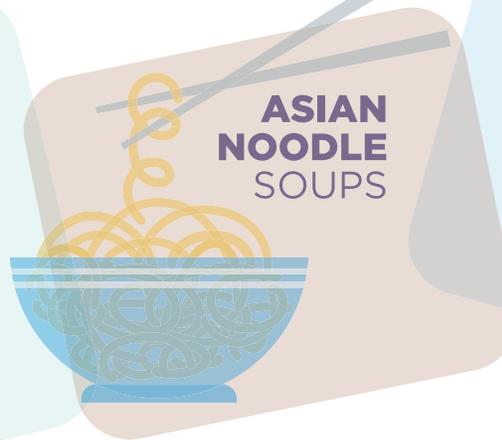




**FRENCH
REVIVAL**



**AUTHENTIC
THAI**



**ASIAN
NOODLE
SOUPS**



**VEG
2.0**



**TRADITIONAL
FATS**



**INSPIRED
ICE CREAM**



**HAUTE
DOGS**



**SIMPLE
& REAL**



CARAMEL



**COOKING
WITH FIRE**



Culinary TRENDSCAPE 2016



Beurre



Insights for Innovation and Inspiration from Thomas W. Griffiths, CMC

Vice President, Campbell's Culinary & Baking Institute (CCBI)

At Campbell we know that staying on the pulse of what people are eating and how their tastes are evolving requires more than a look at data points. That's where our **Culinary TrendScape** program and our global team of chefs and bakers come into play.

In a market where trends are turning up and gaining momentum at an increasing rate, our company looks to CCBI to identify growth opportunities that are rooted in culinary insight. Our integrated approach to tracking food trends relies on the expertise and intuition of our highly trained team, along with other sources including insights from our trusted industry partners.

Throughout the year, our chefs and bakers draw inspiration from the people and places they encounter on the job and bring those ideas back to the kitchen. We kick off a dialogue that's rooted in our established methodology, take close look at the cultural shifts that drive trends—"hot topics" shaping the marketplace—and then hone in on the top trends that excite our palates most.

This **2016 Culinary TrendScape** report is the third we've published, and offers our unique point of view on the year's top ten North American trends, from Cooking with Fire to Caramel. Some of these trends may even inspire future Campbell products, as they serve as a springboard for inspiration that drives creative product development across our business platforms.

Our team is pleased to share these top insights with you today because we know true innovation doesn't happen in a bubble. Plus, we simply can't stop talking about food and look forward to "talking trends" with you soon.



Thomas W. Griffiths

2016 HOT TOPICS

These themes are the driving force behind this year's top trends

*Authenticity
Back to Basics
Conscious Connections
Discovery & Adventure
Distinctive Flavors
Elevated Simplicity
Global Palate
Tasty Traditions*



Culinary TRENDSCAPE

An integrated approach to understanding food trends

Fine dining restaurants, trendsetting chefs, cultural hotspots

Fast-casual restaurants like Panera and Starbucks, mainstream media such as *Better Homes & Gardens* or "Today" show, retail innovations

Independent restaurants, food magazines and dining sections such as *Saveur* and *New York Times*, upscale specialty grocers like Bi-Rite



Quick service restaurants like Wendy's, grocery retail products, packaged foods

Full service chain restaurants like T.G.I. Friday's, food TV and celebrity chefs, specialty chain stores like Williams-Sonoma, upscale grocers, limited service menu innovations

Internationally available

How do we choose which trends to follow?

Our methodology taps a wealth of research from our chefs and other professional sources to help identify the most significant emerging trends in food, as well as those that inspire creative thinking and new direction. Then we begin our mapping on the **Culinary TrendScape**, following each trend across distinct stages, as it evolves and expands its reach.

Monitoring and understanding trends is an important part of the research we do at Campbell's Culinary & Baking Institute. It's our way of anticipating what our retail and foodservice customers will want as tastes shift and demographics change, so that we can deliver the next generation of iconic foods and beverages that people love.

TOPTRENDS 2016



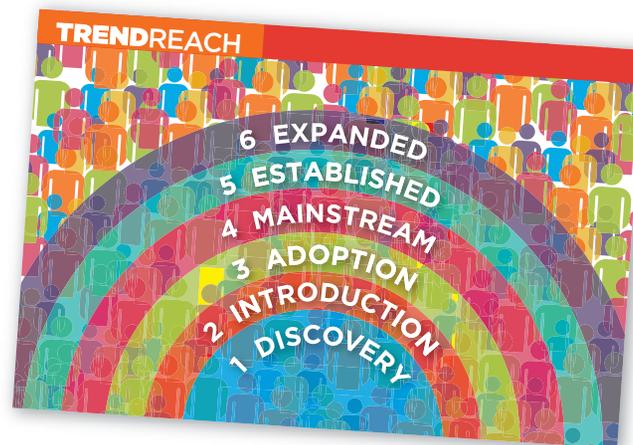
Here's a taste of the year's most dynamic trends. There's so much activity on the Culinary TrendScape, but these are the top trends that whet our appetite and ignite our passion for food. Enjoy!

Tuning in to TrendPoints

In our culinary research, we're continually discovering something new. That's what we love about food. We're inspired not only by what we're eating, but where we're eating it; what we're reading and what we see trending with the public at hotspots across the food landscape. We call these aspects **TrendPoints**. This is how we begin to tune in to the top trends that intrigue us and make us want to know more. Our philosophy is simple: It's all about tracking ideas and connecting the dots—all while keeping our consumer top of mind.

Our focus on population reach

Understanding the size of the audience exposed to a food trend helps us determine its **TrendReach**. Looking at TrendPoints within the six stages helps us track the trend's evolution and influence, from buzz to universal appeal.



COOKING WITH FIRE

AUTHENTIC THAI

FRENCH REVIVAL

INSPIRED ICE CREAM

TRADITIONAL FATS

VEG 2.0

ASIAN NOODLE SOUPS

HAUTE DOGS

SIMPLE & REAL

CARAMEL

COOKING WITH FIRE

1

DISCOVERY



While humans have been cooking with fire for centuries, top chefs are rekindling their interest in this primal pastime. They are embracing the open flame, rediscovering the range of flavors that can come from live fire cooking and building them into menus. It's a return to the simplest form of grilling, taken to the culinary extreme. And it's all about mastering that irresistible **Back to Basics** aesthetic.

Live-fire hearths are the new restaurant centerpiece at hotspots like Saison in San Francisco, where wood-fired grills are

being utilized in cocktails, appetizers and even desserts. A variety of elegant dishes are being kissed by fire these days, from charred seafood, to blackened veggies, to deeply browned pastries and even intentionally burnt toast.



1



- **Datassential** – Report: Inception Stage, Smoked 2.0 (TIPS, 2015)
- **National Restaurant Association** – Culinary Forecast: Fire Roasting and Smoking Techniques (2015)
- **Technomic** – 2016 Food Trends, Burned (2016)



- **Camino Restaurant, Oakland, CA** – Upscale restaurant serving Paella Cooked in the Fireplace
- **Heritage, Las Vegas** – Upscale restaurant serving Ash-Roasted Bone Marrow
- **High Street on Market, Philadelphia** – Upscale restaurant serving Vegetable Ash Levain
- **L'Espalier, Boston** – Fine dining restaurant offering Cuba Libre cocktail with charred lime
- **Saison, San Francisco** – Fine dining restaurant kitchen centered around eight-foot wide, wood-fueled hearth
- **Sqirl, Los Angeles** – Independent restaurant serving Burnt Brioche Toast with House Ricotta and Seasonal Jam



- **Bon Appétit Magazine** – Article: Live Fire Cooking is the Technique of the Year (2015)
- **Gather Journal** – Recipe: Charred Steak and Black Olive Sandwiches (2015)
- **Nation's Restaurant News** – Article: Chefs Rekindle Interest in Charring Vegetables (2015)



Playing with

FIRE



A Grillworks triple grill at Chef Jose Garces' Rural Society, Chicago

Barbecued meats and smoke infusions have hit Stage 5 in recent years, but chefs have been taking those crowd-pleasing trends a step further as of late, making fire—the **most elemental culinary medium**—the center of attention.

Cooking with fire is nothing new, and yet it's sparking obsession in chefs drawn to the **seductive theatrics** of a burning hearth. Open kitchens featuring custom hearths from companies like Grillworks, built with a variety of cooking surfaces that accommodate direct and indirect contact with the flame, are a focal point at spots like Danny Meyer's Marta in New York and Petruce et al in Philadelphia.

