



TRENDS

SUMMER 2023 NEWSLETTER

SUMMER'S BEST
NAME OF THE GAME
EQUATORIAL EATS
POP OF PINK



SUMMER 2023

AT A GLANCE



SEASONAL INGREDIENTS

Highlight the fresh fruits and vegetables that are at their peak during these hot months for their intense flavors, varied textures, and vibrant appearance.



LABELS MATTER

Customers are on the lookout for a variety of specific callouts that signify if a dish meets their dietary parameters.



THE EARTH'S BELTWAY

Foods from equatorial regions such as Japan, the Middle East, the Caribbean, and West African are in the spotlight.



MAGENTA MADNESS

The color of 2023 is being splashed all over summer menus.



NATURAL VIBRANCY = HEALTHY AN-
TIOXIDANTS

SUMMERTIME FUN

REFRESHING, SEASONAL INGREDIENTS

Showcasing juicy tomatoes, vibrant melons, sweet corn, plump figs, and succulent berries during these outdoor-friendly months draws in customers looking for a fresh take on nostalgia.



- Char deeply colored (and flavored!) nightshades including tomatoes, eggplant, and bell peppers to intensify their natural sugars and add smoky complexity. Toss these versatile vegetables into salads and pastas, use on sandwiches and pizzas, or serve on trendy antipasti and cheese boards.
- Offer specials and LTOs focused on fresh ingredients at peak flavor. Maximize flavor by building entire dishes around specific items prepared with different techniques. Think zucchini, okra, baby eggplants, corn, stone fruits, and melons.
- Cold seafood dishes are ideal for hot weather meals. Accent crudos, ceviches, sushi, and poke with fresh, seasonal produce like limes, avocados, cabbages, red onions, peaches, plums, melons, cucumbers, fresh herbs, and corn. Experiment with more exotic additions that are also in season, such as star fruits, figs, lychees, and heirloom tomatoes.
- Summer is salad season. Boost the color quotient of leafy greens, chilled pasta, cole slaws, and potato salads with items such as purple potatoes, broccoli florets, charred corn, arugula, and plump berries. Add crunchy nuts and salty shaved meats for texture and balance.

THE PEAK OF FRESHNESS

SUSTAINABLE

Farming Practices
Recyclable Packaging
Reducing Food Waste
Water Saving
Worker Welfare

PLANT BASED

Whole Vegetables
Fresh Fruit
Ancient Grains
Beans/Legumes
Soy Proteins

PROTEIN RICH

Spinach
Broccoli
Collard Greens
Tofu
Green Peas

GLUTEN-FREE

All Fresh Produce
Cauliflower Pizza Crust
Beans/Legumes
Low-Fat Dairy
Nuts

KOSHER

Whole Vegetables
Fresh Fruit
Grass-Fed Meats
No Shellfish
No Dairy/Meat Combinations

FREE RANGE

Livestock
Eggs
Chickens
Dairy Products
Wild-Caught Fish

WHAT'S IN A NAME?

Today's customers are looking for more than flavor and value, they want to know the details of how ingredients came to be on their plates. Using familiar language on menus allows diners to see at a glance which dishes align with their values. These types of descriptions can make or break ordering decisions.

— AROUND THE GLOBE


Menu mentions this year have been dominated by the cuisines of equatorial regions and countries such as West Africa, Japan, the Caribbean, the Middle East, and Indonesia. Typically hotter with greater biodiversity, these areas tend to use more ingredients, including fresh produce, herbs, and spices. Which is your favorite?

- **West Africa:** Dishes from the Atlantic side of this continent have popped up on North American menus recently with great success. Ingredients like collard greens, ginger, turmeric, plantains, sweet potatoes, cassava, okra, and peanuts are blended with smaller portions of meat and dairy. Look for dishes like jollof rice, suya, and fufu to continue their upward trend.
- **The Caribbean:** Puerto Rican, Cuban, and Dominican foods combine sweet and savory ingredients with a hint of heat. Favorite ingredients to add to your mashups include plantains, jerk spice pastes, okra, chile pepper, onions—and plenty of seafood!
- **The Middle East:** Spice blends such as baharat, za'atar, dukkah, and sumac are becoming familiar names as are dishes like fattoush, tabbouleh, and hummus, using regional staples, including garlic, lemons, eggplant, tomatoes, mint, parsley, sesame, honey, dates, and olives.
- **The Phillipines:** Filipino cuisine has exploded in popularity with its combination of sweet, sour, and salty flavor combinations. The country's colonial history has made this food a melting pot with influences from Spain, Mexico, China, and Southeast Asia. Modern American menus are now exploring dishes like lumpia, adobo, pancit, and halo halo using cabbage, garlic, ube, and mild peppers.

EQUATOR EATS!



THAT ROSY GLOW



Magenta, the 2023 Pantone color of the year is dominating creative menus this summer, attracting diners that want beautiful, tasty food—especially Gen Z! Chefs are skipping chemical-based food dyes and using natural ingredients to impart healthy, antioxidant-rich tones.

BEVERAGES

Cocktails, mocktails, smoothies, and fresh-pressed juices look and taste delicious with the intense shades in pomegranates, cranberries, and hibiscus leaves. Currant berries, lingonberries, and goji berries are also flavorful and gorgeous additions.

SAVORY

Give neutral-colored dishes like hummus, deviled eggs, handmade pasta, and pizza dough a deep red hue with ruby-toned beets and/or red cabbage. Glaze proteins with pomegranate syrup and intensify the look of bagels and breads!

DESSERTS

Brilliant strawberries, red dragon fruits, and cherries work well in cold summer desserts like semifreddo, gelato, sorbet, and house-made ice cream. Make frostings and cakes with beets, and puddings and panna cotti with raspberries.

THE HOT LIST



- Immune-boosting foods
- Guajillo peppers
- Everything spice
- Shallots
- Loaded tots
- Sunchokes
- Queso blanco
- Health claims
- Savory German pretzels
- Freekeh
- Pomegranate glaze
- Pickle pizza
- Internet of things
- Yum yum sauce
- Smashed everything
- Honey miso
- Breakfast salads
- Colored chickpeas
- Protein swaps

- Small bites
- Labor-saving ingredients
- Little Gem lettuces
- Kelp
- Castelvetrano olives
- Milk teas
- Sustainability commitments
- AI
- Fried lasagna
- THC drinks
- Lychee ceviche
- Classic pasta dishes
- Kimchi Caesar salads
- New textures
- Sweet heat
- Served in cones
- Veggie burgers with real veg
- Secret menu items
- Gen Z



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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.

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FSR Magazine
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Mashable
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