



# ..... 2021 TRENDS

# Chat!

What do YOU think will be  
the big trend of 2021?





- All panelists
- ✓ All panelists and attendees
- Alison Watson (Panelist)

To: All panelists and attendees ▼



Type message here...





# FEBRUARY 4

EVERY OTHER THURSDAY @ 12pm CST









TRENDSPOTTINGS

[everything](#)  
all | in my library | available to buy

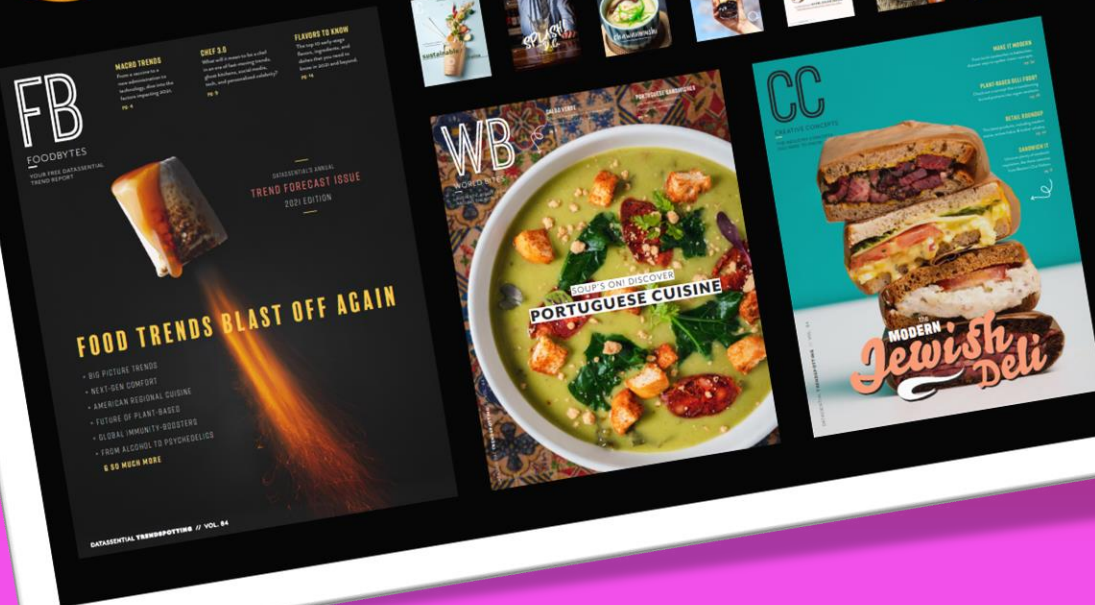






# Ahead of the Trends

Jumpstart Your Innovation Process and Create the Next Big Idea



How can you react to trends faster, lead instead of follow, and be the source for the latest, greatest ideas?

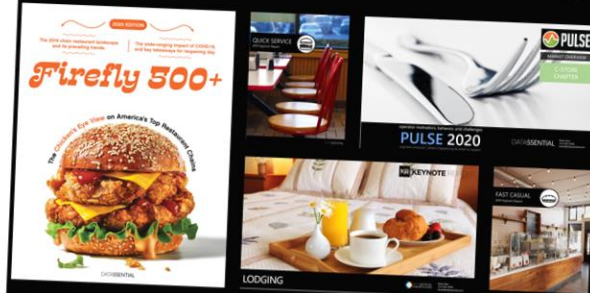
With Ahead of the Trends, you'll have access to a steady stream of cutting-edge publications, reports, the ent... your n...

Ideas ahead



## FoodservicePro

Optimize and Power Your Go-To Market Strategy for Foodservice



How do you deepen your understanding of the food industry?

By tracking the biggest players and learning what drives operators' decisions around purchasing, menu management, expansion, and more. Foodservice Pro frames the big picture with numbers and context.

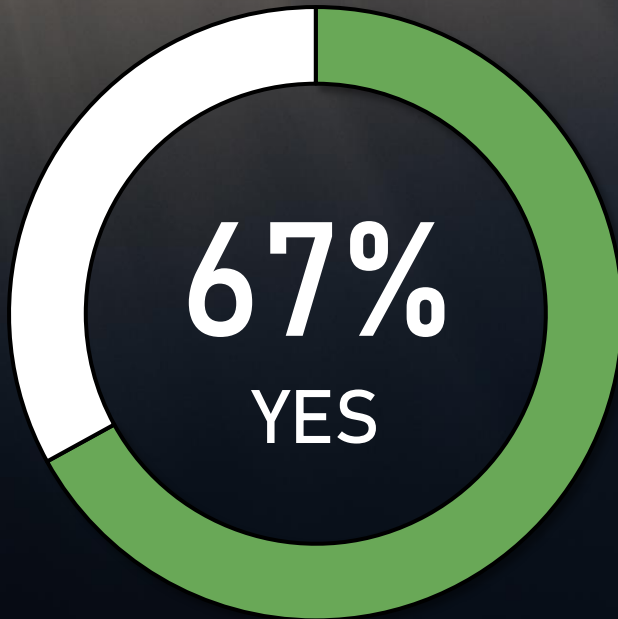
Leverage Foodservice Pro to prioritize your initiatives and shape your strategy.



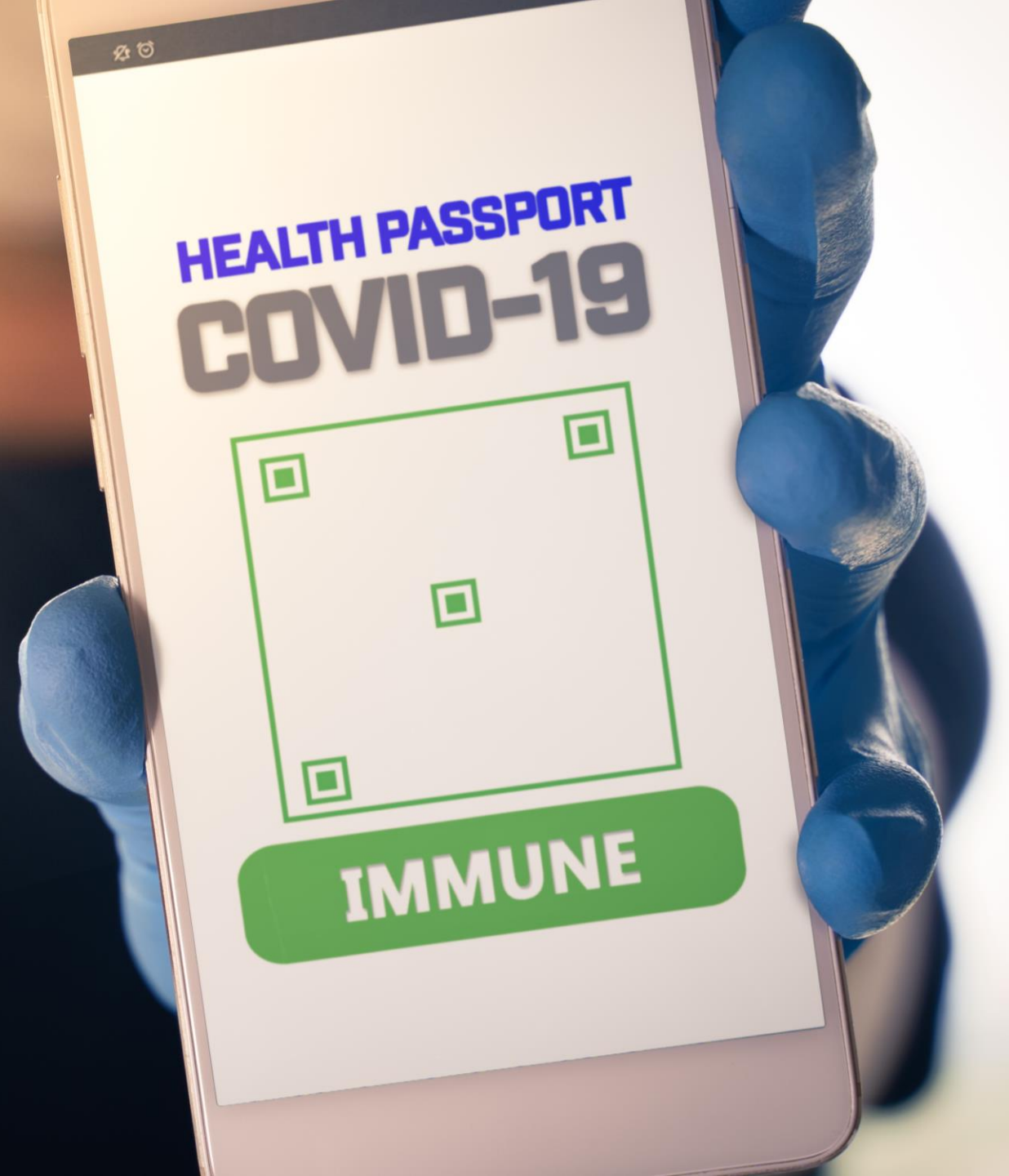
# MACRO TRENDS

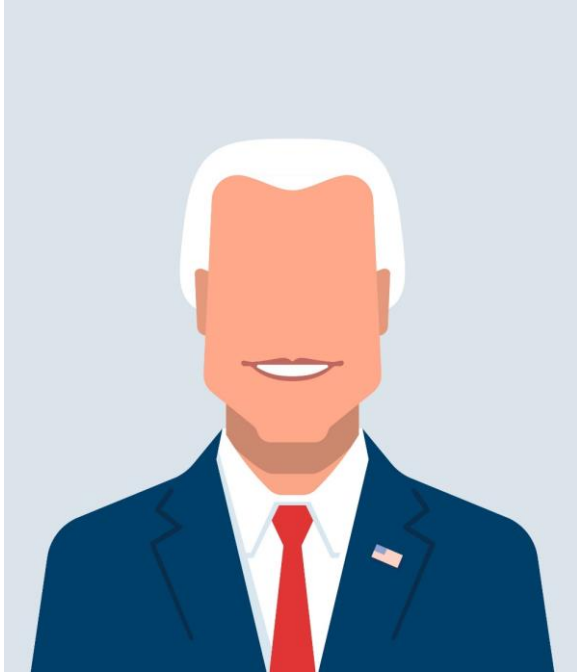


Vaccine passports could be the new norm for travel, entertainment venues, and even schools. The Vaccine Credential Initiative, led by big tech and healthcare orgs, are developing a secure digital record for smart phones.



do you plan to get vaccinated for COVID-19 when the vaccine is available to you?

