

The Nibble

A NEWSLETTER



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*LDEI Trends Report Offers Insight on Consumer Behavior
Trends Report // Hurricane Helene Assistance // Conference Registration*

By Dame Kendra Rex



The LDEI 2023 Trends Report (published in 2024) shares behavioral insights into how, why, and where we consume our food and beverages. (Royalty free photo credit Pixabay)

As leaders in the arenas of food, beverage, and hospitality we have our fingers on the pulse of what's happening all while keeping a watchful eye on emerging trends. To collect and formalize our findings, observations, and comments, Grande Dame **Bev Shaffer** (Cleveland) and Dame **Sharon Olson** (Chicago) created the Trends Report initiative in 2017. "The goal of this project has been to raise awareness of the organization by publishing a report that is original, thought-provoking, and intriguing to media outlets and culinary professionals worldwide," Sharon, the Executive Director of Culinary Visions, says. "The depth of knowledge and experience as well as the diversity of our members' career choices make LDEI unique."

To date, three reports have been published—in 2018, 2020, and 2024—with the intention to release a report every other year. “Each year, the committee focuses on assessing the relevance and momentum of trends identified in previous reports and identifying new and emerging trends,” Sharon explains. “Our goal is to build on the previous years’ insight which gives us the opportunity to watch trends that are evolving, waning, building momentum and emerging.” Once published, the LDEI Trends Report is widely distributed and available to media and educational outlets to use in their professional practices, simultaneously positioning our organization and members as leaders among leaders. The report was designed by Dame **Kristen Olson** of Minnesota.

Since its inception, both our world and organization have changed, thus, the approach to the Trends Report has evolved. “The methodology for this project has evolved based on experience with previous reports and modifications necessary to embrace business dynamics pre- and post-pandemic,” explains Sharon. “The biggest difference in this year’s report is the introduction of the three visioning panels of our members with unique expertise in the following areas: away from home (restaurants, catering and hospitality), at home (retail and lifestyle trends), and food production, farming and manufacturing (ingredients and flavors). The visioning panels provided greater depth of qualitative insight and helped focus and refine the questionnaire that was sent to our full membership.”

When analyzing the data, Sharon, along with her committee members and colleagues at Culinary Visions, compiled the findings into a comprehensive 14-page report. “There were many a-ha moments as we reviewed the insight,” Sharon says, “most surprising was the existence of equally strong opposing trends in some cases. For example, technology enabled shopping that was emerging pre-pandemic has become a post-pandemic routine. At the same time, forward-thinking retailers are creating uniquely appealing venues to welcome customers back in store to shop.”

To read the LDEI 2023 Trends Report, released in February 2024, follow the link here: [LDEI 2023 Trends Report](#).