



Culinary TRENDSCAPE 2017

1 DISCOVERY

TREND WATCH

Marine Greens

While seasoned seaweed crisps have become a supermarket staple, adventurous fine dining chefs are exploring the untapped world of underwater edibles like kelp and dulse. Algae ingredients like spirulina are also beginning to make a superfood splash.



2 INTRODUCTION

Advanced Japanese

Now that ramen has gone mainstream, regional and homestyle Japanese dishes are in the spotlight at niche independent restaurants. The "new" classics include udon noodles, yakitori skewers and savory okonomiyaki pancakes.



Chefs on a Mission

A number of influential chefs are putting social change on the menu, with ambitious, purpose-driven projects like food waste soup kitchens, untraditionally staffed kitchens and affordable, high-quality restaurants for low-income areas.



3 ADOPTION

Food as Medicine

Food's influence beyond the table is gaining acceptance as people of all ages turn to traditional wisdom, unique diets and foods prized for their therapeutic qualities. Turmeric, ginger, vinegar, tinctures, tonics and bone broth are some of the latest trends in home remedies.



Modern Middle Eastern

A wave of new, casual eateries are reinterpreting the vibrant street foods of the Middle East, feeding the growing appetite for eye-catching foods like falafel, hummus, labne, kofta, shwarma, shakshuka, halva and market-inspired salads.

Condiment Craze

Anything goes now that sriracha has topped the sauce charts. From housemade ketchup to shallot jam to spicy peri-peri sauce, fast flavor fixes are taking over menus with a focus on natural ingredients, craft positioning and indulgent moments.



4 MAINSTREAM

Curry Culture

Curry traditions from around the world are the latest in crave-worthy comfort foods, with a diverse set of fragrant, simmered stews providing plenty of variation on this tasty, one-pot meal.



5 ESTABLISHED

Great Grains

From whole grain goodness to ancient grain innovation, this mega-trend has been on a wild ride, with gluten-free and quinoa stops along the way. This year's savory porridges, sprouted ingredients and freshly milled flours prove this trend is on the fast track to gaining universal appeal.

Southern Comforts

Biscuit mania is the latest incarnation of America's favorite crowd-pleasing cuisine, though Southern-inspired favorites like fried chicken sandwiches, shrimp and grits, and mac and cheese continue to charm diners morning, noon and night.

6 EXPANDED

POWER TREND

Coconut

Ever since coconut water washed upon supermarket shores, the versatile fruit has continued its steady rise to global stardom. From coffee creamer to cooking oil to alternative sugar, this pioneering wellness ingredient now leads innovation in specialty beverages, snacks and more.



TOP TRENDS

Tracking trends as they evolve through distinct stages helps us stay ahead of the culinary curve. We share our curated list of top trends because there's a lot to talk about when it comes to today's food scene and we want you to join in on the conversation.

MARINE GREENS

ADVANCED JAPANESE

CHEFS ON A MISSION

FOOD AS MEDICINE

MODERN MIDDLE EASTERN

CONDIMENT CRAZE

CURRY CULTURE

GREAT GRAINS

SOUTHERN COMFORTS

COCONUT



Culinary TRENDSCAPE

An integrated approach to understanding food trends

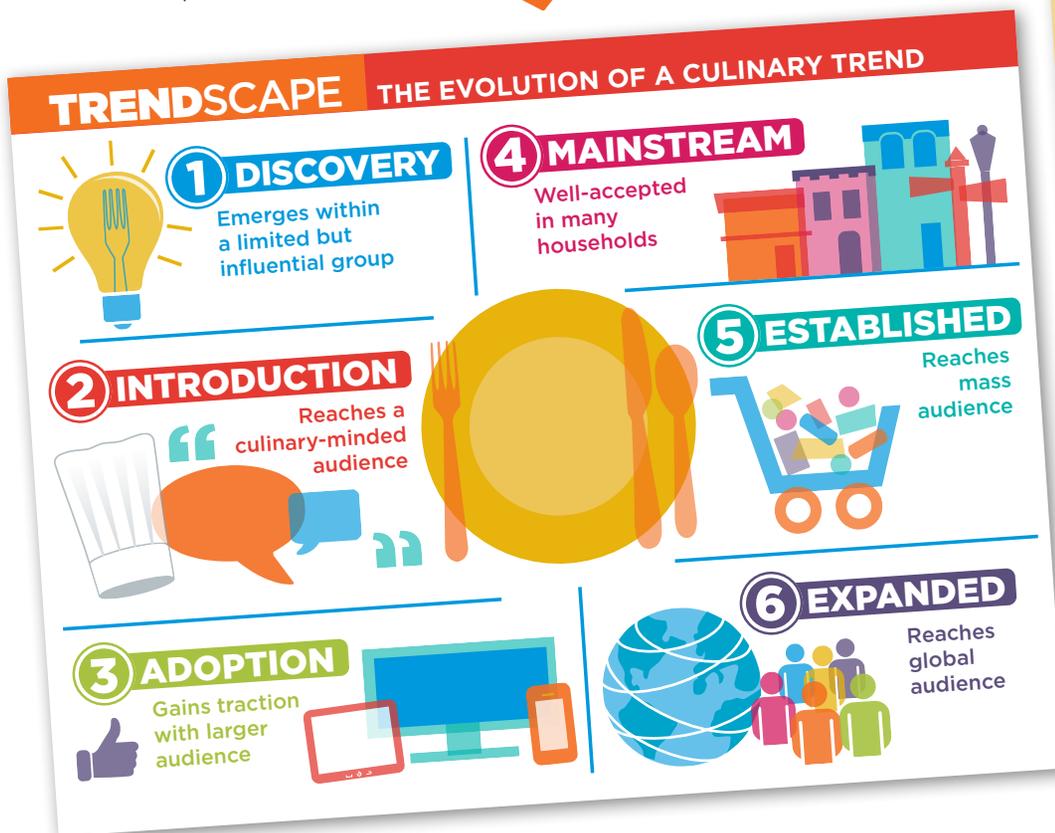
In our culinary research, we're continually discovering something new. That's what we love about food. We're inspired not only by what we're eating, but where we're eating it; what we're reading and what we see trending with the public at hotspots across the food landscape. We call these aspects **TrendPoints**. 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: we track ideas and connect the dots—all while keeping our consumer top of mind.



How do we choose which trends to follow?

Our methodology taps a wealth of research from our chefs and other professional sources to help us 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 the 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.



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. Our team's vast expertise and multi-faceted knowledge make us the culinary authority here at Campbell.

TRENDSCAPE REPORT

Contact us to learn more about this year's **Culinary TrendScape** report.

Contact:

Thomas Hushen
Campbell Soup Company
Senior Manager, External
Communications; (856) 342-5227
Thomas_Hushen@campbellsoup.com

TOPTRENDS 2016

Last year's top trends...

- Cooking with Fire
- Authentic Thai
- French Revival
- Inspired Ice Cream
- Traditional Fats
- Veg 2.0
- Asian Noodle Soups
- Haute Dogs
- Simple & Real
- Caramel

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