

A top-down view of a gourmet plate. The main plate is light-colored with a rustic, speckled texture. It features a cluster of green asparagus spears garnished with small orange spheres and a fried, golden-brown item topped with white and brown morsels. A gold fork is placed on the plate. To the right, a smaller dark plate holds a single round, spiral-shaped appetizer. A white napkin is folded on the right side of the frame.

2023
TRENDS

1

FOOD
TRENDS





CHAOS COOKING

Dishes that are an aggressive mash-up of global flavours – like sashimi tostadas and tandoori spaghetti which will hit restaurant menus in 2023, a style that’s been dubbed “chaos cooking”.





FERMENTED FOODS

Created through a process of microbial transformation that breaks down the carbohydrates in foods and creates beneficial bacteria. This process not only helps to preserve the food but also produces a unique and tangy flavour. Some examples of fermented foods include sauerkraut, kimchi, kefir, and kombucha.

The consumption of fermented foods has been associated with a range of health benefits, including improved digestion, immune function, and mental health. As a result, fermented foods are becoming increasingly popular among health-conscious consumers who are looking for natural ways to support their overall well-being.





LATIN AMERICAN & CARIBBEAN FINE DINING

Whilst in previous years we have associated Caribbean & Latin American food with street food, this cuisine is gaining traction with consumers on the fine dining scene.

The growth originated in the native regions where local chefs that trained in the top restaurants abroad have focused on incorporating the things they have around them into haute gastronomy.



CBD

CBD, short for cannabidiol, is a non-psychoactive compound found in the cannabis plant. CBD has been shown to have a range of potential health benefits, including reducing inflammation, alleviating anxiety, and promoting relaxation.

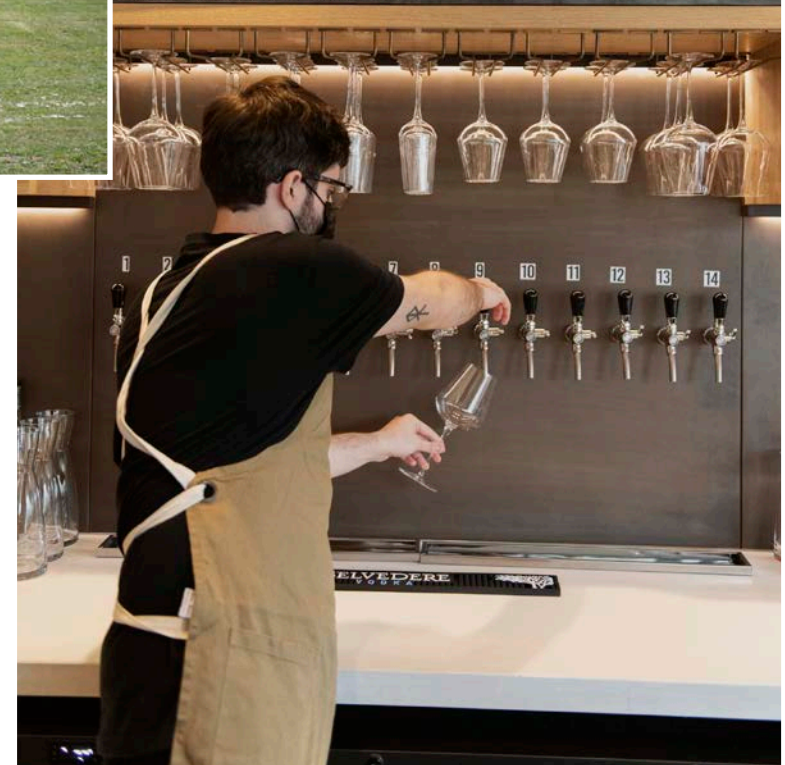
As the use of CBD becomes more mainstream, some restaurants and food companies are incorporating it into their dishes. CBD-infused foods and beverages can come in many forms, including gummies, chocolates, and even cocktails. While the regulatory landscape around CBD is still evolving, CBD-infused foods are becoming increasingly popular among consumers who are looking for natural ways to support their health and well-being.



