



Top Trends from 2011's The Flavor Experience

FEATURED

Big shifts in U.S. foodways emerging at this year's conference included "clean" menu descriptions, Korean influences, strategic use of salt and black pepper and "invisibly healthy" indulgence.

America the Bountiful

Portion sizes have increased times ten in the last 20 years, and are often blamed for the rise in obesity. Choice is another factor. As portion sizes have grown, restaurateurs have made it easy for consumers to choose MORE. In the last 20 years, calories in a small order of fries have risen from 210 to 610; a burger has soared from 330 calories to upwards of 1,420.

At the same time there has been more talk of healthy eating. A new Culinary Visions Panel™ survey finds more evidence that casual-restaurant diners are enticed by invisibly healthy menu items that sound delicious and indulgent. The survey polled casual-dining consumers on their opinions of 16 invisibly healthy menu concepts and asked consumers to rate how likely they would be to order each item. Although every item was healthy by design, consumers rated those they perceived as the most indulgent as their favored choices.