Cooking With Fire

Top chefs are embracing the elusive flame and rediscovering the extreme flavors and textures that can come from cooking over wood and charcoal-fueled hearths, from charred to blackened to intentionally burnt foods.

Authentic Thai

Homestyle dishes born of the bustling street food culture found throughout Thailand, like khao soi curry noodle soup and tangy, minced meat larb salads, are just a few of the authentic dishes to hit independent restaurants offering a deeper dive into this beloved cuisine.

French Revival

The return to French classics is a refreshing take on comfort food, and this time around the genre is more about honoring tasty traditions like cassoulet, coq au vin and kouign-amann pastries than it is about old-fashioned elegance or stuffy service.

Traditional Fats

From whole milk to coconut oil, 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.

Veg 2.0

The vegetable revolution marches on, as cauliflower, beets, carrots, radishes and leafy greens of all shapes and sizes lead the most fashionable ingredient and preparation trends on restaurant menus, from fine dining to fast casual.

Inspired Ice Cream

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, from layered sundaes to complex sandwiches.

Simple & Real

Clean is the new green, and consumer demand for wholesome food options with fewer and simple ingredients is quickly becoming the most powerful influencer shaping today’s food landscape.

Asian Noodle Soups

From creative ramen to classic Vietnamese pho, buzz continues to build around the broth, Asian-inspired noodle bowls served at ethnic and emerging restaurant concepts specializing in this modern-day comfort food.

Haute Dogs

The iconic, all-American frank is getting the star treatment at hip hot dog joints, baseball stadiums and backyard gatherings with eclectic toppings and creative takes that are transforming this classic street food fare from hot to haute.

Caramel

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, waking up a wide range of categories ranging from coffee to cocktails.
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 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.