

the**food**people - Press Release

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the**food**people, the UK's leading food trends and food ideas businesses has revealed what they believe will be big in food for 2010.

Spotting trends in food is essential to understanding what food consumers are doing now and more importantly may be doing in the future.

2009 has been a tough year, although food has held up well compared to other sectors. Looking forward to 2010 we expect to see all of the main macro factors including economic, political, technological and environmental to be equally influencing food trends over the next year. As such the trends that we expect to grow or emerge in 2010 are an evolution compared to 2009.

The trends we expect to see in 2010 include food cocooning, global comfort food and "like our previous generations". We expect consumers to attempt to reestablish the heart of the home in the kitchen through more home cooking or at least greater interaction with food, Sunday lunches and informal dinner parties. Why? To make themselves feel good by providing for their families. In a time when many consumers have changed their shopping status quo's we expect to see consumers demanding more opportunities to personalize their food products, we've seen examples of this in niche areas but expect to see more mainstream customization in 2010. With in excess of 1.8bn people now online we expect to see more ifood with web based food products and services. This could include more food by mail, food personalization, more online ordering and reservation, digital people power and perhaps new players in food distribution. In many countries consumers have spent less in restaurants (with the exception of QSR) and we don't expect that to change until 2011. As such restaurants will continue to evolve with initiatives such as no reservations, happy hours, main stream pricing and a move towards more local ingredients and recipes. On the subject of local, local food has been around for many years but we expect to see local in every area of food from the farmers market to the global mega brands. On the back of value for money and an anti restaurant movement we expect to see more street food including pop up dining, food trucks and street vendors selling fresh tasty and authentic food without what some believe are the unnecessary overheads of the restaurant environment. Simplicity will have a greater voice in food over the coming year with brands and restaurants alike cutting waffle and selling fewer ingredients for a greater taste delivery. Despite being hugely dependant in individual consumers ethical values, we expect to see an increase in planet conscious eating as well as an increase in the backlash against industrialised food. We also expect to see a trend towards frozen foods, with the category shaking the cheap and cheerful image of the past, evolving towards freshness locked in, extension of the pantry and total convenience. Another trend involving the re positioning of a current channel is that of vending, we expect vending to go premium, go hot and go interactive in 2010. Despite the many counter trends we expect to eating habits and meal times evolve in the face the 24/7/365 lifestyle with a blurring of meal times, greater reliance on fast food not just for food but also for coffee as well, solo dining and breakfast on the move. Health will continue to drive its own food trends in 2010, we expect to see a rise in the numbers of products, initiatives and services driving improved national health such as diabetes and heart disease through balance, calories and exercise, even moving towards enforceable limits in some countries. In addition we also expect to see the evolution of products targeted at the health self starters with condition and alimnet foods, kid's health, positive nutrition, DIY doctoring and health mood foods. As eating habits evolve we also expect to see drinking habits follow suit with products targeted at specific target groups with a rise in low / no alcohol beers and wines, micro beers and spirits, in home consumption, demystified wine and cocktails.

Each year certain cuisines have a lesser or greater influence on the food that we eat through TV, magazines, books, chefs, restaurants, products and services. The cuisines that we expect to be inspired by in 2010 include the Americas (including US, Brazil, Mexico, Argentina, and Peru), French Bistro, Scandinavia, Vietnam, Korea and Japan.

The trends we expect to see grow or emerge in 2010 include:

1. Food Cocooning

So what's it all about? Using food and dining at home as a way of re-establishing the heart of the home in the kitchen

How is it manifesting itself? Home cooking, baking, scratch cooking, dinner parties, family meal times, need to provide for our families during & post crunch

2. Digital Food

So what's it all about? In excess of 1.8bn people are now online and certain food trends are growing on the back of this

How is it manifesting itself? customisation, more food my mail, food apps, social networking, digital people power, new players in food distribution

3. Customisation

So what's it all about? The desire for consumers to have it "their way"

How is it manifesting itself? increased desire to personalise and express inner creativity, individuality, fun, novelty, wacky if you want it

Changing Restaurants

So what's it all about? Restaurants doing this differently on the back of a global downturn

How is it manifesting itself?: celebrity chefs go mainstream, restaurants go regional, no reservations, 4-12-4 pricing, illegal and underground, celebrity chefs go overseas, house made (cheeses and charcuterie), local, more deals

4. Street Food

So what's it all about? Fresh, tasty, authentic food in informal non restaurant surroundings or in / on the street, no frills quality

How is it manifesting itself? food trucks, pop up restaurants, market stalls, growing anti restaurant movement, Mexican, Korean, Vietnamese, Chinese

5. Global Comfort

So what's it all about? The notion of comfort eating stays for another year, but we all have comfort food, wherever we are - exportable comfort foods?