SO WHITE, VENETO, ITALY, MV	6.50	9.00
AUREA PINOT GRIGIO, FRIULI, ITALY, 2018	7.00	10.00
ADOU VIOGNIER, CHAUDIERE, LANGUEDOC, FRANCE, 2019	7.50	11.00
ADOU ROSE, CHAUDIERE, LANGUEDOC, FRANCE, 2019	7.50	11.00
DO FARINA TEMPRANILLO JOVEN, CASTILLA Y JOVEN, SPAIN, 2019	6.50	9.00
PRIMITIVO, PUGLIA, ITALY, 2018	7.00	10.00
UX ROUGE L'ENTREPRENEUR, FRANCE, 2018	7.50	11.00

BRITISH WINES

English wine production has been growing in recent years, with many producers gaining recognition for their high-quality wines. The combination of lower transport emissions for local English and Welsh wines and the recent development of high quality local wines mean that consumers are leaning into British wines.



TREND INGREDIENTS



TURMERIC

This bright yellow spice has long been used in traditional Indian and Ayurvedic medicine.



CAULIFLOWER

This humble vegetable has become a popular substitute for high-carb ingredients like rice and pasta. Cauliflower can be used to make everything from cauliflower rice to pizza crust.



KIMCHI

This spicy, fermented Korean condiment is made from cabbage, radishes, and spices. Kimchi has gained popularity in recent years for its unique flavour and potential health benefits, including improving digestion and boosting the immune system.



MATCHA

This finely ground powder made from green tea leaves has become a popular ingredient in desserts and drinks. Matcha is rich in antioxidants and has a distinctive earthy flavour that pairs well with sweet ingredients like honey or chocolate.

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WEDDING TRENDS

With couples still playing catch-up on weddings since Covid and the rise of Instagram weddings, the bar keeps being raised.



SUSTAINABILITY

Many couples are incorporating sustainable practices into their wedding planning, such as using 'thrifted' decorations, choosing a locally-sourced menu, and opting for recycled or upcycled wedding attire.

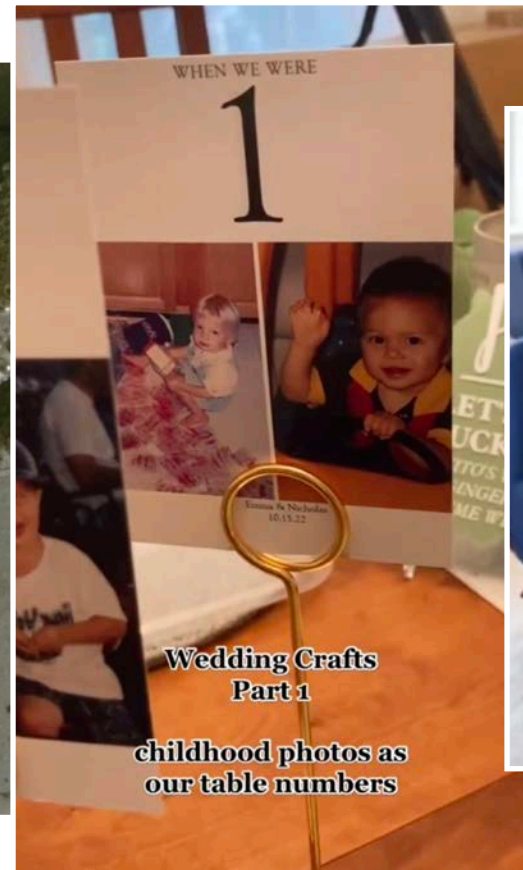
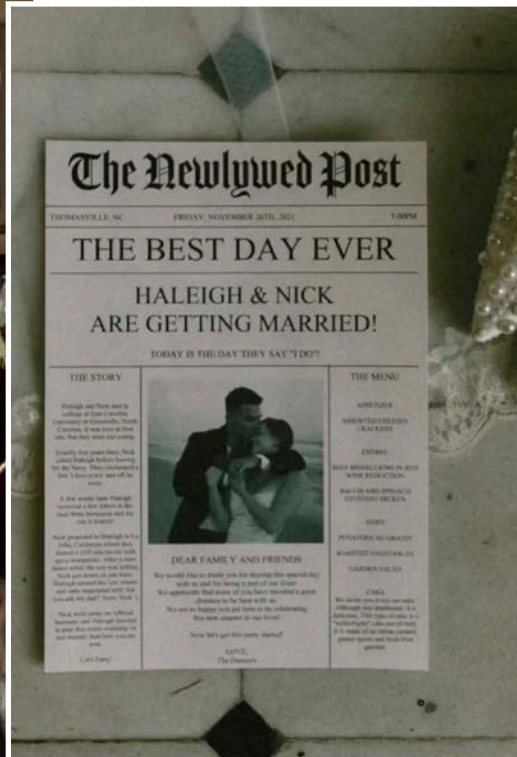
It is becoming more popular to also highlight this at the wedding itself, for example with information on the locally sourced ingredients on the menu.