Though it appears to require merely a caveman sensibility, in

reality fireside cooking requires fine-tuned mastery—not to mention a touch of fearlessness. And it feels revolutionary in the hands of a chef who can manipulate a **wide range of straight-from-the-fire flavors** while closely monitoring an 800+ degree pit of flames.

Specialty woods and charcoals are the latest call-out on trendy menus, adding provenance and



is just as much about intensifying the flavors of **fruits, veggies, baked goods and even spices**.

We're seeing grilled limes, blackened avocado, broths made from wood-roasted onions, leeks smoldered right in the embers and fruit pies baked in cast iron over open flames. **Deliberately burnt foods**, from bread, to nuts, to béchamel sauce, are perhaps

character to grilled and smoked foods. But we're not just talking about beef, pork and chicken.

This trend

the most incendiary take on the trend, and even burnt cinnamon, vanilla beans and honey are showing up on dessert menus, putting an edgy spin on the most comforting of flavor profiles. The striking contrast of the black-brown color that burnt and charred foods lend to a plate is a big part of the visual appeal, while papery charred bits and powdery



ashes provide unique texture.

Cooking with fire offers an undeniable blast of flavor that our chefs love, and we

anticipate this trend will continue to gain traction this year as more menus are influenced by the familiar yet sophisticated allure of fire and smoke.

AUTHENTIC THAI

2 INTRODUCTION

While Thai-American cuisine is experiencing mainstream buzz in its own right, we're tracking a second Thai trend on the **Culinary Trendscape**, led by a millennial crowd hungry for **Discovery & Adventure**. Homestyle dishes born of the bustling street food culture found throughout Thailand have become the hottest plates to hit the scene at independent restaurants offering **Authentic** regional foods.

Some refer to the trend toward "real deal" Thai as the Pok Pok Revolution, named for an ambitious restaurant that has brought attention to dishes not commonly found in North America, especially those from northern and northeastern Thailand. Others call it Asian 2.0, referring to the deeper dive into regional nuance. Designations aside, a new style of hip Thai restaurants is proving we've only just begun to explore this cuisine.



TRENDSCAPE



- **Datassential** - Report: *Inception Stage, Thai Iced Tea (On the Menu, 2015)*
- **Sterling Rice Group** - Report: *Top Trends, Advanced Asian (2015)*



- **Lotus of Siam, Las Vegas** - Upscale restaurant serving *Crispy Duck Khao Soi*
- **Pok Pok, Portland, OR** - Independent restaurant offering *Papaya Pok Pok (spicy green papaya salad served Central or Isaan style)*
- **Sripraphai, Queens, NY** - Independent restaurant offering *Gai Yang (grilled chicken)*



- **Thai Street Food** - Cookbook by David Thompson (2010)



- **James Beard House Dinner** - *Songkran Thai New Year Celebration*



- **Hawker Fare, San Francisco** - Independent restaurant serving *Durian Sticky Rice*
- **Kin Shop, NYC** - Upscale restaurant serving *Spicy Duck Salad*
- **Little Serow, Washington, DC** - Upscale restaurant serving *Laap Pla Duk Chiang Mai (catfish salad)*
- **Night + Market Song, Los Angeles** - Independent restaurant serving *Khao Soi Gai (curried noodles with chicken)*
- **Sticky Rice, Los Angeles** - Grand Central Market vendor serving *Northern Style Sausage*



- **Food52.com** - Recipe: *Thai Tea Ice with Sweet Milk (2015)*
- **Food & Wine Magazine** - Recipe: *Isan-Style Catfish with Sticky Rice (2015)*
- **LA Weekly** - Article: [Where to Find Khao Soi \(2014\)](#)
- **Wall Street Journal** - Article: [New Take on Thai Brings Other Regions into Culinary Focus \(2015\)](#)

Rediscovering Thailand

A CULINARY ROAD TRIP

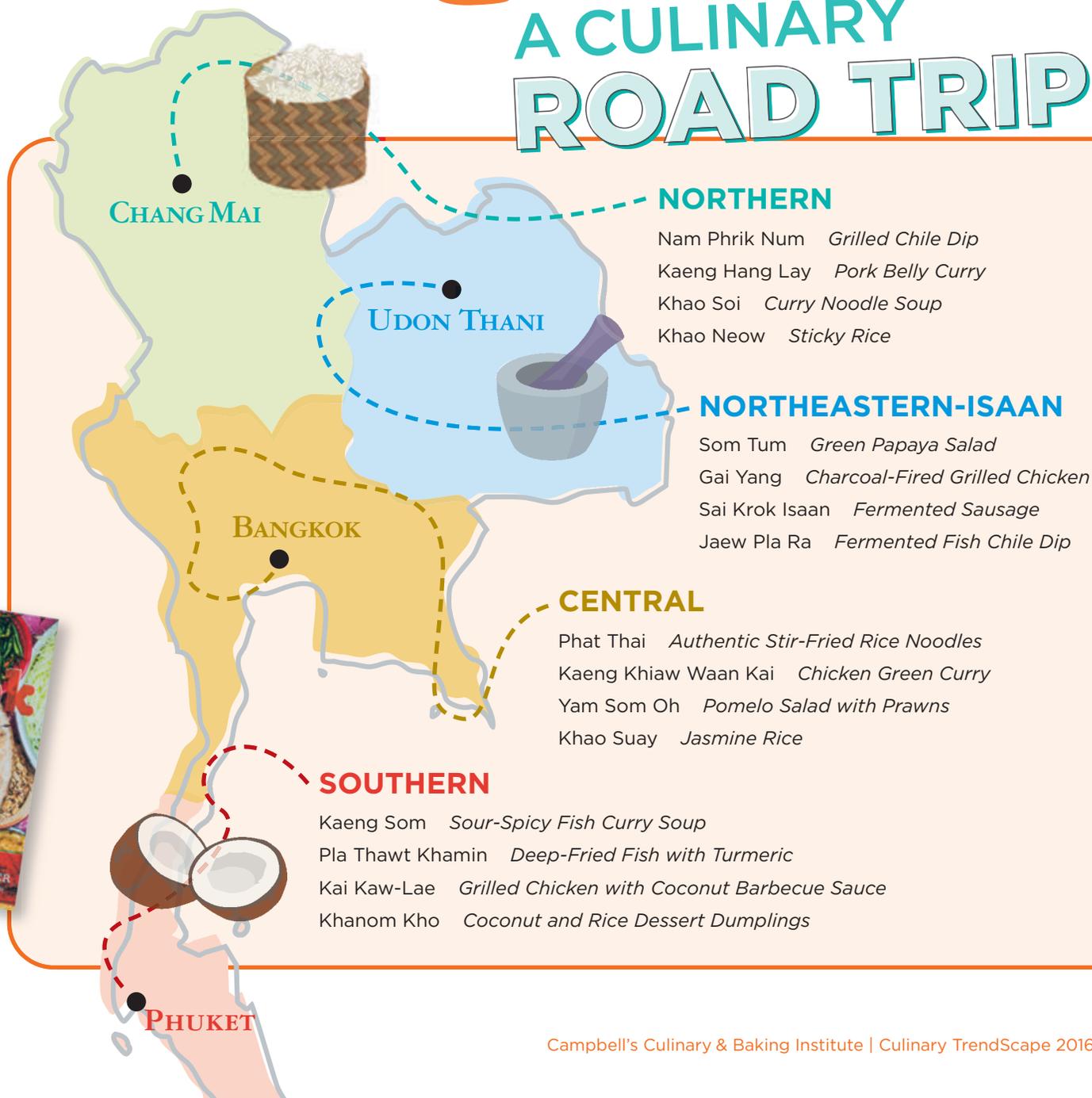


Authentic Thai offers a much more diverse palate beyond the familiar spectrum: tangy minced meat salads, fiery papaya salads, pungent fermented fish, and a variety of chile-based dips.

Curry is the most elemental of culinary concepts in Thailand, and the country's four regions offer a rainbow of soups and stews that range in flavor and color. From sweet and rich to sour and brothy, curry pastes (made by hand-grinding chiles and aromatics in a mortar) form the foundation for the colorful bowls beloved within and beyond Thailand's borders.



