

**CONFIDENCE**  
IN EVERY CASE.



*Hummus is the dish that put Israeli cuisine on the map. This version uses kitchen scraps, making it a more sustainable, budget-saving offering.*

## SPRING 2019 TRENDS AT A GLANCE

- Build trust: create a bond that keeps them coming back again & again.
- Wow guests before the first sip.
- Drill down Mediterranean flavors with authentic Israeli foods.
- Staffing issues? Solve problems with technology and smart ordering.
- Meet the plant-based recipes that are shaking up Mexican cuisine.
- Don't lose to the veto vote! Paleo, keto, vegan, gluten-free, and more... make sure you offer dishes that meet the dietary needs of all.

# Trends

SPRING 2019

## Customer BFFs

Engagement has never been more important. To build loyalty, establishments must think beyond traditional forms of connection such as advertisements or LTOs. Social media has made direct-to-consumer messaging the norm—make sure yours is on target.

- What story do you have to tell? Authenticity is critical, especially to the Millennial and Gen Z crowds.
- Putting forth sustainability efforts is merely step one. Make sure your diners understand what you are doing: where your ingredients are grown, what food safety practices are in place, and how you are saving water, electricity, and more.
- Put a name with the face: introduce your team—from farmers to chefs to busboys... be proud of your collective restaurant family through social media, in-house photo boards, and menu shout-outs.



## High Impact Drinks

Non-alcoholic drinks made a big splash last year. Go beyond with eye-catching, camera-worthy beverages that have unexpected flavors and sensory inducing ingredients.

- Butterfly pea tea can give beverages (and foods like rice and noodles) a deep blue or purple hue. Try using it with lemonade, iced teas, and kombuchas (see photo at upper right).
- Garnishes like buzz buttons and miracle berries tingle the tongue and alter your taste buds—giving customers reason to spread the word.
- Functional foods are in demand. Introducing ingredients such as mushrooms, turmeric, collagen, charcoal, and spirulina to both cocktails and no-alcohol drinks adds to the wellness factor customers are seeking.

## Modern Israeli

Share-friendly and vegetable-heavy, healthy Israeli cuisine is in tune with today's style of eating. Think beyond mainstays falafel, hummus, and tabbouleh and explore the wide range of ingredients in this melding of Middle Eastern-Mediterranean flavors.

- Critically acclaimed restaurants like NOLA's Shaya, L.A.'s Mh Zh, and Philly's Zahav have elevated the cuisine's profile above hand-helds and noshing.
- The incredibly popular dip hummus kick-started the Israeli food craze. Differentiate yours by using scraps that typically go to waste (see photo at left) or adding healthy, bright flavors like beets, carrots, turmeric, or za'atar.
- Grilling cheese Halloumi is a hearty meat substitute that pairs well with grilled vegetables like red peppers, eggplant, and zucchini.

## Stepping Up Innovation

What's your biggest problem today? Ask any farmer, fresh produce processor, or restaurateur and you'll likely get the same answer: labor, i.e., not enough people to fill necessary staff positions. From robots to pre-cut technology, the industry is working hard to feed the nation.

- Immigration is a hot topic. Getting fields harvested in today's complicated environment is more difficult than ever. Produce companies are investing big money in automated technology, not to oust jobs, but to ensure food doesn't go to waste. Fortunately, it's creating higher-skilled and better-paying jobs so harvesters have upward mobility.
- Scratch cooking is imperative for authentic cuisine, but pre-cut ingredients don't diminish chefs' creative and technical skills, only enhance them. Embrace the ready-to-use items that make sense, like onions, celery, broccoli florets, cauliflower rice, and cabbage shreds.



# Trends

SPRING 2019



## Plant-Based Mexican Food

Think Mexican food is only about carne asada and conchinita pibil? Although many associate this cuisine with meat-based recipes, a new garde is introducing a whole host of dishes that leave out the carne and pack on the produce.

- Skip the fish and pile crunchy tostadas with watermelon ceviche, creamy avocados, and pickled onions (see photo above).
- Substitute tender chicken with equally toothsome cauliflower in mole dishes—from taco snacks to entree platters.
- Rolled tacos don't taste like anything is missing when filled with mashed potatoes instead of shredded beef; stack with crisp iceberg lettuce, diced tomatoes, and a big dollop of guacamole.
- Fill enchiladas with grilled zucchini and yellow squash and top with spicy red salsa, crema, and fresh Cotija cheese.
- Tamales can be stuffed with a wide variety of veg-based fillings—from peppers to cheese to butternut squash to eggplant—just be sure to use butter or shortening instead of lard.

## The Hot List

- Crispy rice
- Delivery drones
- Chervil
- Laminated pastries
- Rotisserie eggplant
- Turmeric lattes
- Mushroom everything
- Layered heat
- XO sauce
- Port & tonic
- Keto diets
- Kitchen scrap meals
- Mostarda
- Buttermilk fried cauliflower
- Black garlic
- Pomegranate molasses
- Nashville Hot
- Fast food fake meats
- Color-changing beverages
- Plantains
- Bloody Mary variations
- Chinese crepes
- Achiote
- Creative hummus
- Yuzu kosho
- Increased automation
- Mangosteens
- Chamoy
- Ube
- Lichen
- Arctic char
- Pasteis de nata

## Get Connected!

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- **Fresh Crop**—a weekly rundown of the fresh produce market including prices, supply levels, and quality
- **Specialty Produce**—a twice-monthly information piece about the fast-paced specialty market; what's in, what's out...what is it?
- **In Season**—a quarterly look at what's fresh now and how to use it
- **Trends**—forecasts what is on the culinary horizon four times per year

## Something For Everyone

Don't call them diets, but rather lifestyle choices that go hand in hand with today's optimization/goal-oriented society.

- Pick any group of diners and chances are one or more of them will have food preferences that decide where everyone can or cannot eat. Put yourself in the running by menuing a variety of dishes that appeal to all: vegan, vegetarian, gluten-free, keto, or paleo.
- Although wellness is a prevalent theme that diners say they strive towards, indulgent dishes also remain popular. Try adding superfoods or healthy fats to otherwise guilty pleasures like desserts (ube ice cream, chia puddings piled with grilled stone fruits, and flourless cakes topped with berries) and fried foods (Nashville hot shrooms rather than chicken, meat-free burgers piled with crunchy vegetables, and baked onion rings).
- Toss ancient grains (teff, buckwheat, amaranth) with charred meats and low-carb vegetables such as broccoli, cauliflower, leafy greens, and mushrooms, as well as fruits like avocados, blackberries, and raspberries. Remove the meat and it's not only paleo, it's vegan.
- Gluten-free and low-carb became a whole lot easier when cauliflower rice entered the picture. Use this ingenious ingredient to make pizza crusts, tater tots, fried rice, sushi rolls, and risotto.

### Resources:

Bon Appetit  
Datassential  
Eat Beat  
Flavor & the Menu  
Food Navigator-USA  
FSR Magazine  
Nation's Restaurant News  
Perishable News  
PlateOnline

ProChef Smart Brief  
QSRWeb.com  
Restaurant Hospitality  
Restaurant Business  
SmartBrief  
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