



Culinary Visions® Food and Dining Trend Forecast



GMC Breaking News

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This has been a year of challenges and inspired solutions for the restaurant industry according to a collection of original research and expert insights from Culinary Visions®. In a post-pandemic world, food has a unique ability to provide comfort and connect people. Consumer surveys and in-depth conversations with culinary professionals provided some thoughts on the future of food in America.

“It has rarely been possible to start a discussion of the food business without lamenting supply chain issues, labor shortages and an unpredictable economy. Yet, culinary professionals have proven to be visionary leaders with a unique understanding of the importance of food to nourish and connect people around the globe.” said Sharon Olson, executive director of Culinary Visions. “The consumers we surveyed have demonstrated their zest for culinary exploration and desire to know more about the food they consume.”

Five key insights from the research include:

Culinary adventure continues

According to Culinary Visions research, 76 percent of consumers surveyed considered themselves adventurous eaters. This sense of adventure appeals both at home and in restaurants. Eighty-four percent said they enjoy being creative with ingredients in the kitchen.



Collaboration inspires innovation

Mutual respect and admiration among industry professionals has led to more partnerships and collaborations among chefs, restaurant development groups, retail stores, farmers and a wide range of suppliers to the food industry. As the line between foodservice and retail channels continues to blur, consumers are appreciating the new options.

Mindful sourcing is appreciated

Consumers are interested in understanding the origin of the ingredients in their food and beverage choices and how everyone involved in bringing their favorites to them can make a sustainable living. Seventy-nine percent of consumers surveyed said they wanted to know as much as possible about the food that they are eating. Sixty-three percent said they prefer to order menu items that tell them where the ingredients come from, specifying not just the country or region of origin, but specific farms.

Food creates community

Virtual encounters have become a way of life and work for many, yet getting together in person to share a meal with family and friends is one of life's pleasures. Sixty-five percent of consumers surveyed said they enjoyed dining out with friends more than sharing a virtual experience.

Today's consumers are adept at using technology to facilitate their grocery shopping experiences. Yet, knowledgeable in-store employees can create a sense of community among shoppers interested in learning more about their food purchases. Seventy-two percent of study participants agreed that when there are experts available in the store to answer their questions on specific items, it makes the shopping trip worthwhile.

Everyday life made easier

Resilience has been the hallmark of evolving consumer lifestyles in an ever-changing world. Today's consumers crave everyday life made easier as much as they enjoy flavor and variety in their meals and snacks. Forward thinking food producers, retailers and restaurateurs have responded with intuitive technology, customized pick-up and delivery options, planet friendly packaging and delicious products to enjoy at home and away from home.