Culinary TRENDSCAPE TOPTRENS 2014

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.

1 DISCOVERY

**Brazilian Cuisine**
Rio de Janeiro will bring Brazil’s seafood stews, grilling techniques and unusual ingredients into the culinary spotlight when it hosts the upcoming 2014 World Cup and 2016 Summer Olympic Games.

**Food Waste Awareness**
Root-to-leaf cooking, repurposing leftovers, shopping wisely and composting food scraps at home (the “final frontier” of recycling) are all gaining traction with consumers.

2 INTRODUCTION

**New Jewish Deli**
A renaissance is afoot at the newest generation of Kosher-style delis, such as Wise Sons in San Francisco, where homestyle classics are being revived—and refreshed.

**Fermentation**
Cultured, cured and fermented foods continue trending upward. Consumer interest is moving beyond pickles and kimchi, toward umami-driven flavor profiles and tart beverages such as flavored drinking vinegars.

3 ADOPTION

**Yogurt Goes Savory**
Greek-style yogurt is showing up in savory, non-spoonable applications like condiments, baked goods and snacks. At GRK in New York City, it’s served with basil, apples, figs, lentils and olive oil.

**Sophisticated Sweets**
Spices, botanicals and fresh takes on fruit are hitting the dessert scene. We’ve spotted layered cake with black pepper icing at The Dutch in New York City and roasted strawberry-butchermilk ice cream at Jeni’s in Ohio.

4 MAINSTREAM

**Beverage-Inspired Flavors**
Barrel-aged hot sauces are the latest iteration of this trend, though that’s just the tip of the teapot when it comes to creative cooking inspired by craft beers, spirits, coffee and tea.

**Regional Mexican**
Authenticity has become as important to consumers as it is to our chefs, and Mexico’s regional traditions continue to provide us with a font of culinary inspiration.

**Fresh Juices**
The latest craze in juicing is driven by rising consumer interest in farm-fresh produce, savory flavor profiles and enticing, better-for-you beverages.

5 ESTABLISHED

**Bolder Burgers**
As the “Better Burgers” category continues to thrive, it’s evolving into a bigger, bolder trend than we ever imagined, redefining the “burger joint” with non-beef patties, sophisticated sauces and buns, and specialty fries.
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.

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 creativity thinking and new direction. Then we begin our mapping on the 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 iconic foods and beverages that people love customers will want as tastes shift and demographics change, so that we can deliver the next generation iconic foods and beverages that people love.