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**TOP TRENDS 2015**

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**Filipino Flavors**
Filipino-American chefs are bringing the flavors of home to fine dining, pop-ups and food trucks. We're spotting lumpia spring rolls, vinegar-based adobo sauces and calamansi juice on menus at restaurants from Los Angeles to New York City.

**Bread Revival**
Specialty bakeries across the U.S. are making advances in artisanal bread, with a focus on slow fermentation, rye flours and alternative grains, while restaurants and cafes are elevating it in their own way by adding breadbaskets and toast to the menu.

**Seafood Awareness**
Chefs concerned over depleted fish populations and inefficient trade practices are building renewed awareness around sustainability one plate at a time. The resulting sea-to-table mentality is inspiring a delicious take on non-traditional seafood.

**Food Is Fun**
Many are approaching cooking and food shopping with a new agenda: enjoyment. We're seeing mealtime responsibilities shift from chore to explore as fun venues like in-store supermarket cooking schools and inspiring food halls gain traction.

**Midwestern Roots**
The elemental connection between farm, table and community is alive and well in kitchens across the Heartland, and it's this honest, homegrown approach to food that has many looking to the center states for culinary inspiration.

**Regional Barbecue**
From the vinegar-y, whole-hog barbecue of Eastern North Carolina to the thinly sliced beef brisket of Central Texas, there's an endless array of authentic, regional barbecue specialties that are capturing the imagination of an ever-widening audience.

**Chile Peppers**
Chile peppers and hot sauces continue trending upward at home and abroad, as enthusiastic palates everywhere look to faraway lands for spicy and flavorful accents that amp up everyday cuisine.

**Tea Time**
Whether it's in a mug, on ice, in a latte or on the plate, tea is hot across the TrendScape in myriad permutations across all dayparts —and the trend shows no signs of cooling down.
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 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 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.

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