BOLD COLOURS

Instead of traditional pastel or neutral colours, many couples are opting for bold and vibrant colour schemes for their weddings. This trend can be seen in everything from floral arrangements to bridesmaid dresses.



THOUGHTFUL PERSONALISATION

The past few years have seen an increase in personalised items such as custom signage, monograms, and unique favours to make the wedding feel more special and memorable. Couples and planners are now going a step beyond - with traditional norms being thrown out to make way for things that are meaningful to the couple - a 'first game' instead of a first dance for gamer couples, bespoke handwritten messages to each wedding guest on the escort cards, Pinatas at the reception & flash mobs.

SINGLE INGREDIENT STALLS

Stations that champion one item prepared in different ways. For example, burrata served with different toppings, 'all things chicken' stalls or shellfish stations.





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TECH TRENDS

The use of technology in the food industry has been growing in recent years, with companies and restaurants leveraging technology to improve their operations, enhance the customer experience, and drive innovation.



ROBOTICS AND AUTOMATION

Some restaurants are incorporating robotics and automation into their operations. For example, robotic kitchen assistants can help with food prep, while automated order systems can improve efficiency and accuracy.

SMART KITCHEN APPLIANCES

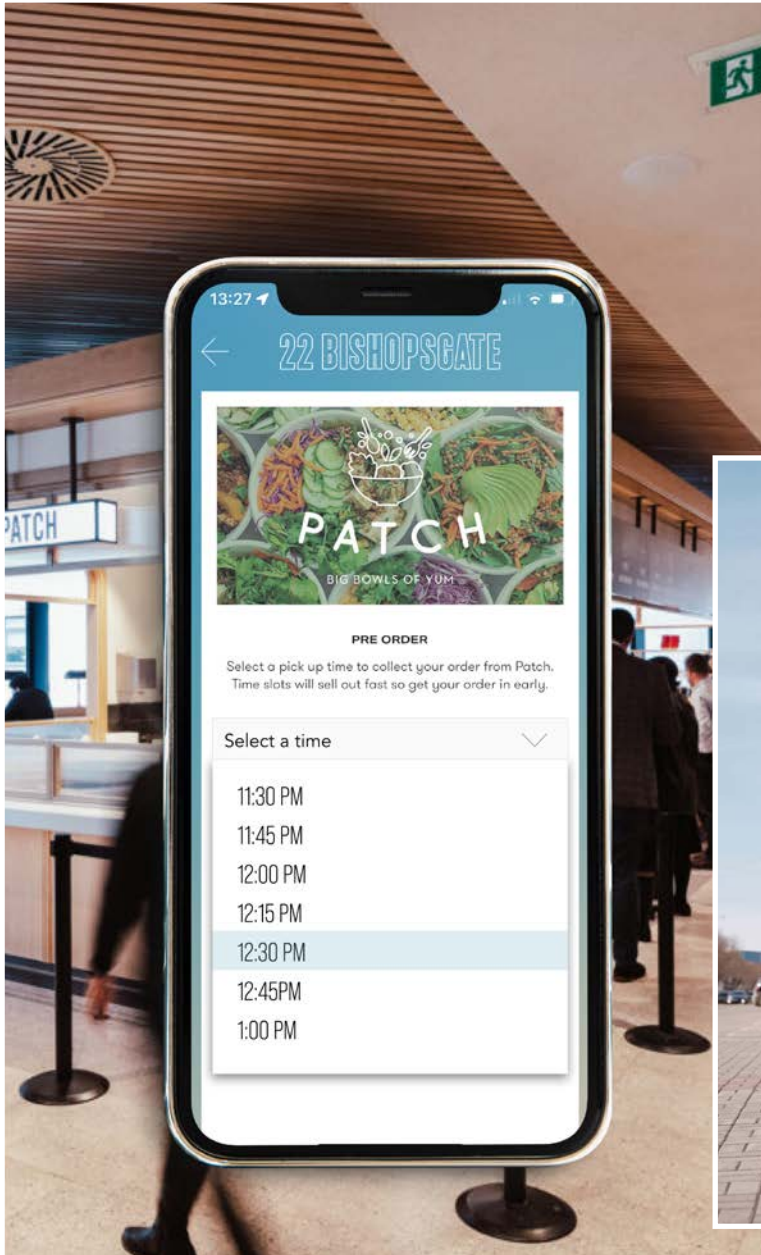
Smart kitchen appliances, such as smart ovens and refrigerators, are becoming increasingly popular among home cooks.