How is it manifesting itself? we're all switching back into our favourite brands and foods for that emotional comfort food blanket

6. Keep it Simple

So what's it all about? Less complex food! Less ingredients, less intervention, more natural, simple propositions, honest

How is it manifesting itself?: more natural less interfered with foods, less ingredients for more flavour, number of ingredients "claims", simple wow flavours

7. Industrialised Backlash

So what's it all about? The growing voice of groups of people / consumers who promote alternative choice away from global brands and industrial foods & production

How is it manifesting itself? social networking groups, protests, brand / practice boycott, ethical foods, fairtrade, local brands, films and broadcasts

8. Need for Treats

So what's it all about? It's still tough out there and consumers need treats despite economic climate, different treats than before but still treats

How is it manifesting itself?: sweet treats, little rays of "oh wow", taste and value, back to basics pat on the back, think cookie, cup cake, ice-cream, lunch not dinner

9. More Local

So what's it all about? Going local in either sourcing, practices, ingredients, traditions, regaining trust

How is it manifesting itself?: big brands local sourcing, chefs looking back regional history for inspiration, regional food stuffs, local produce and brands in retail

10. Back to cooking

So what's it all about? Cooking for our families or friends because it makes us feel great and express our love!

How is it manifesting itself? rise in sales of cooks ingredients, home baking, deconstructed foods, consumer interaction / finishing, kits, packed lunches

11. National Health

So what's it all about? Taking a simpler approach to health on the back of declining health in the industrialised / developed western nations

How is it manifesting itself?: credit and debit health, exercise, less protein more veg, more steps towards enforceable health, fibre new watch word in health, anti obesity, anti diabetes, calorie control

12. Individual Health

So what's it all about? Foods that address a specific health need or mood

How is it manifesting itself? Allergies and intolerances, condition foods, ailment marketing, health mood foods, positive nutrition, i-nutrition, DIY doctoring, Kids health, successful aging, anti stress

13. Baked Comfort

So what's it all about? Comfort in baked goods and goodies!

How is it manifesting itself? cakes, pies, cookies, dessert bars, sweet minis, breads

14. Frozen Foods

So what's it all about? Frozen not just about cheap and cheerful, frozen just got cool and more premium!

How is it manifesting itself?: Premium frozen, more adult ice-cream, freshness locked in, extension of the pantry, ice-cream parlours, growth of frozen foods, chilled foods - frozen!, homemade frozen, price!

15. Planet Conscious Eating

So what's it all about? Food choices that are driven by consumer conscience

How is it manifesting itself?: ethical food, sustainable choices, food philanthropy, new fish varieties, seasonal food, free range meat & farmed fish, hard hitting media

16 Changing Drinking Habits

So what's it all about? Changing habits on the back of dining trends, economic climate and the decline of the pub

How is it manifesting itself?: Micro beers and spirits, cocktails, kitchen and bar blur, drinks for women, lower alcohol, artisan, wine made easy, adult games & kits

17. Vending and Self Service

So what's it all about? Vending is back, its cool, fun, premium and hot!
How is it manifesting itself? Brand sampling, fresh foods, hot fast food, produce, premium food, eco, vending stores, farmers markets!

18. Like our previous generations

So what's it all about? Doing things that our parents and grand parents did, nostalgic brands and "good times" practices to form emotional connections and save money!
How is it manifesting itself?: growing your own, nose to tail eating, feel good brands of the past, no waste, gardening, pickling and preserving, foraging, seasonal eating

19. Changing meal occasions

So what's it all about? Changing meal occasions around a 24/7/365 lifestyle
How is it manifesting itself?: Tea and tea time, out of home breakfast, grazing, blurring of meal times and occasions, coffee to café culture, fast food, solo eating

In summary we expect 2010 to be about - Simplicity, Comfort and feel good, Some scope for customization, Degree's of planet conciseness, Food cocooning at home, Local across all sectors, Need for treats, A little trade up, Being squeaky clean to gain trust and i-food.

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