

Consumer Food Trends: Tracking, Analysis, Insights



Volume 17 Issues 3

newsletter

January 2006

Trends for 2006

Though this is our 17th year publishing the FoodWatch Newsletter, it was only about five years ago that we began using the January Newsletter to present our trend insights for the coming year in the Trend Curve format. Originally we prepared just one trend curve. Last year, in order to more fully categorize the information, we expanded to five Trend Curves. This year we present *seven* Trend Curves.

Convenience Health and Wellness Tradition and Comfort Dining Out

Ethnic Forms and Flavors Tastes, Flavors, and Ingredients Forms, Dishes, and Techniques

The Trend Curves continue to be based on insights derived from the information in the FoodWatch Media and Menu Databases. The curves are qualitative in nature and are intended as a visual representation of the level of consumer awareness. In upcoming issues we will delve into these trends and provide more detailed information and expanded insights..

The following publications are in the FoodWatch Media Database:

Magazines: Better Homes & Gardens; Bon Appetit; Cooking Light; Country Living; Ebony; Essence; Family Circle; Food & Wine; Good Housekeeping; Gourmet; Ladies' Home Journal; Metropolitan Home; Midwest Living; Martha Stewart Living; Parents; Redbook; Southern Living; Sunset; Taste of Home; Woman's Day; Working Mother.
Newspapers: Atlanta Journal; Boston Globe; Chicago Tribune; Dallas Morning News; Kansas City Star; Los Angeles Times; Los Angeles Times Sunday Magazine; Milwaukee Journal; Orlando Sentinel; New York Times; New York Times Sunday Magazine; San Francisco Chronicle; Seattle Times; Washington Post.

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An INDEX of past Newsletter articles is available at our website. Click on "Newsletter," then go to "Index of Articles."

Trend Curve: Flavors, Tastes, Ingredients

This curve is a visual representation of the level of awareness for a variety of flavors and tastes.

- American caviar
- Umami (The fifth Taste)
- Spray-on flavors
- Persimmons
- Kumquats
- Serrano ham
- Acai berry juice

Reinvention:

- Beets
- Cauliflower
- Lobster
- Sweet potatoes

- Cinnamon in savory dishes
- Cardamon, other than baked goods
- Molasses in combination w/ other flavors
- Flavored salts (smoked, grey)
- Smoked paprika
- Coarse sugar (raw, demerara)
- Mexican chocolate
- Quinoa
- White tea

- Pomegranate juice
- Blue-veined cheeses
- Caramel/caramelized
- Dark chocolate
- Green tea-flavored desserts
- Orzo
- Flatbreads/flat loaves
- Heirloom potatoes, tomatoes