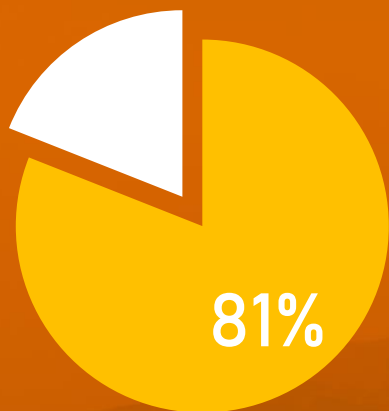




## BIDEN'S 1<sup>ST</sup> 100 DAYS

- » \$1.9 trillion stimulus plan proposal includes
  - » \$1,400 stimulus checks
  - » Expanding the Child Tax Credit and Earned Income Tax Credit
  - » Increase federal minimum wage to \$15/h
  - » Extending the eviction freeze and rent relief
- » 100 day 'mask challenge'
- » Vaccinate 100 million Americans
- » 10 days of executive actions
  - » Lifting travel restrictions
  - » Re-joining the Paris Climate Agreement
- » Climate summit with leaders of major world economies





Climate action was  
at least somewhat important to their  
choice of president leading up to the  
2020 election.

**How important is action on climate change to your  
choice of President in the upcoming election?**





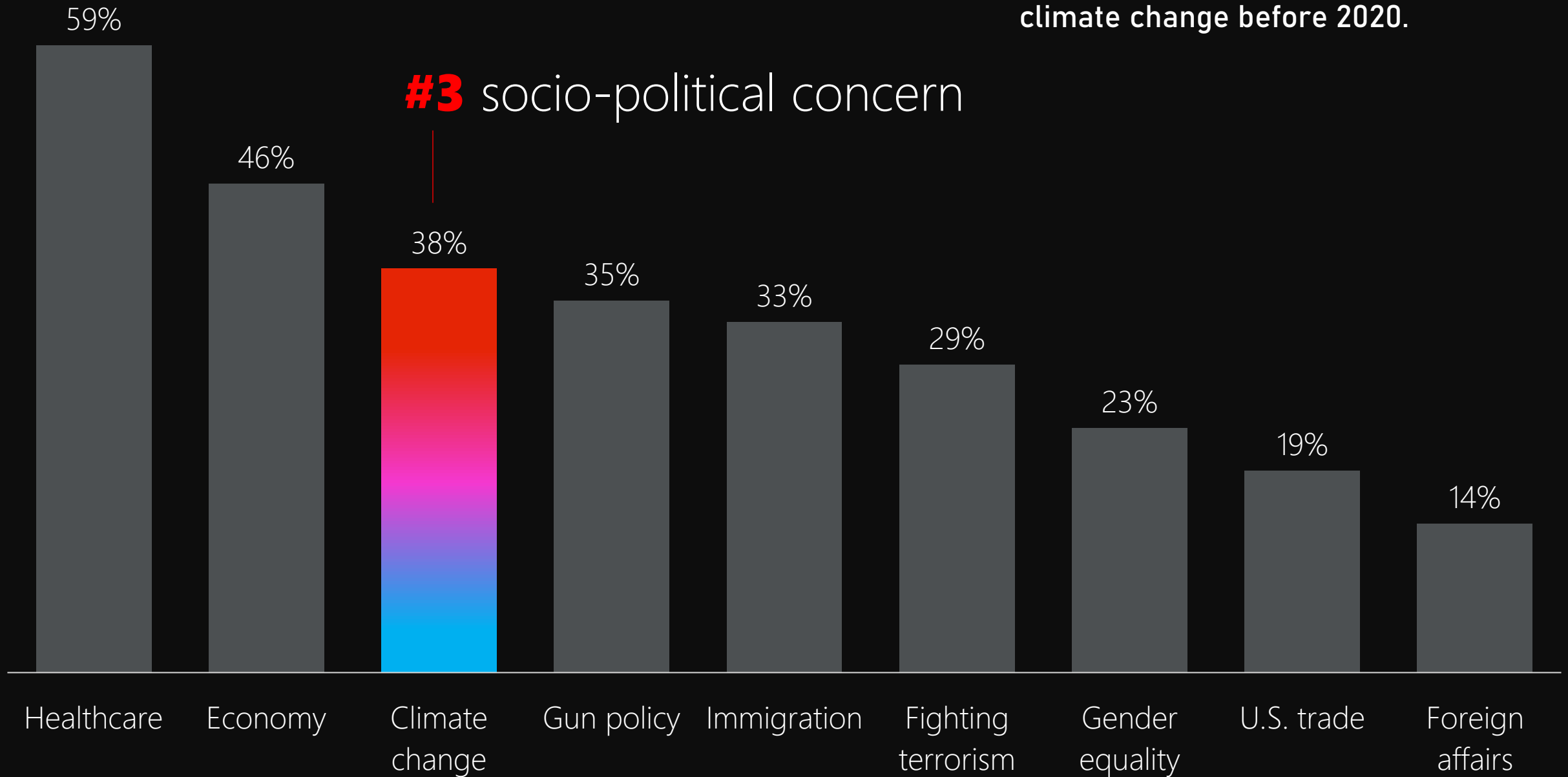
the new values  
driven consumer





Americans were concerned about climate change before 2020.

**#3** socio-political concern





**TASTE**

**CONVENIENCE**

**AFFORDABILITY**

**FAMILIARITY**

**PERSONAL VALUES**

**SANITATION**

thrillist

NEWS

## Panera's 'Cool Food Meals' Come With a Lower Carbon Footprint

More than half of its menu boasts an eco-friendly badge.

