Culinary TrendScape 2016

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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.
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.
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!

**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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**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.
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.
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 character to grilled and smoked foods. But we’re not just talking about beef, pork and chicken. This trend 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 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.
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.

### INTRODUCTION

**AUTHENTIC THAI**

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**Media**

- Thai Street Food – Cookbook by David Thompson (2010)
- James Beard House Dinner – Songkran Thai New Year Celebration
- Food52.com – Recipe: Thai Tea Ice with Sweet Milk (2015)
- LA Weekly – Article: Where to Find Khao Soi (2014)
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.
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.
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 canéle 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.
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.
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-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.
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.
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.

Coconut Banana Bread

Makes 1 loaf

Ingredients

1 ½ 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
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.

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.
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 fast-casual 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.
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.
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.

**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.

**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.

**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.

**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.

**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.
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 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.

CCBI Chef Robert Kristof’s haute dog lineup
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.

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.

**Unique OBALLPARK PARK DOGS**

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**Dessert Churro Dog**
Chase Field, Arizona Diamondbacks

**Foot-Long Cuban Pretzel Dog**
PNC Park, Pittsburg 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
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.
### CARAMEL

**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, unmatchable 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.**

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### TRENDSCAPE

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These caramel-flavored Pepperidge Farm® cookies were inspired by this irresistible trend.
LAST YEAR’S TOP TRENDS

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

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.

TRENDPOINTS

- Dollar Hits, Los Angeles – Food truck serving traditional Filipino street food
- Finale Desserterie, Boston – Dessert restaurant and bakery offering Kalamansi Cheesecake

SEAFOOD AWARENESS

Seafood awareness has gained significant traction over the past year, as consumers become more interested in the story behind their seafood, from pole-caught tuna to local shrimp to sustainably farmed seaweed.

TRENDPOINTS

- 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.

TRENDPOINTS

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

Campbell’s® My Goodness™ Red Lentil & Kale Soup with Chickpea and Cinnamon
FAST-CASUAL EFFECT

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.

TRENDPOINTS

• 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

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.

TRENDPOINTS

• 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

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.

TRENDPOINTS

• Gardner, Austin – Upscale restaurant serving Rye English Muffin with Sprouted Grain Butter

FOOD IS FUN

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.

TRENDPOINTS

• 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
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.

**TRENDPOINTS**

- 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

**A LOOK BACK**

**TOP TRENDS 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.

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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®.