

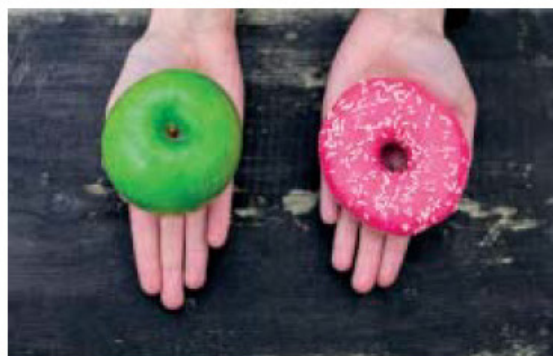
The  
National

# Culinary Review®

OFFICIAL MAGAZINE OF THE AMERICAN CULINARY FEDERATION

## CULTURAL CONTRADICTIONS DRIVE FOODSERVICE TRENDS

A **CULINARY VISIONS™ PANEL** collected insight from culinary professionals, fashion designers, architects, interior designers, sculptors and fine artists to understand what values shape modern consumer food trends. The panel then surveyed more than 2,000 consumers about their dining experiences away from home. The trends that emerged are:



- **Unforgettable Food Experiences/Food as Fuel:** Experiences such as food festivals, street markets, fancy-food emporiums and food trucks, with food both the attraction and the entertainment, are food experiences worthy of sharing. Yet, fast-paced and over-committed lives have also fueled fast-casual and quick-service restaurant segments. Consumers also eat for energy and to get through the day.
- **Loving It Local/Exploring the World:** Continued desire for local and sustainable food has shown that consumers are willing to pay more for locally sourced food when dining out. Yet, the world has become a more manageable playground for food-savvy consumers through exotic spices, unique ingredients and global cooking styles. Consumers enjoy exploring new cultures through food and traveling to food destinations.
- **Healthfully Delicious/Luxuriously Indulgent:** Consumers expect meals to be both healthy and delicious when dining out. They are unwilling to trade taste for healthfulness, but they do prefer to limit certain ingredients in their diets instead of completely eliminating them. Yet, consumers also love restaurants that offer “over-the-top” menu items, and believe that indulgent foods must be worth the splurge.
- **Childlike Delight/Adult Sophistication:** The quest for nostalgia has never been stronger. Consumers crave foods that remind them of their childhood, simpler times and just like grandma used to make. Yet, they also admire artistic food presentations, sophisticated flavor combinations and avant-garde cooking techniques.
- **Refined Minimalism/Homespun Kitsch:** Consumers like foods they can taste and ingredients they can understand—fresh ingredients prepared with simple techniques and elegant presentations. Yet, they are also drawn to the simplicity of rustic, home-style foods. Sophisticated foodies are hungry for authentic flavor experiences using old-school, traditional cooking methods.

Culinary Visions® Panel, a division of Olson Communications, Chicago, is a research and trend forecasting firm. For more information, visit [www.culinaryvisions.org](http://www.culinaryvisions.org).

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