is unmistakably alluring. The skilled hand of a chef induces a slow or quick char to caramelise the natural sugars in food, coaxing flavours which are unachievable by any other method.

Open fire cooking is seeing a resurgence and with it comes the breaking down of barriers in restaurants, opening up the kitchen so customers feel connected to chefs and the cooking process. This centralises the act of eating - just as it did back in ancient history where fire helped to establish societal roles, customs and cultural practices.

“IT'S ALWAYS FASCINATED ME, THE FLAVOUR PROFILES YOU GET FROM WOOD, BUT OVER TIME I'M USING LESS AND LESS. IT'S VERY SUBTLE NOW. IT'S NOT THAT BIG, SMOKY FLAVOUR. IT'S LESS OF EVERYTHING. IT'S SLOWER, LOWER, LONGER, MORE SUBTLE.”
– CHEF NEIL RANKIN

RESEARCH FROM THE UNIVERSITY OF OXFORD HAS REVEALED THAT THE MORE OFTEN PEOPLE EAT WITH OTHERS, THE MORE LIKELY THEY ARE TO FEEL HAPPY AND SATISFIED WITH THEIR LIVES.

FOOD HALLS & COMMUNAL DINING

Food halls and markets have been pivotal in giving street food vendors the platform they needed to transform eating into an entirely new dining experience. Full of personality and creativity, food halls today are bustling dining spaces showcasing diverse cuisines and Instagram worthy fayre.

Their importance to forming communities is significant – a food hall enables people with varied tastes, lifestyles and dietary requirements to come together and dine together without compromise. Often featured in old restored buildings, bringing unloved spaces back to life, they are fast becoming the beating heart of a community of food lovers and innovators. The low operating cost of a food hall removes barriers to entry for small businesses which in turn, builds a community and support system between vendors.

Communal dining is not a practice that is restricted to food halls. Many restaurateurs are taking advantage of the benefits of communal dining and are encouraging it in-house too. Busaba Thai, Hatch and Mackie Mayor all provide a relaxed, cosy environment where customers are seated on large communal tables placed throughout the restaurant. The shared dining experience enables interaction between groups and makes dining a social affair, encouraging conversation and lifting spirits.

DON'T FORGET GEN X WHEN IT COMES TO THINKING ABOUT ONLINE TRIBES. THIS GENERATION MAKE UP THE HIGHEST CONCENTRATION OF FACEBOOK USERS WITH AROUND 45.1 MILLION GEN X USERS CONNECTING WITH THEIR FRIENDS, NEW AND OLD, AS WELL AS BRANDS IN 2018.

ALONE TOGETHER

Despite the connectedness we can feel with others online, there is an inherent growth in loneliness. Government research has recently revealed that 44% of the UK has felt lonely at some point in their lives. Children who are bullied, people working from home, new mums and the elderly are all especially susceptible to loneliness and isolation – proving it is not a generational phenomenon.

Loneliness has a proven negative impact on both physical and mental health. Research has shown that lacking social connections is as damaging to our health as smoking 15 cigarettes a day. Fortunately, as a nation we are becoming more attuned to the impact loneliness has upon a person and we are actively looking for ways to overcome the problem, with the hospitality industry playing a significant role.

Here are some of our favourite examples of how restaurants, bars and cafés are creating communities and improving the lives of those around them:

CASE STUDY 1

NATIONAL LONELINESS CHEF APPOINTED TO FIGHT SOCIAL ISOLATION

Flatshare site SpareRoom, along with the backing of The Campaign to End Loneliness, has appointed Andrew Clarke (Chef and Director at St. Leonards restaurant in London) as Britain's first national loneliness chef. Following a survey which showed a direct correlation between communal eating and social bonding, Andrew has created a Food to Share recipe book to encourage people to eat together in order to fight isolation.

Featuring dishes which are inspired by different cultures around the world that are known for communal eating, the team are hoping to encourage young people to cook together to improve their happiness.

