

Packaged Facts Culinary Forecast 2018 Webinar

- **Toolbox: Food Innovation Grid**
- **Menu/Product Trends**
- **Takeaways**

David Sprinkle
Research Director



Packaged
Facts



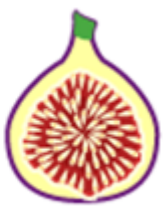
**Whiskey, Beet Juice, & Powdered Lovage Cocktail
Bluebird (Baltimore, MD)**



Sqirl (Los Angeles)



Packaged
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Food
Innovation
Grid

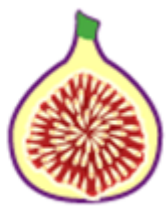
Innovation Scale	Trend Lifecycle	Consumer Needs	Product Positioning
			Values Conscious Transparency
			Fresh
Rethink (new direction)	Green Shoots/ Revival	Values Expression	Global Foods Local Foods
			Artisanal/Chef
Remix (fusion)	Entering Mainstream	Self Expression	Functional Superfood Nutrition
			Health Halo
		Experiences	Real
Crossover (twist)	Assimilating to Mainstream	Affiliation	Organic/Natural Free-From Adventure
Variation (tweak)	Established	Self-Care	Indulgence
			Comfort Food
		Safety	Novelty
			Convenience
			Taste
			Value Priced

Egg Nog Cheesecake with Bourbon Caramel Glaze Gracious Bakery (New Orleans)





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Brie Willy (Oceanside, CA)

Matcha



Black & White



Dough (Brooklyn, NY)

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Positioning**

**Values Conscious
Transparency**

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Meatballs on a Roll

Alt Cuts: Thigh to Cheek

Meatballs as an appetizer or high-protein snacks, meatballs in an entrée, sloppy meatballs on a sandwich, relocated meatballs on a pizza or in a soup, plus stuffed, skewered, or surrounded. Meatballs made of beef, pork, lamb, bison, duck, turkey, and even plant proteins such as lentils—these homey standards are definitely trending, and most notably in fine dining restaurants.

**Fine Dining
Menuing Rates,
2007 – YTD 2017**

YTD 2017	31.0%
2015	25.6%
2013	24.0%
2011	22.4%
2009	19.7%
2007	17.6%



**Earth, Wood & Fire
(Baltimore)**



**Meatball Mondays Meltdown
Coppa Enoteca (Boston)**



Meatball Shop (New York City)



Plated.



Tomato-Coconut Tandoori
Rook (Indianapolis)



Japanese Chicken Tsukune





Smokin Thighs (Nashville)



bon appétit

After These 35 Chicken Thighs Recipes, You Can't Turn Back

Using chicken thighs, the most flavorful parts of the chicken, these recipes will have you cooking soups and skewers to tacos and paella.

MAY 25, 2017
BY BON APPÉTIT



- **Austin/Laundrette:** Chicken thighs cacciatore, scotch bonnet aioli
- **Boston /L'Espalier:** Fried chicken thigh roulade with potato rösti and ratatouille
- **Chicago/Publican:** Buttermilk fried chicken thigh, grits, gravy, green onion, sunny side egg
- **Chicago/Loyalist:** Grilled chicken thighs, maitake, red cabbage, gooseberry
- **Cincinnati /Littlefield:** Smoked chicken thigh & drum, roasted cauliflower, pickled radish salad
- **Dallas/Origin Kitchen & Bar:** Chicken thigh roulade with cauliflower
- **Los Angeles/Ink.Well:** Jidori chicken thighs, sunflower seed risotto, banyuls vinegar jus
- **San Francisco /Zero Zero:** Fried chicken thighs, chili sauce, caraway yogurt
- **St. Louis/Vicia:** Chicken thighs with harissa
- **Washington, DC /Graffiato:** Chicken thighs, basil orzo, pepperoni sauce glaze; sous vide chicken thighs with pepperoni sauce glaze





Chicken Liver Toast
Rolf & Daughters (Nashville)



Cider-Braised Beef Cheeks
Fork & Wrench (Baltimore)



Lamb Belly, Leg in Prickly Pear
Emmer & Rye (Austin)



**Burger & Barrel Winepub
(New York City)**



**Chaval
(Portland, ME)**

Flavor Trend: Charred







Emmer and Rye (Austin)



Serpico (Philadelphia)