By Thrillist News Published on 10/14/2020 at 5:48 PM



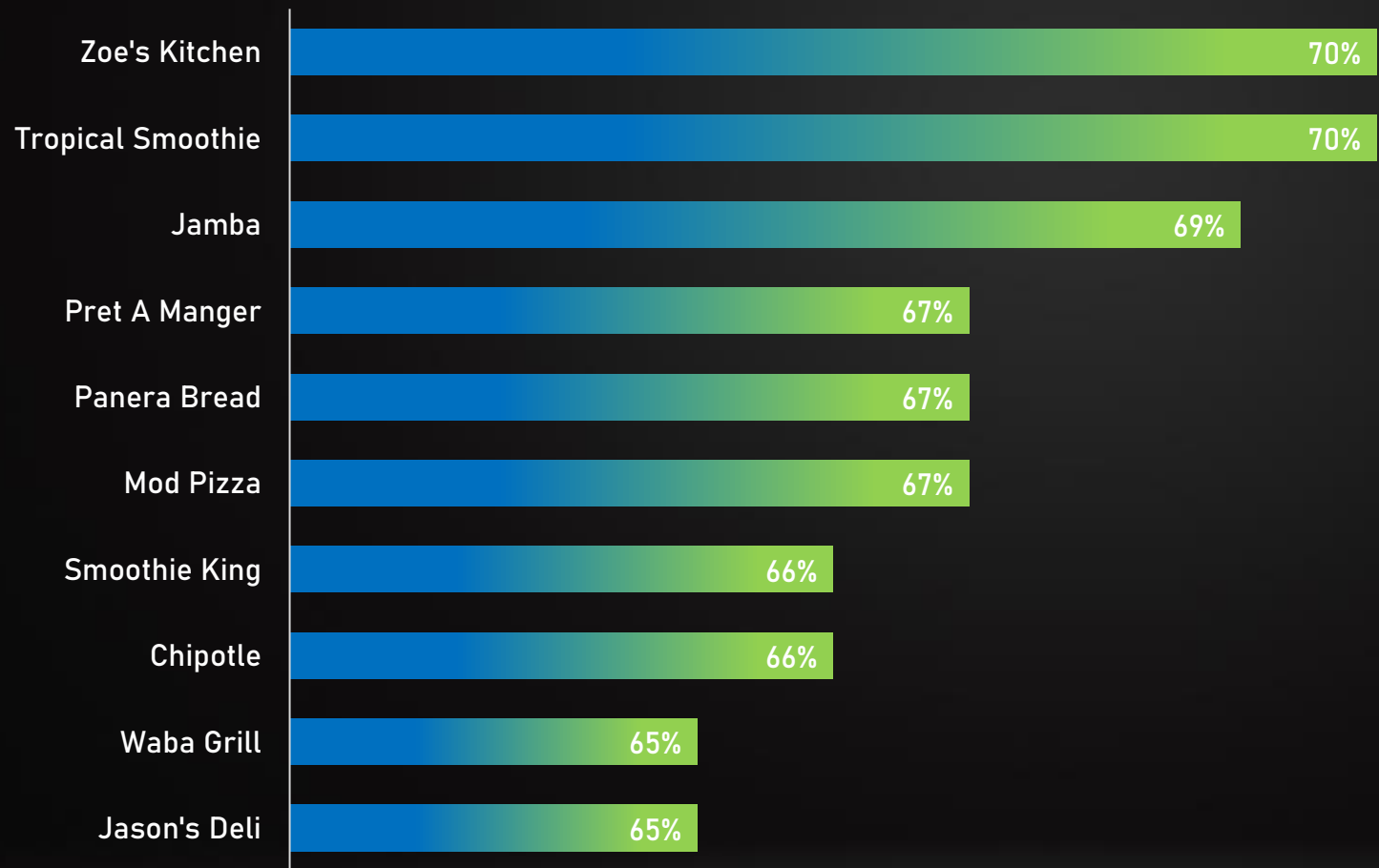
PANERA

THE SPOON

Just Salad's Latest Menu Innovation: Adding Your Carbon Footprint to Your Meal



## Top LSR chains for sustainable ingredients



'sustainable ingredients' % of users  
rating best in class or above average

**Sustainability**  
can include the climate

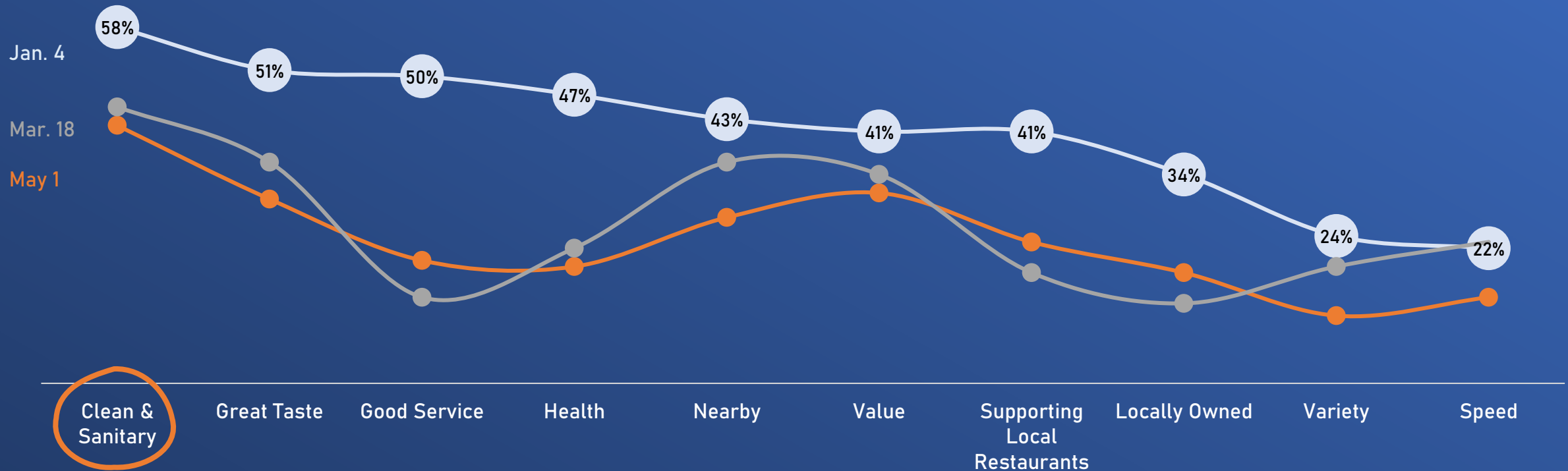




# COVID VALUES

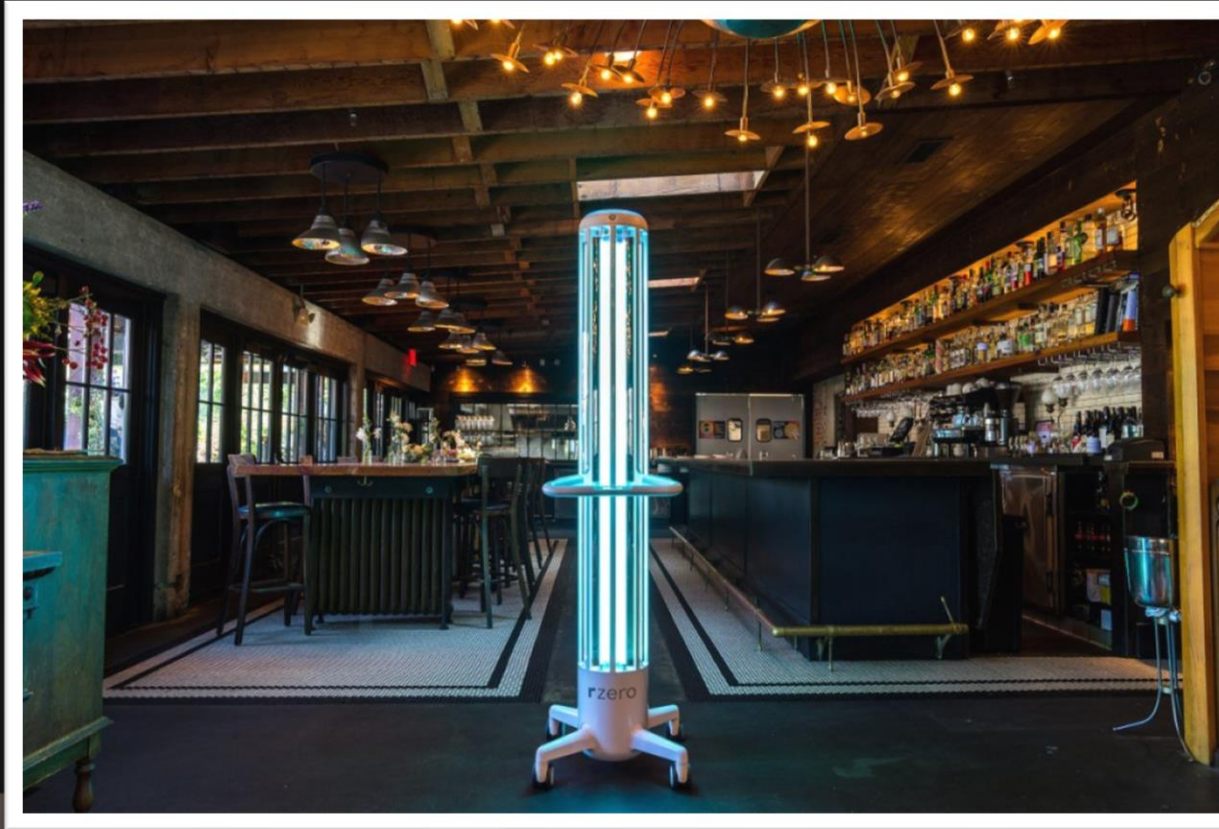
# Cleanliness

Cleanliness is the top COVID-era consideration affecting restaurant selection at the start of 2020.



what are your top considerations when choosing a restaurant during this time of coronavirus?

R-Zero Arck uses germicidal UV to kill viruses typically in hospitals – but now the company is expanding into restaurants, schools, lodging and even home use.







Smart  
vending

Chicago start-up Alvo is placing smart refrigerators stocked with healthy foodie options like curry chicken bowls and zoodle bowls in apartment building lobbies.





# #1

Salad mentions outrank sandwiches on lunch menus.

# 67%

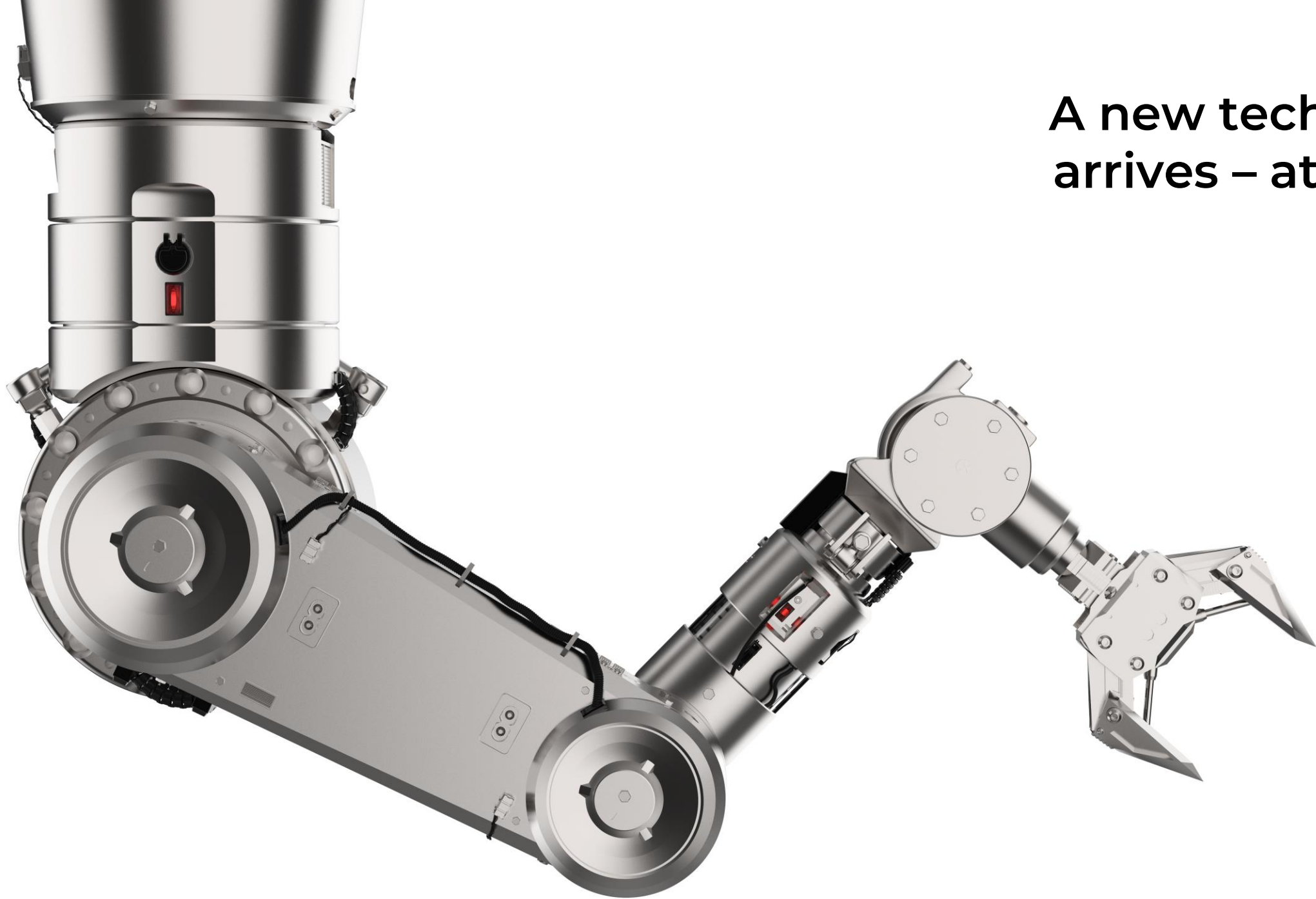
of restaurants serving lunch menu 'salad'



New no commitment salad subscriptions from Farmers Fridge and Just Salad aim to maximize on new lunch daypart needs brought on by long term remote work.