In addition to this, Andrew has teamed up with fellow Chef Doug Sanham on a separate project to support people in the catering industry who are struggling with loneliness and mental health problems. Pilot Light is an outlet for those in the hospitality industry to share their stories and receive support from a range of professionals through a pay-it-forward movement. By sharing, Andrew and Doug hope that it will break down the stigma attached to mental health issues, making it easier for people to get help. Available to everyone in the hospitality industry, the team at Pilot Light hope to give everyone the tools they need to stay in the industry and thrive.





CASE STUDY 2

MORE THAN A PUB

The Plunkett Foundation has announced a relaunch of its 'More than a pub' programme which releases a further £2.2million worth of funding to local communities looking to take control of their local pubs which would otherwise close down.

The project is delivered in collaboration with professionals in the community pub sector who offer a range of support services including; an advice line, events, training, workshops, peer-to-peer study visits and business development advice to ensure project success.

“PUBS ARE OFTEN THE LAST HUB IN THE COMMUNITY. THEY ARE IMPORTANT PLACES WHERE PEOPLE COME TOGETHER AND THEY PROVIDE A DIVERSITY OF SERVICES INCLUDING LUNCH CLUBS FOR VULNERABLE PEOPLE, TRAINING AND DEVELOPMENT, GARDENING AND COOKING CLASSES AND PARENTING GROUPS.”

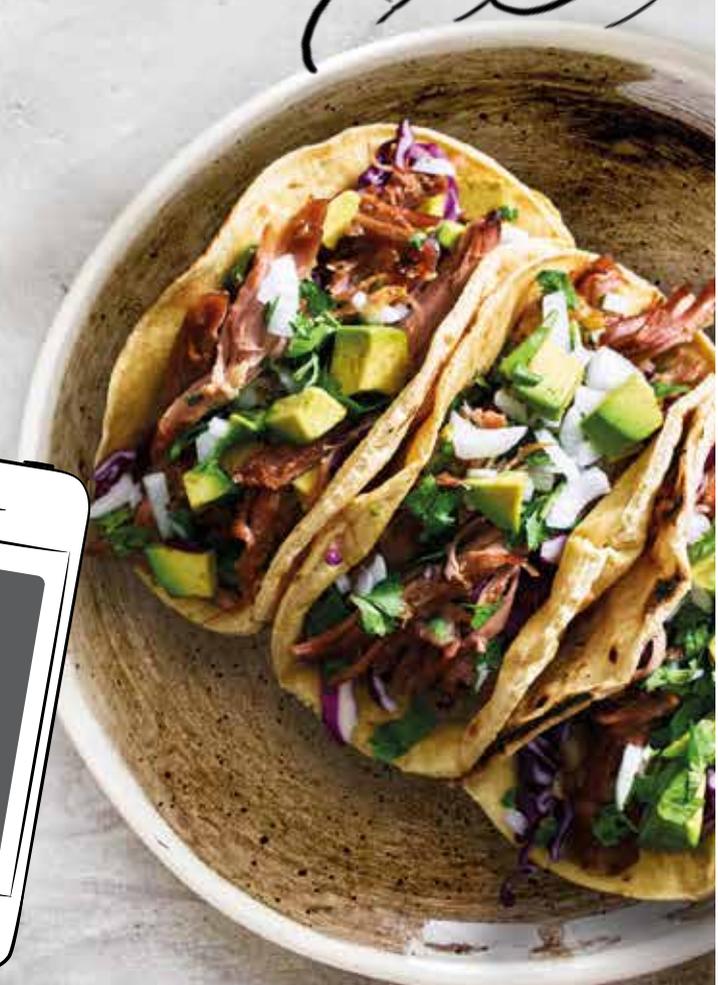
– POWER TO CHANGE CHIEF EXEC
VEDHYA ALAKESON

CASE STUDY 3

BISTO TOGETHER

Bisto Together is aimed at getting people out of their homes and connecting them with other people they may not have met otherwise. Encouraging restaurants and cafés to initiate and host local events on their premises, Bisto hopes to get people from all walks of life together, using events as an icebreaker to combat loneliness. Full toolkits, including press release templates, are available on their website along with a step-by-step guide to make the most of the day.