***Ricotta, Burrata,
& Crème Fraiche***

Ricotta Fine Dining Menuing Rates, 2007 – YTD 2017

YTD 2017	41.9%
2015	40.6%
2013	41.9%
2011	36.3%
2009	35.9%
2007	33.0%



Delicate ricotta whey cheese is what's left over from making other cheeses (ricotta mean “recooked” in Italian) and it's relatively easy to make in-house from sheep, goat, cow or even water buffalo milk. The cream-filled fresh mozzarella known as burrata is seemingly everywhere in the last two years or so, especially since domestic cheesemakers have begun producing this traditional Italian specialty. Both cheeses are refined enough to showcase on their own, but they've also got versatility to spare for pastas, pizza and toasts, vegetable-focused specialties, and to add a rich dairy accent to charcuterie plates and other appetizers. Crème fraiche, in addition, has spread across menus with the French Revival.

see also: *Freshness, “Fresh Cheeses” (February 2012)*



Ricotta and Tomato Toast
Lone Nine (Cambridge, MA)



**Butternut Squash, Ricotta,
and Sage Galletes**
**Wildflower Baking
(Portland, OR)**



Ricotta Donuts
Sarma (Boston, MA)



**Beets and blood orange with
burrata, pickled red onion, walnuts
Spring (Marietta, GA)**



**Burrata & Prosciutto Bruschetta
Brio Tuscan Grill**



Golden Osetra caviar with red onion,
egg, chive, crème fraîche
Gordon Ramsay Steakhouse (Baltimore)



Smoked Gulf Redfish with
boiled egg, crème fraîche,
fried capers, red onion
Toups South (New Orleans)



Citrus Cured Hamachi
with beet crème fraîche
Salt Tavern (Baltimore)



The 24/7 Continent Egg

Eggs Benedict Raviolo
Sardella (St. Louis)



Crab Cake Eggs Benedict
Sarabeth's West (Baltimore)

Café Bistro GOMA
(Brisbane, Australia)



Kanto Freestyle
Market
(Manila, Philippines)





Slainte Irish Pub (Baltimore)



Equipment
What you need most
is a set of strong arms
for shaking the life
out of this drink.
The more you shake,
the nicer the cap
of milky, boozy froth.

The Vessel
Almost any glass will do,
but a tumbler is best
so you can cradle
the drink as it slowly
vanishes from the glass.

Back Story
A recipe for this Ramos gin fizz
ran in The Times in 1935, after
being sent in by W.D. Rose, a reader
from upstate New York.

Evolution
Now relegated to brunch,
the Ramos gin fizz
dates back to 1888,
when it was invented in
New Orleans and
consumed at any
time of day.

Occasion
Not the thing for
a large party, as each
drink must be shaken
individually. Save this
for a quiet rest out
on the porch —
you and a good friend,
like your dog.



The New York Times



Capital Seaboard (Maryland)

Diving Into Dumplings



Bob's Shanghai (Rockville, MD)





Sichuan Red Oil Wontons
Omnivore's Cookbook
omnivorescookbook.com



Bamboo on 2nd
Birmingham, AL
Momos (Nepal)



Gom Ba Woo (Korean)
Annandale, CA
Steamed Mandus



Samovar (Russian)
Rockville, MD
Veal Pelmeni



Masa 14
Washington, DC
Steamed Buns

Yay! For Food

QUICK & EASY RECIPES FROM SCRATCH

Roasted Sweet Potato Cream Cheese Potstickers



Delaware and Hudson Tavern
Brooklyn, NY
Schnitz und Gnepp



www.yayforfood.com/recipes/sweet-potato-potstickers

The Beet Goes On

Earthy, vivid, and both familiar and endlessly reinvented, beet is a versatile and nutritious veggie standard that continues to gain traction. Menus show beets in many guises: baby, in borscht, caramelized, char-grilled, fermented, golden rather than purple, as hummus, pickled, as pulp/puree, as a reduction, roasted, salt-roasted or salted, sliced to reveal graining or quartered, smoked, sweet as well as savory, on tartines, as varietals, flavoring vinaigrettes and vinegars and shrubs, and adding heft to vegetarian/vegan offerings. Now that's a superfood.