**A new tech boom  
arrives – at home.**





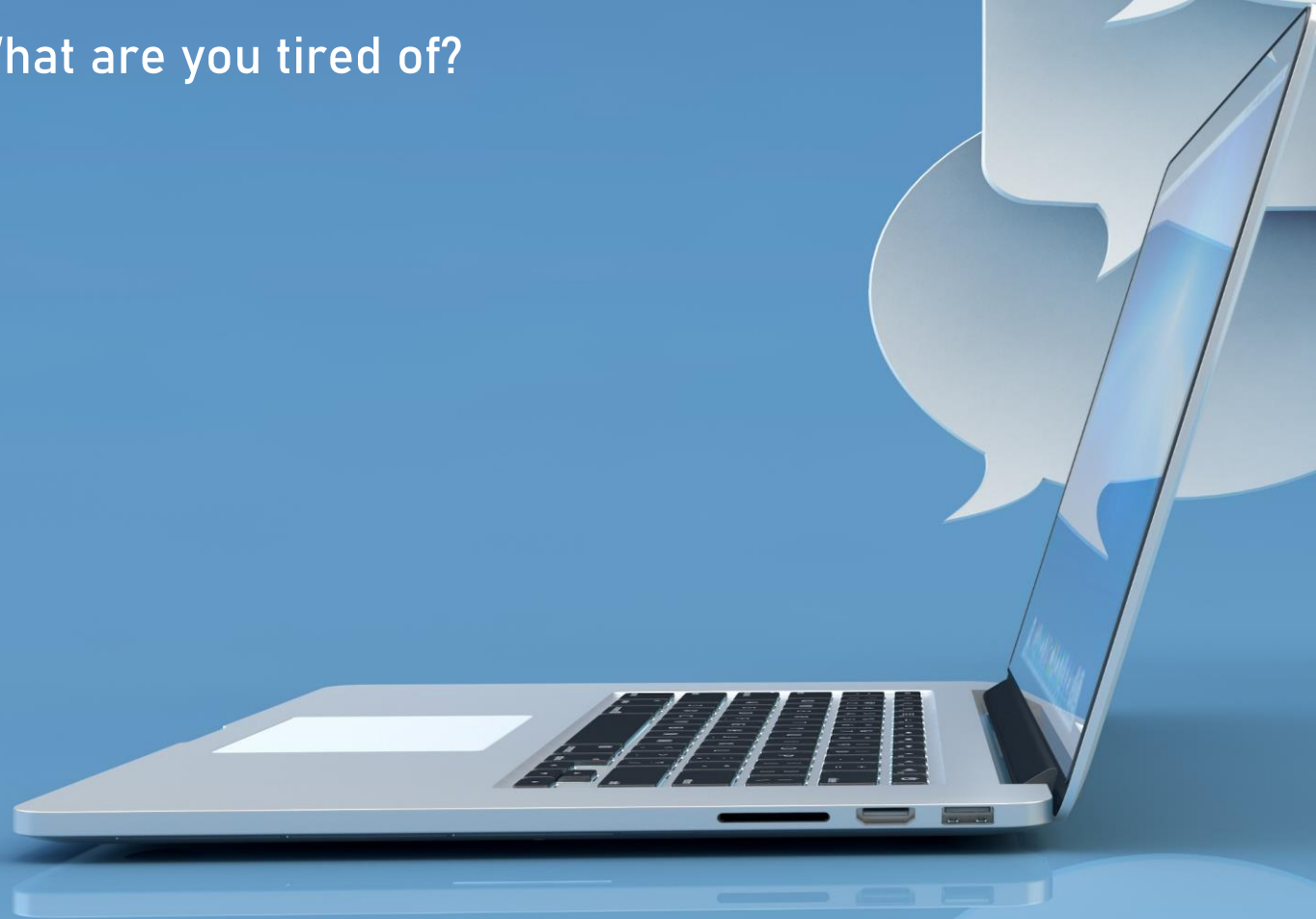
# Oliver

Home cooks chop the ingredients, and Oliver cooks them. This robot chef adjusts time/temp based on ingredients and can plan meals and keep track of recipes. It is available for pre-order now.



# Chat!

What are you tired of?





A woman with dark hair, wearing a grey sweater, is sitting on a light-colored sofa. She is holding a slice of pepperoni pizza in her right hand and a black remote control in her left hand. In front of her is an open cardboard box containing a large pizza with various toppings, including pepperoni, mushrooms, and pineapple. The background shows a light-colored wooden floor and a white curtain.

1 out of every 5 consumers  
is **tired of pizza**





THE  
YEAR  
OF  
INNOVATION

**74% OF CONSUMERS  
ARE LOOKING  
FORWARD TO NEW  
FOOD & BEVERAGE  
TRENDS IN 2021**



Innovation is the winning path forward.





THE  
FUTURE  
CHEF







1.7b views







**4.6m followers**



A y e s h a   C u r r y

B a b i s h

T a s t y   C h e f s

C l a i r e   S a f f i t z

M o l l y   B a z

S n o o p   D o g g   &   M a r t h a

G i n a   H o m o l k a   ( S k i n n y t a s t e )

S a l t   B a e

A c t i o n   B r o n s o n

L a u r a   V i t a l e   ( L a u r a   i n   t h e   K i t c h e n )



I define a celebrity chef as an influencer  
on platforms like Instagram, YouTube, &  
TikTok