The role of social media is gaining in significance every year however consumers are becoming more selective about what they share online. 71% of consumers would only post images of a restaurant if they liked the surroundings, which means the need for unique touches and visual experiences are just as important as the meal itself. This attention to detail will serve you well if you want to take advantage of the lucrative but demanding Millennials market who reportedly spend 13% of their income in restaurants.



A Change of Pace

THE INCREASE IN USE OF SMART TECHNOLOGY MAY HAVE MADE US MORE EFFICIENT IN MANY WAYS, BUT IT IS ALSO CREATING CROSS-GENERATIONAL BURN OUT. CONSUMERS ARE EXPERIENCING A HEAVY COMBINATION OF LONG WORKING HOURS AND BUSY SOCIAL SCHEDULES ALONG WITH THE MULTITUDE OF PRODUCTS, ADVERTS, SOCIAL MEDIA AND APP ALERTS ALL OF WHICH ARE VYING FOR OUR ATTENTION. THE RESULT IS A WAVE OF MENTAL AND PHYSICAL HEALTH ISSUES, WHICH CAN ONLY BE COMBATED BY SLOWING DOWN THE PACE.

Life in the fast lane is exhausting and we are dangerously addicted to the speed, but when one trend peaks, another blooms to counterbalance it.

A huge increase in demand for flexible working, working from home and an increase in the number of companies who are actively looking after their employee's mental health are all indicators of this trend. As consumers are prioritising taking time out from their chaotic lives, they are looking for places to unwind and spend quality time with family and friends.

A NEW APPRECIATION FOR TIME

The respect for age-old, time-honoured cooking techniques is in a new stage of its revival; initially starting with beer, kimchi, wine and cheese, it has developed into a wide variety of different cuisines. In our Street Food Trends Guide, we identified the use of traditional techniques to create new flavours in regional dishes from China, India, West Africa and Australia. Artisan produce is now mainstream, and fermentation is widespread, but this trend for traditional cooking methods and using the power of time to create flavour is still in its infancy.

GEN XERS ARE TIME PRESSED. FAMILY LIFE AND WORK PRESSURES ARE OFTEN AT THEIR MOST INTENSE AT THIS TIME OF LIFE. CENTRE THE EXPERIENCE YOU OFFER AROUND POTENTIAL TIME SAVINGS, CONVENIENCE AND CONTROL IT WILL INSTANTLY RESONATE WITH GEN XERS.

SAVOURING THE (MICRO) SEASONS

Caterers and chefs are breaking seasons down and promoting the use of 'young vegetables' or 'late season' fruit on menus and specials boards. As restaurants stretch the seasons out by maximising what can be sourced every month of the year, consumers are able to savour every moment by marking the beginning, middle and end of a season.

DAILY COMMUTES ARE TAKING LONGER, WITH 28.8% OF COMMUTERS CLAIMING TO TAKE 90 MINUTES OR MORE, DRIVING UP DEMANDS FOR FOOD ON THE GO AND TIME SAVING MEAL SOLUTIONS SUCH AS DELIVEROO.))



IN LAST YEAR'S TREND GUIDE WE INTRODUCED THE WELLNESS KITCHEN – A TREND WHICH IS AUGMENTING INTO SLOWING DOWN AND MAKING YOUR LIFE YOUR OWN AGAIN, SPENDING TIME ON THE THINGS THAT REALLY MATTER.



PRODUCERS WITH PATIENCE

Heirloom varieties of fruit and vegetables are finding their way back onto menus, fostering patience as chefs work with producers to grow an increasing diversity of crops which are packed with colour and flavour. The appreciation of hard work and time put in to create these ingredients is seen on the menu, where they are treated with reverence and transformed into healthy, nutritious meals – actively feeding mind, body and soul throughout the chain of supply.

#ITSTIMETOTALK

On a social level, many restaurants are teaming up with mental health charities to encourage consumers to take time out and talk to each other over a well-balanced meal. The opportunity to pair good gut health with good mental health is open to all sectors within the hospitality industry; schools have long championed the importance of a good breakfast to aid learning and the care sector is starting to look at nutrition to relieve their dependence on medication. Food which boosts memory, mood and energy served in a relaxing environment will prove to be a powerful combination as consumers seek spaces of refuge away from the chaos of the 21st century.