Thai larb (laap), a minced meat salad



FRENCH REVIVAL

2 INTRODUCTION

In a culinary landscape filled with kimchi tacos and matcha doughnuts, the return to French classics is a refreshing take on comfort food. This time around, the genre is more about **Elevated Simplicity** and **Tasty Traditions**



than it is about old-fashioned elegance or stuffy service.

French onion soup, cassoulet, coq au vin, open-faced tartines, quiche and creative confits are just a few of the approachable, savory classics we're seeing at new wave bistros and cafes. It wouldn't be a French kitchen without pastries, and our baking team is excited to see traditional sweets including kouign-amann, éclairs, and canelés gaining traction with a broader audience—oftentimes as picture-perfect classics, but also as a canvas for modern flavors.

TRENDSCAPE



- **Datassential** – Report: *Inception Stage*, Kouign Amann (TIPS, 2014)



- **The Bocese Restaurant, Hyde Park, NY** – CIA's new, modern brasserie, converted from a classically French dining room
- **Buvette, NYC and Paris** – Upscale bistro serving Duck Cassoulet
- **Canelé by Celine, NYC** – Specialty bakery serving flavored canelés
- **Dominique Ansel Bakery, NYC** – Bakery offering “DKA” kouign-amann
- **L'Eclair de Genie, Paris** – Specialty bakery serving boldly flavored éclairs



- **D'Artagnan's Cassoulet War, NYC** – Professional chef competition featuring the iconic dish from Southwest France

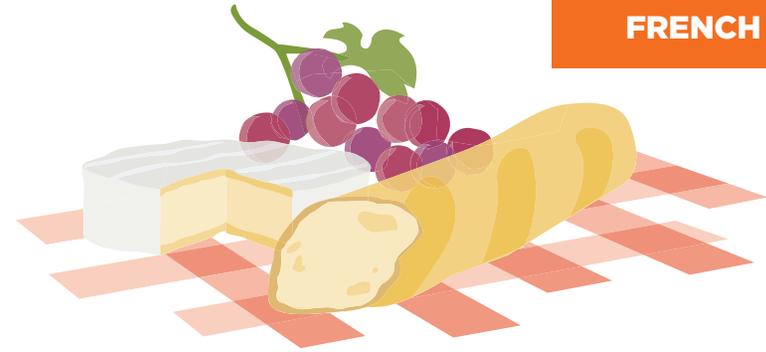


- **Dirty French, NYC** – Upscale restaurant serving Côte de Boeuf
- **Floriole Cafe & Bakery, Chicago** – Bakery serving Gateaux Basque
- **Petit Trois, Los Angeles** – Upscale bistro serving Burgundy Escargots



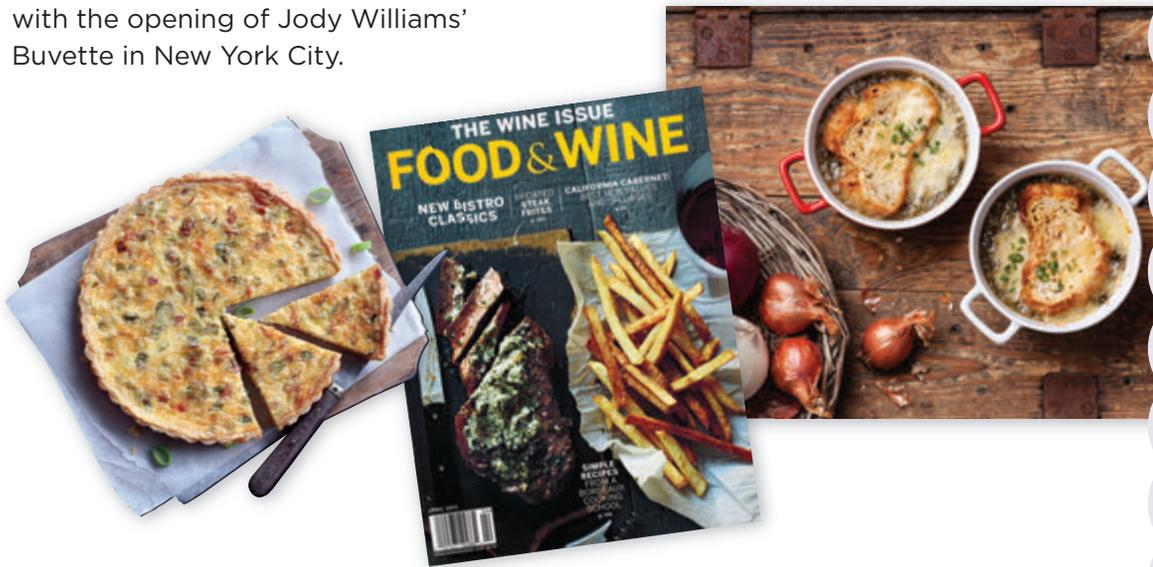
- **Baking Chez Moi** – Cookbook by Dorie Greenspan (2014)
- **Bloomberg Business** – Article: [New York's French Revolution \(2014\)](#)
- **Bon Appétit Magazine** – Article: [The French Connection \(2014\)](#)
- **Eater.com** – Article: [Better than A Cronut, How to Master Kouign-Amann \(2015\)](#)
- **Food & Wine Magazine** – Article: [The Eclectic Éclair \(2014\)](#)
- **My Paris Kitchen** – Cookbook by David Lebovitz (2014)
- **Saveur Magazine** – Video: [Making Sablé Breton \(2015\)](#)

Remastering the Art of French Cooking



The enduring Parisian bistro, rife with copper pans and cafe tables squeezed closely together, serving **good food and wine in a neighborhood setting**, is coming back into vogue. “It’s Escoffier filtered through the No Reservations mindset—and the end result is food that’s as informed by New York as it is by Paris,” says GrubStreet.com about the French restaurant trend that started in 2011 with the opening of Jody Williams’ Buvette in New York City.

It’s casual French food at its best, and chefs have taken an interest in reviving timeless dishes and bistro traditions, from classics like steak frites to lesser-known regional specialties like pieds paquets made with tripe, all with a **lighter, modern touch** that aims to spotlight the character of the cuisine rather than the chef’s creative chops.



Traditional Pastries on the Rise

As bakery lovers dig deeper into the treasure trove that is French pâtisserie, they’re **discovering regional gems** like canelé de Bordeaux and sablé cookies from Normandy. With pastry products like kouign-amann already showing up at Stage 3 shops like Williams-Sonoma and Trader Joe’s, we expect to see this trend continue its steady push into a broader but sophisticated market that welcomes tried-and-true French treats.

INSPIRED ICE CREAM

3 ADOPTION



Independent ice cream parlors are stepping up their flavor game, shifting the focus from artisan craftsmanship toward all-out artistic style that boasts unexpected flavors, novel toppings and fanciful frozen dessert formats.

Discovery & Adventure drive this trend, both for the playful pastry chefs concocting a mind-boggling roster of new flavors and for the food enthusiasts lining up for a taste of modern-day ice cream wizardry.

Out-of-the box combos like chorizo-caramel, hibiscus-beet and black pepper-butter pecan are just a few of the brilliant, flavor-forward scoops showing up on cones these days. Next-level floats, sundaes,

sandwiches and cakes are cropping up on menus, too, offering a thrilling, new take on a classic treat.

