

thefoodpeople - Press Release

Release date - December 2008

Released by - Charles Banks, Director

thefoodpeople, one of the UK's leading food trends and food innovation businesses has revealed what they believe will be big in food for 2009.

Spotting trends in food is essential to understanding what food consumers are doing now and more importantly may be doing in the future. thefoodpeople split their food trend predictions into mega trends which are already apparent within the market and also emerging trends that are just starting to take hold.

In a time when we are all facing global economic slowdown, shifts in outputs and dwindling natural resources, what does all of this mean for trends in food?

"The big trends for 2009 include comfort food, nostalgia, scratch cooking and home baking as consumers want to save money as well as feel good about themselves and the food they consumer just like mum or grandma did. Also big in 2009 will be head to tail eating where more people will be eating those forgotten cuts of meat in a bid to make food go further. Despite credit crunch we expect to see sustainability remain high on the agenda whilst some of the nice to haves such as organic drop back. We expect domestic cuisines to big, people cooking and dining on food that is traditional and indigenous to their country of residence. In addition we also expect to see shifts in drinking habits with more in home drinking as well as a rise in the popularity of beer, cider and cocktails. As consumers get used to using the internet more for food purchases we also expect to see more business and food brands miniaturising and customising their food products to the specific needs of their consumers. Last but not least we expect to see health in food trends such as natural health choices, ultra low calorie, anti foods, more detox diets and tailored health food choices to be big in 2009".

"It's not just the mega trends that are of interest, the emerging trends are just as exciting and often more inspirational for those looking to use food trends as a basis for innovation. We expect to see beauty foods emerging in 2009, foods that enhance your inner and outer beauty, we also expect to see more "free" food such as people growing their own, foraging as well as community food projects and initiatives. We also expect to see an evolution in desserts, with less sugar and a blur with flavours from the savoury world. Each year we predict which cuisines will influence the culinary capitals of the world with their flavours, techniques and ingredients. For 2009 we expect to see more influences from Mexico, Africa, India, Scandinavia and Greece. Lastly we also expect to see more fun and multi sensory food experiences in dining and in branded retail foods".

thefoodpeople Big Food trends for 2009:

1. Comfort food - Incorporating retro, nostalgia, feel good foods of the past, treats;
2. Scratch cooking and home baking - More cooking from raw ingredients, cheaper cuts, also more cakes, tray bakes, sponges not just because it saves money but also it makes you feel great;
3. British - British will continue to be big - British regions, traditions, ingredients, breeds and species;
4. Less protein - Less protein on plates, it is expensive and also there are so many possibilities with vegetable accompaniments;
5. Head to tail - Eating more of our fish, meat and vegetables and throwing less away, using new and forgotten recipes to utilise more of the animal, a principle that can be applied to anything;
6. Sustainable meat and fish - More about new varieties and those that we should be eating more of - rock fish, gurnard, flounder, mahi mahi;

7. Changing drinking habits - Drinking at home rather than out in pubs and restaurants, also big in drink is beer, cider and cocktails;
8. Thirst for food skills and knowledge - More entry level cookery schools teaching the basics and how to get the best out of what you have;
9. Restaurant and farm alliances - Savvy restaurateurs teaming up with farms to bring the consumers food that they know and trust;
10. More miniaturisation - More things getting smaller - greater choice, less cost, more variety, more cute factor;
11. More customisation - More brands and businesses offering consumers the opportunity to customise or tailor their goods, products or services;
12. Health - Instant nutrition, ultra low calorie, health through natural choices.

thefoodpeople Emerging Food trends for 2009:

1. Beauty foods - Foods that enhance your inner or outer beauty;
2. Raw food - Foods that are raw and retain all of their natural goodness, raw food diets;
3. Free food - Incorporating foraging, freeganism, growing your own, fishing;
4. Bistronomics - Avant garde cuisine at bistro prices by using what's in season, not throwing anything away and using modern cooking techniques;
5. Next generation desserts - With less sugar, more flavour from the ingredients and a blur with savoury;
6. More food by mail - More foods delivered to you, personalised as you need / want them by post;
7. Sous vide - Use of sous vide to deliver convenience, consistency and quality as well as colour, flavour, texture to chefs and industry;
8. Community food projects - Power to the people, groups of people sharing land, skills and knowledge to share food within communities;
9. Modernised and interpreted cuisines - Look out for Greek, African, Mexican, Indian and Scandinavian influences in 2009;
10. Anti (this and that) foods - Foods that fight certain conditions and ailments;
11. Fun - Introduction of more fun, personality and informality into brands and the dining room;
12. Multi sensory emotional food experiences - Use of alternative techniques to cook, serve, present food to deliver a more all encompassing food experience that is multi sensory.

For more information charles@thefoodpeople.co.uk www.thefoodpeople.co.uk