



The Midas, Menu Innovation Network's
INSIGHT TOUR TRENDS ROUND UP





TRENDS ROUND UP

The MIDAS, Menu Innovation Network's insight tour in May is one of our yearly highlights.

Dining choices are changing and the outlook will be different even from tomorrow. Meal times are shifting and plant-based dishes continue to flourish but don't be hasty with your development and scrap your customers' favourites. We discovered it's not about new formats of foods, it's now all about recreating customer faves in the ways they want.

Take a look at what we discovered on our travels highlighting key food trends for 2019/20. Read on to see what's hot now. And, if you'd like to know more about Quorn® or if you have any feedback, please get in touch by emailing us at Foodservice@quornfoods.com

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1

CHICKEN

Ever-popular due to its versatility across menus and perceived healthier credentials



3

BRUNCH

What you want, when you want.
Casual dining or grab and go



2

POPULAR CUISINES & FLAVOURS

Powerful Mexican and Asian flavours flourishing and expanding to dishes from morning to night



4

PLANT-BASED DINING

Calls for meat free variations of staples across the board; burgers, sausages, veggie breakfasts



1. CHICKEN

Who doesn't love chicken? Its popularity in the US continues to grow (8% growth in 2018/19 in the top 500 chain restaurants¹). And, with Chick-fil-A overtaking KFC in the QSR chain rankings, the future is bright.

We saw its versatility – a crispy chicken burger; chicken as a salad topping, wings covered in hot sauce or wrapped up in a tasty fajita. As an ingredient it can be used in so many cuisines, styles and trends.

Chicken and meat free versions of it also enjoy a following from the health conscious shifting away from red meat. It's versatile and popular. You can't beat that. It's a menu must have.

Source: 1 - Technomic, Inc. Top 500 Chain Restaurant Report

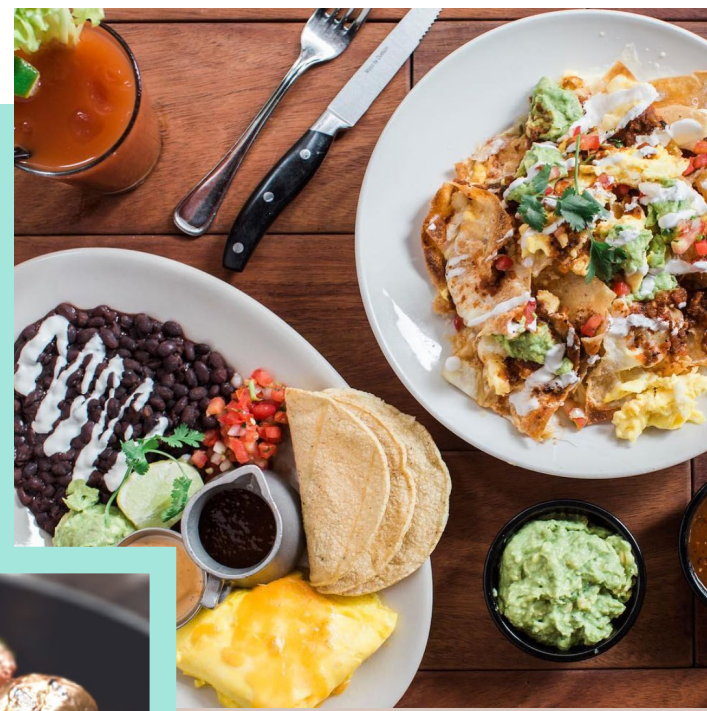
2. POPULAR CUISINES & FLAVOURS

We didn't have to go far to see the dominance of Asian and Mexican cuisines. What was new was how these flavours are being used throughout the day. There was 24-hour appeal for these flavours in new formats. We checked out breakfast quesadillas, okonomiyaki, sushi pizza and a super taco salad.

These flavours and dishes attract custom and encourage consumers to try new dishes. Break the mould, experiment and enjoy!

The facts speak for themselves, the US Asian/Noodle market saw growth of 8.9% and Mexican 5.7% in 2018/19 for the top 500 chain restaurants¹.





3. BRUNCH

Changing dining routines are happening here in the UK and in the US. Brunch is very much here to stay and a reason for people to go out. It's been a rising trend for a while and we saw evidence that it's challenging the retail sector.

Casual dining with quick grab and go options or bottomless brunches were big business Stateside. Try the full breakfast, topped pancakes, waffles or on-the-go breakfast boxes and muffins.

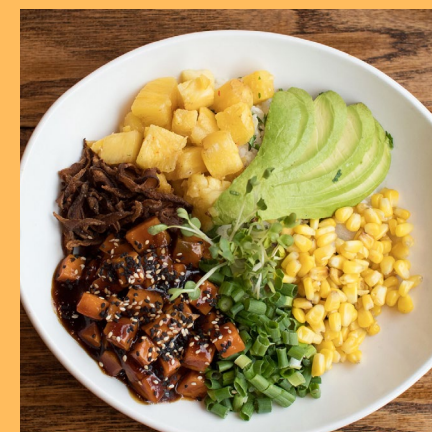
The flexibility of brunch allows experimentation with other cuisines as well as appealing to the meat free consumers.

4. PLANT-BASED DINING

Meat free Mondays are extending throughout the week with a growing audience. Our journey to Chicago showed just how much this category continues to evolve. From morning to night, meat free menu options were on show – and extremely popular.

Growth in plant-based dishes are in demand.

The innovation was exciting, we saw customers wanted the all-time favourites (but without the meat) so cook up an ultimate burger or Buddha bowl. And, recreate the classics with a twist of the current trends, tastes and flavours (without the meat) to ensure your menu is on point.





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