**Menuing Rates,
2012 – YTD 2017**

YTD 2017	18.6%
2016	17.1%
2015	16.3%
2014	15.2%
2013	13.3%
2012	11.4%



Cucina Urbana (San Diego)



Salt Tavern (Baltimore)



Beet Gazpacho
Sweeedeedee (Portland, OR)



Linda Miller Nicholson
(@saltyseattle)



Arepa with beet in masa
R. House (Baltimore)





Nuts, Fruits, & Florals

Transcontinental Pistachio

Menuing Rates, 2007 – YTD 2017

YTD 2017	12.2%
2016	11.6%
2015	11.2%
2014	10.4%
2013	9.2%
2012	8.5%

Worldly Snacks: Culinary Trend Mapping Report 2013 called out pistachios in 2013 as “re-glamorized and nutritious.” This brightly colored, deeply flavored, and protein-packed nut has still legs, suiting up sweet or savory for Mediterranean, Middle Eastern, or Indian or regional-accented California/Southwestern dishes. Then-newer products such as Sahale Snacks Moroccan-spiced Pomegranate Pistachios pointed the way by combining nut appeal, superfood cues, and foreign accents in exotic-but-accessible snacks with global game.





**Maple Pork Ribeye with
Smoked Pistachio Puree**
Forno (Baltimore)



Pistachio Kanafeh
Shaya (New Orleans)







HOME PLACE PASTURES
SMOKED PECAN ANDOUILLE SAUSAGE
HERE AT THE MARKET
8201 OAK STREET





sweetrepublic

sweetrepublic Brown Butter Pecan ice cream
pie - butter coated Arizona Green Valley
pecans in brown butter ice cream.



Mango Mania

Menuing Rates, 2007 – YTD 2017

2017	36.6%
2015	34.1%
2013	31.9%
2011	30.1%
2009	28.4%
2007	23.9%



Mango Cremeux with coconut
mousse & hibiscus gelee
Gracious Bakery (New Orleans)



Mango Shaved Snow
with Mochi
Class 302 (LA County)





Breakfast Bowl
Little Wild Things Farms
(Washington, DC)



Blackberry Bowl
Emmer & Rye (Austin)



Hibiscus Brioche Donut
My Doughnut Dollies
(Marietta, GA)

chuao
CHOCOLATIER®



*Plant Power/
Fresh Color Is the New Sugar*

Café Ohzan (Tokyo)



nytfood • Following

nytfood Leftover turkey, braised greens and mashed sweet potatoes went into this Thanksgiving leftovers enchilada pie, but feel free to experiment



Serpico (Philadelphia)



The Antler Room (Kansas City)



Black Seed Bagel (New York City)



Purple Sweet Potato Nachos
Frieda's Produce/Star Infinite Food



Urban Kitchen Apothecary
(New York City)

Smitten Ice Cream (Los Angeles)



Godiva





***Transfer Application:
Every Favorite Food/Flavor
Crosses Borders***

Pizzana (Los Angeles)



PIZZA

OUR DOUGH IS MADE BY HAND IN THE NEAPOLITAN TRADITION THEN FERMENTED AND PROOFED FOR TWO DAYS. WE USE ORGANIC STONE GROUND ITALIAN FLOUR AND SAN MARZANO TOMATOES THAT ARE GROWN EXCLUSIVELY FOR PIZZANA IN THE NAPLES COUNTRYSIDE. OUR MOZZARELLA, OR "FIOR DI LATTE," IS SHIPPED FRESH FROM ITALY SEVERAL TIMES A WEEK.

#NEO NEAPOLITAN



Pizzana's Daniele Uditi

Amy Neunsinger

What Does an Italian Chef Eat in L.A.? Asian and Mexican Food



MESSICANA

chorizo, cilantro lime sauce, pickled sweet chile, jalapeno, queso fresco 18





Thrive
Raw Vegan Tiramisu Fudge

Context & Karma:
Every Natural Food Has a Sales Angle



La Casita Taqueria
(New Orleans)



Jacques-Imo's
(New Orleans)







Great Maple
(San Diego)



Smitten Ice Cream
(Los Angeles)



***Top Takeaway II:
Show Me State of Mind***



Grubshots (New York City)



