

Sweet Potatoes – Don't Just Stop at the Holidays

Of course the kids can still look forward to that Thanksgiving casserole with the toasted marshmallows on top. But don't stop there. Sweet potatoes are sticking around throughout the year, both at home and in restaurants. Traditional white-potato mashed potatoes, French Fries and potato chips have met their match. Sweet potatoes are chasing them all along the Trend Curve. Here are examples from the FoodWatch Media and Menu Databases.

Mashed Sweet Potatoes

- Chipotle-Mashed Sweet Potatoes – Redbook 11/05
- Two Potato Mash - Cooking Light - 1/1/2006
- MAPLE MASHED YAMS AND SWEET POTATOES - BUCKEYE ROADHOUSE - MILL VALLEY, CA
- MASHED SWEET POTATOES WITH BANANAS, BOURBON AND VANILLA - G W FINS - NEW ORLEANS, LA
- MASHED SWEET POTATOES WITH BANANAS – NAKED FISH
- WHIPPED SWEET POTATOES - AL BIERNAS – DALLAS, TX
- SWEET POTATO PUREE - KINKEAD'S – WASHINGTON, DC
- SOFT FRIED PLANTAIN-SWEET POTATO MASH - THE PRADO - BALBOA PARK, CA
- VANILLA SCENTED WHIPPED SWEET POTATOES – ZEMI – BOCA RATON, FL

Sweet Potato Fries and Chips

- Sweet Potato Fries - Food & Wine – 1/1/06
- Sweet Potato Steak Fries - Working Mother – 11/05
- SWEET POTATO FRIES & THYME- ORGANIC - BOULEVARD BISTROT- HOUSTON, TX
- SWEET POTATO FRIES WITH MAPLE DIP - BLUE SMOKE - NEW YORK, NY
- SWEET POTATO FRIES WITH CINNAMON SAUCE - LYNN'S PARADISE CAFÉ - LOUISVILLE, KY
- SWEET POTATO CHIPS - CHEESEBURGER IN PARADISE

Everyday foods with a sweet potato twist

- Sweet Potato and Pecan Flapjacks - Cooking Light - 1/1/2006
- Sweet-Potato Chive Biscuits – Redbook - 12/1/2005
- Sweet Potato Biscuits - Taste of Home - 4/1/2005
- Sweet Potato Biscuits - Southern Living - 1/1/2005
- Sweet-Potato Biscuits and Ham – Essence - 2/1/2005
- Sweet Potato Muffins - Working Mother - 11/1/2005
- Sweet Potato Lasagna - Womans Day - 4/1/2005
- Sweet Potato-Spinach Burritos with Corn Relish – Redbook - 1/1/2005
- Sweet Potato Chili with Peanuts - Ladies Home Journal - 3/1/2005
- Sweet-Potato Chili - Good Housekeeping - 3/1/2005
- Sweet-Potato Shepherd's Pie - Good Housekeeping - 2/1/2005
- Sweet Potato-Peanut Soup - Southern Living - 4/1/2005
- Sweet Potato Salad - Southern Living - 7/1/2005

- Caramelized Sweet Potato Focaccia - Martha Stewart Living - 10/1/2005
- Two-Potato Latkes - Cooking Light - 12/1/2005

And for the truly adventurous...

- GEORGE'S AT THE COVE, LA JOLLA, CA GRILLED CERTIFIED ANGUS TENDERLOIN. **JERUSALEM ARTICHOKE-SWEET POTATO HASH**, BACON, SHALLOT CONFIT, CHINO SPIN SALAD AND RED WINE SAUCE
- ACACIA, RICHMOND, VA PORK. ROASTED TENDERLOIN, **SWEET POTATO AND ACORN SQUASH MARSHMALLOW PIE**, ORANGE CUMIN SAUCE
- HAPA, SCOTTSDALE, AZ CORRIANDER CRUSTED LAMB CHOP. SERVED OVER A **SWEET POTATO FENNEL CAKE**, ROASTED BABY VEGETABLES WITH A MINT LAMB JUS
- BIGA ON THE BANKS, SAN ANTONIO, TX CHEEKY RAVIOLI IN **SWEET POTATO JUS**
- ELEVEN MADISON PARK, NEW YORK, NY SEARED SEA SCALLOPS. **BRAISED SWEET POTATOES**, MUSTARD GREENS AND BACON BEURRE FONDUE
- THE OLD HOUSE, SANTA FE, NM PAN SEARED PORK TENDERLOIN. **NAPOLEON OF ROASTED SWEET POTATO AND CARAMELIZED ONIONS**, ROASTED PEPPERS AND BLACK PEPPER-APPLE REDUCTION
- SEASONS DC, WASHINGTON, D.C. BUTTER-POACHED MAINE LOBSTER WITH **SWEET POTATO ORZO**, BABY GREEN BEANS AND CIDER VINEGAR SAUCE
- PACIFIC TIME, MIAMI BEACH, FL SZECHWAN GRILLED LOCAL MAHI MAHI. MIRIN, SWEET SHALLOTS, HAWAIIAN GINGER, AND **TEMPURA SWEET POTATOES**
- BRIGTSEN'S, NEW ORLEANS, LA ROAST PORK TENDERLOIN WITH **SWEET POTATO DIRTY RICE** AND PORK DEBRIS SAUCE
- CUVEE, NEW ORLEANS, LA KUROBUTA PORK BELLY WITH SWEET HEAT GLAZE; **SWEET POTATO-CHEVRE CROQUETTA**;