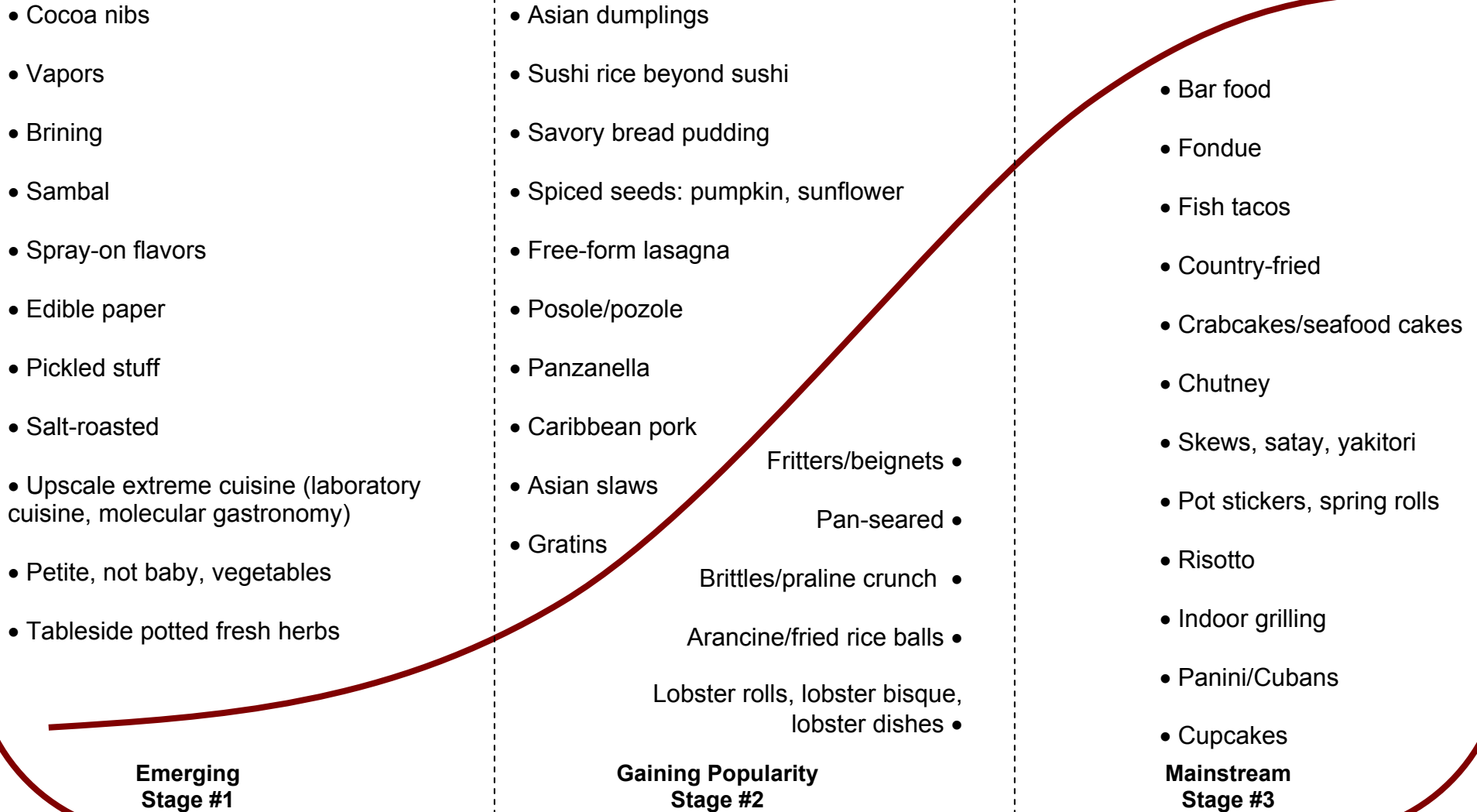
Emerging
Stage #1

Gaining Popularity
Stage #2

Mainstream
Stage #3

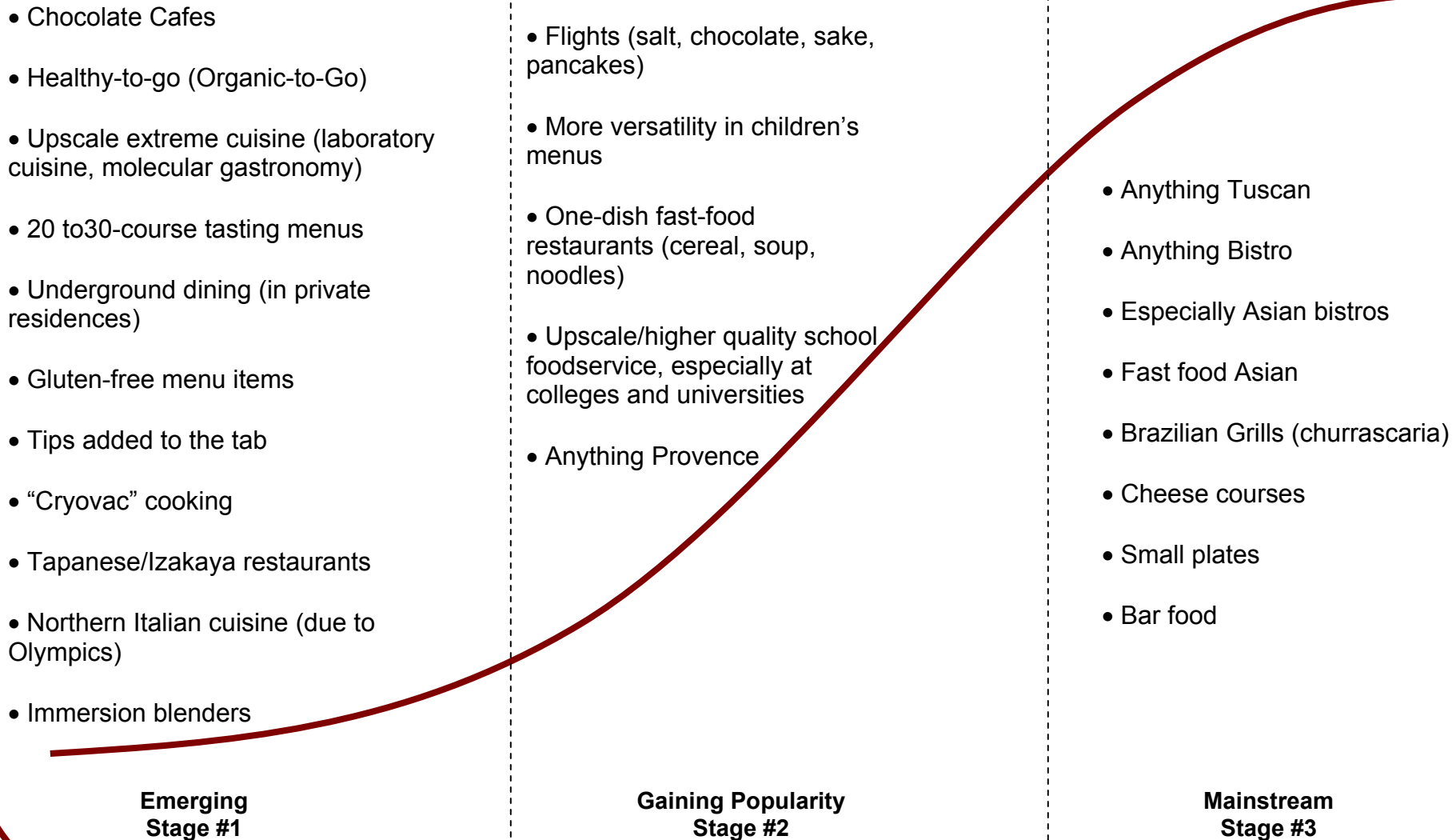
Trend Curve: Forms, Dishes, Techniques

This curve is a visual representation of the level of awareness for a variety of trends.



Trend Curve: Dining Out

This curve is a visual representation of the level of awareness for a variety of dining out behaviors.



Trend Curve: Ethnic Forms and Flavors

This curve is a visual representation of the level of acceptance for a variety of ethnic forms and flavors.

Asian/Indian:

- Sambal
- Yuzu
- Sriracha
- Lychee
- Izakaya
- Bhel puri

Italian:

- Granita
- Cassata
- Semifreddo
- Burrata cheese
- Fregola pasta
- Soppressata
- Peruvian Stews

Latin/Mexican:

- Arepa
- Panuchos
- Huaraches
- Chiimichurri
- Acai berry

Spanish:

- Spanish cheeses
- Piquillo peppers
- Cream sherry
- Quince paste

Asian/Indian:

- Garam Masala
- Asian slaws
- Tandoori
- Soba Noodles
- Ponzu
- Red Curry paste
- Black sesame seeds
- Tamarind

Italian:

- Crostata
- Broccoli rabe
- Panna Cotta
- Arancine
- Arrabbiata
- Saltimbocca
- Gianduja
- Panzanella

Spanish:

- Serrano ham
- Manchego cheese
- Smoked paprika
- Cardamon

Latin/Mexican:

- Mole
- Ceviche
- Chorizo
- Mojo

- Alfajor cookies
- Mexican chocolate
- Habanero/Scotch bonnet chile
- Adobo sauce
- Green salsa

Asian/Indian:

- Panko
- Wasabi
- Lemon Grass
- Spring rolls
- Edamame
- Asian bbq
- Miso

Italian:

- Reggiano
- Panini
- Crostini
- Gorgonzola
- Tomato Vodka Sauce
- Gnocchi
- Orzo
- Proscuitto

Latin/Mexican:

- Chipotle
- Barbacoa
- Carnitas
- Empanadas
- Churrasqueiras
- Tres Leche Cake

Spanish:

