



# THE ART OF GOOD FOOD

# TREND FOCUS

MINDFUL ADDED-VALUE  
**INSPIRATIONAL**  
 HOME-MADE  
 QUALITY PREMIUM  
 CUSTOMISATION  
 CONVENIENCE  
**INDULGENCE**  
 CRAFTED PROVENANCE  
 BRITISH ARTISANAL  
 HEALTHY **VEGAN**  
 VEGETARIAN CONTEMPORARY  
 SUSTAINABILITY SEASONAL  
**FLAVOUR VISUAL**  
 ENGAGING CREATIVE  
**UNIQUE PERSONAL**

THE KEY TO CREATING GOOD FOOD IS GIVING PEOPLE WHAT THEY WANT AND SATISFYING THEIR DEMANDS.

SO, WHAT DO PEOPLE WANT? HERE ARE SOME OF THE HOTTEST TRENDS SHAPING THE FOODSERVICE LANDSCAPE RIGHT NOW...



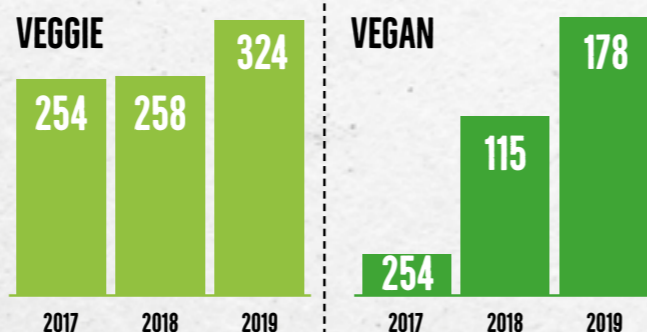
## THE V WORD

Vegetarian and vegan trends continue to develop – 1 in 3 Brits have stopped or reduced their meat consumption.<sup>1</sup> Why? There are claims it's better for us – and the environment.

A 2018 Oxford University study found that 'avoiding meat and dairy is the single biggest way to reduce your impact on Earth' as animal farming provides just 18% of calories but takes up 83% of our farmland. As personal responsibility for our planet grows, this explains the switch to plant-based food.

- Around **44%** of core dish components were identified as vegetarian, with chicken, beef and seafood options down **15%** collectively<sup>2</sup> compared with last year.
- **25.6%** increase in vegetarian dishes on menus year on year<sup>3</sup>
- Vegan dishes on menus are up **54.8%** year on year<sup>4</sup>

### VEGETARIAN AND VEGAN DISHES CONTINUE TO GROW ON MENUS<sup>5</sup>



<sup>1</sup> The Vegan Society  
<sup>2, 3, 4</sup> MCA Menu and Food Trends Report 2019  
<sup>5</sup> MCA Menu Tracker Tool, 2019, based on 48 brands

## FREE-FROM

It is estimated 45% of consumers are affected by dietary options at least some of the time – whether it be their own or someone they are dining with.<sup>6</sup> Therefore, having a variety of dietary options on a menu is crucial.



**133%** growth of the UK free-from market 2013-2018<sup>7</sup>



Dairy and lactose free was the fastest growing segment<sup>8</sup>



**13%** of UK population estimated to be avoiding gluten<sup>9</sup>

### HUNGRY FOR HEALTHY...

The demand for healthy dishes is growing. According to MCA research, four out of the top 15 dish descriptors relate to healthier eating, showing its rise in popularity as a trend. Customers look for low-calorie, reduced fat options.

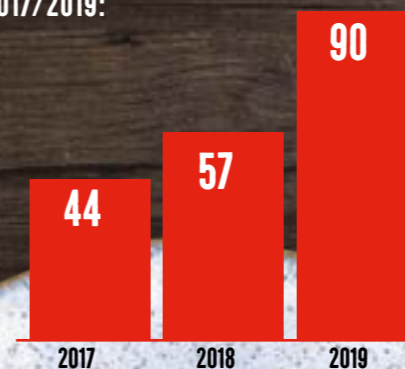
**35%** of people consider their eating habits to be healthier than 12 months ago

**50%** increase in lower calorie options on menus

**47%** of consumers are trying to reduce their fat intake

**30%** are looking to cut down on sugar

### ITEMS FLAGGED AS LOW-CALORIE ON SPRING/SUMMER MENUS, MAIN COURSES, 2017/2019:



### ... AN APPETITE FOR INDULGENCE

Healthy food tailored to dietary needs will tick boxes, but diners want to balance this with indulgence and quality.