TRENDSCAPE



- **Flavor & the Menu Magazine** – Article: [Reimagining Ice Cream Sandwiches \(2015\)](#)
- **National Restaurant Association** – Report: *Culinary Forecast, Artisan Ice Cream and Savory Desserts (2015)*



- **Humphry Slocombe, San Francisco** – Ice cream parlor serving *Candy Capp Mushroom ice cream*
- **Oddfellows Ice Cream Co., NYC** – Ice cream parlor by pastry chef Sam Mason offering *Chocolate Chunk Hot Pocket ice cream sandwich on toasted brioche*
- **Salt & Straw, Portland, OR** – Ice cream parlor serving *Black Olive Brittle and Goat Cheese ice cream*



- **Bi-Rite Creamery, San Francisco** – Small-batch creamery serving the *Dainty Gentleman sundae with honey lavender ice cream, hot fudge, blood orange olive oil and sea salt*
- **DF Maven's, NYC** – Parlor serving hand-crafted, dairy-free frozen desserts
- **Little Baby's Ice Cream, Philadelphia** – Parlor serving *Earl Grey Sriracha non-dairy ice cream*
- **Remedy, Dallas** – Independent restaurant offering daily sundaes such as *The Bob with dark chocolate ice cream, potato chips, caramel and sea salt*



- **Bloomberg** – Article: [Savory Ice Cream \(2015\)](#)
- **Bon Appétit Magazine** – Article: [Dig into Sundaes, Sodas and Floats at the Country's Newest Parlors \(2015\)](#)
- **Eater.com** – Article: [Bacon, Foie Gras and Durian Ice Cream \(2015\)](#)
- **JoytheBaker.com** – Blog Recipe: *Elvis Ice Cream Sandwiches (2015)*



- **Nancy's Fancy** – Artisan gelato by Nancy Silverton in *Roasted Banana with Bourbon & Pecan Praline*



- **Coop's Microcreamery** – Handmade *Hot Fudge Sauce*
- **Häagen-Dazs** – Artisan collection featuring flavor collaborations with leading pastry chefs
- **High Road Ice Cream** – Hatch *Chile Chocolate Chip Ice Cream*
- **LA Creamery** – Manhattan cocktail-flavored ice cream with *brown butter toffee, rye whiskey and cherries*
- **Steve's Ice Cream** – Non-dairy coconut-based ice cream in *Wildflower Honey Pistachio*

Wild, Weird & Whimsical

Ice cream makers are working their magic with eggs and cream as of late, and they're becoming known as the new mixologists—or at least the Wonka-esque mad scientists—of frozen desserts. They're **reinventing the category one scoop at a time** by putting an extraordinary spin on the popular dessert and building on the artisan approach that catapulted ice cream into the super-premium spotlight just a few years ago.

Inspired in part by brands like Jeni's Splendid in Columbus, where you can find Wildberry Lavender ice cream and everything bagel seasoning topping, a new wave of



shops are **experimenting with flavors that are anything but vanilla**. With an arsenal of unlikely ingredients like miso, absinthe, ghost chile, rosemary and olive oil, they're creating fleeting menus of intriguing flavors that change daily, keeping curious customers coming back for a taste of what's new.

Using ice cream as a blank canvas, shops can adapt quickly to demand, change of season or creative whim. **Menus are designed to challenge adult palates** that have an appetite for all things culinary. At Salt & Straw in Portland, Oregon, a chef's series featured oddball flavors like Loaded Baked Potato and Mint Leaves with Sea Urchin. At OddFellows in New York City, special edition flavors were created

for New York Fashion Week based on designer perfumes.

Frosty renditions of this trend, including **tricked-out sandwiches, cakes, "freakshakes," and sundaes**, are becoming wackier by the minute.

Ice cream sandwiches are being made of churros, taco shells, macarons, funnel cake and doughnuts. Sundaes give restaurant chefs a chance to show off with creatively assembled components. We're seeing retail brands bringing that same flair for flavor to the take-home pint now, too.

Novelties like peanut butter-curry ice cream may or may not stand the test of time, but once-



Matcha Ice Cream Sandwiches made with *Pepperidge Farm*® Lemon Sweet & Simple Cookies and pistachios

unusual flavors like black sesame, cantaloupe, cucumber, corn and ethnic coffees are gaining in popularity, as are **dairy-free versions and gelato**. It's cool stuff, indeed.



New frozen dessert products

TRADITIONAL FATS

3 ADOPTION

From whole milk to lardo, fuller fat foods—and the wonderfully rich, robust range of flavors they provide—are trending as a



growing number of people give these foods a second chance. The return to fuller-fat foods is all about getting **Back to Basics**, embracing the inherent naturalness of traditional products consumed in healthy moderation, and redefining the meaning of a balanced lifestyle.

We're seeing it across the dairy aisle, where whole milk sales are surging and new varieties of premium yogurt and butter are unabashedly fuller in fat. Rendered chicken fat, beef tallow, pork fat, nuts and seeds of all varieties, and even avocado are in fashion despite their high fat content, pointing to a full-flavor paradigm shift that can be felt across the **Culinary TrendScape**.

TRENDSCAPE



- **Mintel** – Report: *US Welcomes Whole Milk Yogurts* (2015)
- **Progressive Dairyman** – Article: [Consumer Trends Point to Whole Fats](#) (2015)

1



- **Belcampo Meat Co., Larkspur, CA** – Butcher shop and restaurant serving *Tallow Fries*
- **Kin Khao, San Francisco** – Thai eatery serving *Chicken Fat Rice*
- **The Nickel, Denver** – Upscale restaurant offering *Pure White Lardo* charcuterie
- **Slurping Turtle, Chicago** – Japanese restaurant serving *Duck Fat-Fried Chicken*

2



- **The Big Fat Surprise** – Book by *Nina Teicholz* (2014)
- **The Book of Schmaltz** – Cookbook by *Michael Ruhlman* (2013)
- **NPR** – [Radio Segment: The Full Fat Paradox](#) (2014)
- **Wall Street Journal** – Article: [The Rise of Creamy Yogurt](#) (2015)



- **Banner Butter** – Small-batch cultured butter
- **Olive & Sinclair Chocolates** – *Duck Fat Caramels*
- **Proper Foods for Life** – *Leaf Lard*



- **Dig Inn, NYC** – Fast-casual restaurant serving *Brussels sprouts with spiced coconut oil*

3



- **Food Network.com** – Report: *Hottest Healthy Eating Trends, Whole Milk and Butter* (2015)



- **Land O' Lakes** – *European Style Super Premium Salted Butter*
- **Loblaws, Canada** – *President's Choice Black Label Goose Fat*
- **Spectrum Naturals** – *Organic Virgin Coconut Oil*
- **Trader Joe's** – *Organic Cream Top Milk*

A Return to Full Flavor



Maybe it all started with the bacon trend. Or the farm-to-table movement. Or maybe it's a result of the ongoing debate whether saturated fats are more "heart-neutral" than previously believed. In any case, the latest story on the culinary front is that fat is back. And while it's still important to consume fat in moderation, the shift in thinking is giving way to a **new appreciation of fuller-fat ingredients and a fresh take on indulgence.**

Many fuller fat foods are traditions unto themselves, like flaky pies

made with pork fat leaf lard, whole milk yogurt, and classic croissants made with European-style butter. **Non-animal fats are trending, too,** and coconut oil is leading the pack when it comes to bakery innovation.

Our chefs and bakers are excited to experiment with alternative fats, too, which have the potential to unlock **delightfully satisfying flavors and textures.** Christopher Davila, a CCBI baker, offers up an inspired twist on banana bread

made with traditional lard or vegan-friendly coconut oil, which must be used at room temperature in recipes for baked goods.



On-trend butter and oil products



Coconut Banana Bread

Makes 1 loaf

Ingredients

- 1½ cups all-purpose flour, plus extra for coating pan
- 1 teaspoon baking soda
- ½ teaspoon cinnamon
- ½ teaspoon salt
- 2 large eggs, at room temperature
- ½ cup buttermilk
- 1 cup mashed banana (about 2 medium)
- ½ cup lard or coconut oil, at room temperature
- 1 cup light brown sugar, packed
- 1 cup flaked or shredded coconut
- ½ cup pecans, chopped

Instructions

- 1 Preheat oven to 350 degrees F. Grease a 9x5-inch loaf pan with cooking spray and coat with extra flour.
- 2 Whisk together the flour, baking soda, cinnamon and salt in a bowl and set aside.
- 3 In a separate bowl, combine the eggs, buttermilk and banana together and set aside.
- 4 Place the lard (or coconut oil) and brown sugar in the bowl of a mixer, and mix for 6 to 8 minutes with a paddle attachment on medium-low speed, scraping down sides with a spatula as needed, until light in color and volume has increased.
- 5 Add half of flour mixture and blend on low speed until incorporated. Add half of egg mixture and blend until incorporated. Repeat with remaining flour and then egg mixtures, blending between each addition. Fold in the coconut and pecans.
- 6 Pour batter into prepared pan and bake for 1 hour or until a toothpick comes out clean when inserted in the center. Allow to cool for 20 minutes before removing from pan.

Recipe by CCBI

VEG 2.0

3 ADOPTION



The vegetable revolution marches on, and it has its sights set far beyond kale. Cauliflower, beets, carrots, radishes and leafy greens are leading the most fashionable ingredient and preparation trends on menus. That's why we're calling out vegetables as a top trend yet again this year, after featuring them in our 2013 report when they first made an impact on the **Culinary TrendScape**.



