



TRENDS

SPRING 2023 NEWSLETTER

**MODERN CATERING
LAYERING COLOR
SHIFTING MEALTIMES
FOODS OF THE LEVANT**

SPRING 2023

AT A GLANCE



CATERING GROWTH

This sector is fast becoming a significant income offshoot for full-service restaurants that hadn't realized the demand and potential.



VAMOS OMBRE!

Drinks and desserts get that wow factor from layers of color and flavor.



AFTERNOON SNACKS?

More flexible, post-pandemic work schedules mean diners are looking for food and sociability at atypical times.



LEVANTINE CUISINE

The foods of this ancient region are easily adapted to menus that cater to a full range of dietary cravings.



COLORFUL TEAS, JUICES, AND HERBS
CREATE CRAVEABLE BEVERAGES.

CATERING'S BACK!

MUCH MORE THAN A SIDE HUSTLE

One good thing to come out of the pandemic years is sky-rocketing off-premise sales. Although a steep learning curve for many, now that systems are in place, adding larger catering platforms for home parties and office events is an instinctive addition for many restaurants, especially fast-casual chains.



- Customers became accustomed to ordering food delivery through lockdown. Today operators can keep those sales flowing by bringing their signature dishes in boxed or buffet styles to diners' homes.
- Corporate catering has matured alongside today's more sophisticated, global palates. Food has become more important to company culture. With delivered experiences, businesses can welcome employees back into the office with team-building meal packages.
- Do the research: determine which menu items hold up best to travel, are reordered most frequently, and generate social media shares for the most successful catering menus.
- Bring the fun! Interactive meals such as taco bars, pizza parties, sandwich building blocks—these are the type of events that bring people together, whether it's work or play.
- Never forget the guest experience both on and off premise. Ensure that your dishes exceed expectations even when on-the-go!

DELIVER THE PARTY!

TEAS

Crushed Berries
Matcha
Hibiscus
Boba
Lavender Lemonade

COCKTAILS/MOCKTAILS

Butterfly Pea Flower
Passion Fruit
Pomegranate
Muddled Mint/Basil
Yuzu

SMOOTHIES/SHAKES

Blackberries
Watermelon
Cumin
Chia Seeds
Avocado

TRIFLES/CAKES

Red Dragonfruit
Raspberry
Cherry-Peach
Pear-Cinnamon
Pistachio

PUDDINGS/CUSTARDS

Lemon-Blueberry
Blood Orange
Kiwifruit
Grapefruit
Star Fruit

SUNDAES/PARFAITS

Acai
Bananas
Mango
Pineapple
Strawberry

VIBRANT LAYERS

Creating a visual story via striated layers of bold colors, interesting textures, and balanced flavors attracts more customers and promotes social media sharing. Whether it's ombre shades or contrasting hues, this technique is on-trend and easy to implement to increase orders—and profits. Try it with drink and dessert glasses for maximum impact!

THIRD PLACES

Unconventional schedules have become the norm in modern life—and eating. With different segments working in office, at home, or a combination of both, dining habits have shifted. Many restaurants have adjusted operating hours to accommodate customers that need a break from the house or prefer to work in communal spaces.



- **Mid-Day Slump:** Where to go between two and five when the work-day brain fog hits? Foodservice operations are skipping the break between lunch and dinner service to provide a refuge for people who need meal solutions.
- **Stay Nimble:** Bar snacks or abbreviated menus are an ideal way to keep the doors open longer when labor is tight.
- **Happier Hours:** What used to be an afterwork wind down ritual has morphed into time to socially recharge by breaking bread with friendly faces. Offer drink specials and sharable LTOs to increase orders.
- **Flavor Focus:** When paring menus for off-peak hours, showcase trend-forward plates packed with healthy, colorful produce ingredients that can be cross utilized to reduce prep, waste, and overall SKUs.

**BE A DELICIOUS
SOCIAL REFUGE**



LEVANTINE CUISINE

Healthy, delicious, and on-trend across the globe, the foods of this region (including Syria, Lebanon, Palestine, Israel, Cyprus, Turkey, and Jordan) check multiple boxes for the many dietary wants and needs of today's diners.

PLANT-BASED

Well-loved dishes like hummus, tabbouleh, fattoush, and muhammara are naturally meat-free and packed with nutrient-rich ingredients like legumes, cucumbers, tomatoes, peppers, and herbs.

SPICE ACCENTS

Use spice blends from this region to transform vegetables, meats, breads, and drinks for pennies per plate. Keep za'atar, baharat, dukkah, harissa, and ras-el-hanout on your radar!

MASH UPS

Marrying Levantine ingredients with other global favorites creates innovative dishes that drive buzz. Think pasta, pizza, grilled meats, salads, and stews.

THE HOT LIST



- Asian Comfort Food
- Salsa Macha
- Lush Decor
- Dirty Sodas
- Veganizing Meat Recipes
- Cherry Blossoms
- Social Media PR
- Climate-Conscious Menus
- Savory Granola
- Green Mojitos
- Pickled Fruit
- Rotational Grains
- Mushroom Mania
- Hot Honey
- Catered Parties
- Vegetable Terrines
- Crepes
- Black Tahini
- Minimalist Messaging

- ABV Cocktails
- Cabbage Salads
- Meat as Condiments
- Sustainable Packaging Goals
- Chestnut Flour
- Global Mash Ups
- Brown Butter Sauces
- Pinchos
- Retro Childhood Snacks
- Tlayuda (Mexican Pizza)
- Fine Dining Resurgence
- Sea Vegetables
- Kebabs/Skewers
- Smoked Onions
- Verjus
- All-Day Dining
- Oxtail
- Bitter Flavors
- Natural Wines



VISIT MARKON.COM

Click on our website to download Markon's informative reports anytime you need them—it's quick & easy!

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:

Datassential
Eater
Food Business News
Food Navigator-USA
Foodservice Director
Forbes
Flavor & The Menu
FSR Magazine

KTCHN Rebel
Mintel
Nation's Restaurant News
Perishable News
QSR Magazine
Restaurant Business
Technomic