ALIGNING WITH THIS TREND



ONLINE – Whether you are harnessing age-old cooking techniques or introducing new innovations such as CBD oil, they need to be communicated so your consumers can connect with the intent and purpose of your business and menu.

ON PREMISE – Seek calming environments and look to mental health charities for guidance on how to actively encourage people to slow down and engage with one another. Try introducing board games, book clubs or TedX style talks to break down communication barriers.

ON THE MENU – Focus on the health benefits of the food you are serving and their source to tune into the need for consumers to improve their overall wellbeing. For food to go operators, take a look at the Time Scarcity chapter from our 2019 trend guide for tips to capitalise on the continuing demand for nutritious fast food.

CURTOUSER AND CURTOUSER...

The demand for reducing stress in our lives is bringing two interesting food trends to the fore; the first is a continuing increase in consumer curiosity of non-alcoholic drinks, and the second is a move away from the high energy drinks market and a growing interest in products which contain cannabidiol (CBD) oil.

Still in its infancy, and very much a debated topic of conversation, CBD oil is a product derived from the hemp plant (marijuana). According to scientists, CBD oil doesn't create a "high" effect or any form of intoxication, however the interest in its use is due to the possible health benefits; relieving anxiety and pain (to name a few). Whether this ingredient will go mainstream or not is yet to be seen but indicators are showing a sharp rise in development of drinks, snacks, spreads and confectionary which contain CBD oil. There is a long way to go before we see what will happen with this controversial ingredient but those of you who like to be on the front line of food fashion, may want to look at this a little more closely!

AN ALTERNATIVE REALITY

THE EXPERIENTIAL DINING TREND WE IDENTIFIED IN LAST YEAR'S TREND GUIDE IS EVOLVING AS CONSUMERS ARE LOOKING FOR THE PERFECT ANTIDOTE TO DIGITAL BURN-OUT, YEARS OF AUSTERITY AND FACING A FUTURE OF POLITICAL AND SOCIAL UNCERTAINTY.

These experiences are manifesting into methods of escapism; for the travel and leisure sector, they mean niche market locations and personalised luxury and off-the-grid getaways, for Gen Z it could mean escape into technology such as gaming and social media or extreme sports and for the care sector it can mean a chance to take a step back in time, revisiting a past filled with warm memories and nostalgia in a dementia care immersive pop-up experience. Take a closer look at some of the more prominent forms of escapism already transforming the foodservice industry...



NOSTALGIA IS ESCAPISM

Across all generations and all corners of industry, from the Art Deco and 70s inspired colour palette set for interior design in 2020 to the celebration of retro seen on runways, it's no secret that people love reliving the good old times. Studies have found that we spend more money when we're feeling nostalgic and while nostalgia is nothing new, Gen Xers are the first generation to be able to indulge in their nostalgia by accessing retired sitcoms and music videos from the 80s and 90s on demand.

Alzheimer's Research UK has recently reported that 850,000 people currently live with dementia and over 209,000 new cases are recorded every year in the UK. The care sector is critical to improving the quality of life for individuals with dementia. As a result, several organisations are taking an immersive approach to provide an experience which takes patients back to a time when technology wasn't so prevalent. The program provides a magical experience for residents to join a fictional world and encourage the recollection of memories once forgotten. Full of warmth and nostalgia, the experiences use actors, décor, food and music to bring the past to life in a safe, welcoming environment.

POP-UP INNOVATIONS

Pop-up cafés in fashion or book stores are no longer a surprise but the trend for food in more unusual and unexpected spaces is on the rise. The short window of opportunity to dine at these locations is driving their popularity and creating a culture of exclusive "tastepotting". Whether it's a winter dining experience in an igloo on the bank of the Thames or finding the latest speakeasy hidden behind a false laundrette with codewords to gain entry, these short-term experiences are highly sought after and often brought to life in collaboration with high profile beverage brands looking for new methods to reach their target market. Food and drinks need to be photogenic for Instagram, but also appetising - frequented by self-proclaimed foodies, there are high expectations for innovative menus that deliver on quality.

