

2014 TREND REPORT

presented by **BURKE** Fully Cooked Meats

TOP TRENDS

ETHNIC BREAKFAST

Ethnic cuisine has been on the rise in the culinary industry, and breakfast is no exception. According to the National Restaurant Association (NRA), ethnic-inspired items are the top breakfast trend for 2014. Instead of traditional breakfast sausage in an omelet or scramble, replace it with chorizo for a non-traditional twist on breakfast classics.



CULINARY MASH-UPS

According to The Food Network culinary mash-ups such as the cronut, a cross between a croissant and a doughnut (possibly the biggest food trend of 2013) will only become more popular. The idea of food mash-ups is not limited to desserts. Continue to look for items such as spaghetti and meatball pizza or a Bahn Mi inspired cheesesteak.

REAL AND SUSTAINABLE

According to Technomic, the top trend for 2014 is "Convince me it's real." Consumers are looking for clean labels and honesty when it comes to their food—they want more information about what they are putting into their bodies. Consumers also value sustainability. As one of the top ten overall trends for 2014, customers want to know more about food sources and the impact they have on the environment.



TECH-FRIENDLY MENUS

Restaurants are realizing that customers are constantly connected to mobile devices, and are adapting their menus to accommodate their technological habits. Instead of fork and knife entrees,

handheld items like wraps, flatbreads and sandwiches are appearing more on menus. These items free up the diner's hands for their cell phones. Our connected and hectic lifestyle is making an impact on culinary trends.



FUN INGREDIENT TREND

LEMON

Lemon will be a big flavor and ingredient for 2014. It brings a pure, fresh, and bright flavor to all types of dishes.





ETHNIC TRENDS



..... MIDDLE EASTERN FLAVORS

In 2014, it is predicted that flavors and spices from Middle Eastern countries such as Turkey and Israel will become mainstream. According to the Sterling Rice Group, Americans will become well acquainted with ingredients such as sumac (a tart spice) and za'atar (a combination of spices including sumac, thyme oregano, marjoram).

..... PERUVIAN CUISINE

Listed as the top ethnic cuisine by the NRA and influenced by immigrants from Spain, Africa, Japan and China, Peruvian cuisine has a rich history as well as a wide variety of complex flavors. With vital components such as potatoes, corn, yuca and aji peppers, this cuisine is a hot trend for 2014.



PIZZA TRENDS

PIZZA INGREDIENT TRENDS

<i>Gorgonzola</i>	<i>Gouda</i>
<i>Portobello</i>	<i>Fontina</i>
<i>Arugula</i>	<i>Cilantro</i>
<i>Eggplant</i>	<i>Squash</i>
<i>Asparagus</i>	<i>Goat Cheese</i>

The way consumers are satisfying their pizza craving is changing. According to Technomic, the fast-casual pizza category is "driving the evolution of the pizza landscape" and offering patrons with custom pizzas using unique and fresh ingredients, efficient service and affordable prices. By giving customers what they want, this segment is expected to have staying power in the pizza industry.

According to Technomic, below are current trends driving pizza consumption occasions:

- Cravings, affordability and convenience
- Indulgence trumps health
- Quality is key in the pizza purchasing decision
- Preparation style strongly impacts the taste and quality perception of pizza
- Consumers prefer traditional pizza ingredients, but interest is increasing in specialty options

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