Brightly colored brassicas: romanesco and purple sprouting broccoli

Chefs continue to take pride in sourcing greenmarket gems that offer **Conscious Connections** to the people and places providing our food, but now they're pushing the envelope in the kitchen. This veggie-centric mindset is putting an unexpected twist on the **Elevated Simplicity** of the farm-to-table movement, forging unpretentious standbys like peas and carrots into the culinary spotlight.

TRENDSCAPE



- **Mintel** - Report: *Vegetables Make Flavorful Gains on US Menus (2015)*

1



- **Vedge, Philadelphia** - Fine dining restaurant serving inventive vegetable plates by Chef Richard Landau



- **Chalk Point Kitchen, NYC** - Upscale restaurant serving Union Square Cauliflower Steak with tahini, golden raisins and pickled Thai chili
- **Coi, San Francisco** - Fine dining restaurant offering Inverted Beet and Goat Cheese Tart with rye and dill
- **Gardner, Austin** - Fine dining restaurant serving Beet Hash with corned beef, cabbage and dill
- **Narcissa, NYC** - Upscale restaurant serving Carrots Wellington
- **Superba Snack Bar, Los Angeles** - Upscale restaurant serving Rainbow Carrots with coconut, pickled onion, cilantro oil and peanuts

2



- **Bon Appétit Magazine** - Recipe: *Beet Tartare (2015)*
- **Food Business News** - Article: *Veg Centric Cuisine on the Rise (2015)*
- **Restaurant Hospitality** - Article: *Veggie Centric Sandwiches Gaining Traction (2015)*



- **Mann's** - Kalettes, a cross between kale and Brussels sprouts



- **Core Kitchen, Oakland, CA** - Fast-casual restaurant and carts serving Collard Leaf Burrito
- **J. Alexander's** - Limited service casual restaurant chain serving Heirloom Beets
- **The Little Beet, NYC** - Fast-casual restaurant offering Root Vegetable Mash with celery root, turnips, parsnips and carrots

3



- **Chicago Tribune** - Article: *Veggies Take Center Plate as Healthy Fast Food Chains Expand (2015)*
- **Food Network.com** - Recipe: *Buffalo Cauliflower with Blue Cheese Sauce (2014)*



- **Sur La Table** - Specialty cookware store selling Vegetable and Fruit Spiral Slicer
- **Terra Chips** - Sweet Potato and Beet Chips

THE PLANT



KINGDOM TAKES ROOT



Cauliflower steaks

While the vegetable trend has caught on in the form of kale chips and green juice at the mainstream retail level,

creative chefs are turning over a new leaf when it comes to mealtime, **flipping the traditional meat-to-veggie ratios** and redefining the very essence of the Western plate by putting vegetables first. But don't mistake it for vegetarian food. Veggie-forward cuisine is a burgeoning culinary style that **celebrates the versatile world of healthy, hearty veggies**, with or without the addition of meat.

Transforming humble ingredients into something spectacularly unexpected has become the trend

du jour among Michelin-starred chefs including José Garcés of Beefsteak restaurant at University of Pennsylvania and Jean-

Georges Vongerichten of forthcoming ABCV, a highly anticipated veggie-centric restaurant in New York.

Mintel reports that vegetables are making gains, with overall menu incidence up 11 percent in fine dining between 2012 and 2015, and 6 percent across all segments. Indeed, **from haute veggie tasting menus to grab-n-go options**, new eateries are making vegetable-forward meals **just as attractive as meat-based offerings**.

Carrots wellington, beet tartare, zucchini pasta noodles, veggie bowls, sautéed radishes, collard wraps and elegantly stuffed peppers are just a few of the inventive dishes we're seeing on menus.

Root vegetables are a top pick these days, as are "ugly" and "new" vegetables, like celery root and kohlrabi. What's new this go around is that **preparation methods are key to unleashing the vegetable's full flavor potential**.

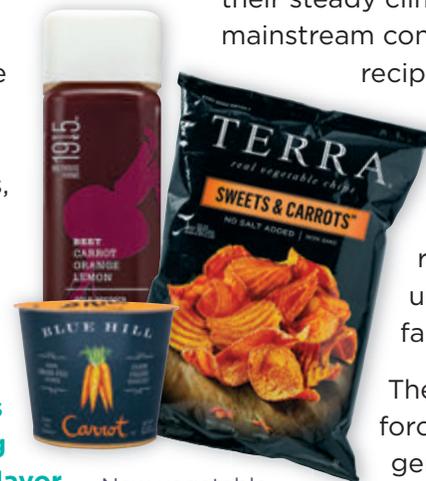
Cruciferous vegetables are hot and of course **cauliflower has been thrust into the spotlight** as the new kale. Cauliflower "t-bone" steaks and Buffalo wing-style florets have become overnight sensations, and beets

aren't too far behind, especially when it comes to beverage and snack innovation. Unsung heroes like kelp and cabbage continue their steady climb into the mainstream consciousness, and

recipes for "mom-approved" veggies like carrots and peas are being revamped for an unexpected take on familiar ingredients.

There are many forces at play generating excitement around these creative, crave-worthy

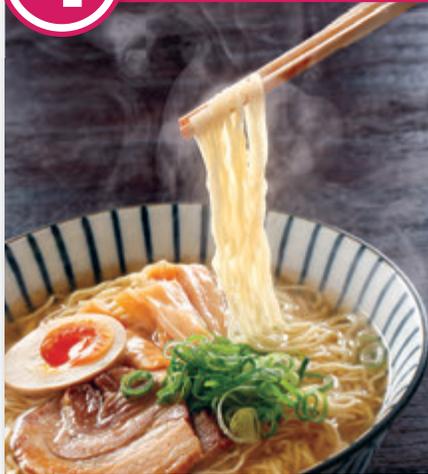
vegetable offerings, but one thing is for certain: Vegetables of all shapes, colors and sizes are finally having their moment in the sun.



New vegetable products, including 1915™, a cold-press organic-juice brand

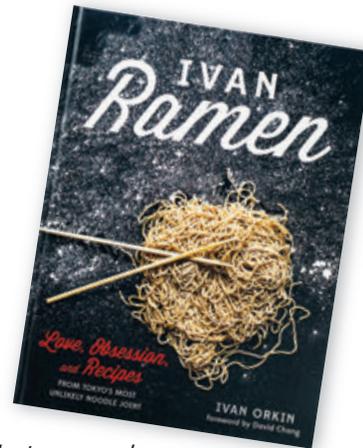
ASIAN NOODLE SOUPS

4 MAINSTREAM



We're longtime fans of piping hot noodle soup, and it's a category that has made tremendous inroads in recent years on the **Culinary TrendScape**. From creative ramen to classic Vietnamese pho, our chefs are most excited about the brothy, Asian-inspired noodle bowls that continue to gain in popularity at ethnic and emerging restaurant concepts specializing in this trend.

These quintessential comfort soups pack in fresh flavors in the form of layered components, from exotic, umami-laden broths to an array of proteins, produce and condiment add-ons that build a hearty, wholesome dish. From the most authentic to the most innovative bowls, the format hits the spot as a complete, one-pot meal that offers endlessly customizable options and satisfies a **Global Palate** from many angles.



TRENDSCAPE



- **Technomic** – Article: [The Rise of Ramen \(2014\)](#)



- **Momofuku Noodle Bar, NYC** – Upscale restaurant serving ramen with pork and poached egg



- **Lucky Peach Magazine** – *The Ramen Issue* (2011)



- **Ippudo** – International ramen chain serving Hakata tonkotsu pork soup
- **Lam Zhou Handmade Noodle, NYC** – Chinese restaurant offering soups with hand-pulled noodles
- **Pho 79, Garden Grove, CA** – Traditional Vietnamese restaurant serving Pho Tai noodle soup with beef



- **Cassia, Los Angeles** – Upscale Southeast Asian restaurant serving Chef Bryant Ng's Laksa
- **Cheu Noodle Bar, Philadelphia** – Casual ramen shop serving Yakisoba with lamb sausage
- **Uncle, Denver** – Casual restaurant offering Kimchi Ramen with Chile Broth



- **Cook's Illustrated Magazine** – Recipe: Vietnamese Beef Pho (2014)
- **Nation's Restaurant News** – Article: *Ramen Enjoys Cross-Cultural Appeal* (2015)



- **Jerry's Famous Deli, Studio City, CA** – Casual diner serving Ramen Bowl
- **Roy's** – Upscale chain serving Pork Ramen



- **LA Times** – Article: [Where to Find Laksa in LA \(2015\)](#)



- **Mama Fu's Asian House** – Fast-casual restaurant offering Pho Rice Noodle Soup
- **Panera** – Fast-casual restaurant serving Soba Noodle Bowl with Chicken



- **All Recipes Magazine** – Recipe: *Day-After-Thanksgiving Turkey Pho* (2015)
- **USA Today** – Article: [Ten Best Restaurants to Slurp Savory Ramen \(2015\)](#)



- **Lotus Foods** – Organic Millet & Brown Rice Ramen
- **Nona Lim** – Miso Ramen Broth
- **Nongshim, Canada** – Tonkotsu Spicy Noodle Soup



SLURP-WORTHY SOUPS

rooted in Tradition

Many attribute today's Asian noodle soup craze to Chef David Chang, who began serving upscale ramen to a foodie crowd in 2004 at his New York City restaurant Momofuku—named for Momofuku Ando, who invented the iconic dorm favorite Cup Noodles ramen soup in the mid-1900s. The burgeoning North American noodle soup scene hasn't been the same since. People continue to line up at authentic and new restaurants that play on the noodle shop aesthetic—open kitchens, counter seating, no reservations and a boisterous vibe.