CASE STUDY

ALL THE WORLD'S A STAGE

Since 2000, Punchdrunk has pioneered a new form of theatre in which roaming audiences experience epic storytelling inside sensory theatrical worlds.

Blending classic texts, physical performance, award-winning design installation and unexpected sites, the company's infectious format rejects the passive obedience usually expected of audiences. In 2008, Punchdrunk began to take the company's innovative practice into communities and schools, creating performances with and for children, young people and other participants.

For more information visit <https://www.punchdrunk.org.uk/>

A CLASS ACT

Punchdrunk firmly believe that creativity should be at the heart of the curriculum: They are committed to developing ways to support teachers to sustainably deliver creative learning projects in their school with teacher-led projects such as A Small Tale and A Curious Quest which celebrate the role of the teacher in the classroom: giving them the tools and training to transform their school into a place of magic.

The Punchdrunk Learning Collective supports a network of primary school teachers over a three-year period to develop and share skills, leading to the creation of their own schools' projects in the final year. Over the three years, there will be opportunities to join workshops or sharings for teachers outside of the collective. They also offer INSETs to give teachers the chance to learn more about their creative approach and offer workshops for secondary school students.

GREENHIVE GREEN

In spring 2016, Punchdrunk Enrichment partnered with intergenerational arts company Magic Me and Anchor Trust to create a new project for Greenhive Care Home's residents and staff, including those with dementia. The project was part of a wider initiative by Magic Me to bring innovative creative practices to residents in care homes.

Punchdrunk Enrichment transformed a room in the care home into a beautiful village green, complete with a florist's shop, phone box, foliage and the smell of fresh cut grass. Residents gathered weekly in the fictional world for committee meetings that were part-soap opera, part-game and part-workshop.

For more information visit <https://www.punchdrunk.org.uk/project-category/community/>

PUNCHDRUNK KNOW
CREATIVITY ENGAGES
AND ENCOURAGES
AN EXCITEMENT
FOR SCHOOL AND
LEARNING.

MODERN ESCAPISM

NEXT LEVEL TECHNOLOGY

It is certainly true that there are consumer groups who would welcome a stripped back approach to technology, but there are also those who use it as a way to escape their reality and explore a very different world. Restaurants such as Inamo are renowned for their use of technology with interactive projections on table surfaces which enable consumers to set the mood, discover the local neighbourhood, play games and even graffiti the tabletop (the modern-day kids colouring in kit).

LED walls can change the scenery or setting according to the menu or you could take a leaf out of Brightloom and provide a fully machine-automated experience which involves no human interaction at all!

THE WORLD ON YOUR STREET

Escaping to remote corners of the world is popular amongst Millennials and Gen Z – exploring the unknown, understanding new cultures and experiencing new flavours is a crucial part of the journey. International travel will continue to rise and with it brings a desire to re-visit treasured memories on a local level. Restaurants conveying an authentic, immersive cultural dining experience or outlets creating street food which ignites the senses and takes us back to a specific moment in time are the perfect way to escape daily life without the need for a passport.

TECHNOLOGY CAN BE USED TO IMMERSE DINERS WITH VIRTUAL REALITY TO SHOW THE PROVENANCE AND HISTORY OF PRODUCTS OR DISHES.

ESCAPISM IS ACHIEVED BY ADJUSTING REALITY THROUGH CHARACTERISED STORYTELLING FROM START TO FINISH.

BRIGHTLOOM IS A SAN FRANCISCO-BASED COMPANY THAT PROVIDES AUTOMATION TECHNOLOGY TO RESTAURANTS.

FAIRY TALE TOUCHES

Millennials and Gen Z in particular are turning to the supernatural as a means of escapism. Holistic activities such as yoga and meditation are taken one step further, driving interest in ancient practices and manifesting into a movement called Mysticore. Neither witchcraft nor fairy tale, it is the perfect distraction to the current political hellscape.