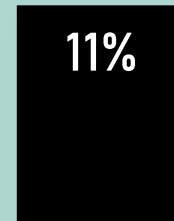
Gen Z



Millennials



Gen X



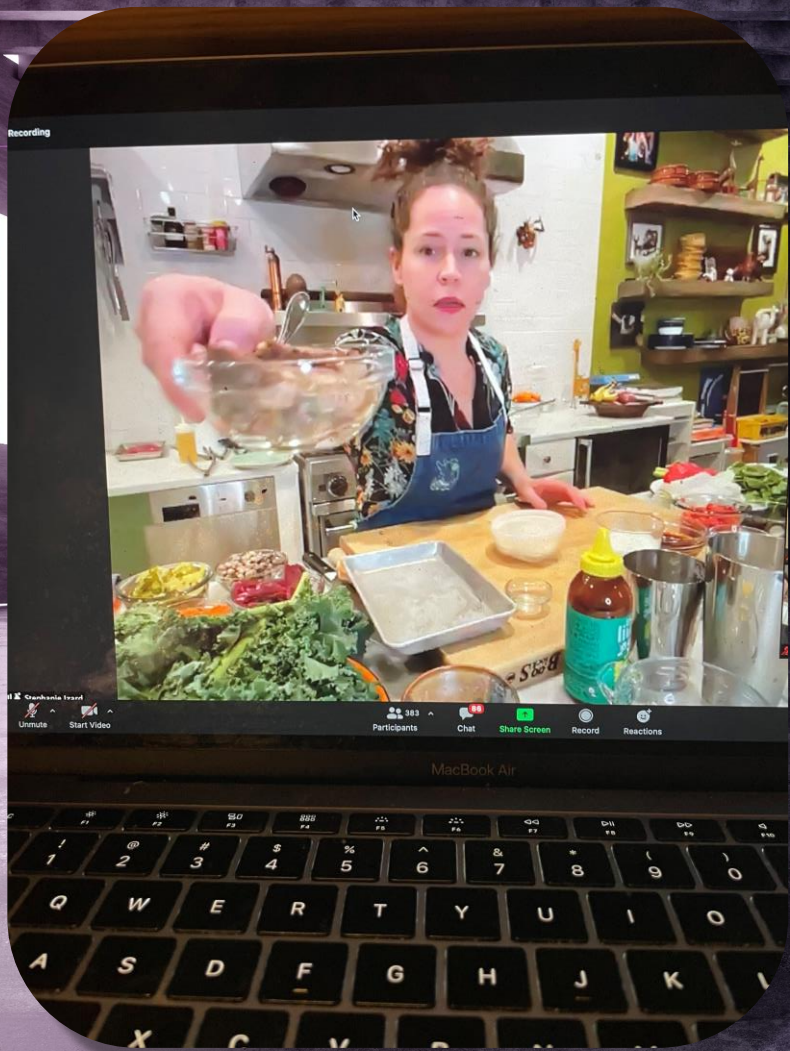
Boomers/  
Silent



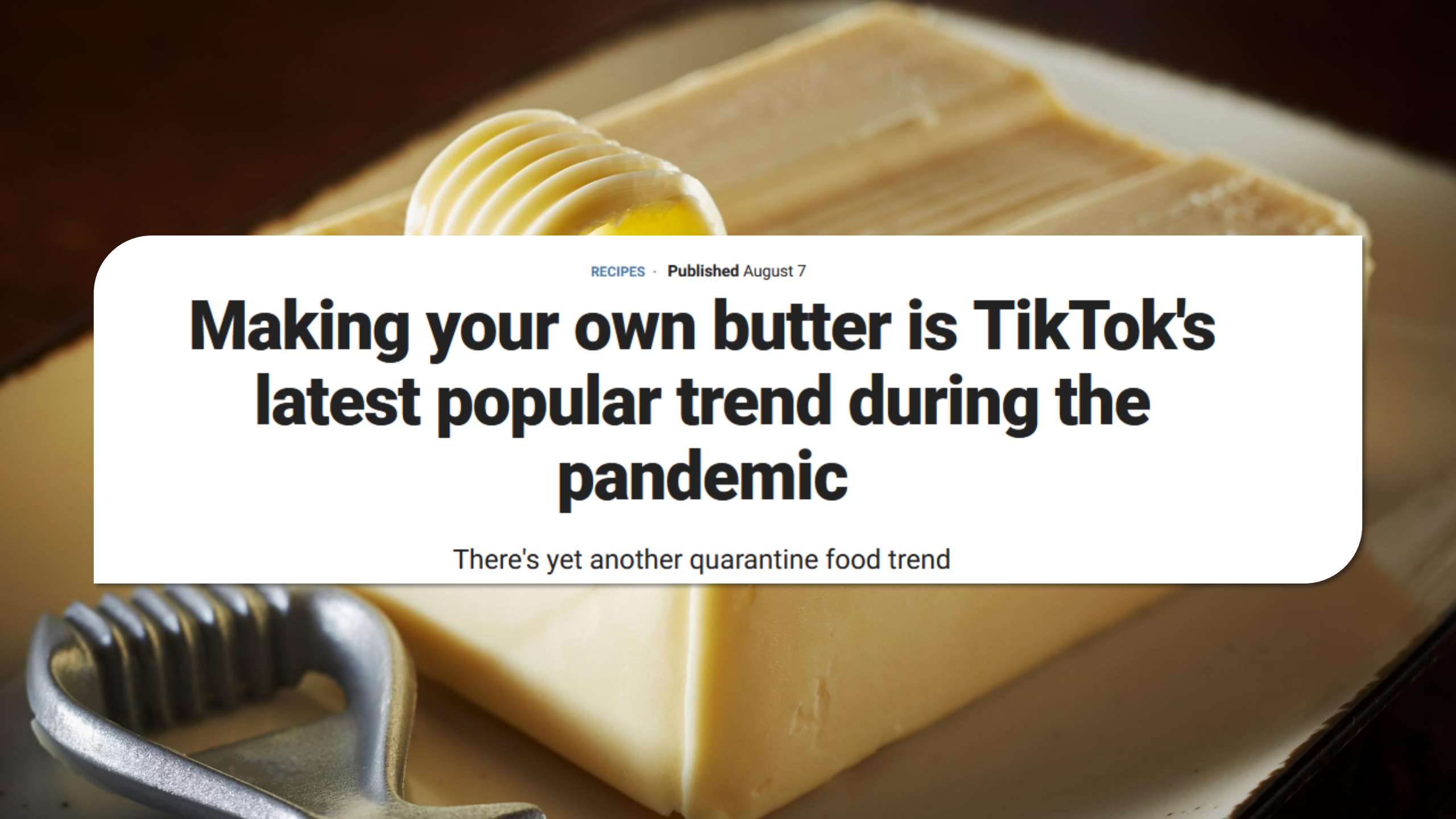


**technology  
makes the  
chef more  
personal**









RECIPES · Published August 7

# Making your own butter is TikTok's latest popular trend during the pandemic

There's yet another quarantine food trend



what's <sup>Kraft</sup> cooking

## Cooking Class



#COOKINGCLASS

HOSTED BY:

**Chef Thomas Heitz, CCC**  
**Wed., May 13 @12PM ET**  
**Live on Instagram!**



chefthomasheitz • Following

Paid partnership with kraftwhatscooking  
Toronto, Ontario



chefthomasheitz The Sunday of this coming long weekend is International Baking Day!

Today we're learning how Mayonnaise can take your baking skills to a whole new level with a delicious take on Banana Bread from the KraftCanada.com website. See you at 12 noon ET today @kraftwhatscooking for a free IG live cooking class!

#quarantinebaking #longweekend  
#torontofoodie #easybaking #teatime  
#bananabread

35w



konzstreetwearteam laurence



25 likes

MAY 13, 2020

Add a comment...

Post







***It's a poll!***

what are you looking forward to?



Consumers have competing desires, but they don't appear to have comfort food fatigue.

**What new food and beverage trends are you looking forward to seeing more of in the year ahead?**



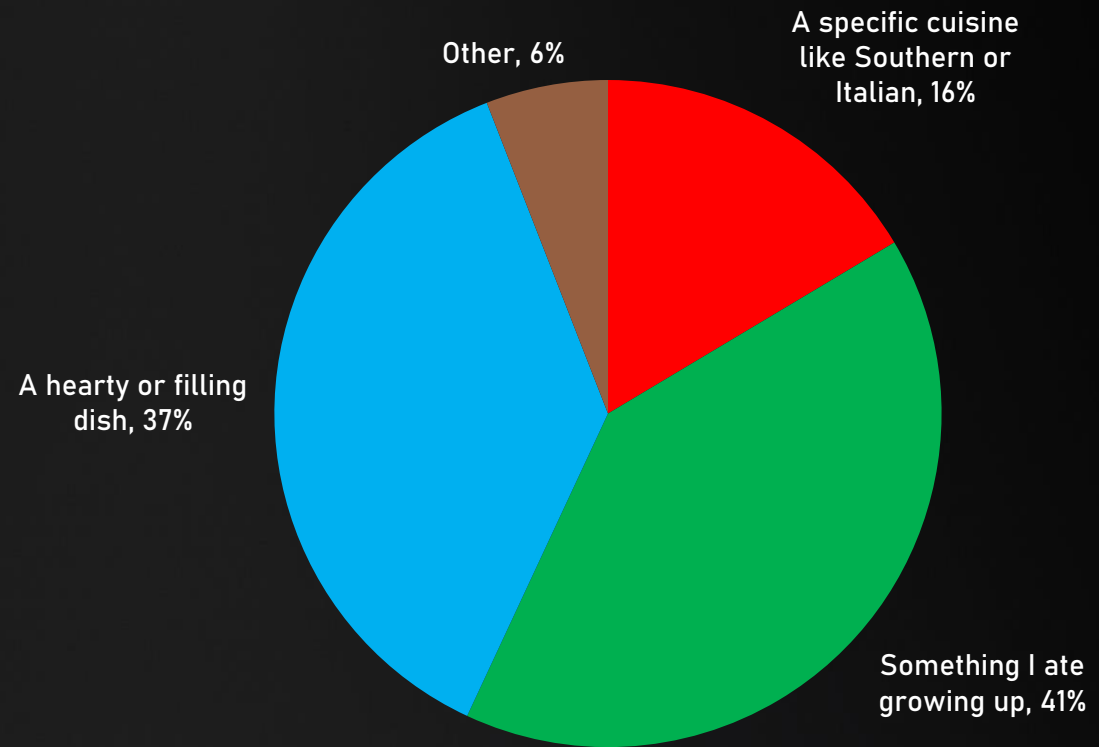


MODERN  
COMFORT



# Comfort food is in the eye of the beholder, but satiety is the through line.

A changing population will continue to evolve comfort foods to be more inclusive of what consumers ate growing up.

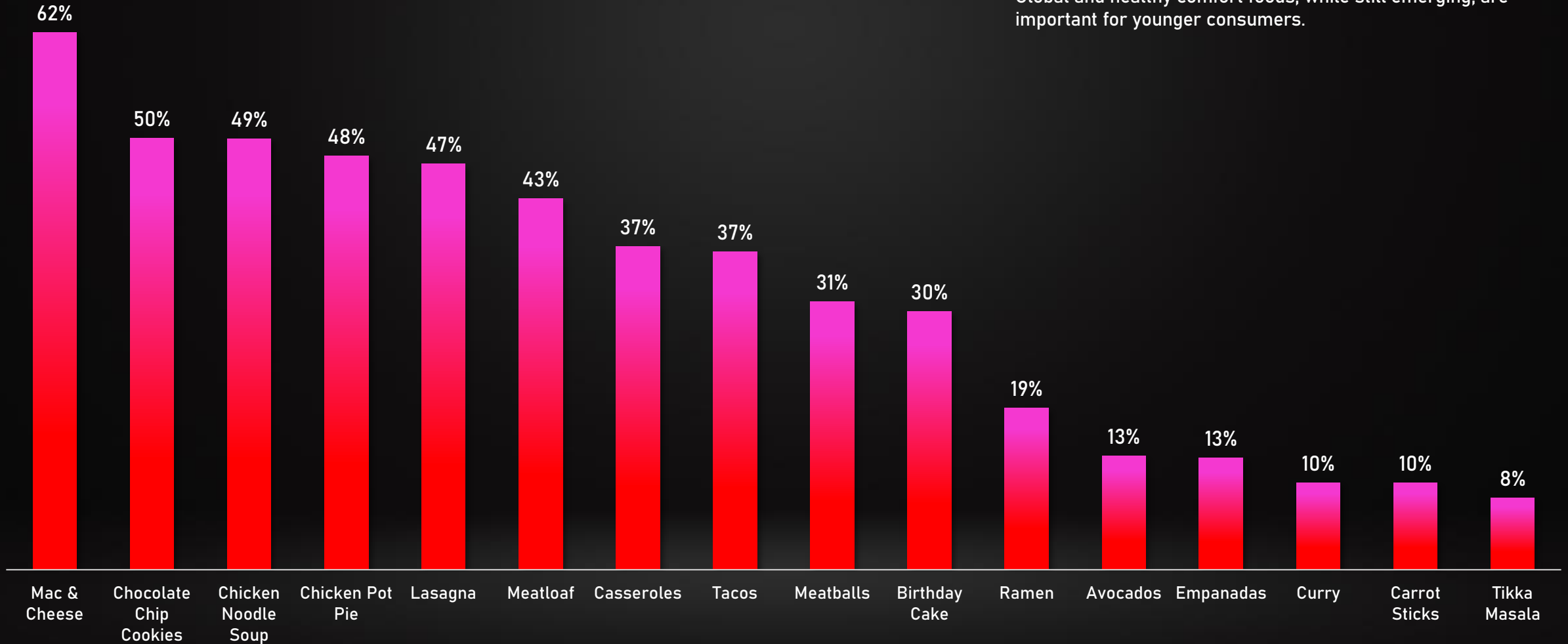


**When you think about the term 'comfort food', what comes to mind?**

Mac & Cheese is the comfort food darling, but sweet items also conjure up childhood memories.

