



# Industry Tastemakers Predict Food & Beverage Trends Coming in 2025

By **Joyce Appelman** | January 28, 2025



We asked industry tastemakers what food & beverage trends took off in 2024, and what they predict is coming in 2025. I am sharing predictions from culinary, wine, spirits, and hospitality industry experts.

## 1. Blending Culinary Techniques and Craft Cocktails

“Advanced culinary techniques, once confined to high-end restaurant kitchens, will continue being embraced by bars in 2025, offering guests an elevated experience that merges mixology with gastronomy. Anything from clarified cocktails to utilizing different acids. These cocktails tied with unique experiences continue to wow guests.” – **Gabriel Urrutia, Brugal 1888 Brand Ambassador & Mixologist**

## 2. Food and Wine Pairings

“As wine culture evolves, people will continue to use wine in different and unique ways. One notable shift we’ve already been seeing that I predict will continue is moving away from the tradition practice of wine bottle collecting and a larger emphasis on enjoying wine in the present, focusing specifically on wine and food pairings that enhance the overall dining experience. This food and wine pairing trend will help people develop a deeper appreciation for the complexities of their meals and wine. With this approach, wine will be enjoyed in a more immediate, experiential way, leading to a quicker turnover of bottles and a less static approach to wine consumption, focused on aging in a wine cellar.” – **Chef Todd Knoll, Executive Chef at Bricoleur Vineyards.**

### 3. A Call for More Immersive and Unique Dining Experiences

“Full-Service Dining is coming back into vogue after a year focused on counter-style and do-it-yourself dining. Guests will be delighted to see tablecloths, fine tableware, and elevated table service return in 2025, along with innovative, interesting menus.” – Bernard Hamburger, Director of Food & Beverage  
“More is not always best: A slight reduction in portion sizes will meet a preference for more refined, flavorful and unique presentations. Guests will enjoy comfort foods with a twist, and shareables.” – **Chef David Hackett, Executive Chef, Caribe Royale Orlando Resort**

“Immersive dining experiences will be a key focus for us at Margaux, with interactive culinary events, chef and mixologist-led workshops, and collaborations designed to enhance the dining experience. Tableside presentations will be another key element that fosters memorable connections between food, drink, atmosphere, and community in 2025.” – **T.J. VanRhee, Director of Food & Beverage, JW Marriott Grand Rapids.**

“Imaginative Menus with Small Indulgences – In 2025, guests will be excited about menus that blend unexpected flavors and ingredients, celebrating diverse origins. Simple, natural ingredients will appeal to health-conscious diners who are focused on wellness. And adding a little something extra – a small indulgence like a gourmet snack or treat – will help restaurants create an emotional connection with the diner, elevating the dining experience.” – **Bernard Hamburger**

### 4. Demand for Zero-Proof and Other Non-Alcoholic Beverages

“Mocktails and alcohol-free drinks will be even more pronounced on drink menus, offering a whole new look on what is possible in the non-alcoholic arena, and allowing non-drinkers to feel more comfortable while increasing beverage revenue.” – **Chef David Hackett**

“As mindful drinking continues to gain momentum, non-alcoholic beverages have solidified their place on menus especially with THC-infused drinks pushing restaurants to offer “California Sober” alternatives to offset alcohol sales.” – **T.J. VanRhee**

“Demand for Zero-Proof and other non-alcoholic beverages continues to rise as well, offering bartenders the opportunity to master making these alternatives as mouthwatering as traditional drinks.” – **Matt Barba, Chief Operating Officer, Charlestowne Hotels**

### 5. Splurge with Balance

“Non-alcoholic beverages are here to stay as consumers want the pleasure of a cocktail without the spirits. Dining out is often a splurge occasion, yet today’s restaurant patrons are finding more options to balance their choices and manage indulgence.” – **Sharon Olson, Member of Les Dames d’Escoffier International and Founder of Culinary Visions**

### 6. Rum as the New “It” Spirit?

“Rum continues to find new consumers through education and quality changing perceptions of rum. Great value can be found in rum as consumers look for unique finishes and innovation like Brugal Colección Visionaria Edición 02 which explores the aromatics of coffee through a toasting process that offers rum fans a new way to enjoy legendary brands.” – **Gabriel Urrutia**

### 7. Health-Conscious and Plant-Based Tasting Menus

“We’ll see a lot more plant-based and vegan food offerings on menus with bold flavor profiles that will even entice meat lovers to give them a try.” – **Chef David Hackett**

“Guests are excited about health-conscious tasting menus, elevated plant-based offerings, and shared plates featuring healthy, local ingredients.” – **Matt Barba**

### 8. Sustainability and Zero-Waste Approaches

“Sustainability remains top of mind for consumers, who value locally sourced ingredients to support local economies and reduce environmental impact. This extends to proteins, with a focus on responsible seafood harvesting and animal welfare in farming.” – **T.J. VanRhee**

### 9. Bio Dynamic Wines, Oils and Vinegars

“Guests are focusing more and more on wines, oils and vinegars sourced from single vineyards and olive groves reflecting biodynamic practices. Bio Dynamic agriculture, which includes organic methods, focuses on a self-sustaining relationship between the land, plants, and animals. Plants are harvested at a natural moment in the season instead of on a fixed date; Wines are purer, lower in sugar and alcohol, and free from additional chemicals; and drinkable vinegars and flavor-rich oils are gathering interest.” – **Bernard Hamburger**