- Tapas
- Marcona almonds

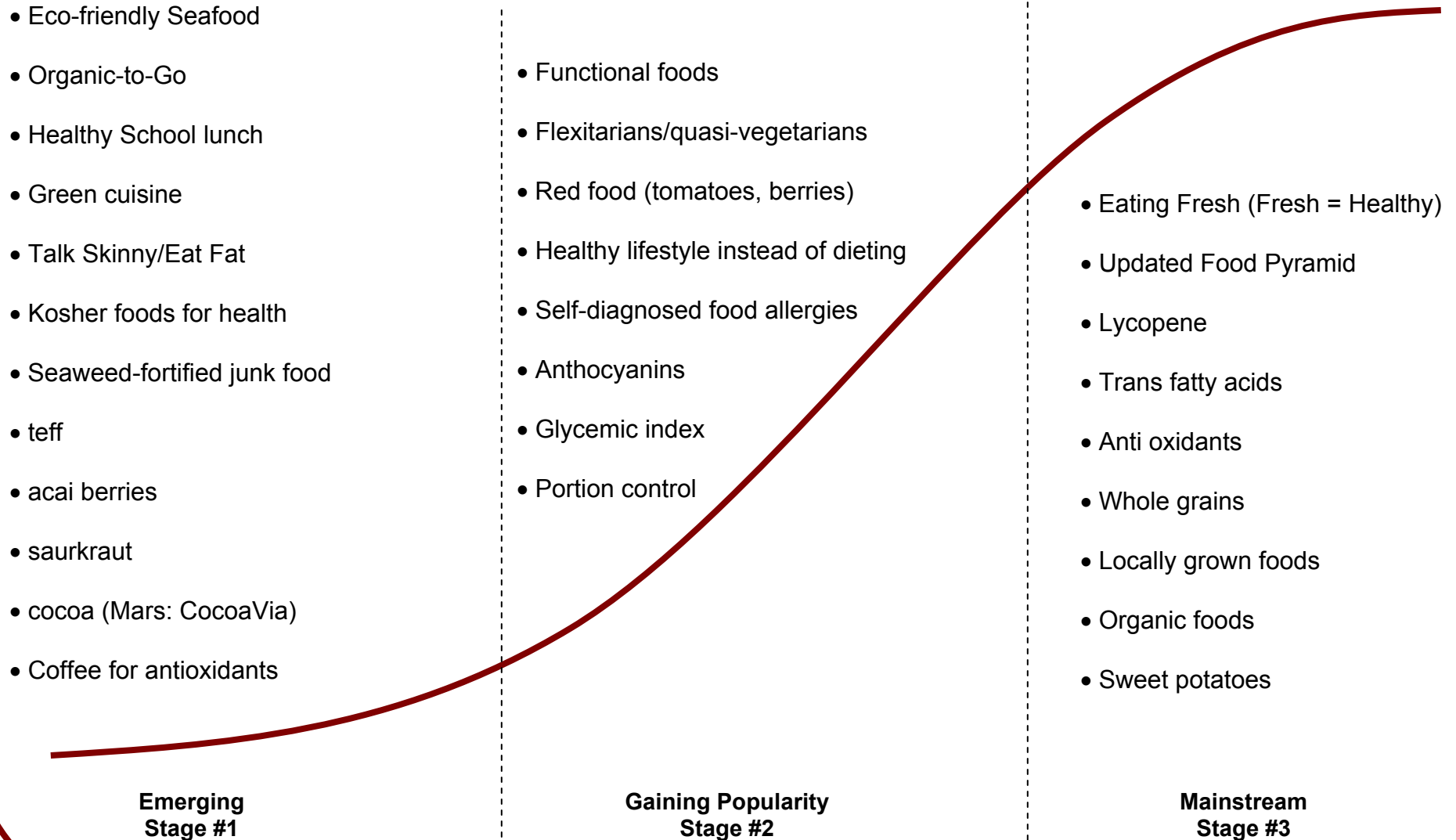
Emerging
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Trend Curve: Health & Wellness

This curve is a visual representation of the level of awareness for a variety of wellness trends.



Trend Curve: Tradition & Comfort

This curve is a visual representation of the level of awareness for a variety of culinary behaviors.

- Luxury comfort foods
- Artistic chocolates
- Children's menus in upscale restaurants
- Cooking at the hearth (fireplace)
- Spiced pumpkin seeds

Reinvention:

- Lamb
- Cauliflower
- Lentils
- Beet salads
- Gourmet hot dogs
- Iceberg lettuce wedge salad
- Red velvet Cake

- Improved school lunches (cafeterias)
- Savory Bread pudding (formerly stratas)
- Nostalgia recipes (green bean casserole)
- Cornmeal dishes: grits, polenta, posole, cakes & cookies
- Take-out Thanksgiving dinner
- Fritters, sweet & savory
- Artisan bacon

- Indoor Grilling
- Heirloom produce (tomatoes, potatoes)
- Mini burgers/sliders
- Crock pot meals
- New ways w/ sweet potatoes: chips, fries, roasted wedges
- Fondue
- Chocolate fountains
- Cupcakes

Emerging
Stage #1

Gaining Popularity
Stage #2

Mainstream
Stage #3

Trend Curve: Convenience

This curve is a visual representation of the level of awareness for a variety of convenience behaviors.

- On-line meal planning
- Impromptu entertaining pantry
- Silicon cookware and utensils

Reinvention:

- Counter top grills
- Pressure Cookers
- Planned leftovers
- one-pot: casseroles, & skillet
- combine take-out & homemade
- Emphasis on easy clean up

- Jump-start cooking (warp-speed, on-the-fly, fast-track)
- DIY Meal Preparation Businesses
- Convenience-Stocked Pantry
- Specialty/gourmet items for innovative convenience
- Ready-to-cook butcher case meat dishes (kabobs, stuffed chops, meatloaf, etc)
- Internet Shopping & ingredient sourcing

- Forkless eating
- Sauces and condiments for flavor convenience
- In-auto eating (also planes, trains)
- Cook once, eat twice
- Cold cereal as a meal

Emerging
Stage #1

Gaining Popularity
Stage #2

Mainstream
Stage #3