Which of the dishes below do you consider comfort foods?

Global and healthy comfort foods, while still emerging, are important for younger consumers.





54%





44%





# 41%

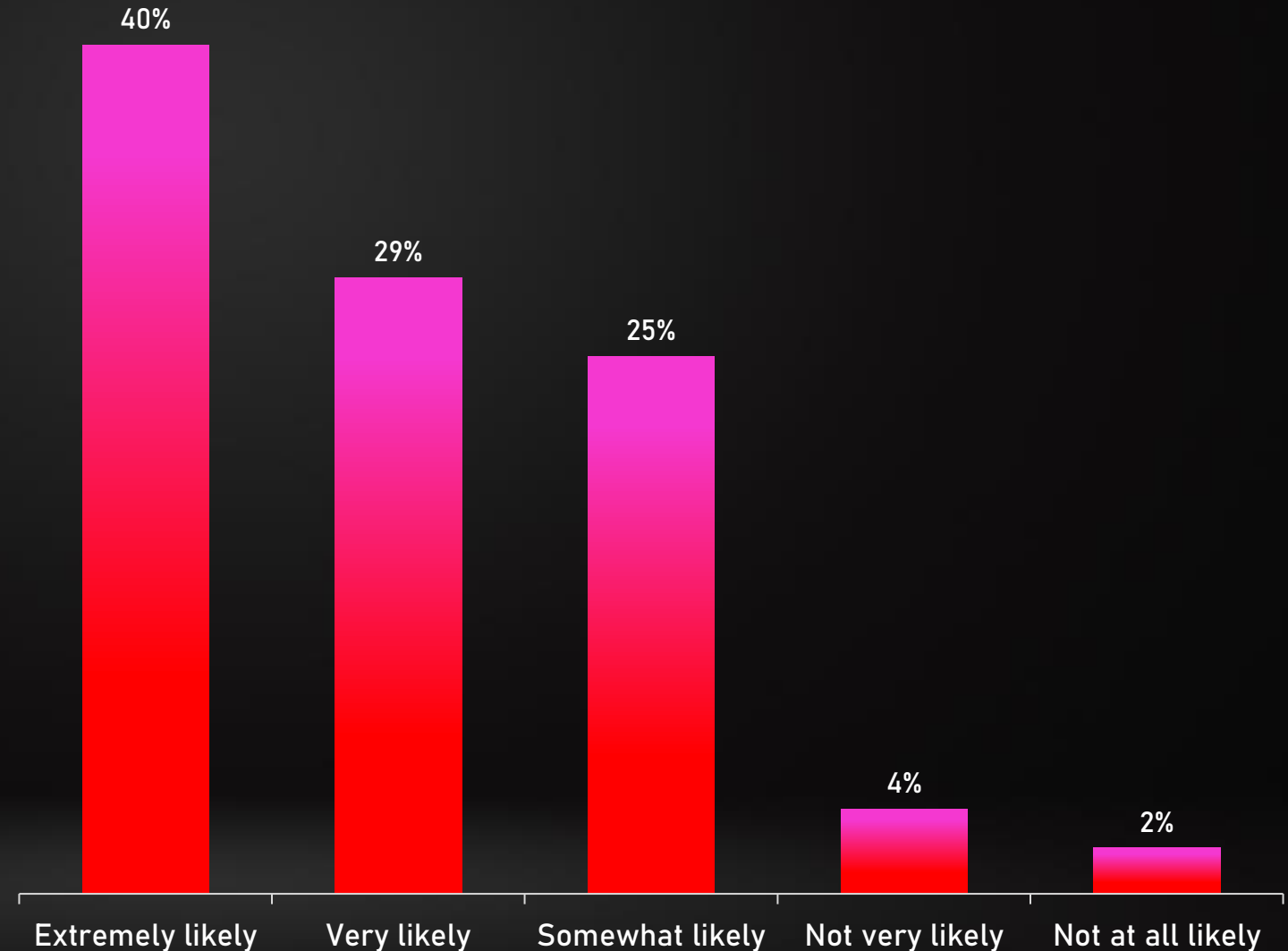


If one of your favorite NOSTALGIC FOODS or beverages were available at a restaurant or grocery store, how likely would you be to purchase the item?

## Nostalgia motivates consumers to purchase.

Nearly 70% of consumers are extremely or very likely to purchase a favorite nostalgic food or beverage.

For younger consumers this means brands from the late 90s/early aughts are ready for a reboot!





technostalgia (tek-no-stal-juh)

noun

1. a wistful desire for the past that is  
inspired or prompted by technology

"watching old friends reruns on netflix  
really inspired some technostalgia."





Food • Posted on May 1, 2017

# All '90s Babies Will Remember These 25 Nostalgic Foods

Try getting through this without buying Lunchables.



by Hannah Loewentheil  
BuzzFeed Staff

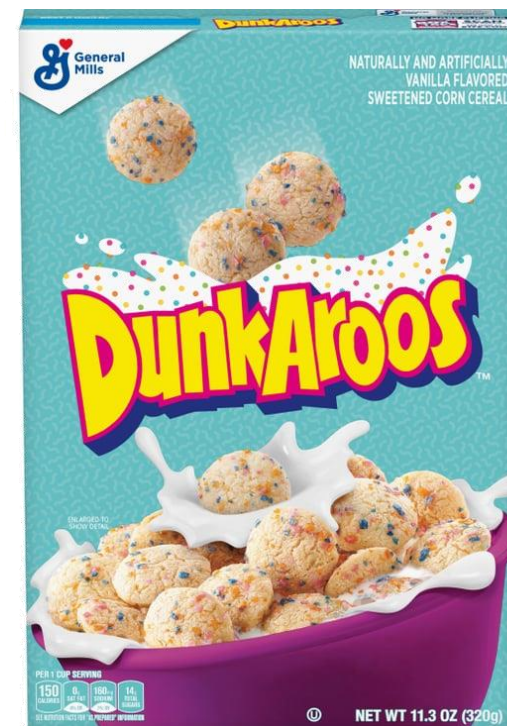
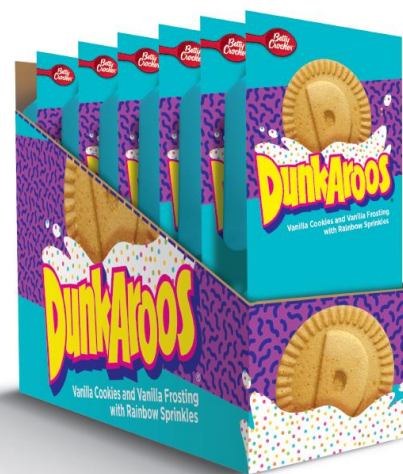
 [View 95 comments](#)



## 1. Dunkaroos









NEWS IDK GROCERIES AND RETAIL

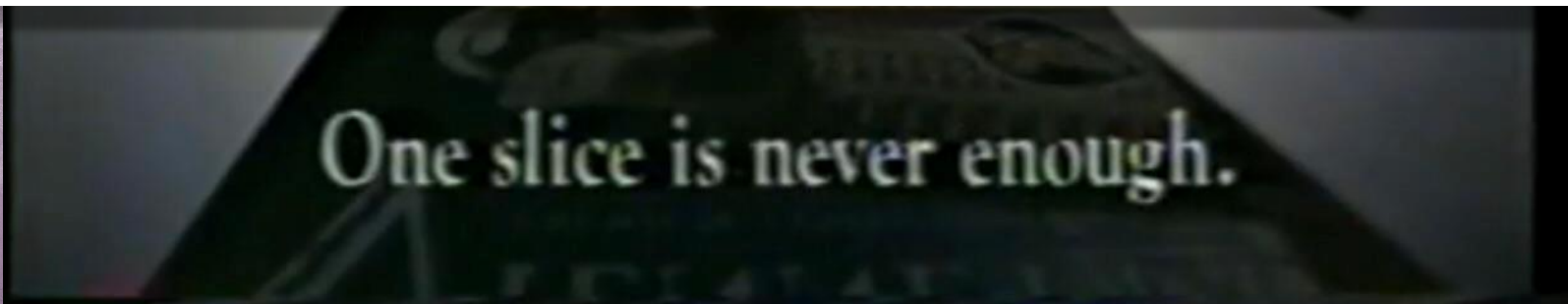
# Viennetta, the Fanciest Dessert of the '90s, Is Back

The height of sophistication — and the freezer aisle — is returning after 30 years

by [Jaya Saxena](#) | Jan 7, 2021, 10:42am EST



SHARE







@pizzariachips

This account is for @KeeblerElves to see the requests to #BringBackPizzarias since 2011 . [facebook.com/pizzariachips](https://facebook.com/pizzariachips) [bringbackpizzarias@gmail.com](mailto:bringbackpizzarias@gmail.com)

Los Angeles, CA

[facebook.com/pizzariachips](https://facebook.com/pizzariachips)

Joined January 2018



## Bring back Pizzaria Chips made by Keebler

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### About

See All

- the official bring back Pizzarias Chips made by Keebler fan page
- THERE IS A VOID IN ALL OUR LIVES...ONE THAT CAN ONLY BE FILLED BY A PIZZARIA CHIP. LETS MAKE THIS GROUP GROW TO SHOW KEEBLER THEY MUST BRING BACK THIS... See More

5,662 people like this

5,754 people follow this

Send Message

Product/Service



Create Post

Photo/Video

Check in

Tag Friends



Bring back Pizzaria Chips made by Keebler

December 7, 2020 ·

Why did you take these snacks away from us?