## 10. Resurgence of Brunch

“Interest continues to rise in elevated brunch offerings – our in-house F&B team is already working with our properties to develop new experiences that will elevate Saturday and Sunday dining across our portfolio.” – **Matt Barba**



## 11. Mushrooms, Yes, Mushrooms!

“Interest in mushrooms benefits, flavor and versatility will expand in 2025 with unique and tasty varieties replacing your common Portobellos. Mushrooms will also go beyond food menus and even veer into cocktails and adaptogenic N/A drinks.” – **Ryan Schmied, Director of Food and Beverage, Amway Grand Plaza**

## 12. Gen-Z Consumers – The New Industry Tastemakers?

“Gen Z consumers are shifting demand toward non-alcoholic, low-ABV, and premium beverages, with a focus on quality over quantity following the “premiumization” trend. In 2025, fewer drinks will be consumed overall, but high-end options like premium mineral waters and spirits will grow in popularity as Gen Z develops a deeper appreciation for quality. And, Gen Z will pay more attention to the nuance of flavors from quality teas like Pu’er and alternates like Yerba Mate.” – **Ryan Schmied**

## 13. Gen Z as a Driver

“Gen Z’s influence on restaurant marketing is driving a push toward more personalized, value-driven, and health-conscious experiences. As a result, restaurants must be agile, tech-integrated, and authentic in their marketing, emphasizing sustainability, quality, and experiences that resonate with this values-driven demographic.” – **Andrew Glantz, Founder and CEO of GiftAMeal**

## 14. Swicy and Newstalgia

“The ‘swicy’ trend combines the bold, exciting heat of spicy ingredients with the sweetness of tropical flavors, creating a unique and adventurous flavor profile. We’re thrilled to embrace this growing trend with offerings like our limited-time Tajín Mango Fried Pie, and we anticipate ‘swicy’ foods will continue to captivate taste buds across the nation in 2025. Similarly, ‘newstalgia’ allows us to reimagine classic comfort foods with modern twists that resonate with today’s diners. In 2025, we’re excited to bring this trend to life with innovative LTOs, including reimagining our classic nachos by introducing new dip variations featuring our signature queso and an enhanced queso blanco. These trends perfectly align with Taco Cabana’s commitment to bold flavors and culinary creativity.” – **Ulyses Camacho, President and COO of Taco Cabana**

## 15. From Farm to Tent, Culinary-Driven Camping Is Booming

Though many associate camping with pre-packaged meals or processed snacks, a new wave of campgrounds on farms is redefining camping’s culinary experience. Pitchup.com saw an impressive 443,000 searches for farm campgrounds in 2024, where wine enthusiasts, foodies and eco-friendly travelers can explore where their food comes from, taste local produce and dishes, and reconnect with the land, while also offering farms an alternate income source. Agritourism-focused campgrounds, such as Sequoia Mountain Farms in Pinehurst, California or In Our Garden in Italy, offer a glimpse into sustainable farming, from olive groves to vineyards.

“Pitchup.com predicts that travelers will continue to seek authentic experiences to explore cuisine and where their food comes from, while also offering a secondary income source to agricultural sites in need.” – **Dan Yates, Founder and Managing Director of Pitchup.com**

## 16. Guest Data Drives Competitive Advantage

“The brands that thrive will use guest data to deliver personalized experiences and make smarter business decisions in 2025. From menu optimization to real estate strategy, data will separate winners from losers in an increasingly competitive landscape. We’re seeing early signs of brands successfully balancing third-party reach while building profitable direct ordering channels, recognizing that marketplace dependency limits margins and guest relationships.” – **Zach Goldstein, Founder and CEO of Thanx**



“Personalization and Customer Data: 70 per cent of operators now report sending personalized offers to customers, offering value and convenience without feeling intrusive will remain a key factor in building loyalty.” – **Samir Zabaneh, Chairman and CEO of TouchBistro**

## **17. Service Empowered by Technology**

“As AI optimizes operations like inventory and workforce management, the focus will remain on enhancing human service, with almost 9-in-10 (89 per cent) feeling positive about the use of AI in restaurants.” – **Samir Zabaneh**

## **18. Chicken’s Timeless Comfort Good Appeal**

“Chicken has become America’s ultimate comfort food. It’s versatile, crave-worthy, and familiar, which keeps it in high demand, especially during uncertain economic times. In 2025, we expect to see continued growth in menu innovation with bold flavors, premium ingredients, and creative presentations, keeping loyal fans happy while drawing in adventurous foodies.” – **Jack Mashini, Co-Founder of Wing Snob**

## **19. The Bean Renaissance**

“Beans are having their moment. As we step into 2025, it’s fair to call it ‘The Year of the Bean.’ From hearty soups and stews to elevated takes on hummus and bean-based protein alternatives, this simple ingredient will become a cornerstone of the global food landscape, celebrated for its ability to meet consumer demand for healthier, more sustainable dining options.” – **Kate Howell, Third Vice President of Les Dames d’Escoffier International**

## **20. Bowls, Smoothies and Snack Trends**

“Globally inspired flavors like yuzu, tamarind and ube, along with functional smoothies and bowls are set to dominate along with smaller, shareable bites redefining quick-serve dining and resonating with younger, on-the-go consumers.” – **Susan Taylor, CEO and President of Juice It Up**