According to The Grocer, 2019 is the 'year of radical indulgence' when it comes to food. Eating and drinking is now an emotional and aesthetic-led experience, with people drawn to 'food porn', increasingly spending money on adventurous dishes with visual appeal and experimental flavours, for example:

- 18-24 year olds crave new experiences<sup>10</sup>
- Consumers want to collect unusual 'experiences' - not just material 'stuff'<sup>11</sup>
- Chef table spots, open kitchens, extravagant presentation and drinks exuding smoke or glitter are the order of the day<sup>12</sup>

MENUS HAVE TO BE BROAD, FLEXIBLE AND ADAPTABLE. THEY HAVE TO CATER FOR ALL - WHICH IS WHY THEY ARE GROWING. BETWEEN SPRING/SUMMER 2018, MENU DISH COUNT INCREASED BY 3.6%, WITH PUBS, BARS AND RESTAURANTS SEEING A 14.8% RISE IN OVERALL MENU SIZE<sup>13</sup>.

<sup>6</sup> MCA Menu and Food Trends Report 2019  
<sup>7, 8</sup> Mintel: UK Free-From Foods Market Report December 2018  
<sup>9</sup> Coeliac UK  
<sup>10</sup> Mintel Pub Catering, May 2019  
<sup>11</sup> MCA Menu Food Trends, May 2019  
<sup>12, 13</sup> MCA 2019

# LOOKING PAST THE PLATE

Developing menus with current dietary and flavour trends in mind is only part of delivering good food that consumers want.

Operators have to go beyond the menu and consider the dining experience – how people want to consume food and at what time of day. Do they want to grab food on the go without compromising on quality? Or do they see mealtimes as a long, leisurely social affair?

# BIG UP BREAKFAST

According to Mintel's Pub Catering Report (May 2019), breakfast is on the rise, with a 6% increase year on year.

The average breakfast meals per head per month have increased by 3%, making breakfast now more popular than dinner.

Young, affluent professionals are driving this trend:

- Busy commuters grabbing breakfast on the go
- Those enjoying brunch as a leisurely social occasion



# RISE AND SHINE RECIPES

## STACK 'EM HIGH...

Load-up a stack of American-style pancakes with a scoop of vanilla gelato, topped fresh berries and a dollop of rich Blackberry Compote.

## SMOOTH OPERATOR

Blend fresh mango, banana, orange juice and ice cubes for a refreshing, healthy breakfast drink. Top with half a passionfruit and drizzles of Mango Coulis and Passionfruit Coulis.



## GET SAUCY

Bring a new twist to a classic sausage butty – top a herby sausage patty with grilled manchego cheese and a spoonful of Red Onion Chutney, and serve in a lightly-toasted bagel.

## MEAT-FREE FRY-UP

Serve grilled vegan sausages with silken scrambled tofu, mushrooms, tomatoes and hash browns. Spice up baked beans by adding a dash of Middle Eastern Hot Sauce.

## GRAB AND GO

Create ready-made Bircher pots for customers who want breakfast on the go. Grate apple and mix with oats and low-fat natural yoghurt. Layer in a pot with yoghurt and Red Berry Compote and Mango Coulis.



# THE INSTA-INSPIRATION GENERATION

Menu insights show that dishes are being created with photography in mind. In effect, this puts today's chef in the role of creative director.

Millennial and Generation Z consumers engage with Instagram to a higher degree than other generations and are active in the market. With one of the most important age groups in the eating out market glued to phones and social media, operators have to think – is this #InstaFood?



The development of style over substance has also transitioned from extravagant-looking, experiential food and drink, to colourful and decorative interiors, designed to make an attractive back-drop for a photo.

## MEALS WITH MOBILES

The ability to order food/drink via mobile apps appeals to 20% of pub/bar visitors, rising to 34% among 18-34s and 29% among parents of under-16s.<sup>14</sup>

# FEEDING THE FOMO\* GENERATION

We are what we eat – and what we share on social media.

For millennials, food has merged with identity. What they eat, where they do it, and how it looks on their newsfeed has become part of who they are.

Say hello to The FOMO Generation... and feed their fascination!

\*FOMO – Fear Of Missing Out – was added to the Oxford English Dictionary in 2013 and defined as: 'Anxiety that an exciting or interesting event may currently be happening elsewhere, often aroused by posts seen on social media.'

<sup>14</sup>Mintel Pub Visiting, May 2019

Consumers want it all – so make sure your menu provides the art and drama that foodies crave.

As well as the aesthetics, present the option to try a variety of foods at once, with small plates, sharing platters, tapas or meze-style dishes, tasting menus and sampling bars.

The theatre, the glamour, the excitement of #InstaFood – it all feeds a Fear of Missing Out.



# ART OR CRAFT? IT'S A BIT OF BOTH...

Creating great food is a craft. And, just as an artisan seeks out the finest materials, great chefs choose exceptional ingredients.

