



Crunchy and cheesy on the outside and fluffy and warm on the inside, these on-trend square pizzas can be piled high with a number of delicious ingredients. Here we've used mushrooms and fresh thyme.

FALL 2019 TRENDS AT A GLANCE

- Modern American cuisine = safe experimentation.
- What's square, cheesy, and appearing on a menu near you?
- Trust your gut!
- Katsu sandos make the move from convenience stores to global menus.
- Protein boost? Consumers vote yes.
- Mood-altering, gem-tastic foods and beverages.

Trends

FALL 2019

Fusebiquity

A term coined by DataEssential, fusebiquity is "modern American food fueled by safe experimentation—ubiquity with a dose of inception." In other words, using common platforms or ingredients with one new and exciting addition, making customers feel comfortable enough to give it a try. Yes, many of today's modern diners are more sophisticated, but depending on the region, some may need the reliability of the familiar to take the extra step.

- Flatbreads, tacos, bowls, and burgers are known dishes that make excellent portals to introduce global flavors.
- Comforting waffles and pancakes make ideal platforms for both sweet and savory ingredients. Drizzle with kaya, the Malaysian coconut jam or accent rich color by incorporating pureed beets.
- Story telling is critical: customers might not be ready to order banh mi or shakshuka, but renaming them spicy chicken sandwich and Mediterranean breakfast bowl (with the same ingredients) can convince wary diners to be more adventurous.

Detroit-Style Pizza

Step aside New York and Chicago, Detroit's square pies with their focaccia-like crust and crunchy, caramelized cheese edges, are finally getting their due.

- Dating back to 1946, this style is said to have originated at Buddy's Rendezvous, where the owner adapted a Sicilian-style recipe.
- Cooked in steel pans, they are topped with cubes of brick cheese that melt down the sides and caramelize (see photo at left).
- Whether you go traditional and serve these pies in the original, family-style manner or elevate them with artisanal toppings, this trend is versatile and growing in popularity.

Microbiome Focus

There is no shortage of popular diets to challenge restaurant owners and menu planners in today's clean eating, gluten-free, vegan, keto, paleo, flexitarian marketplace, but a focus on microbiomes, or gut health, is set to dominate the next wave in the culinary zeitgeist.



- Many doctors and dieters see the bacteria in the digestive system as key to overall well being, hence the popularity of dishes that purport to maintain a healthy balance of microbiomes.
- The main tenets of this eating style include eating plenty of fresh fruits, vegetables, and healthy fats while avoiding overly processed foods and refined sugars.
- Pickling, used historically as a method of preserving food, is good for gut health because of the live bacteria, or probiotics. Pair pickled cruciferous greens like kale, chards, and collards with protein-rich dishes like ribs (see photo at left).
- Other flavorful ingredients that are said to aid gut health include kimchi, skyr, kombucha, apple cider, and beet kvass.

Katsu Sandos

These simple sandwiches, originally made of breaded and fried pork cutlets with umami-rich tonkatsu sauce served between slices of crustless white bread, have become a global phenomenon with unique variations popping up on menus.

- Switch up the meats (try steak, chicken, shrimp, pork belly) and add crunchy vegetables (shredded cabbage, carrots, or radishes).
- Make your own in-house tonkatsu sauce and mayonnaise for a hand-crafted touch.
- Go vegetarian by substituting tofu, seitan, tempeh, eggplant, or tomatoes.



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High-Profile Protein

With carbs and fats given bad raps, protein, the last building block of nutrition, has been designated the savior for many dieters. Bordering on an obsession, adding protein or being sure to get enough (hint: deficiencies are rare), preoccupies a growing segment. Marketing items as surprising as coffee, pasta, cereal, even water, as protein-rich has become a method to attract consumers. Although most people do not understand it, many are drawn to the health halo (earned or not) surrounding this nutrient.

- The global plant protein market is set to exceed more than \$10 billion by 2020, while at the same time meat consumption hit a record high in 2018.
- Vegetables and legumes that fit the bill include edamame, chick peas, Brussels sprouts, beans, avocados, and broccoli.
- Breakfasts like scrambled eggs and smoked salmon stuffed into vibrant spinach crepes (photo above) meet the needs for many protein-seeking diners.
- The market is being flooded with products containing this added macro-nutrient, but serving whole foods that naturally contain it is best.

The Hot List

- Tamper-evident labels
- Legumes
- Wasabi
- Chicken sandwich madness
- Aquaculture
- Nootropics
- Chickpea pasta
- Roasted pineapple
- Cheese caps
- Kushari
- Dark beer
- Dogfish
- Venezulean arepas
- Kewpie mayo
- Modern French food
- Delivery only
- Cannabis cafes
- Bread & butter reimaged
- Kaya coconut jam
- Miso caramel
- Pickled turnips
- Downsized dining rooms
- Plant-based meats
- Ahimi
- Afro-fusion
- Accelerated food safety testing
- Chile-lime sauce
- Hiroshima-style okonomiyaki
- Eatertainment
- Kokumi
- Modern relish trays
- Hazelnuts

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- **Trends**—forecasts what is on the culinary horizon four times per year

Peace, Love, & Harmony: New Age Beverages

Perhaps an amalgam of the Instagrammable food trend, eatertainment, and the wellness category, elements of magic and mystery have become hot in all types of beverages ranging from flavored waters, to health tonics, to cocktails.

- What mood do you want to be in? How would you like to feel? Mixologists are adding colorful gems and crystals to drinks for both visual appeal and physical benefits (the jury is out on this one). One caveat, be sure you research what you add to the beverage, as some may be toxic!
- Stirrers and wands are being served alongside to "mix in" concepts like relaxation, rejuvenation, and reflection.
- Fun potions containing functional ingredients like turmeric, ginger, and fermented veggies, as well as botanical and/or herbal elements like rose petals, chamomile, and ginseng are being influenced by the beauty industry (and vice versa).
- Astrology weighs in: birthstones (or at least rocks of the same color) attract customers who align with their signs.
- Candy "gems" that burst in the mouth or add sweetness can be sprinkled on milkshakes, smoothies, and alcoholic slushies.
- Can your drink glow in the dark? "Magic" drinks that contain tonic water (blue), B vitamin energy drinks (fluorescent yellow), and vanilla ice cream/milk (white) look luminous when served under black lights.

Resources:

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|------------------------|--------------------------|
| Bon Appetit | Healthline |
| Convenience Store News | Nation's Restaurant News |
| Datassential | ProChef Smart Brief |
| Eater | QSRWeb.com |
| Flavor & the Menu | Restaurant Hospitality |
| Food Business | Science Meets Food |
| FoodBytes | Shape |
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| Food Navigator-USA | The Guardian |
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