BRAISED SOUTHERN FALL GREENS

- ATELIER, NEW YORK, NY RACK OF LAMB WITH SWEET POTATO PUREE AND BEURRE COMPOTE...
- 40 SARDINES, KANSAS, CITY, KS **SWEET POTATO RAVIOLI**, SHRIMP, FRISEE LETTUCE, CRISP BACON & GUAJILLO SCENTED SAUCE
- COLVIN RUN TAVERN, ALEXANDRIA, VA PEPPER, SEA SALT AND COCOA SPICED RARE TUNA WITH **SWEET POTATO, CHILE AND CORN HASH**, SERVED WITH A GRILLED TOMATILLO MOLE AND JICAMA LIME SLAW
- THE FOOD STUDIO, ATLANTA, GA GRILLED PORK CHOP. **SWEET POTATO DUMPLINGS**, WILTED LASSANATO KALE, NATURAL JUS
- MESA GRILL, NEW YORK, NY **SPICY CHICKEN & SWEET POTATO HASH WITH POACHED EGGS AND GREEN CHILE HOLLANDAISE**
- MESA GRILL, NEW YORK, NY NEW MEXICAN SPICE RUBBED PORK TENDERLOIN WITH A BOURBON ANCHO CHILE SAUCE AND **SWEET POTATO TAMALES** WITH CRUSHED PECAN BUTTER

Pumpkin Is Not Just for Thanksgiving Pie

You've known that for some time. But you may not have realized how many creative uses of pumpkin are being published or appearing on menus year round. In reviewing pumpkin recipes from the Foodwatch menu database for the past year, here are some trends around pumpkin.

Summer Salad --In reviewing pumpkin usage, one of the first things that is apparent, is the use of pumpkin in summer. One of the most distinct flavor combinations was from Bon Appetit (May 06) for a Black-eyed Pea and Pumpkin Salad. It uses

fresh pumpkin with other garden vegetables – tomato, cucumber and sweet peppers with garlic, lime juice and basil to season.

Pumpkin & Chocolate -Pumpkin and chocolate are not a new combination, but are seen more frequently now. Better Homes and Gardens (10/05) did Chocolate Chunk and Pumpkin Cake. And for a twist on traditional, Family Circle created Chocolate Pumpkin Chiffon Pie. (11/29/05).

Beyond Muffins --Pumpkin breads have gone far beyond the standard quick bread and muffins. Cooking Light's Pumpkin Walnut Focaccia with Gruyere is an example of the complex flavor combinations being seen in breads.

Non Pie Desserts --In desserts, the new popular forms are flans and pots de Crème flavored with pumpkin. Sunset (11/05) combined another popular flavor, chai, with pumpkin in pots de crème for a departure from traditional pumpkin pie for Thanksgiving.

Center of the Plate --In main dish recipes, risotto which incorporates pumpkin is showing up regularly. This is particularly so on upscale restaurant menus. Pumpkin filled pastas and pumpkin gnocchi are other popular forms for pumpkin on menus as seen on menus from the Foodwatch menu database.

Soups --A discussion of pumpkin would not be complete without a mention of the growing popularity of pumpkin soup. This is still a seasonal soup but the variety and flavors has grown on both media and on menus. About 50% of the recipes are a combination of squash and pumpkin. Curry is one of the growing flavor profiles for pumpkin soup. Crab, scallop and shrimp are also popular additions of pumpkin soup.

Pumpkin Seeds --This past year has also seen several uses of pumpkin seeds in brittles, granolas, snack mixes, no bake bar cookies, praline toppings. Pumpkin seeds have become particularly popular as a salad topper.

Great Grains - Barley

Barley is an excellent choice when it comes to adding fiber to the diet. And this is partially why barley is turning up in all types of dishes and on more menus. The great flavor and texture of this grain is the other reason there are more menu items and recipes using barley.