We all know that Pizzarias were the best pizza chip of all time. But are there other discontinued snacks from your childhood that you would love to taste again?





BURGER KING  
BURGER KING  
BURGER KING

ABCDEFGHI  
JKLMNOPQRS  
TUVWXYZ



HOME  
OF THE **WHOPPER**



HEARTY  
MELTY





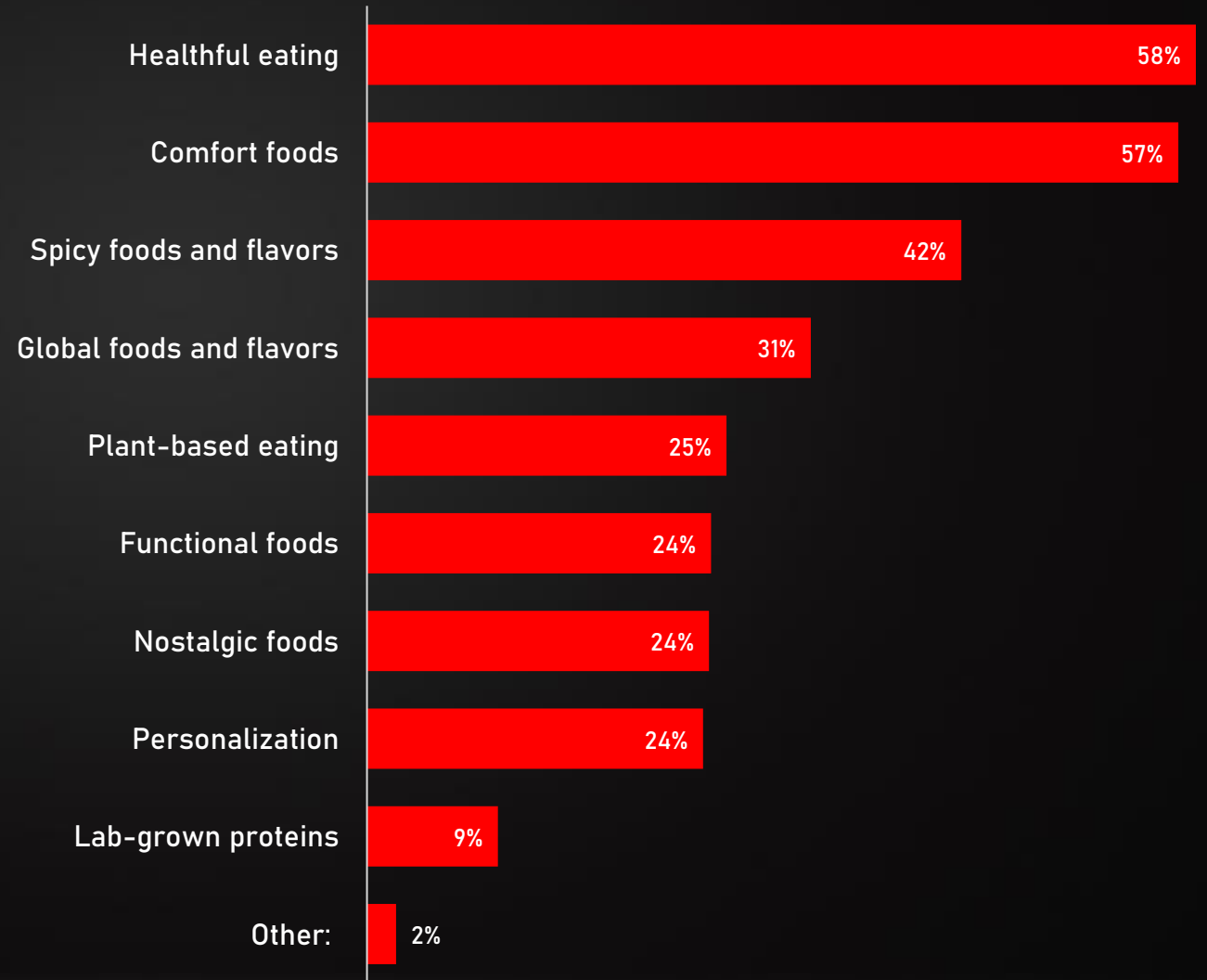
GLOBAL FLAVORS  
**HEALTH &  
IMMUNITY**



# Consumers have competing desires, but they don't appear to have comfort food fatigue.

Lab grown proteins are emerging, but early adopters include foodies and those following strict diets.

**What new food and beverage trends are you looking forward to seeing more of in the year ahead?**





# Restaurant Meals Turned Disease Busters.

do you agree with the following statements about immunity-boosting elements in your food?

I wish immunity-boosting foods/ingredients were an option at all the places I go out to eat	51%
I would only consider ordering immunity-boosting items from places that are known for healthy foods.	51%
I want immunity-boosting ingredients in everything I eat (burgers, burritos, pastas, pizza, etc.)	48%
I wish there was an option to add "immunity boosters" to any / all foods or dishes that I order from a restaurant	47%
I wish there was an option to add "immunity boosters" to any / all beverages that I order from a restaurant	45%
I would only consider ordering immunity-boosting items from places where I've seen similar things before	44%
I only want immunity-boosting ingredients in healthy foods or dishes (smoothies, salads, etc.)	43%
I only want immunity-boosting ingredients in drinks (smoothies, shakes, juice blends, etc.)	41%
I only want immunity-boosting ingredients in cold foods (smoothies, salads, raw foods, etc.)	36%



Global foods have a healthy halo.

71%

YES

29%

NO



**In general, do you think global cuisines are healthier than American cuisines?**



ELEUTHERO





# CACAO TREE CAFE

## PROTEIN

### PROTEIN FUEL

blueberry, banana, almond mylk, almond butter, cinnamon, hemp protein, spirulina, date, maca, omega blend, kale \$10.50

### POST-WORKOUT PROTEIN

banana, coconut mylk, ginger, turmeric, date, hemp protein, omega blend, cashew butter \$10.50

### HIGH VIBE

banana, almond mylk, date, raw tahini, omega blend, spirulina, maca, romaine \$9.49

### BREAKFAST BLEND

banana, almond mylk, almond butter, cacao powder, omega blend, maca, romaine \$9.49

### SPICE OF LIFE

banana, almond mylk, cacao powder, cayenne, cinnamon, maca, date, omega blend, romaine \$10.50

### COLD BREW

cold brew coffee, almond mylk, banana, cacao powder, cashew butter, date, omega blend \$10.50

### MANGO MUSCLE

mango, banana, almond mylk, tahini, cinnamon, maca, omega blend, brown rice protein, date \$10.50

## SUPERFRUIT

### SUNSHINE

strawberry, banana, orange juice, goji, kale \$9.49

### INNER WARMTH

strawberry, blueberry, apple juice, lime juice, ginger, goji, spinach \$9.49

### AMBROSIA

mango, apple juice, lime juice, fresh mint, goji, spinach \$9.49

### ORANGE CREAMSICLE

banana, mango, orange juice, almond mylk, goji, camu camu \$9.49

## BUILD YOUR OWN SMOOTHIE

### \$7.99

select 3 fruits: mango, pineapple, peach, strawberry, banana, blueberry, raspberry. Blended with your choice of organic apple or orange juice  
coconut mylk or almond mylk +.50

Thai coconut water +2.50 wheatgrass ice cube +2.50

## GREEN

### BEE GREEN

mango, peach, apple juice, avocado, spirulina, local raw honey, spinach, bee pollen \$10.50

### ON A BEACH IN HAWAII

mango, pineapple, banana, coconut mylk, coconut meat, goji berry, spirulina, spinach, ginger (optional) \$9.49

### CHIA GREEN

mango, banana, coconut mylk, honey, chia seeds, spirulina, kale, spinach, cinnamon \$10.50

## ELIXIRS

### ROOT POWER

mango, fresh thai coconut water, turmeric, ginger, cinnamon, cayenne, lemon juice, honey \$10.50

### REFRESH

peach, pineapple, raspberry, fresh thai coconut water, orange juice, lime juice, camu camu, eleuthero, ashwaganda, ginger (optional) \$11.99

### EXHALE

strawberry, blueberry, banana, almond mylk, orange juice, maca, camu camu, ashwaganda, eleuthero \$11.99

### I-THRIVE

mango, pineapple, blueberry, coconut mylk, coconut meat, ginger, goji, eleuthero, wheatgrass \$11.99

### DAILY TONIC

fresh Thai coconut water, coconut meat, cacao powder, maca, shilajith, macuna, ashwaganda, cinnamon, chaga mushroom \$11.99

