



TRENDS

SUMMER 2022 NEWSLETTER

**HOT GRILL SUMMER
REDUCING WASTE
DRINKS GO GLAM
BOLD SALADS**

May 2022

AT A GLANCE



REDUCING WASTE

Sustainability has gone mainstream—how can reducing food waste put money back in the budget?



SALADS

Salads shine in hot-weather months, especially when global themes & healthy ingredients are showcased.



BEVERAGES

Outdoor dining is back & with it, gorgeous, plant-based drinks.



GRILL SEASON

The taste of summer comes from the grill!



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CUT IT OUT:

REDUCING WASTE

The U.S. restaurant sector generates between 22 and 33 billion pounds of food waste per year, with as much as 45% of that being produce. That equals \$162 billion in losses in an industry that already has slim margins. Increasingly, operators are addressing the problem head on, implementing measures that impact both the budget and the planet.



- Replace ingredients that need to be cleaned, chopped, and trashed. Instead buy pre-washed and pre-cut Ready-Set-Serve® (RSS) items that reduce costs at every point along the production chain, including lower transportation fees (lighter weights, less fuel), storage needs (more room in coolers), prep time (labor costs), and garbage fees (100% usable product means nothing to throw away).
- Buy from reputable suppliers that have sustainable practices in place to ensure you aren't just passing the food waste to another company. That still affects planet health! Rather, partner with growers and processors that have programs to repurpose extra product (food banks, animal feed sources, waste-powered energy, etc.) to prevent more food in landfills
- Train staff well in receiving/inspecting deliveries, stock rotation (FIFO), and storage (temperature control); maintaining quality is critical.
- Think cross utilization during menu ideation and ordering: using ingredients in multiple dishes lowers waste and consolidates ordering.

**KEEP IN MIND THAT EVERYTHING
ADDS UP—EVEN SMALL EFFORTS HAVE
AN IMPACT ON BOTH THE BOTTOM
LINE AND THE ENVIRONMENT.**

BITTER GREENS

Bitter greens like RSS Wild Arugula, RSS Baby Spinach, and RSS Chopped Kale are ideal bases for classic Asian toppings like Markon First Crop® (MFC) Cucumbers, shelled edamame, MFC Mint and Cilantro, RSS Shredded Carrots, ahi cubes, nori strips, and ginger dressing.

PLANTS ON PLANTS

Accent lettuces with meat-free toppers like grilled Haloumi cheese, charred curry cauliflower, chili crunch-crust broccoli, and dukkah-dusted asparagus.

TOPPINGS

Go big with Fourth of July salad bowls filled with RSS Iceberg/Romaine Blend, charred corn, heirloom tomatoes, sliced RSS Avocado Halves, and crunchy fried okra.

SKIP THE TOMATOES

Instead of traditional tomato, use hyper-seasonal, nectarine or plum slices in Italian caprese salads—charred to intensify sweetness. Cross-utilize the fruit on the dessert menu.

MELONS & MINT

Highlight the sweetness of ripe domestic MFC Honeydew and Cantaloupe Melons with crispy prosciutto bits, RSS Orange Sections, MFC Mint, chopped peanuts, crushed red chilis, and RSS Lime Juice.

ELEVATE POTATO SALAD

Upgrade potato-based salads with bold flavors like shaved MFC Fennel, sesame tahini, black garlic, or pickled RSS Red Onions; add color with fresh herbs (think MFC Basil or Tarragon) or peppery greens like RSS Wild Arugula and watercress.



THE BOLDER, THE BETTER

Today's salad category is so much more than lettuce and tomatoes. By balancing sweet and bitter, crunchy and creamy—and serving colors that pop—this category is set to explode this summer. With wellness the prevailing dining trend, spotlighting healthy, delicious salads with bold, global flavors is a sure win.

HOT GRILL SUMMER

Grilled meats have traditionally dominated hot-weather menus, but as the plant-based movement becomes mainstream, fresh produce is taking center stage. Charred, smoky notes balance the enhanced sugar content of fire-cooked fruits and vegetables, creating craveable dishes that can be multi-purposed as appetizers, sides, and entrées.



- Brush halved heads of RSS Washed & Trimmed Romaine Hearts and bitter greens (such as radicchio and endive) with olive oil and char on an open flame until the surfaces are blackened. The combination of flavors, textures, and temperatures make these exciting salad bases.
- Pump up the sweetness of fresh fruits like peaches, watermelon, MFC Grapes, and RSS Pineapple Spears for complex additions to salsas, pico de gallo, tacos, desserts, salad dressings, and cocktails. Talk about cross utilization possibilities!
- Corn, tomatoes, peppers, zucchini, and onions are great over the coals, but don't forget about other excellent grilling candidates like RSS Brussels Sprouts, MFC Fennel, MFC Melons, MFC Eggplant, MFC Asparagus, and MFC Trimmed Leeks.
- Treat thick slices of MFC Broccoli and Markon Essentials® Cauliflower as steaks—with marinades, rubs, and toppings.

DON'T FORGET THE SAUCE!

Add even more flavor to your grilled items with global favorites like Yemeni zhug, Argentine chimichurri, Korean gochujang, or Memphis-stye tomato-and-vinegar barbecue sauce!



HEALTHY DRINKS GO GLAM

The wellness industry has deep roots in the beverage category, but now it's deeper than protein drinks and smoothies, permeating every type, including cocktails, mocktails, juices, coffees, teas, and sodas. You can bet that the most social media-worthy photos this summer will be vibrant, delicious wellness drinks in exciting, hyper-visual presentations.

POPS OF COLOR

Lure them with color! Pump up flavor and nutrients with the deep tones of ingredients like vegetable juices (beet, carrot, tomato), matcha, hibiscus, fresh berries, blood oranges, or butterfly pea tea.

FRESH & HEALTHY

Give cocktails a health halo with add-ins like fresh turmeric, kombucha, spirulina, maca, bee pollen, activated charcoal, and cacao nibs.

CHANGE IT UP!

Go for shock value with unexpected ingredient adds like squid ink, spicy chilies, baby artichokes, and even bacon!



THE HOT LIST



- Upcycling
- Brainfood
- Stacked & Folded Quesadillas
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- Moringa
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- Vertical Farming
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- Classic Salad Dressings
- Ingredient Cross-Utilization



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FRESH

A weekly rundown of the fresh produce market including prices, supply levels, and quality.

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Forecasts what is on the culinary horizon four times per year.

Sources:

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