FOOD TRACEABILITY

Blockchain technology is being used in the food industry to improve food traceability and transparency. By using a blockchain-based system, food companies can track the origin of their ingredients, monitor their supply chain, and ensure food safety and quality.



MOBILE ORDERING AND PAYMENT

Many restaurants and food establishments now offer mobile ordering and payment options to speed up the process of ordering and eliminate server errors.



FOOD DELIVERY APPS

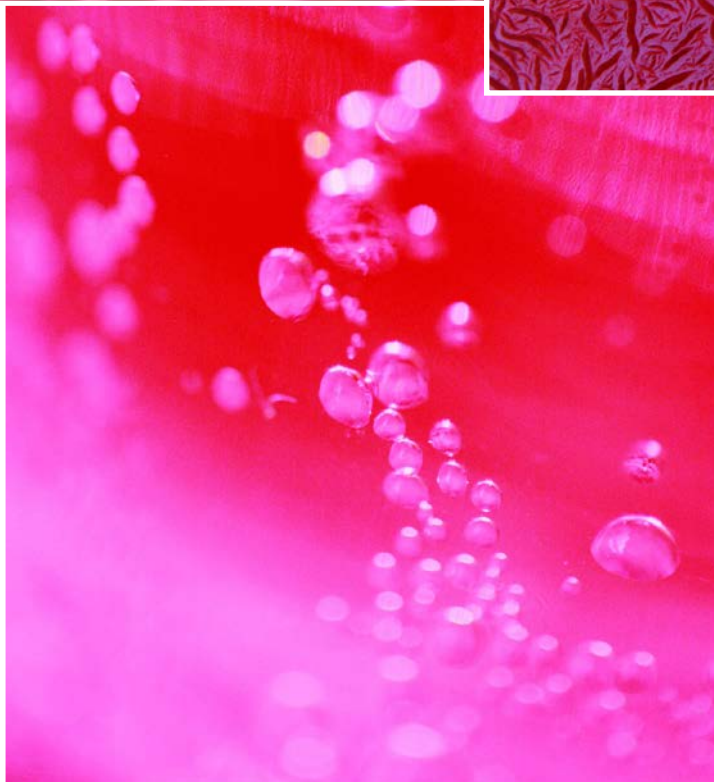
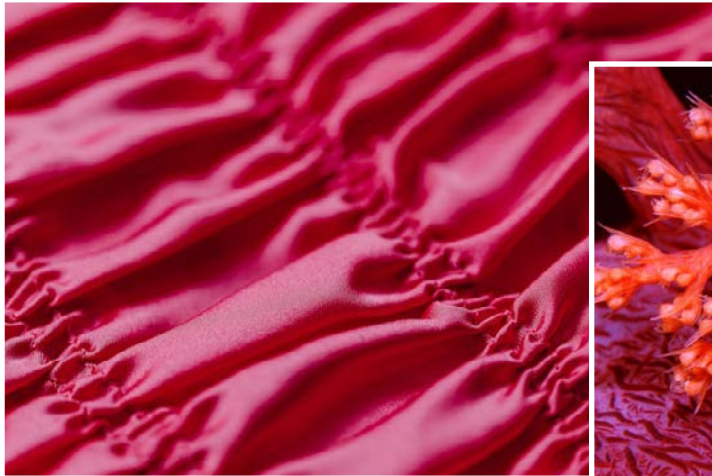
Food delivery apps, such as Uber Eats & Deliveroo have become increasingly popular in recent years.



PERSONAL DATA

Collection of personal statistics via smart devices or apps has allowed consumers to learn what sets them apart and identify the health consequences of their habits.

More consumers will understand what makes them and their biological needs unique through more widespread access to tests and data collecting technology.



PANTONE OF THE YEAR

MAGENTA

Pantone's Color of the Year, Viva Magenta 18-1750, vibrates with vim and vigor. It is a shade rooted in nature descending from the red family and expressive of a new signal of strength. Viva Magenta is brave and fearless, and a pulsating color whose exuberance promotes a joyous and optimistic celebration, writing a new narrative.



THANK YOU