## FRESH COCONUT WATER

12 OZ \$6.99 16OZ \$8.99

unpasteurized, cut fresh in-house

## SUPERFOODS

### ADD EXTRA SUPER FOODS TO ANY SMOOTHIE:

\$ .75/each: omega blend (brown rice protein, ground flax, ground chia), hemp protein, maca, goji berry, date, honey, brown rice protein

\$1.00/each: bee pollen, cacao powder, spirulina, chaga mushroom, camu camu, eleuthero, ashwaganda, macuna, shilajith, almond butter, cashew butter, tahini, avocado

## REFRESH

peach, pineapple, raspberry, fresh thai coconut water, orange juice, lime juice, camu camu, eleuthero, ashwaganda, ginger (optional) \$11.99

## EXHALE

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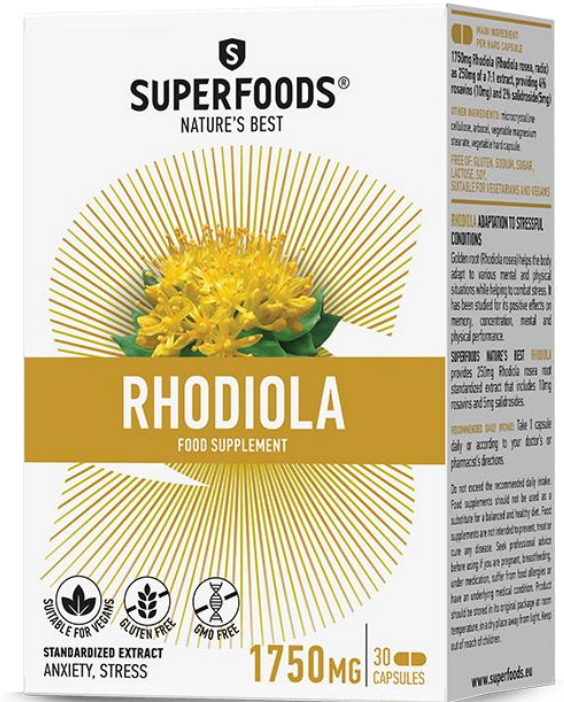
mango, pineapple, blueberry, coconut mylk, coconut meat, ginger, goji, eleuthero, wheatgrass \$11.99





RHODIOLA









SHATAVARI



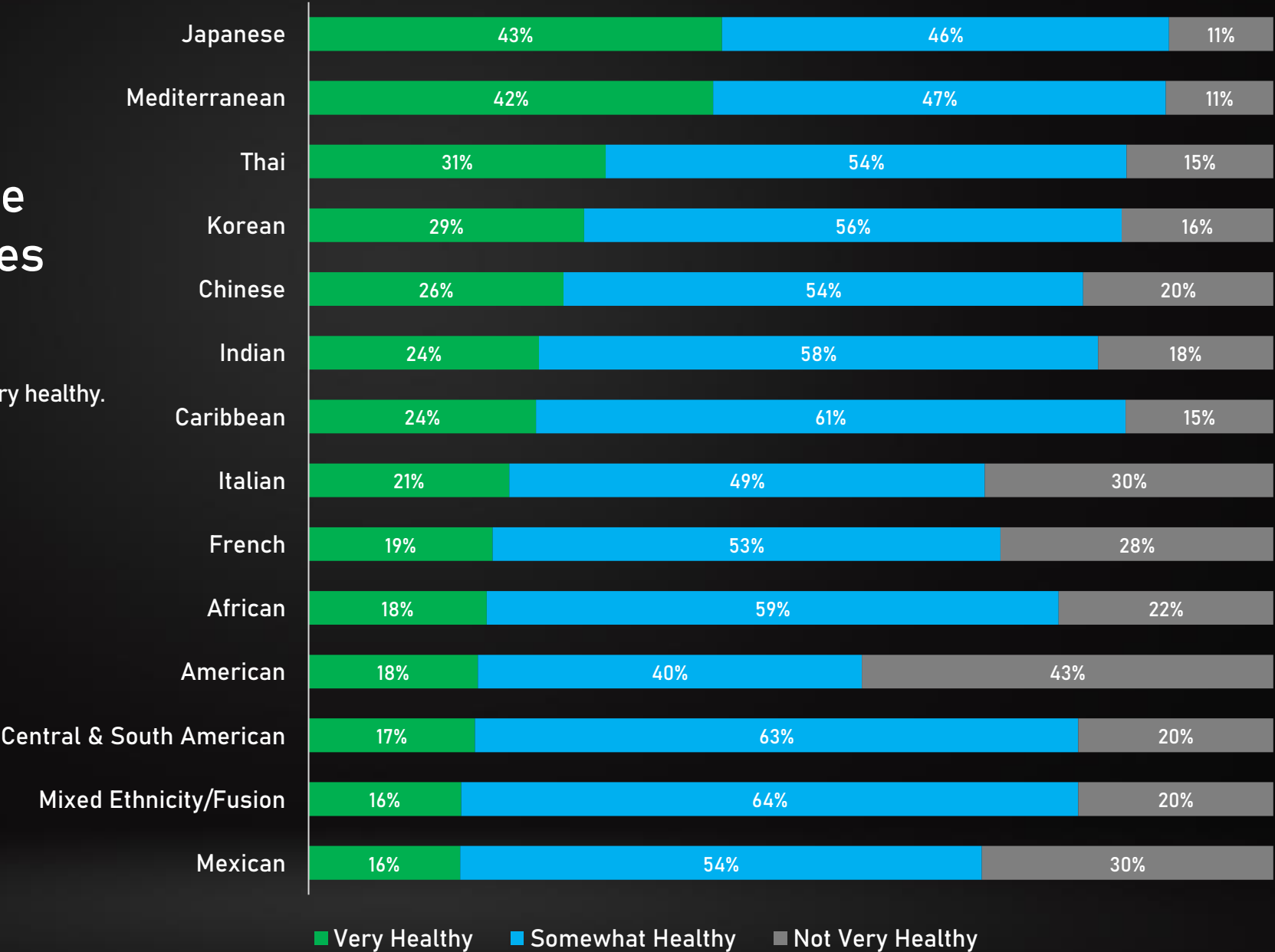




# Consumers rank Japanese and Mediterranean cuisines as the healthiest.

43% of consumers think American cuisine is not very healthy.

Please rate the following cuisines by how healthy you feel they are.





**TEN FLAVORS  
TO WATCH**





FERMENTED HONEY



EXT-LEVEL PRODUCE

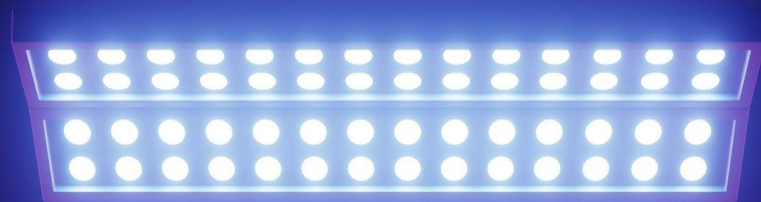






HONEYSUCKLE





MACRO TRENDS

-----

YEAR OF INNOVATION

-----

THE MODERN CHEF

-----

THE NEW COMFORT

-----

AMERICAN REGIONAL CUISINE

GLOBAL FLAVORS:  
NEXT-LEVEL FUSEBIQUITY

-----

GLOBAL FLAVORS:  
HEALTH & IMMUNITY

-----

PLANT-BASED EVOLVES

-----

MIND ALTERING

-----

FLAVORS TO KNOW



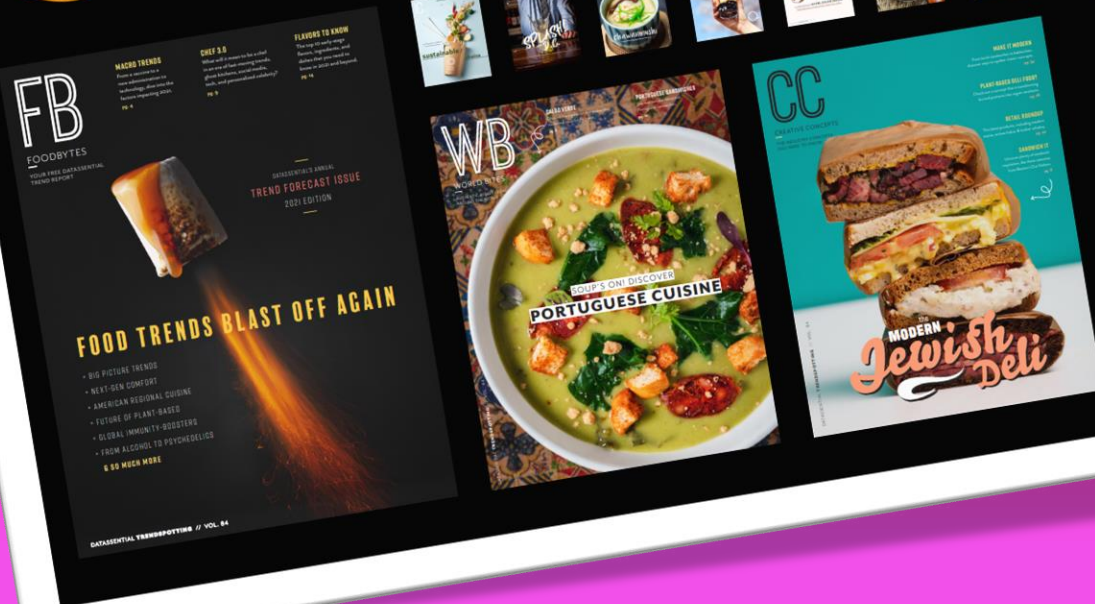


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Ideate ahead



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How do you deepen your understanding of the food industry?

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# FEBRUARY 4

EVERY OTHER THURSDAY @ 12pm CST





GET STARTED

hello@datassential.com