

TASTE TASTE TASTE
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Trend Watch Report

TASTES & TRENDS
Christine Couvelier

**Culinary
Concierge**
Taste! Taste! Taste!



FOOD BIZ MENTORING



**Eat
Drink
Think**

Passionate About Food!



- Global Culinary Trendologist
- Executive Chef
- Culinary Executive
- President

Culinary Concierge

Taste! Taste! Taste!

Innovation

- = a new idea, method, or device
- = the introduction of something new



SWEET OR SPICY
GRILLED OR SMOKED
FOOD HALLS OR
FARMER'S MARKETS
PLANT BASED OR
FOOD WASTE

Every innovation tells a story!
Let's be inspired...



Hot! Hot! Hot!

Like an escape to a Tropical Island

- Coconut
- Pineapple
- Mango
- Lime
- Guava
- Passionfruit



- Cinnamon
- Garam masala

- Grilling
- Caramelizing



... even if you cannot get to the beach
→ bring the beach to your table!

Consumers as Chefs

Restaurant menus at home

Up-Flavoured

→ Traditional
to Tremendous!

🍴 Brisket
→ add sriracha to the broth

🍴 Roast Chicken
→ add balsamic to the pot = wow!



Innovation
= Freezers with craft ice

Culinary Travel Trend Report

Destination meals on location
... or at home

Culinary stories are told through food

— Shared by chefs, home cooks,
street food stalls, restaurateurs
+ innovative food companies



- Guadalajara, Mexico
- San Antonio, Texas
- Mallorca, Spain
- Orange County, California
- Lyon, France
- ... + #1 = Rome, Italy

“U” is for Upcycled

= Taking something no one wants +
rescuing it + creating something of value



🍴 1.3 billion tonnes of food is
wasted globally each year

🍴 Canada wastes or loses 58%
of food each year



🍴 The U.N. Sustainable Development
Goals aim to halve food waste by 2030

🍴 Sign the pledge at [trendi.com](https://www.trendi.com)

... because food waste is a waste!

Butter Better

Taste the terroir of butter



- From France
- Unsalted
- 82% butterfat
- Produced in teak wood churns

- From Ireland
- #1 seller = unsalted
- Creamy
- More savoury than sweet



... Just say "Mmmmm..."

Chili Crisp

Condiment of the Year!

- 🍴 Sweet
- 🍴 Spicy
- 🍴 Tangy

- 🍴 Salty
- 🍴 Umami
- 🍴 Crunchy



- 🍴 Top on yogurt or avocado toast
- 🍴 Glaze on roast chicken
- 🍴 Fabulous on pizza
- 🍴 Tossed with udon noodles
- 🍴 Great on a burger or sausage

Trend Watch Report



To Do List...



**#1 Gather around
the table to eat**

#2 Taste! Taste! Taste!

**To Cook What's New
To Eat What's Best
To Inspire What's Next**



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