



# Flavor & Trend **FORECAST**

2019

THP



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# Flavor & Trend FORECAST

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## 2019

**More than 5 years, 680+ customers globally, and over 15,000 recipes developed.**

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A new year brings new food trends and while some are just fleeting fads (we're looking at you, charcoal ice cream), others are here to stay. 2019 marks our fourth annual Flavor & Trend Forecast and this year, get ready to be dripping in bling and break culinary boundaries you've never broken before. Covering earthy to luxe and everything in between, our Experts took a gaze into their crystal balls to predict what will fill our plates — and social media feeds — in 2019, and five ones to watch that are bracing for impact!

# BLACK MAGIC

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Gone are the days when this mysterious luxury from the sea was reserved for period dramas and fine dining for the affluent! Caviar is going mainstream, and we're going absolutely mad for it. These umami flavor bombs are bursting at the seams with total savory decadence. Use it to take everyday indulgence to a whole new level. Tip: Luxe up and top off your Friday night pizza with smoked salmon, caviar, crème fraîche and chives. You can thank us later.

# CAVIAR





# EDIBLE BLING

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Bruno Mars couldn't have said it better himself... 24k magic is in the air and we're liking what we're hearing. Gold everything is going to shine in 2019 with everyday eats getting a serious luxurious upgrade. Inherently flavorless, gold's allure lies purely in its sparkle and extravagance. Dust your chocolate bars, coat your chicken wings, or spin it into sugar - we don't care, just make sure we're invited!

# GOLD





# TRANSPARENT TREATS

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Consumers are demanding more transparency and chefs took it quite literally. Chic, surreal, and oh-so Instagrammable, clear the way for all things transparent! Chefs around the world are turning to clarifying techniques that preserve a dish's flavor, while allowing it to remain crystal clear. This undeniably fun take on your everyday favorites adds a touch of futuristic, new age elegance. Prepare to see clear ravioli, pumpkin pie, raindrop cakes and potato chips take center stage!

# CLEAR FOODS





# MEAT CULTURE

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Meet the new meat culture. One of the world's hottest and fastest growing food trends also happens to be as old as time! Butchery has sliced and diced its way to the top with its modern focus on sourcing, sustainability and the art of its craft. With the Millennial generation placing a greater focus on experiences and specialized forms of consumption, craft butchery might even be the new craft beer! From little known cuts like teres major and skirt steaks, to a roast trimmed to perfection, there's a cut sure to please every palate.

# CRAFT BUTCHERY





# BOOZEY BITES

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Not your average jelly shots. Boozey bites are popping up on Michelin star menus across the globe and classic cocktails will get the ultimate makeover moving into 2019! Shaken, not stirred is a thing of the past. Prepare to meet your new favorite night cap: the gin martini meringue. Now, we'll cheers to that!

# EDIBLE COCKTAILS





# THE 'SHROOM BOOM

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Earthy and elegant, think beyond just sliced cremini or portobello. Filled with immune-boosting nutritional properties, these little guys also pack a serious flavor punch. For centuries, Eastern medicine has touted the benefits of mushrooms, but only recently Western culture has embraced mushrooms as a superfood. Look for these to pop up in everything from protein substitutes to coffee in 2019!

# MUSHROOMS





# SEXY CEPHALOPODS

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Say that one five times fast, we dare you! While octopus, squid and cuttlefish aren't new kids on the block, the Michelin star dining scene has a new found appreciation for them. In 2019, we'll start to see octopus and cephalopods alike enter the everyday at-home diet. Boiled, grilled, poached or raw, these stars from under the sea are tender yet delightfully toothsome with a bright ocean flavor.

# OCTOPUS





# GREEN GODDESS

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Foodies were sending out a cry for kelp and seaweed answered. Filled with vitamins and minerals galore, seaweed is making a splash as the new sustainable superfood on the scene. The sea greens promise a myriad of potential nutritional, health and environmental benefits that are exciting consumers and foodies alike. Embraced as part of a daily diet around the world for thousands of years, the Western world is starting to contribute to its growing hype. Fun fact: the global seaweed market is expected to be worth \$9 billion in the next six years!

# SEAWEED





# THE PISCO TRAIL

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With ingredients sourced from the Pacific coast, the Andes and the Amazon, Peruvian ingredients are overflowing with taste, texture and total visual appeal. Ceviche, among other quintessentially Peruvian dishes, is keeping its eye on the prize for 2019. Fun fact: The colorful country's national cocktail is a Pisco Sour. Filled with aromas of grape and notes of lychee and citrus, Pisco Sours are 3 parts Pisco, 1 part lime juice and 1 part simple syrup mixed with egg whites for its characteristic foam. Salud!

# PERUVIAN





# CONNECTED COOKING

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Ready to live like the Jetsons? Tech is topping 2019's list of treats for your tastebuds. Smart kitchens are now commonplace in the internet of things era, with a whole host of cool connected accessories and appliances ready to be unboxed. With everything from smart stoves to plates that help you manage portion control, you can program your crock pot from the office and come home to a perfectly cooked pot roast. What's next? We'll be able to download our dinner?

# SMART COOKING





# THE NEXT BIG THINGS

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Even though these big hitters didn't make the list, they're still worth keeping an eye on.

## RUBY CHOCOLATE

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It's not your average chocolate bar. Made with cocoa ground from beans that yield a pinkish hue, will Ruby Chocolate be a fleeting fad or a new-found treasure in the culinary world?

## SAVORY DESSERTS

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From parsnip and white chocolate cream to Stilton and apricot cheesecake, twists on the classic combination of cheese and sweets after a meal are definitely something we could get used to.

## BANANA FLOUR

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Meet the gluten-free baking alternative you've been waiting your whole life for. A common staple in Jamaican, Haitian and West African cooking, it's just as versatile as any other flour.

## CLAY POT COOKING

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Clay pots' ability to slowly, evenly and delicately cook anything to perfection make them an obvious choice to crack our list of ones to watch.

## BEE POLLEN

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With a uniquely spongy yet crunchy texture and mild honey flavor, bee pollen packs a nutritional punch.

# ONES TO WATCH





# ABOUT THP

## World's Leading On-Demand Content Provider

THP supports over 680+ food, beverage and consumer goods brands across North America, Europe and United Kingdom. Our unique on-demand approach makes creating high quality content and social media solutions scalable, streamlined and affordable.

From social media to content services, you will work with our in-house team of specialists and benefit from a team committed to making every one of our customers a crazy raving fan of THP. You'll also never need to worry about contracts or retainers ever again. With us, you buy what you need, when you need it.

Want to know what it's like to work with our amazing team? Try a test program with us or let us help you with your recipe and content plans for 2019!



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# GET IN TOUCH



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