We have already seen crystal and geode cakes coming into fashion, these are being supplemented with enchanted forest dining environments, more flora and fauna on our plates and new beverages appearing such as the highly instagrammable Moon

Milk. Driven by the wellness market and with its roots in traditional, holistic therapies, Mysticore is not about being able to change the world, it is about how you nurture your body and change yourself.

THEATRICAL EXPERIENCES

Binge watching box sets combined with consumerism for popular culture has resulted in the growth of themed dining experiences. Prison bars, war time restaurants, Harry Potter nights and Breaking Bad cocktail bars such as ABQ are just a few of the immersive experiences out there for consumers to buy into. The key is taking the experience to an immersive level; introducing multi-sensory dining with serving staff as theatrical characters and décor which tells a story.

THE ANALOG REVIVAL

The development of digital technologies that are now ingrained into our daily lives means we are bombarded with information and are left feeling overstimulated and 'burnt out'.

We know many consumers are backing away from 'digital everything' and relishing physical contact. Whether it be vinyl, arts and crafts, theatre or marching, escapism is about feeling 'real', even if it isn't.

OFF THE GRID

If high tech is not for you, the polar opposite may be attractive. Going off the grid, removing Wi-Fi access or mobile phone signal and encouraging diners to tune into conversation and human interaction for some is a welcome relief and their very definition of escapism. An environment where background noise takes the form of a babbling brook and walls are painted in soothing tones to counter the chaos of daily life calms the soul and lifts the spirit. This route is all about realness, removing barriers to the kitchen so consumers can see chefs cooking their food, reducing plastic finishes and leaning towards more natural materials instead.



As can be seen, escapism may be interpreted in many ways depending upon your target market, so we would be surprised if everything in these few pages was applicable to everyone. However, with experiences beating material goods in the esteem of Millennials and Gen Z, helping your consumer to escape the realities of the world in which they live in could reap its rewards.



MICRO TRENDS

MASSIVE IMPACT



SOBA NOODLES WITH WILD MUSHROOMS
IN SWEET AND SOUR SAUCE

TOKYO 2020

Expect to see an increase of Japanese dishes, ingredients and flavours on cooking programs, blogs, food magazines, top 10 places to eat lists and supermarkets which will all support a strong trend in the hospitality sector.

Traditional fayre alongside more contemporary mash-ups will be seen; sushi will evolve into burgers and burritos and there will be the introduction of new foods such as the soufflé pancake – a pillow-like pikelet made with whipped egg white to make them rise like a soufflé. This trend will hit its peak during the Olympics so make sure your preparations are in place by early spring to make the most of any PR opportunities.

CAPTURING THE TRENDS

Align yourself with the latest street food crazes in Japan and translate them into your environment. From pancake skewers to super-wide instagrammable noodles and meat sushi, there is plenty to take inspiration from a hospitality perspective. In school and higher education - why not create an exciting menu of global flavours which change throughout the weeks of the Olympics?

In the care sector, residents will have lived through years of Olympics hosted in various locations. Take the opportunity to create Olympic and global cuisine focused activities that gets the residents involved and helps evoke memories of the good, old times.

THE ROARING 20S

Many of you will already have launched into 2020 with a strong 1920's theme for New Year's Eve and this trend is set to continue for a while. A resurgence of cocktail culture, fine dining and luxury drinking will influence the premium market. Attention to detail with blue and gold colour themes, glassware and tableware featuring deco-inspired patterns will bring an elegant and sophisticated feel to restaurants following a raucous entry into the new year.

CAPTURING THE TRENDS

Take cues from the New York Jazz Age music clubs and speakeasies for design and bar inspiration. Create a clandestine atmosphere synonymous with the Prohibition era and compliment it with a fantastic cocktail menu.



VIRGIN STRAWBERRY
MARGARITA



THE SUMMER OF 2020
HERALDS THE START OF
THE TOKYO OLYMPICS
WHICH WILL SEE A
BURST OF JAPANESE
THEMED MENUS.