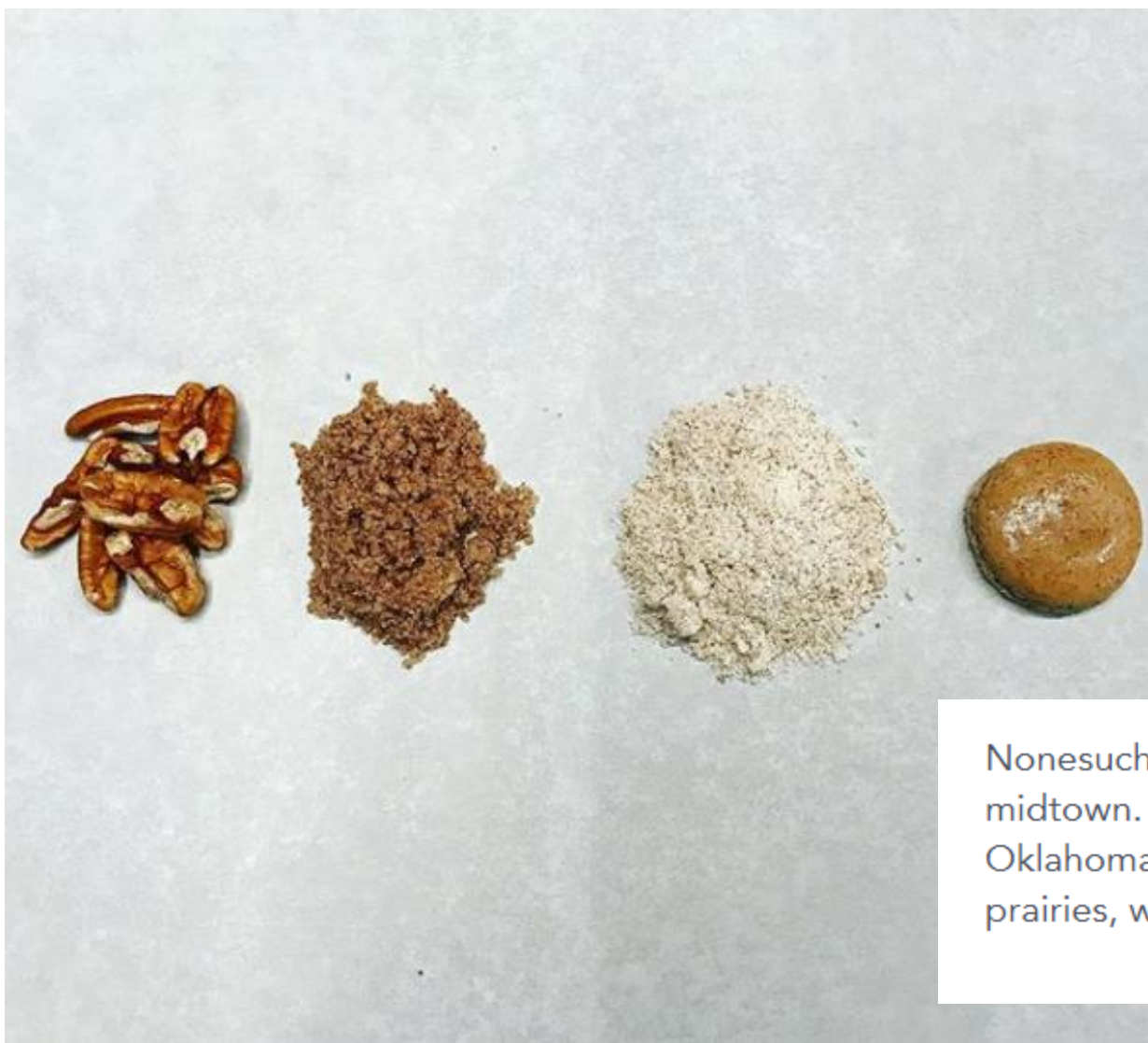
Lure Fishbar (Miami)



Catbird Seat (Nashville)



Parachute (Chicago)



Nonesuch

Oklahoma City, OK

Nonesuch is a 20 seat tasting-menu restaurant in the heart of midtown. We strive to explore different elements of Oklahoma cuisine by looking for inspiration from our farmers, prairies, woods, and friends.

EatingWell™

MOROCCAN INSPIRED CHICKEN

White chicken in a harissa
tomato sauce with couscous,
vegetables & garbanzo beans

whole wheat
Israeli couscous

19g
protein

NO
preservatives
NO artificial
flavors or
colors

made
with chicken
raised without
ANTIBIOTICS

1 cup
vegetables
as packaged

Fresh-Seal™
for freshness!

NET WT 10 OZ (283g) KEEP FROZEN • COOK THOROUGHLY







GUNDALOW
juice





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**Packaged
Facts**

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