It all adds up to a winning formula full of big bowls, bold flavors, unique dining experiences and modern-day comfort food. Here are just a few of the tastiest on-trend Asian noodle soups we are tracking this year.

Modern Ramen

Ramen aficionados will tell you every version of ramen is unique, whether from Ramen San in Chicago or Raijin Ramen in Toronto. Even in Japan, bowls vary greatly depending on regional flair or a chef's signature take, and that's exactly what's so appealing to young diners. It's no wonder this versatile noodle dish has made the extraordinary leap from dorm room grub to trendy fare.



Japanese Udon

The "other" Japanese noodle soup has been getting its due lately, at trendy eateries that appreciate the thick and chewy bite of udon noodles, like Noodlecat in Cleveland and Bones in Denver. Traditionally served with a mild dashi broth and simple toppings like scallions or tempura shrimp, modern spins experiment with heartier broths and toppings like charred octopus and braised pork.



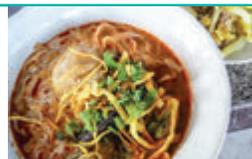
Vietnamese Pho

A fragrant bowl of pho—a spiced clear beef or chicken broth stocked with rice noodles and thinly sliced meat—is Vietnam's ubiquitous noodle soup. On the tables of restaurants like Pho Xe Lua and Café Nhan in Philadelphia, you'll find bottles of sriracha and hoisin sauce for your soup, along with traditional pho (pronounced "fuh") accompaniments such as mint, cilantro, basil, bean sprouts and lime.



Thai Khao Soi

Served Chiang Mai-style at a new generation of hip Thai restaurants, this irresistibly rich and creamy, coconut-based chicken curry soup is a Northern Thai specialty with Laotian and Burmese influence. Fresh rice noodles are immersed in the broth, but the garnish of additional fried noodles are what sets this dish apart at restaurants like Night + Market Song in Los Angeles.



Curry Laksa

This iconic street food can be found across Southeast Asia, but we're particularly drawn to the curried coconut milk and chile oil broth scented with lemongrass, galangal, turmeric and dried shrimp that hails from Malaysia. The popular vermicelli or rice noodle soup is topped with prawns and loads of fresh garnishes like bean sprouts, scallions and cilantro.



Lanzhou Beef

Among the many Chinese-style noodle soups to be had, this one warms the spirit with a spicy broth flavored by Sichuan pepper, star anise, cinnamon and chile oil. Chewy, hand-pulled wheat noodles make this soup a favorite in China and it's increasingly showing up stateside, in independent noodle shops like Live Noodles in Boston, where the dish is also called beef lamian.



HAUTE DOGS

5 ESTABLISHED

The iconic, all-American frank is getting the star treatment at hip hot dog joints, baseball stadiums and backyard gatherings. Fancy franks are the latest trend in approachable but inventive comfort food that strikes a balance between **Tasty Traditions** and a thrill-seeking **Global Palate**.

It's all about building a dog with a culinary point of view, from giving it regional flair to putting an adult spin on kid-friendly food. From upscale to outrageous, a fresh perspective on links, buns and toppings



CCBI Chef Robert Kristof's haute dog lineup

transforming this versatile street food from hot to haute. Vietnamese Bahn Mi flavored links, mac-n-cheese garnishes and croissant buns are just a few of the eclectic components our chefs are excited to experiment with in the kitchen.

TRENDSCAPE



- **Art's Chili Dog Stand, Los Angeles** - Selling Art's Famous Chili Dogs since the 1930's
- **Hot Doug's, Chicago** - Vendor of creative hot dogs, now closed though the brand is still sold at Wrigley Field
- **The NoMad, NYC** - Fine dining restaurant serving bacon-wrapped dog on brioche bun with black truffle aioli

1



- **Nathan's Famous Hot Dog Eating Contest** - Annual competition held at the restaurant's flagship location in Coney Island, Brooklyn



- **The Cannibal Beer & Butcher, NYC** - Independent restaurant serving the Tiger Style Cannibal Dog with tripe chili and Chinese mustard
- **Dirty Frank's Hot Dog Palace, Columbus** - Hot dog restaurant serving the Seoul Dog with kimchi
- **Laika Dog, Detroit** - Hot dog joint serving signature dogs such as the PB&J with Thai peanut sauce
- **Stuggy's, Baltimore** - Hot dog joint serving Cuban-Style Hot Dog with ham, pickle and Swiss

2



- **The Joy of Ballpark Food** - Book by Bennett Jacobstein (2015)
- **SpecialtyFoodNews.com** - Ballparks Attract Foodies with Distinctive Offerings (2015)



- **Smoke's Weinerie, Canada** - Canadian hot dog chain serving Poutine Dogs

3



- **The Rachael Ray Show** - Recipe: Hot Dog Croque Monsieur (2015)



- **Burger King** - Rodeo Dog with onion rings, cheese and barbecue sauce
- **Sonic** - Cheesy Bacon Pretzel Dog

4



- **Epicurious.com** - Recipe: Sonoran Hot Dogs (2015)



- **BallPark** - Park's Finest Jalapeño Cheddar Beef Frankfurter
- **Johnsonville** - Giddy Up Brat-n-Bear Mustard



- **7-11** - 7-Select Big Bite Hot Dog Chips
- **Oscar Mayer** - Select Bun-Length Smoked Uncured Angus Beef Franks
- **Walmart** - Marketside Pretzel Hot Dog Buns

5

Hammerun

for High-End Hot Dogs



Unique BALLPARK DOGS

The National Hot Dog and Sausage Council reports that Americans consume 7 billion hot dogs annually during the summer season alone. That's 818 dogs per second. It's also proof that hot dogs hold a special place in our collective comfort food consciousness.

Classic plain dogs began getting the toppings treatment after the Great Depression, when people turned to the street stall snack for sustenance and vendors began piling them with toppings to bring the snack more in line with mealtime. The **convenient, hand-held format** continues to appeal to hungry crowds seeking bang for their buck—and an **increasingly flavorful experience**.

Today's chef-inspired vendors are treating the category as a **blank slate for culinary inventiveness**, much as burgers and doughnuts have experienced in recent years, and there's real appeal when it comes to modern franks that are edgy, fun, casual and endlessly customizable. From bacon aficionados to vegetarians, it seems there's something for everyone when it comes to today's dressed up dogs.



Crab Mac-n-Cheese Dog from Esskay Gourmet Hot Dogs at Baltimore Orioles' Camden Yards



Bacon-Wrapped Dog with Chipotle Sauce from unital Edgar's Cantina at the Seattle Mariners' Safeco Field



Haute dog products for home cooks

Baseball stadiums have become a major player in the haute dog arena, turning traditional frank stands into incubators for **exclusive offerings that draw in food-loving fans**. Parks are selling all kinds of wacky combinations, from oversized oddities to Krispy Kreme doughnut buns to seafood-topped dogs. They're setting the stage with their unforgettable flair for franks, and they're driving the trend back home as families experiment with their own backyard combos of non-traditional links, fun buns and crazy toppings.

