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Flavor & Trend  
**FORECAST**

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2019

THP

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# Flavor & Trend FORECAST

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2019

**Uncovering the flavors, ingredients, and culinary techniques that will impact your brand in 2019**

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- The webinar is being recorded! Slides and recording will be sent to everyone who registers after the webinar concludes
- Have a question? Type your question in the chat box to the right
- Posting to social? Use: **@thpcreates** and **#FlavorAndTrends2019**

# HOUSEKEEPING



**Dana Speers**

Director, Operations,  
Creative and Culinary



**Andrea Flanders**

Director, Social Media  
& Communications

# TODAY'S SPEAKERS

- Who We Are
- Past, Present & Predictions
- How to Leverage These Trends in 2019
- Q&A

# AGENDA

- World's leading provider of on-demand content and social media services for brand managers and marketers
- More than **5 years** in business
- **680+ customers** across North America, the UK and Europe
- Over 15,000 recipes developed

# ABOUT THP

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2019

# Past, Present & Predictions:

## Flavors and Trends That Will Be Big in 2019

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**Dana Speers**

Director, Operations,  
Creative and Culinary



**Where do food trends come from and how do they evolve?**

## INCEPTION

- Chefs, creativity, uniqueness.

## ADOPTION

- Moves from high-end restaurants to more casual settings and restaurants.

## PROLIFERATION

- Trends get adjusted for mainstream appeal.

## UBIQUITY

- Trend has reached maturity and you can find it everywhere.

# ADOPTION CURVE

# BLACK MAGIC

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- Becoming increasingly accessible
- Sustainably farmed and less expensive than Beluga, but still just as decadent
  - Brunch
  - Used as a garnish

# CAVIAR



# WE'VE GOT THE MUNCHIES

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- Large emerging industry in Canada with recent legalization
- Homemade edibles are the latest big trend in food
- Consumers are giving up alcohol in favor of cannabis
- Can be infused into any recipe that contains oil or butter
  - Sweet or savory adult snacks
  - Salad dressings
  - Themed party hors d'œuvres
  - Pasta sauces
  - Baked goods
  - Alcohol-free cocktails

# CANNABIS



# MEAT CULTURE

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- Bringing old school techniques and practices back to an industry that had been transformed for mass production
- Emphasis on skill and quality
  - Free Range
  - Game Meats
  - Dry Aging

# CRAFT BUTCHERY



# TRANSPARENT TREATS

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- Trend emerged from Japan
- Transparency creates a perception of purity and health
  - Clear desserts
  - Clear cocktails
  - Clear hors d'œuvres

# CLEAR FOODS



# BOOZEY BITES

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- Edible cocktails have become popular with the rise of Molecular Mixology
- Mixologists are becoming the new chefs
  - Edible spheres with suspensions
  - Meringues
  - Jellies and candies
  - Injected fruit
  - Ceviche
  - Soup and broth shots

# EDIBLE COCKTAILS



# EDIBLE BLING

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- Product of Instagram culture
- Inherently flavorless - all about the WOW factor
  - Desserts
  - Hors d'œuvres
  - Savory dishes

# GOLD





# THE 'SHROOM BOOM

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- More consumers are looking for plant-based meal options
- Mushrooms make a great meat alternative due to high levels of protein
- Meaty texture and earthy, satisfying flavor
  - Pasta sauces
  - Baked breads
  - As a standalone menu item
  - Stuffed, as stuffing

# MUSHROOMS



# SEXY CEPHALOPODS

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- Octopus is becoming more accessible for consumers, almost as common as shrimp or lobster
- Global demand rose dramatically in 2018
- Opportunity for consumer brands to embrace octopus:
  - Grilled, broiled
  - As a topping
  - As a standalone menu item

# OCTOPUS



# GREEN GODDESS

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- Popularity driven by increased emphasis on sustainable seafood options
- Seaweed and sea veggies provide unique flavor and depth to dishes
- Filled with vitamins, minerals, antioxidants
  - Smoothies
  - Wakame slaw
  - Soups
  - Topping
  - Snackfood

# SEAWEED



# THE PISCO TRAIL

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- Became popular in 2010, but died due to unavailability of flavorful, authentic ingredients across North America
- Fad died off shortly after
- Now, required ingredients are widely available
  - Traditional recipes
  - Cocktails (Pisco Sour)
  - Peruvian spins on everyday favorites

# PERUVIAN



# CONNECTED COOKING

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- The ability to program our kitchen appliances remotely using our laptops or smart phones
- Variety of appliances readily available in food service and consumer markets:
  - Multi-Cookers
  - Slow Cookers
  - Sous Vide Circulators

# SMART COOKING



# What This Means for Your Brand:

## How to Effectively Leverage These Trends in 2019

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**Andrea Flanders**

Director,  
Social Media &  
Communications

# Content Marketing Opportunities:

## How to Effectively Leverage These Trends in 2019

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- Know your audience - geography, lifestyle, demographic, needs
- Create an integrated content map - how to create and adapt content across channels effectively (ex. Hero to Hygiene)
- Get inspired and become useful to end-users - adopt 70 - 20 - 10 rule
- By focusing on:
  - Relevant Trends
  - Consumers' Tastes - Primary and Secondary
  - Trends Millennials Love

# Content Marketing Opportunities:

## How to Effectively Leverage These Trends in 2019

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- Like Michelin Star Chefs, good content marketers with a keen understanding of their customers' tastes can...
  - Create a strategic menu of content across platforms to move consumers/operators through the funnel and build engagement and loyalty



# Q&A

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Want to chat about how these trends can work for your brand?  
We'd love to hear from you!

Get in touch at [brittany.watson@thpcreates.com](mailto:brittany.watson@thpcreates.com)

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