THE NON-ALCOHOLIC HAPPY HOUR

Whether termed mocktails, zero-proof or spirit-free, the rise in fortune of the non-alcoholic drink market has been remarkable and shows no sign of abating. Non-alcoholic drinks on happy hour menus will become mainstream and expect to see even more flavour combinations and innovations enter the market, including hops-infused sparkling waters and alternatives to liquors for mixers.

CAPTURING THE TRENDS

Introduce personality to your alcohol-free beverages with fiery, exotic flavours, indulgent slow sippers and seasonally sourced ingredients.

THE SCIENCE OF FOOD

With sustainability high on the agenda of most consumers and businesses, we will start to see more meat alternatives, but not as we know them. Turning to science in order to achieve sustainability means there could be a rise of engineered, faux meat available on the market. Whilst we are not there yet, companies providing meat-based foods are reducing the level of meat content in processed food, replacing it with at least 25% of plant-based ingredients such as mushrooms, pulses and grains.

CAPTURING THE TRENDS

Meat alternatives aren't new but meatless meat products are meant to taste like meat, marketed to meat-eating customers to replace some of their meat-based purchases, so be sure to lead with products which appeal to a meat lover's senses.

HAPPY HOUR



RAS EL HANOUT TOFU VEG SKEWERS WITH PERI PERI

#JOMO

FOMO TURNS TO JOMO

The Joy of Missing Out is fast becoming a key trend. Home delivery services are no longer new to the market, but their success will continue to change consumer behaviour patterns. The annual growth of third-party delivery services such as Uber Eats and Deliveroo is expected to triple by the end of 2020, so if you are not engaging with this market segment, it is worthwhile investigating or risk being left behind.

It is not only fast food outlets who can benefit from delivery services. In London in particular, mid to premium outlets are also taking advantage of an expanded reach, boosting turnover and turning more covers than they ordinarily would through in-house dining alone.

CAPTURING THE TRENDS

Investigate delivery options available in your area and to start, curate a smaller menu which can be delivered with ease in off-the-shelf packaging, branded with bespoke labelling.

WILD FOR WEST AFRICA

As mentioned in our Street Food Trend Report in 2019, West African cuisine is still very much in its emerging stages; however we are seeing it appear at fine dining and street food levels, with some very passionate champions. Aided by the support of supermarkets who are introducing ancient grains such as fonio, teff and millet as well as superfoods moringa and tamarind, consumers will be taken on a journey of exploration as recognised ingredients are combined with new, unfamiliar flavours.

CAPTURING THE TRENDS

West African dining is a very social occasion so many dishes have their roots in sharing plates. This cuisine works well for the education sector with one-pot, stew type dishes featuring heavily as well as vegan and vegetarian options. Popular dishes include Jollof (a spicy one-pot tomato rice dish), Kelewele (marinated plantains) and Puff-Puff (a West African style doughnut).

Stir it up

THE COUNTRY RANGE GROUP MAGAZINE FOR CATERERS

STIR IT UP IS THE TRADE MAGAZINE PRODUCED EXCLUSIVELY FOR THE CUSTOMERS OF THE MEMBER WHOLESALEERS OF THE COUNTRY RANGE GROUP AND HAS BEEN SUPPORTING AND INSPIRING THE INDEPENDENT CATERER FOR OVER TEN YEARS. STIR IT UP IS PUBLISHED 10 TIMES A YEAR AND INCLUDES THE LATEST FOOD AND INDUSTRY NEWS AS IT AFFECTS THE EDUCATION, HEALTH AND WELFARE, HOSPITALITY SECTORS OF THE INDEPENDENT CATERING INDUSTRY.

Each sector is clearly identified and easy to locate within the magazine. Our team of writers' report on all the latest food and catering industry news, as well as writing fascinating features on a range of relevant topics. The magazine also includes advice columns from industry experts, along with recipes and interviews with foodservice's leading figures.

If you have any suggestions for content for Stir it up, would like to feature within Stir it up and for all editorial opportunities please contact Janine Nelson at editor@stiritupmagazine.co.uk.

Visit www.stiritupmagazine.co.uk to access all recipes details within this trend guide as well as up-to-date industry news and trend information across the foodservice marketplace.

All sources for the research and statistics referenced throughout the report can be found below.

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