Dessert Churro Dog

Chase Field, Arizona Diamondbacks

Foot-Long Cuban Pretzel Dog

PNC Park, Pittsburgh Pirates

Pastrami Dog

Citi Field, New York Mets

Pierogi-Topped Thomenator Dog

Progressive Field, Cleveland Indians

Poutine Dog

Comerica Park, Detroit Tigers

South Philly Dog with Broccoli Rabe

Citizens Bank Park, Philadelphia Phillies

Sweenie Donut Dog with Bacon

Frawley Stadium, Wilmington Blue Rocks

Taco Dog

Globe Life Park, Texas Rangers

SIMPLE & REAL

5 ESTABLISHED

Mintel has identified the clean label movement as the “new green,” and we agree the demand for wholesome food options with fewer and simple ingredients is the most powerful influencer on this year’s **Culinary TrendScape**.



Transparency has become a priority for people seeking reassurance that what they’re eating is fresh, safe, ethical and healthy. Many are adopting terms such as “clean” and “free-from” to encompass a range of concerns around food integrity that can include ingredient sourcing, additives, natural attributes and allergens.

Recognizing that people want to feel better informed to make **Conscious Choices**, major players including Campbell are stepping up their initiatives to communicate what’s in their food, and making changes where necessary to bring their offerings in line with changing consumer expectations.

Our own WhatsinMyFood.com, an on-trend website, is designed to answer questions consumers may have about ingredients we use so that they can feel good about the food they’re feeding their families.



CCBI Chef Maria Gamble is featured on WhatsinMyFood.com

TRENDSCAPE

<p>Professional</p> <ul style="list-style-type: none"> • Mintel - Report: <i>Free-From Food Trends US (2015)</i> • National Restaurant Association - <i>Culinary Forecast: Natural ingredients/minimally processed food (2015)</i> 	1
<p>Media</p> <ul style="list-style-type: none"> • All Recipes.com Measuring Cup - Report: <i>Health Food Trends, Clean Eating Appeal (2015)</i> • Food Business News - Article: <i>Shift to Simple Ingredients Gaining Momentum (2015)</i> • Nation's Restaurant News - Article: <i>Consumer Demand for 'Real Foods' Grows (2015)</i> • Pure Delicious - Cookbook by blogger Heather Christo (2016) 	2
<p>Marketplace</p> <ul style="list-style-type: none"> • First Field - Original Jersey Ketchup • Organic Just Strawberries - Freeze-Dried Strawberries • Simple Squares - Organic, paleo snack bar made with only 5 ingredients • Sunshine Dairy - Real Cream Natural Creamer • That's It - Fruit Bars made with only two ingredients 	3
<p>Restaurant</p> <ul style="list-style-type: none"> • Sweetgreen - Fast-casual salad restaurant featuring local ingredients for seasonal specials 	4
<p>Media</p> <ul style="list-style-type: none"> • Huffington Post - Article: <i>Transparency, The New Must-Have Ingredient (2014)</i> 	
<p>Marketplace</p> <ul style="list-style-type: none"> • Garden Fresh Gourmet® - All Natural Mild Guacamole made with Hass avocados • Nothin' But Foods - Granola Cookies • Target - Beaba Babycook Baby Food Maker 	
<p>Restaurant</p> <ul style="list-style-type: none"> • Domino's Pizza - Quick service restaurant with recently redesigned open kitchens 	
<p>Marketplace</p> <ul style="list-style-type: none"> • Kellogg's - Origins Raisin Apple Granola • Kettle Brand - Real Sliced Potatoes with Sea Salt Baked Potato Chips • Pillsbury - Purely Simple Chocolate Chunk Brownie Mix • Plum Organics® - Just® Sweet Pea with Mint 	5

CARAMEL

6 EXPANDED

Drizzled over dessert or eaten by the spoonful, there's a growing, global love affair with caramel that's here to stay. The cooked sugar confection has edged its way to the top of the flavor trend charts in recent years, waking up a wide range of categories ranging from coffee to cocktails. A pleasantly round profile, unmatched depth of flavor, limitless textural possibilities and an ability to pair well with other flavors makes it one of the most versatile, indulgent ingredients in today's kitchen.



The salted caramel craze that originated in France has gone global, and our bakers expect to see caramel continue its rein as other **Tasty Traditions** come to the forefront. From Argentine dulce de leche cookie sandwiches to Vietnamese caramel-based sauces, there's a wide world of treats we are looking to

for inspiration. We're keeping an eye on next-level flavor combos, as well, with spicy, boozy, burnt and botanical notes offering an element of **Elevated Simplicity**.



These caramel-flavored Pepperidge Farm® cookies were inspired by this irresistible trend



TRENDSCAPE

- 1



 - **Datassential** - Report: Proliferation Stage, Caramel (TIPS, 2011)
 - **Datassential** - Report: Trends to Know, Praline (On the Menu, 2015)
- 2



 - **Caradélíce, France** - Caramel Artisanal Breton au Beurre Salé (caramel spread with salted butter)
 - **Havanna, Argentina** - Alfajores (dulce de leche-filled cookies)
- 3



 - **La Sirena Clandestina, Chicago** - Independent restaurant serving Tres Leches cake with mezcral caramel and cashew brittle
 - **Pizzeria Mozza, Los Angeles** - Upscale pizzeria serving Butterscotch Budino with Maldon sea salt and rosemary pine nut cookies
 - **The Slanted Door, San Francisco** - Upscale Vietnamese restaurant serving Caramelized Wild Shrimp with caramel chili sauce
- 4



 - **Nation's Restaurant News** - Article: Caramel, The Go-To Dessert Flavor (2015)
 - **NPR Radio** - Segment: Got Dessert? Slather on the Salted Caramel, or Just Nibble Some (2014)
 - **Saveur Magazine** - Recipe: Rose Levy Berenbaum's Famous Caramel Cake (2015)
- 5



 - **Vosges Chocolate** - Exotic Caramel Collection
- 6



 - **Red Lobster** - Casual dining restaurant offering Caramel Appletini
 - **Rosa Mexicana** - Upscale restaurant serving Crepas De Cajeta (crepes with goat's milk caramel ice cream)
- 7



 - **Bobby's Burger Palace** - Fast-casual restaurant serving Vanilla Caramel Bourbon Spiked Milkshake
- 8



 - **Bailey's** - Salted Caramel Irish Cream
 - **JIF** - Salted Caramel Spread
 - **Werther's Original** - Dulce de Leche Caramel Candies
- 9



 - **Tim Horton's** - Salted Caramel Doughnuts
 - **Wendy's** - Steel Cut Oatmeal in Apple Caramel
- 10



 - **Popcorn Indiana** - Kettlecorn
- 11



 - **Costa Coffee, UK** - Caramel Latte
 - **Starbucks, Brazil** - Brigadero Frappuccino (caramel truffle flavor)
- 12



 - **Ikea, Spain** - Crema de Chocolate con Trozos de Caramelo Toffee (chocolate spread with butterscotch pieces)
 - **Tohato Harvest, Japan** - Burnt Caramel Biscuit

LAST YEAR'S TOPTRENDS

From Filipino Flavors to Chile Peppers, the top food trends we identified in our 2015 report continue to impact the **Culinary TrendScape**. Some are making moves as they expand their reach to a broader audience, while others continue to enjoy the spotlight at a steady pace. Here's a look at where they are now.

ON THE MOVE



1 DISCOVERY → **2** INTRODUCTION

FILIPINO FLAVORS

Craft cocktails and desserts made with calamansi lime juice, along with a host of new restaurant and food truck openings, has signaled that Filipino food has finally made a name for itself among the culinary-minded this year.

TRENDSPOINTS

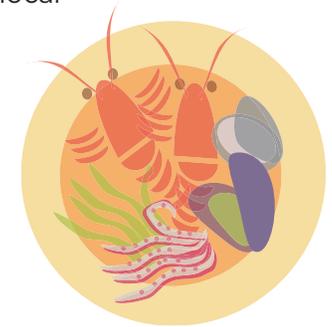
- **Dollar Hits, Los Angeles** - Food truck serving traditional Filipino street food
- **Finale Desserterie, Boston** - Dessert restaurant and bakery offering Kalamansi Cheesecake
- **The Washington Post** - Article: At Long Last, Filipino Food Arrives (2015)

SEAFOOD AWARENESS

Seafood awareness has gained significant traction over the past year, as consumers

→ **2** INTRODUCTION → **3** ADOPTION

become more interested in the story behind their seafood, from pole-caught tuna to local shrimp to sustainably farmed seaweed.



