

What's cooking? A bird's eye view of culinary trends

NAFFS 94th Annual Convention
October 23, 2011
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intro to trendincite

- 20 years of **fragrance / flavor experience**
- **trend forecaster** identify and analyze lifestyle trends
- look for inspiration across industries and markets for **new product development**
- **enjoy** creative process and engage all of your senses



connections

- what do fragrance & flavor have in common?
 - **aroma**
 - **ingredients/origin**
 - **color**
 - **texture**
 - **seasonal**
 - **individual**
 - **technology**





culinary trends



FOOD TRUCKS
DISPATCHES AND RECIPES FROM THE BEST KITCHENS ON WHEELS



definitions

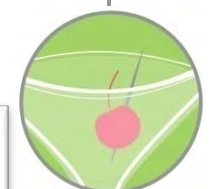
fusion cooking: “cooking that combines ingredients and techniques and seasonings from different cuisines” or “means combining ingredients and techniques from around the world to achieve exciting flavors.”

fusion: “(of food or cooking) combining usually widely differing ethnic or regional ingredients, styles, or techniques.”

fusion cuisine: “combines elements of various culinary traditions while not fitting specifically into any.”



food truck phenomenon



fusion confusion restaurants

TAKA  **TAKA**
mexican sushi & japanese tacos

Japanese+Mexican

sushirrito
a fresh way to roll 

Japanese+Mexican

**COWBOYS
& TURBANS**
STREET FOOD FROM INDIA

Indian+Mexican

MR. ROBATA
ROBATA GRILL & SUSHI BAR

Japanese +French

**CHI
NA
PO
BLA
NO**
NOODLES &
TACOS

Mexican-Chinese


TALDE

Asian+American

West Indian - American Dishes
BREAKFAST • LUNCH • DINNER 230 - 310
Restaurant Bakery
RESTAURANT • BAKERY • DINNER

Eclectic



savory+sweet



Foie Gras & Sour Cherry



White Chocolate Wasabi Cupcakes
w/ Peanut Butter Frosting



Xocolatti



El Loaf Del Fuego



Prosciutto Cake, Chicken Toffee
Sauce, and Cheddar Ice Cream



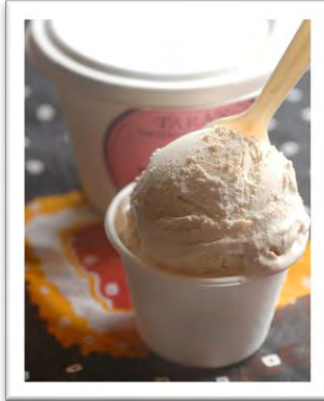
The Lox Cupcake



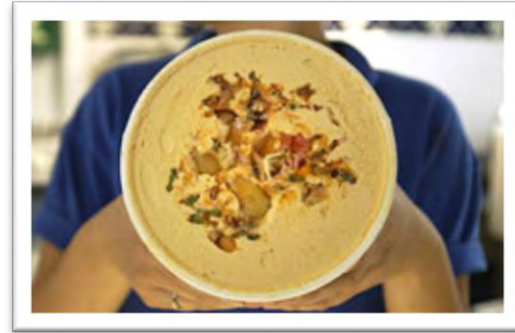
savory freeze



Ice Cream Gallery



**Green Chiles, Epazote,
and Pandan**



Cold Sweat Ice Cream



**Humphry Slocombe
Prosciutto Ice Cream**



**Jimmy Fallon
Late Night Snack**



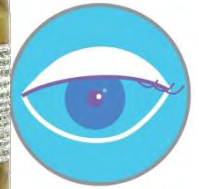
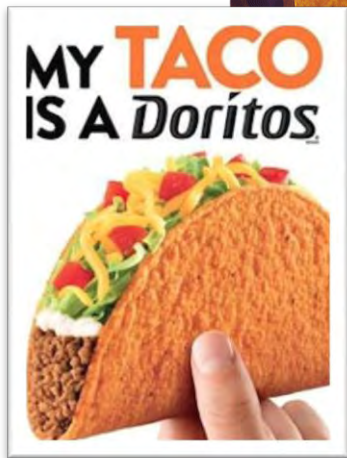
Parmesan & Zucchini Bread



