

- AT A GLANCE



YOU SAY TO-MAY-TO...

Tomato-girl summer may be over, but this kitchen workhorse will keep on giving throughout 2024.



DO BELIEVE THE HYPE

Gen Z is driving drop culture—the creation of anticipation and excitement over something new and limited that causes a buying frenzy.



SO CHEESY

Gen Z is combining comfort food favorites, creating incredibly oney-gooey, decadent mashups.



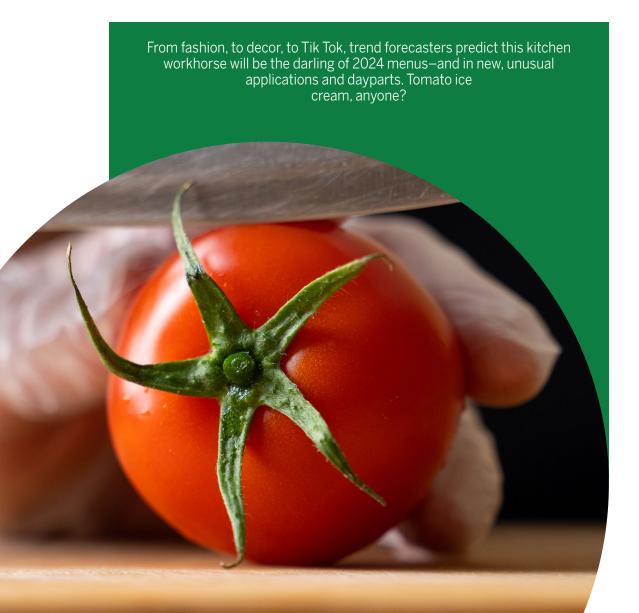
SAY HELLO TO THE NEW FOOD CRITICS

The days of professional, serious restaurant reviews are fading into the distance, replaced by online influencers.



PLUMP & JUICY:

THE YEAR OF THE TOMATO



- Italian red sauce will hold its popularity, but global versions will make inroads as well. Look out for tomato curry, tomato-chile broth, Korean tteokbokki and Japanese yum yum sauces, as well as Filipino sarsiado that highlights fish with tomatoes.
- Look for tomatoes in unexpected places, like tomato-ham scones, savory cheesecakes, shaved ices and granitas, and tarte tatins.
- Skip commercial condiments and serve a savory tomato jam accented with ginger or horseradish for a pop of brightness. Add colorful appeal with green tomatoes.
- Tomato-centric cocktails like Caprese martinis and Chavelas are the latest bar menu stars. Bloody Mary's are getting a makeover too—with fresh juice and crystallized slices to garnish.

Renew your love for this versatile, year-round ingredient.



GA-GA FOR GOOEY!

Melted mashups check several boxes including craveability, innovation, and nostalgia. Chefs are mixing and matching favorites like pizza, burgers, quesadillas, and sandwiches to create deliciously chaotic foods.



- Cheeseburger quesadilla: Place a cooked hamburger patty or chopped burger bits in between two tortillas and shredded cheese. Customize with burger toppers like sliced MFC Tomatoes, RSS Sliced Onions, and pickles. Grill until melted and oozing.
- French onion grilled cheese: Kick up this sammy by adding in caramelized RSS Sliced Onions. Their umami hit marries with the soft cheese for a decadent home run.
- **Pizza pot pie**: Reminiscent of the Chicago deep dish, this amazing amalgam can be customized with a wide variety of vegetable and meat toppings.
- **Carbonara ramen**: Japanese-Italian fusion remains an unexpected, yet top genre. This recipe puts the pork, egg, and cheese of classic carbonara into a soothing bowl of ramen noodles and broth. Top with the crunch and color of RSS Collard Greens or RSS Baby Spinach before serving.

COMFORT COMBOS

Pizza pot pies combine the best of two nostalgic faves.



TIKTOK'FLUENCERS

Revered restaurant critics of the past are losing clout to fun-and-fast IG reels and TikToks starring young, in-the-know social media mavens. Diners want to see what to order, how's the vibe, and who's going—all in quick mini videos that speak their language.



One thing all the viral posts have in common is speed. Busy customers want the main bullet points fast and easy to digest. Be sure to include what, where, when, and why while showing craveable dishes that attract diners.

WOW FACTOR

Hype sells, especially on social media. Whether it's through humor, saturated colors that pop, or food that looks so good you can almost taste it, keep it exciting. Nobody wants to watch (or eat!) boring.

GOING VIRAL

Collabs with influencers that have millions of followers can increase your customer base and generate sales. Who are your most famous fans?

THE HOT LIST



- Retail-restaurant hybrids
- Roti john
- Breakfast for dessert
- Clear cocktails
- Buckwheat
- Pavlovas
- Sea urchin
- Celeriac
- Doenjang
- Pearl sugar
- Movie menu collabs
- Mortadella
- Cheese curds
- Visual Al
- Black sesame
- Ingredient callouts
- Pickled everything
- Spam redux
- Restaurant swag

- Dragon fruit
- Botanical beverages
- Veg Wellington
- Cacao pulp
- Sweet & spicy
- Single serve desserts
- · Women's health
- Water stewardship
- Solo dining
- Nostalgic 90s brands
- Halloumi cheese
- Creste di gallo pasta
- K-food
- Camel milk
- Tahini
- Wedge salads
- Calabrian chile peppers
- Spritzes
- Evolving ramen



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Bon Appetit
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Food & Wine
National Restaurant Association
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