



# TRENDS

FALL 2022 NEWSLETTER

**FLATBREADS & DIPS**  
**WOW INGREDIENTS**  
**EMOTIONAL CONNECTIONS**  
**JAPANESE/ITALIAN MASH UP**



**FALL 2022**

# AT A GLANCE



## DIP IN!

Move over charcuterie boards—spreads, sauces, condiments, and dips served with house-made breads, tortillas, and chips are joining the interactive eating experience today's customers seek. Multiple options, global flavors, and shareability make them fun!



## "I'LL HAVE WHAT THEY'RE HAVING!"

Bright colors, unexpected presentations, and creative names make dishes that pop and allure customers through social media—and from across the dining room.



## NOSTALGIA REINVENTED

Reinterpreting customers' favorites develops the connection diners want to their food—especially Gen Z.



## TWO GLOBAL GREATS TOGETHER

The umami-rich flavors of Japanese cuisine meet the familiar, comforting foods of Italy.



WOW WITH VIBRANT PURPLE UBE!

# FLATBREADS & DIPS:

## RIP, SCOOP, DEVOUR

The popularity of cheese boards and charcuterie platters has evolved into mezze plates filled with Mediterranean condiments, vegetable dips, and spicy sauces that can be shared with the whole table. The plant-based movement has increased interest, especially in vegetable- and bean-focused dips like hummus, htipiti, baba ghanouj, tzatziki, taramasalata, and roasted red pepper spreads.



- The Mediterranean goes beyond Greece and Italy. There are 22 countries, including the regions of North Africa, the Levant, and the Balkans with unique flavors and dishes that are largely produce-based, can be served hot or cold, and are easy to prepare (think bulk batching and faster ticket times!).
- Many of these wildy creative recipes can be cross utilized within menus as French fry toppers, meat and seafood accents, and sandwich spreads. reducing SKUs and lowering ingredient budgets.
- This category is easily converted to delivery and pickup options, especially when packed bento box-style, separating different flavors and creating a fun, interactive home experience.
- Don't skimp on the bread! Serve warm and/or house-made options like pita, lavash, chapati, naan, and injera that can be complemented with fresh herbs, garlic, onions, and regional spice blends.

**OFFER A VARIETY OF COLORFUL, FLAVOR-PACKED DIPS AND SAUCES THAT YOUR GUESTS CAN DIG INTO.**

#### COLOR

Ube  
Purple Cabbage  
Pomegranate  
Black Sesame  
Squid Ink

#### TEXTURE

Chicken Cracklings  
Boondi  
Tofu Skin  
Tteokbokki Rice Cakes  
Toum-Fluffy Garlic Sauce

#### SMOKY

Mezcal  
Black Cardamom  
Lapsang Souchong  
Molasses  
Charred Chile Peppers

#### UMAMI

Red Miso  
Mushrooms  
Tomato Jam  
Seaweed/Kombu  
Kimchi

#### TART

Green Mango  
Black Lime  
Tamarind Glaze  
Yuzu  
Umeboshi

#### SPICY

Gochujang  
Aji Amarillo Peppers  
Scotch Bonnet Broth  
Wasabi Vinegar  
Harissa



# WOW INGREDIENTS

Incorporating on-trend ingredients into dishes that fit your brand profile can create stickiness, a.k.a. return business. Chefs are paying close attention to what society views online and recreating their own versions that attract customers seeking unique flavor experiences.

# EMOTIONAL CONNECTIONS

Today's restaurant buying power lies largely in the hands of Gen Z, the largest, most culturally diverse, and digitally connected demographic, and these customers want to feel a relationship to the places they patronize. Creating authentic experiences for your diners encourages loyalty in the forms of return visits, word of mouth, and social media sharing.



- Post-pandemic get togethers are more meaningful than ever. Go one step further by serving beautiful, craveable, intentional food and drinks that showcase your brand's story and social stance, while instilling positive emotions. Help your customers feel invested in your success.
- In this increasingly virtual world, food is one of the last visceral experiences, giving operators the opportunity to interact with customers on a deeper level. Bold flavors, strong visual presentations, and hyper-focused service contribute to Gen Z's (and the maturing Gen Alpha's) satisfaction.
- Quality, price, and service are the baselines. Tailor the dining experience to create peak moments that will be remembered, whether it's in-house or delivery.
- Today's trends move so fast thanks to the internet, moving from hot to ubiquitous quicker than ever. Incorporating popular flavor profiles is smart only if they authentically fit your brand.

## A MEAL TO REMEMBER

After several years of ordering the comforting, well-known dishes that dominated trends during the pandemic, patrons are ready to experiment with exciting flavors. Innovation is back.

# JAPANESE- ITALIAN CUISINE

What at first glance seems an unlikely combination, has become the latest trend in global mash ups. The savory, umami flavors of Japan bring new life to classic dishes like pasta, risotto, and pizza, while traditional flavors like carbonara marry well in ramen and udon noodle soups.



## BOLD COLOR

Squid ink vermicelli gets a luxurious makeover when tossed with miso butter, Shiitake mushrooms, and citrusy yuzu. Delicious with a seafood topper like scallops or shrimp!

## GLUTEN-FREE

Skip the wheat and substitute rice cakes for pasta. Toss with Japanese sauces like ponzu, tonkatsu, or spicy onion. Pair with Asian vegetables (think roasted Kabocha squash and mustard greens).

## BITE SIZE SNACKS

Fill arancini (delicately fried rice balls) with cabbage, garlic, minced ginger, and chopped chicken. Serve with a sesame-soy dipping sauce or spicy Kewpie mayo.

# THE HOT LIST



- Ube
- Meat on sticks
- Asian breakfasts
- Ranch water
- Upcycled foods
- Birria everything
- Curbside pickup
- Social consciousness
- Fat-washed cocktails
- Tepache
- Dry-aged fin fish
- Brown butter sauces
- Malted milk powder
- Mezze
- Surrealistic flavors
- Okinawa black sugar
- Boondi
- Green mangoes
- Nikkei Peruvian cuisine

- Korean corn dogs
- Caesar cabbage wedges
- Hyper focus on service
- Dosas
- Japanese/Italian mashup
- Dirty sodas
- Brain bowls
- Black lime
- Laksa
- Robotics
- Global pizzas
- Age of disruptors
- TEXTURE
- Private reservation portals
- Craft casual
- Pomegranate molasses
- Functional mushrooms
- Butter boards
- Bold Vinaigrettes



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## FRESH CROP

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

## TRENDS

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

## SOURCES:

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Nation's Restaurant News

Perishable News  
QSR Magazine  
Restaurant Business  
Serious Eats  
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The Kitchn