Honey Blue Cheese



some like it hot



spiked



V8 Energy Shots

V8 V-Fusion + Energy



Apotheke



Naked Jay
Big Dill

Absolut Orient Apple



Absolut Wild Tea

Southern Comfort
Fiery Pepper



Prometheus Springs

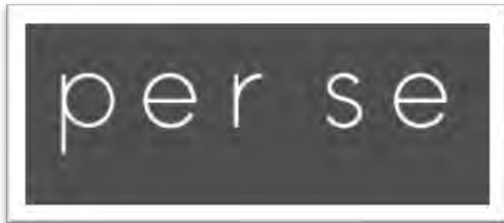


V8- Fusion Smoothies

molecular gastronomy



Wylie Dufresne



Thomas Keller



Grant Achatz



Ferran Adria



Heston Blumenthal



multi-sensorial restaurants

Ice Theme



Neurogastronomy

Dark Dining



Liquid Nitrogen Ice-Cream Parlour



Flavor Tripping



Mood Matching



Event Ticketing



Pop Up



multi-sensorial experiences



scratch 'n sniff



Deo Perfume Candy



Savory Scents



Virtual Restaurant



Food + Music



Aroma Lid





natural



evolution of natural



organic



vegan



raw



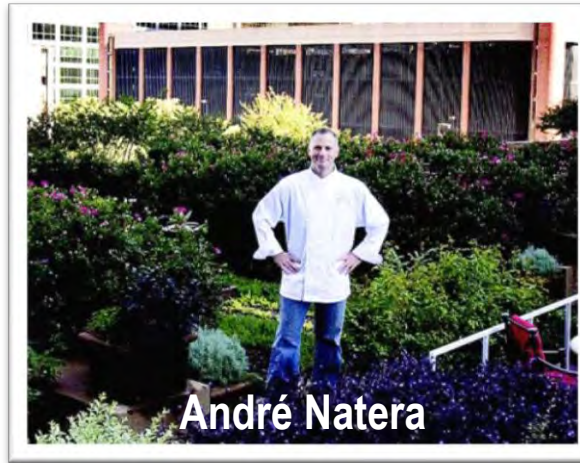
foraging



vegan, organic, sustainable



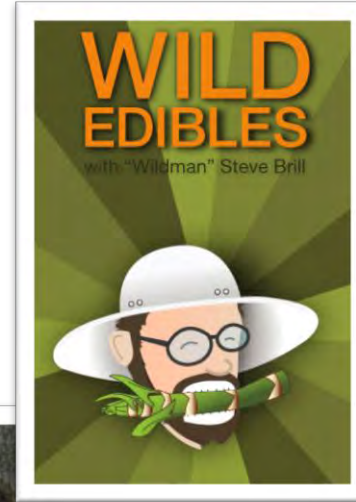
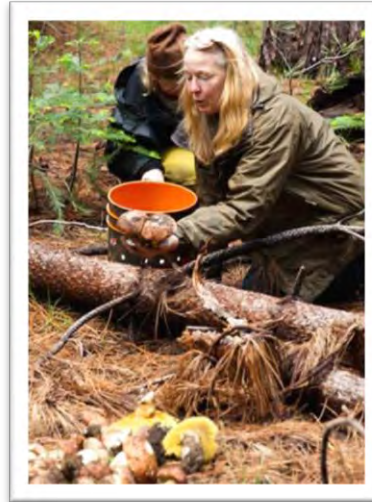
Plant Food For People



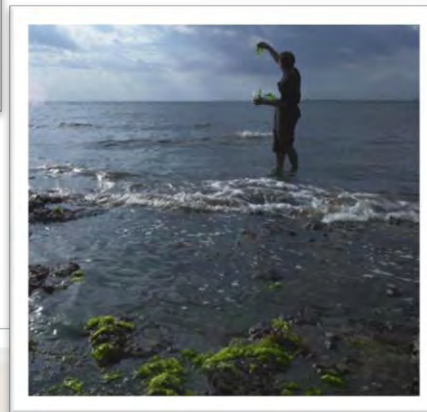
raw & foraging



Connie Green



Steve Brill



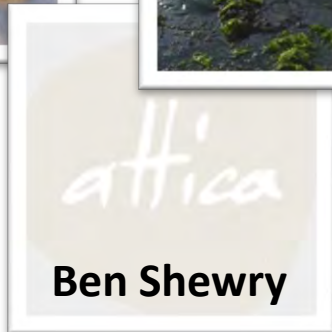
Sam Thayer



René Redzepi



Daniel Patterson



Ben Shewry



Ava Chin



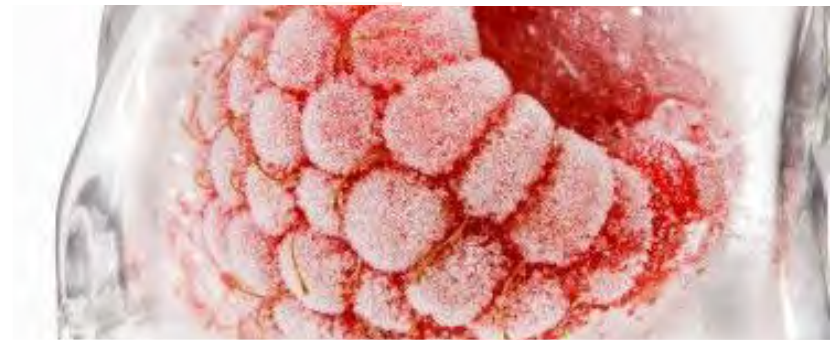
2011 year of the local

1. Locally sourced meats and seafood
2. Locally grown produce
3. Sustainability
4. Nutritionally balanced children's dishes
5. "Hyper local," such as restaurants with their own gardens and chefs who do their own butchering.
6. Children's nutrition
7. Sustainable seafood
8. Gluten-free food and being food allergy conscious
9. Simplicity/back to basics
10. Farm/estate-branded ingredients
11. Micro-distilled/artisan liquor
12. Locally produced wine and beer
13. Smaller portions for smaller prices
14. Organic produce
15. Nutrition/health
16. "Culinary" cocktails, for example ones that have savory or fresh ingredients
17. Newly fabricated cuts of meat such as the pork flat iron and the beef petit tender
18. Fruit and vegetables as children's side items
19. Ethnic-inspired breakfast items, such as Asian-flavored syrups, chorizo scrambled eggs and coconut milk pancakes
20. Artisan cheeses





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food for thought

- what's next
 - paprika
 - sriracha
 - kimchi
 - pickling
 - cheese
 - Nordic cuisine
 - wood



trendincite^{LLC}

Inspiration for Creation

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