High Fiber -- Pearl barley and quick cook barley are the most common forms. These provide more fiber than some other grains. For example, a ½-cup serving of cooked pearl barley contains 3 grams of dietary fiber. In comparison, a ½-cup serving of long-grain brown rice contains 1.75 grams dietary fiber.

Pilaf & Risotto --Barley pilafs have become fairly common. Many pilaf variations with vegetable additions are reciped year round. Squash and root vegetables that can stand-up to the hearty flavor of barley are common. However one springtime recipe paired barley and asparagus. On restaurant menus, from the Foodwatch menu database, barley risotto, flavored with prosciutto, nuts, mushrooms have become oh so chic.

Salads -- Barley salads have also become year round recipes. Pepperoncini and feta starred with barley in a Cooking Light barley salad (5/06). Many forms of fresh tomatoes are seen in barley salads. There were several tabbouleh-type barley salads.

Many of these salads also pair barley with other high fiber grains or legumes. Chickpeas, lentils, navy beans and several others made for great flavor and texture contrasts. Very few of the salads were main dish salads with meat proteins. Some of the salads were positioned as meatless main dish salads. A few seafood and barley salads appeared for summer.

As a Stuffing -- Barley was used to stuff Portobello mushrooms for a meatless meal (Redbook 2/06). In addition to the barley the stuffing contained mixture of vegetables and Parmesan cheese. Another recipe updated stuffed peppers with a Tex-Mex chicken and barley stuffing (Woman's Day 2/15/06). Beef was the most common meat used with barley in main dishes. Another common meat used with barley for main dishes was barley.

With Other Legumes -- Clearly soup is the most common dish using barley and there are still many barley soup variations. Beef and barley still tops the list. We have started to see turkey and barley soups which have a lighter flavor profile. On restaurant menus, duck and barley soup. Just as in salads, soup recipes are pairing barley with other legumes. Dried bean soups and lentil soups that include barley are starting to appear more frequently.

Tomato Trend Curve

Every summer we look forward to great fresh tomatoes. And this year the food pages are loaded with creative and flavorful tomato dishes, in addition to showcasing a whole range of tomato varieties. The trend curve on the following page describes the trend evolution of many tomato dishes and flavors, both in the media and on menus

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.

FoodWatch® Newsletter copyright **Smithson Associates Inc**
2006. Published monthly by **Smithson Associates/EHH** 6800
Galway Drive, Edina, MN 55439
Phone: 952-944-9454(in Minnesota) 708-366-4599(in Illinois) FAX:
952-943-4029
Eleanor Hanson and Linda Smithson, Editors

The FoodWatch Newsletter is available for a one-time subscription registration fee of \$60. Issues are delivered electronically. Contact us at www.foodwatchtrends.com

FoodWatch® Newsletter is distributed six times a year. Its content, in whole or in part, may not be copied or reproduced in any form. Any quotations should credit FoodWatch as the source. #147

Trend Curve: Tomatoes

This curve is a visual representation of the level of acceptance for a variety of tomato forms, dishes and flavor combinations.

- Tomato Fondue
- Tomato Aioli
- Tomato Broth/Consume
- Tomato Emulsion
- Homemade Tomato Paste
- Tomato Sorbet
- Tomato Seeds
- Tomato Concasse
- Tomato Confit
- Tomato Coulis
- Tomato Jam
- Puttanesca Sauce
- Bacon, Lettuce and green tomato sandwich
- Varietal heirloom tomatoes (Green Zebra, etc.)
- Green tomato ketchup
- Yellow tomato gazpacho
- Sofrito

- Yellow Tomatoes
- House-made Ketchup (restaurants)
- Green tomatoes/fried green tomatoes
- Sun-dried tomato pesto
- Smoked tomato
- Tomato Tart/Gateau
- Pizza Margherita
- Tomato chutney
- Tomato Vinaigrette
- Pomodoro Sauce
- Arrabbiata Sauce
- Panzanella Salad
- Tandoori

- Types:
 - grape
 - plum
 - cherry
 - sundried
- Flavor pairs:
 - Garlic
 - Balsamic
 - Basil
 - Pesto
- Heirloom tomatoes
- Marinara Sauce
- Tomato Pizza Bread
- Tomato Vodka pasta sauce
- Bruschetta/Crostini
- Salsa
- Gazpacho
- Tomato Basil Soup
- Tomato, Basil & Mozzarella salad
- BLT Sandwich

5

Emerging
Stage #1

Becoming Popular
Stage #2

Mainstream
Stage #3