



MARKON®

TRENDS

WINTER 2023 NEWSLETTER

SANDWICH UPGRADES

THE NEW COMFORT FOODS

BOARDS! BOARDS! BOARDS!

BOLD GLOBAL SALADS



WINTER 2023

AT A GLANCE



SANDWICH REDUX

Reinvigorate this category with a few easy-to-implement tweaks that will put these dishes on the trend radar and increase orders.



EXPANDING THE DEFINITION OF COMFORT FOODS

This beloved category has broadened, especially among younger Gen Z and Alpha customers who see food as an emotional touchstone.



BOARDS: BEYOND CHARCUTERIE

Shareable food spreads foster a sense of community and create fun customer experiences. From butter boards to cheese plates to vegetable dippers, there are no boundaries. Get creative!



AROUND-THE-WORLD SALADS

Create thoughtfully crafted salads that introduce authentic flavor combinations from exciting regional cuisines.



PUNCH UP COMFORT FOODS WITH
FLAVORS LIKE SPICY MAPLE!

SANDWICH REDUX:

EXCITING HAND-HELDS

Upgrade your sandwich category with thoughtful ingredient substitutions, global condiment additions, and playful presentations, transforming them from the expected to enticing options that appeal to cost-conscious and on-the-go customers.



- The perennial favorite grilled cheese can be made with a variety of different bread types and stuffed with umami-rich ingredients that complement whatever cheeses you choose—think roasted specialty mushrooms, kimchee, tomato-anchovy jam, garam masala-stewed cauliflower, and caramelized onions.
- Sky's-the-limit clubs can be piled to impressive heights with shaved meats, maple bacon, roasted vegetables, crunchy lettuces, and heirloom tomatoes. Add in modern favorites such as mashed avocados, harissa mayonnaise, lemony hummus, and puréed artichoke hearts for added appeal.
- Goopy, saucy meatball subs can be made with ground beef/pork or plant-based alternatives. Swap out traditional marinara for equally delicious red mole, herby pesto, garlicky chimichurri, Swedish cream sauce, or Greek tzatziki. And smother all with toppings like roasted Brussels sprouts, puréed eggplant, pickled jalapenos, or tomato confit.
- Who says you need bread? Sushi sandwiches layer traditional seafood and vegetables between rice and seaweed. Contrast with the tender texture of rice and fish with the crunch of cucumbers, asparagus, red cabbage, and carrots. Change the color of rice with the natural pigments of beets, turmeric, or butterfly pea flowers.

OFFER BOLD, SURPRISING SANDWICH COMBINATIONS

BIRRIA

Tacos/Quesadillas
Ramen
Grilled Cheese
Gyoza
Pizza

SPICY MAPLE

Wings
Waffles
Cocktails
Ribs
Roasted Roots

DRAGON FRUIT

Salsa
Sorbet
Sushi
Pressed Juices
Tarts

TIKKA MASALA

Mayonnaise
Falafel
Fries
Onion Rings
Meatballs

MISO

Caramel
Ranch Dressing
Glazed Vegetables
Mustard
Pasta

MANGO CHAMOY

Smoothies
Ice Cream/Custards
Fruit Coulis
Rice Bowls
Nachos

EXPANDING THE DEFINITION OF COMFORT FOODS

Exciting global ingredients and spicy flavor profiles have changed the way comfort foods are defined. Classic carriers are being transformed in new and innovative ways to meet the craveability requirements of today's customers. See where you can experiment with today's trending ingredients.

GLOBAL SALADS

Modern salads won't take a back seat to any other category when built with layered flavors and balanced textures that showcase ingredients from the world's favorite cuisines.



- **Middle Eastern:** Combine a hearty blend of chopped cucumber and tomato with torn Butter lettuce, chickpeas, fresh dill, red onions, and Feta cheese. Make it pop with a dressing accented with preserved lemons.
- **Japanese:** Mix the fermented flavors of pickled cucumber rounds with chopped seaweed, marinated mushrooms, and shredded daikon; add miso-ginger or ume plum dressing.
- **West African:** Toss the sustainable grain fonio with chopped collard greens, black-eyed peas, minced chile peppers, and tomatoes. Pickled okra makes a great topper.
- **Mexican:** Top crunchy romaine lettuce with avocado cubes, charred corn, chopped radish, black beans, pepitas, and cotija cheese; drizzle with a refreshing cilantro-lime vinaigrette. Bonus points for garnishing with huitlacoche and/or squash blossom leaves.

THE NEXT LEVEL

Salads should be a symphony of colors, flavors, and textures, inspired by global dishes. Thoughtful, creative combinations that play on seasonal ingredients and bold flavors will be in high demand in early 2023.

BOARDS: BEYOND CHARCUTERIE

Customers crave experiential dining. What better vehicle to bring people together than platters of thematic foods eaten with your hands? The trend continues to evolve into new territories with chefs creating innovative combinations that engage all of the senses.



BUTTER

Creamy, top-quality butter can be blended with herbs, spices, honey, and fruit/vegetable purées for vibrant colors and flavors to be slathered on house-made breads and topped with salty meats, raw and roasted vegetables, sweet fruits, and crunchy nuts.

COLOR

Group these boards with ingredients in the same shade for a visual wow. For instance, think pink by piling up raspberries, Pink Lady apple slices, prosciutto, pomegranate syrup, beet hummus, and watermelon radish served with crisp, baked beet chips.

DIPS & SAUCES

Present global sampler platters filled with gooey, scoopable dips like baba ghanouj, raita, bagna cauda, caponata, and herbed labneh alongside flatbreads, crackers, and house-baked chips.

THE HOT LIST



- Elevated bar snacks
- Borderless recipes
- Orange blossom water
- Kiosks
- Younger customers
- Fish sauce caramel
- Birria
- Dynamic pricing strategies
- Soju
- Sweet + spicy
- Alternative sugars
- Bocadillos
- Plant-based everything
- Automation/AI
- Mangonada
- Adventurous toppings
- No-alc beverages/cocktails
- Veg-forward breakfasts
- The Afro-Latin kitchen

- Peruvian black mint sauce
- Flatbread sandwiches
- Chef-created airplane meals
- Dates
- Spicy condiments
- Decreased operating hours
- Mood food
- Caribbean cuisine
- Safe experimentation
- Curries
- Pizza robots
- Combatting inflation
- Yuzu kosho
- Solo diners
- Regional pizzas
- The color pink
- Upcycled foods
- Tea
- Bold flavors



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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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