That artisanal, finely crafted approach is one of the biggest current trends in foodservice, underpinning many other food movements. Today's mindful consumers care about what goes into their food and look for:

**PROVENANCE:** British food, local produce, trusted names.

**CRAFT:** Distinctive, hand-made specialities from independent producers.

**AUTHENTIC:** Real flavours and aromas... the genuine article!

Almost three-quarters of adults (74%) agree that a pub or bar that uses locally grown or produced ingredients is supporting the local economy.<sup>15</sup>

And 46% stated that locally-sourced food and drink was the thing they most wanted to see in their local pub or bar.<sup>16</sup>

Authenticity is more important than ever – so tapping into provenance and craft trends can drive higher spend.

<sup>15</sup> Mintel Pub Catering UK, May 2019  
<sup>16</sup> Mintel Pub Visiting UK, May 2019

## CHEFS, NOT MACHINES

Chefs are the driving force behind Lion Sauces. They shape our products by telling us what they need, what they wish for, and what will make their lives easier.

That's why Lion's new 2019 collection includes dressings, sauces, chutneys, compotes and coulis that have been developed by our own chefs, with many products handmade.



Clive Barker, head of operations at our development kitchen in Hastings, says chefs appreciate the hands-on, bespoke nature of the products made by his team.

"We don't just sell off-the-shelf sauces," Clive says. "We craft products for development chefs: some ask us to produce sauces from a recipe they've devised, while others provide us with a concept for a new dish and ask us for ideas for sauces to go with it."

"Our role is to provide inspiration. We keep up to date with new ingredients and emerging food trends, and suggest ways for chefs to use them on their menus. We learn about their aspirations and show how we can help them achieve their goals."

"Many of our products are handmade in bratt pans, including all our compotes and some of our chutneys and Indian sauces. Chefs like to know that they're using a product that has been made with care, skill and attention and by a team of chefs. It brings an extra level of authenticity to a dish. Think of us as an extension of your own kitchen."



## DRINK DIVERSIFICATION

As health awareness continues to influence decisions, consumers increasingly look for interesting soft drinks to replace alcohol.

Soft drinks now account for 56% of all beverages ordered while eating out.<sup>17</sup>

Across the board, 12% of UK pub turnover comes from soft drinks,<sup>17</sup> representing the biggest increase in pub revenue sources between 2014 and 2018.

SMOOTHIES  
JUICES  
MOCKTAILS

REFINED  
SUGAR  
ARTIFICIAL  
SWEETENERS  
ARTIFICIAL  
FLAVOURS

## FRUIT POWER

Real fruit flavours are the heart of a top-class mocktail menu. With up to 75% fruit content and no artificial additives, Lion fruit coulis aren't just for desserts! Use them to bring vibrant colour and flavour to drinks, sweetened only with natural fruit sugars.

CAN WE TEMPT YOU WITH ONE OF OUR MOCKTAIL IDEAS?

BLUEBERRY MOJITO  
LION BLUEBERRY COULIS  
FRESH MINT LEAVES  
SPARKLING WATER  
LIME JUICE

PASSIONFRUIT MULE  
LION PASSIONFRUIT  
COULIS  
GINGER BEER  
LIME JUICE

MANGO MINT LASSI  
LION MANGO COULIS  
NATURAL YOGHURT  
MINT LEAVES  
HONEY  
ORANGE JUICE

CHOCOLATE RASPBERRY  
VIRGIN MARTINI  
LION RASPBERRY COULIS  
CACAO POWDER  
SINGLE CREAM (OAT OR DAIRY)  
CHILLED COFFEE

# THE ART OF GOOD FOOD

## CREATE YOUR OWN MASTERPIECES

WHAT MAKES GOOD FOOD? IT'S AS SUBJECTIVE AS OUR APPRECIATION OF ART, AS PERSONAL AS OUR EXPERIENCE OF PLEASURE. IT NEEDS TO HIT A SWEET SPOT WHILE BEING IRRESISTIBLY SHARABLE, ONLINE AND OFF.

It's about the ingredients, the aesthetics, the craft and creativity. It demands healthiness, mindfulness, sustainability and ethics.

Lion sauces and dressings are created to make menu development simple, whether dishes are vegan or free-from, made with authentic ingredients, or innovative, on-trend and inspiring.

With Lion, you can turn any culinary canvas into a masterpiece.



For ideas and inspiration, visit [www.lionsauces.co.uk](http://www.lionsauces.co.uk) and sign up to our e-newsletter for FREE recipes and new product news.

<sup>17</sup> Mintel Pub Visiting UK, May 2019



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[www.lionsauces.co.uk](http://www.lionsauces.co.uk)