



# Flavor Atlas™ 2018 Food Trends



Here are five trends that will shape the next twelve months around the sun.



## Upcycling Food Waste

Concern for the environment will continue to be at the forefront of consumers' minds. This sentiment is impacting the food industry in more ways than one. Minimizing our carbon footprint by maximizing our use of food production by-products will be a growing trend in 2018.



## Plant-Based Proteins

The love affair is over; Americans are breaking up with meat as their primary source of protein. 39% of consumers are looking to reduce their meat intake. Obtaining protein from plants as a "cleaner" form of fuel for the body and the environment will continue to rise in the months to come.



### PULP PANTRY

Grain free, gluten free, paleo snacks from organic upcycled fruit and vegetable juice pulp.



### SALT & STRAW, PORTLAND, OR

Offers a "Rescued Food Series" of ice cream flavors utilizing food waste. Sample flavor: Lemon curd & whey, repurposing the whey that's a byproduct of cheesemaking



### BLENDED BURGER

Sonic announced that they will be the first in the QSR space to test a "blended burger" made from diced mushrooms and beef



### HERBIVOROUS BUTCHER, MINNEAPOLIS, MN

A vegan butcher shop making small-batch, all natural meat alternatives, including a Jackfruit Pulled Pork Sandwich



### TRASH TIKI

Cocktails and ingredients made from by-products and waste otherwise destined for the trash. They use the citrus husks to make a simple syrup.



### IMPERFECT PRODUCE, SAN FRANCISCO, CA

Customized shipments of imperfect produce delivered to your door



### IMPOSSIBLE BURGER

Made from simple, all-natural ingredients such as wheat, coconut oil, potatoes and heme.



### BAD HUNTER, CHICAGO, IL

American eatery serving a vegetable-centric menu plus low-alcohol craft cocktails.



## Just Add Booze

From alcohol-infused desserts, to the steep trajectory of rosé sales helping the U.S. become the highest wine consuming country by volume, booze is a thing. While we may be cutting back on meat, we are showing no signs of slowing down on wine and spirits. In fact, playful and unexpected uses of alcohol in both food and beverage are a growing trend.



## Juice "Prescriptions"

At the intersection of wellness and the food industry, "prescription" juices are developed as hangover cures, protection from flu, mood enhancement, etc. Juices are playing a very specific role and function as consumers want beverages to do more than just quench thirst; they are seeking healing benefits and qualities.



## Fermented Flavors

Fermented foods are catching the attention of consumers and industry experts alike. Pickled vegetables and fruits appear on more than 40% of all menus, about 15% more menus than they did just four years ago. Items such as kimchi and kefir are on the rise along with less expected fermented products, like chocolate and coffee.



### THE DOUGHNUT PROJECT, NEW YORK, NY

Partnered with Ruffino to make these sparkly Prosecco- doughnuts



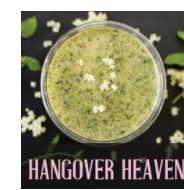
### RENEGADE VICE PARLOUR, NEW YORK, NY

A collaboration serving up desserts that combine a slushy base, scoops of ice cream and macaron cookies, plus the option add a shot of Soju for an extra charge



### DR. SMOOD, CA & NYC

Give your immune system a helping hand with this delicious juice packed with all the immunity boosting goodness of apples, celery, lemon, ginger & olive oil.



### JOE & THE JUICE, NEW YORK, NY

Hangover Heaven made with apple, elderflower and mint to help you recover faster.



### UMAMI BURGER, NATIONAL CASUAL DINING BURGER CHAIN

K-BBQ Burger - Gochujang glaze, caramelized kimchi, sesame aioli, Korean ketchup, scallion-cilantro salad



### DANDELION CHOCOLATE, SAN FRANCISCO

Small batch chocolate producer from "bean to bar" utilizing fermentation in large wooden boxes as part the manufacturing process



### "GINVENT" ADVENT CALENDAR

Masters of Malt is offering boozy advent calendars with a variety of spirits.



### BREAKFAST WINES AT FREEK'S MILL, BROOKLYN, NY

Features a breakfast wine list that is "easy to drink" and "won't slow you down"



### JUICE STANDARD, LAS VEGAS, NV

"Flu Shot" made with turmeric, apple cider vinegar, oil of oregano and black pepper



### HARVEST JUICERY, CHICAGO, IL

Green Juice #1 made with kale and turnip greens as an immune booster and source of essential vitamins



### KEMURI TATSUYA, AUSTIN, TX

Blistered Shishito Peppers with barley miso aioli and bonito flakes



### SOMA KOMBUCHA TAPROOM, PORTLAND, OR

Café and taproom featuring 6 rotating house-made kombuchas on tap

INTERESTED IN LEARNING MORE? CONTACT MEREDITH DACA AT MDACA@MARLINNETWORK.COM