TRENDSPOINTS

- **Bonefish Grill** - Casual restaurant serving Dynamite Style Opah (Moonfish)
- **Le Pain Quotidien** - Casual cafe serving Kelp Noodle Salad
- **Wichcraft, NYC** - Sandwich shop offering Pole-Caught Tuna Sandwich

EATING WITH PURPOSE

Powerhouse plates are the new normal now that Eating with Purpose has reached mainstream restaurants and retailers who are powering up their offerings for a growing market of health-conscious consumers.

→ **3** ADOPTION → **4** MAINSTREAM



Campbell's® My Goodness™ Red Lentil & Kale Soup with Chickpea and Cinnamon

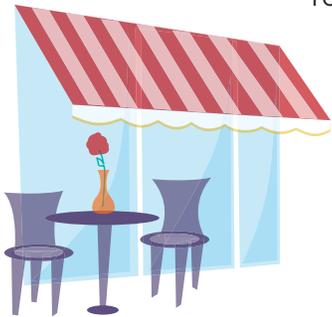
TRENDSPOINTS

- **Cheesecake Factory** - Casual restaurant offering "Super" Foods menu items
- **Fresh Express** - Digestive Health Salad Kit
- **Starbucks** - Bakery-cafe offering Omega-3 Bistro Box

FAST-CASUAL EFFECT

3 ADOPTION → 4 MAINSTREAM

From seasonal salads to personalized pizzas, specialized concepts are fueling fast-casual restaurant growth this year. Celebrity chefs are putting their spin on the segment, too, drumming up even more excitement for reasonably priced gourmet eats.



TRENDSPOINTS

- **Funky Chicken, Houston** – Chef Bradley Ogden’s fast-casual chicken concept
- **Pizzeria Locale, Denver** – Growing pizza concept offering customized, quick-serve pizzas
- **Tender Greens** – Regional chain offering market-inspired food

REGIONAL BARBECUE

5 ESTABLISHED → 6 EXPANDED

American barbecue styles are showing up across the globe, from London to Berlin, both at restaurants and retail. Back home, barbecue lovers are branching out from the classics, taking to burnt ends and Alabama white sauce.



Campbell's® Slow Cooker Southern Barbecue Sauce

TRENDSPOINTS

- **Chicago Williams BBQ, Berlin** – Home-style barbecue joint serving ribs and pulled pork
- **Smokey Bones** – Casual restaurant chain serving White Lightning Burger with Alabama white sauce
- **Tesco, UK** – Smokehouse Pulled Pork with Carolina Style BBQ Sauce

STEADY STATE

BREAD REVIVAL

Though this remains a Stage 2 trend, we are seeing a flurry of activity at specialty bread bakeries. Experimentation with rye flour, local and freshly milled grains, and non-wheat alternatives continues to energize this revived artisanal bread movement.



TRENDSPOINTS

2 INTRODUCTION

- **Bon Appétit Magazine** – Article: Our Guide to New-Wave, Artisanal Bread (2015)
- **Gardner, Austin** – Upscale restaurant serving Rye English Muffin with Sprouted Grain Butter
- **Nation's Restaurant News** – Article: Sophisticated Breads Rise on Restaurant Menus (2015)

FOOD IS FUN

3 ADOPTION

A booming number of food halls and multiplexes continue sprouting up, and their popularity proves that consumers are looking for engaging dining options and unique food experiences that put the fun in food.



TRENDSPOINTS

- **Alamo Drafthouse Cinema** – Cinema chain offering multi-course menus and craft beers
- **Bourdain Market, NYC** – Anthony Bourdain’s anticipated food hall featuring retail and wholesale vendors
- **Try the World** – Subscription service offering curated box of treats from around the globe

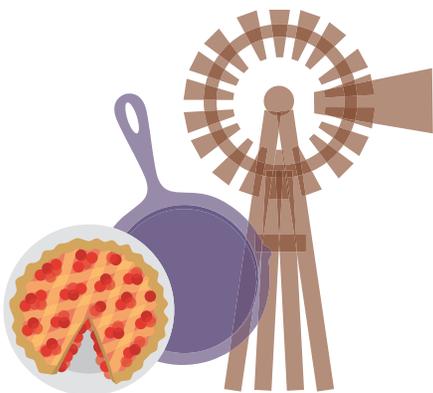
MIDWESTERN ROOTS

3 ADOPTION

Cities throughout the Heartland are enjoying the culinary spotlight in food and travel media as of late, but it's Detroit and Minneapolis that have our attention this year, as they shape up to be the hottest dining scenes in the Midwest.

TRENDSPOINTS

- **Haute Dish, Minneapolis** – Upscale restaurant serving Chicken and Dumplings
- **NY Times** – Article: Meatloaf that Conquers the Mundane (2015)
- **Saveur Magazine** – Article: Destination Detroit (2015)



TEA TIME

4 MAINSTREAM

While familiar favorites like chai are showing up in unexpected places like iced coffee-style drinks, matcha green tea stole the show this year as the hot new thing everyone wants a taste of, whether in beverages or baked goods.



TRENDSPOINTS

- **Food & Wine Magazine** – Recipe: Matcha Shortbread Cookies (2015)
- **Matcha Bar, Brooklyn** – Cafe specializing in matcha beverages
- **Today Show** – Segment: Matcha Green Tea is Newest Trend in Superfoods (2015)

CHILE PEPPERS

6 EXPANDED

This global trend continues popping up in unexpected fare. Ghost peppers are the chile of the moment; limited time offer and specialty menus can't get enough of this fiery addition.

TRENDSPOINTS

- **Carl's Jr./Hardee's** – Quick service restaurant serving Thickburger El Diablo
- **Hungry Jack's, Australia** – Quick service restaurant serving Angry Whopper with jalapeños
- **Wendy's** – Quick service restaurant offering Ghost Pepper Fries



Pace® Three-Chile Salsa and Arnott's® Extreme Chilli Charge Shapes

A LOOK BACK

TOPTRENDS 2014

- | | |
|----------------------|----------------------|
| Bolder Burgers | Fresh Juices |
| Brazilian Cuisine | Regional Mexican |
| Fermentation | Sophisticated Sweets |
| Food Waste Awareness | Yogurt Goes Savory |
| New Jewish Deli | |



ABOUT US

Campbell's Culinary & Baking Institute (CCBI) is a global network of highly trained chefs, bakers and culinary professionals who drive a passion for food within Campbell Soup Company. We share this love of the culinary arts with our colleagues, consumers, customers, the industry and the community. Our team's vast expertise and multifaceted knowledge make us the culinary authority here at Campbell.

CONTACT US

Contact us to learn more about this year's top trends and our **Culinary TrendScape** program.

Thomas Hushen

Campbell Soup Company

Senior Manager, External Communications

Tel: (856) 342-5227

E-mail: Thomas_Hushen@campbellsoup.com

HUNGRY for More?

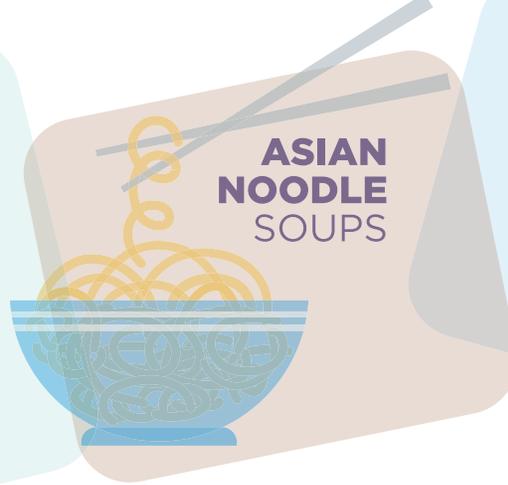
Ask us about our upcoming healthy beverage and snack-focused trend reports, which provide inspiration for our culinary teams across Campbell brands including *Bolthouse Farms*®, *V8*®, *Arnott's*® and *Pepperidge Farm*®.



**FRENCH
REVIVAL**



**AUTHENTIC
THAI**



**ASIAN
NOODLE
SOUPS**



**VEG
2.0**



**TRADITIONAL
FATS**



**INSPIRED
ICE CREAM**



**HAUTE
DOGS**



**SIMPLE
& REAL**



CARAMEL



**COOKING
WITH FIRE**



1 Campbell Place, Camden, NJ 08103-1799
campbellsoupcompany.com

©2015 Campbell Soup Company. All rights reserved.