

2022 FLAVOR & TREND FORECAST WEBINAR

Presented by The Hot Plate,
Tag's on-demand content production
solution for food & beverage brands

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HOUSEKEEPING

The webinar is being recorded.

The presentation and recording will be sent to everyone who registers after the webinar concludes.

Have a question?

Send us a note by typing in the chat box.

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Join the conversation
on social!

Use

@thpcreates

and

#2022FlavorAndTrendForecast

TODAY'S SPEAKERS



Dana Speers

Director, Operations,
Creative & Culinary, Tag



Rebecca Steckham

Director of
Social Media & Strategic
Partnerships, Tag

MODERATOR



Sarah Hall

Demand Generation
Marketing Manager, Tag



AGENDA

- Who We Are
- Discover the Flavors & Trends for 2022
- Social Media Strategies to Standout in the Path-to-Purchase
- Food for Thought Poll
- Q&A

THE HOT PLATE

Tag's on-demand content production solution
for food & beverage brands

We are the leading provider for F&B brand managers
and marketers, working with **850+ global brands
and agencies**

20+ classically trained Culinary professionals
and a team of Social Media marketing experts

We create compelling content with speed and scale:

Test Kitchen Partner

Creative Production

**Social Media
Marketing**

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EVOKING ADVENTURE THROUGH FOOD

*Consumers have a desire
to satisfy adventure through
culinary experiences.*

Social media channels are flooded
with a range of 5-star culinary and DIY
experiences from around the world.





TOKYO PIZZA

Invented in Tokyo 20+ years ago

Susumu Kakinuma travelled from Tokyo to Naples to sample famed Neapolitan pizzas

Unique Flavor. Salty, chewy crust, charred finish, perfect balance of dough, cheese and sauce

Global Appeal. Found its way from Bangkok, Singapore and Kuwait to London, Dubai, Perth and Los Angeles

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MODERN HERBIVORE

500% projected growth for the plant-based food market in the next decade¹

A move away from plant-based staples (vegan burgers & chickenless chicken fingers) to plant-based **stars of the plate**

Source: The Vegan Review, 2021

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Watermelon “Tuna” Nigiri

Prep Time: 45 minutes Total Time: 2 hours 45 minutes
Cook Time: 2 hours (+ 3 hours 45 minutes standing time)
Serves: 4 to 6

This mind-blowing watermelon “tuna” is a vegan-friendly way to up your sushi game!

INGREDIENTS

1/2 medium seedless watermelon,
rind removed
3/4 cup soy sauce
1/3 cup canola oil
1/4 cup sesame oil
3 tbsp brown sugar
2 tbsp lime juice
3 tsp red chili flakes
1 1/2 cups sushi rice
2 sheets nori (dried seaweed)

TIPS

- Serve with pickled ginger and soy sauce.
- Alternatively, roll tuna blocks in black and white sesame seeds and cut into 1/4-inch thick slices for “tuna” sashimi.

INSTRUCTIONS

1. Cut watermelon half into two 2 1/2 x 1 1/2-inch rectangular blocks (reserve trimmings for another use, i.e., “tuna” sashimi, see tip).
2. In bowl, whisk together soy sauce, canola oil, sesame oil, brown sugar, lime juice and chili flakes until combined. Transfer watermelon and soy sauce mixture to large reusable plastic bag. Refrigerate, turning once, for 2 to 3 hours or until watermelon is well marinated.
3. Preheat oven to 350°F. Transfer watermelon to parchment paper-lined baking tray. Bake, turning halfway through, for 1 1/2 to 2 hours or until watermelon becomes soft and gelatinous. The texture should be similar to raw fish.
4. Meanwhile, cook sushi rice according to package directions; keep warm and set aside.
5. Remove watermelon from oven; let stand at room temperature for 45 minutes. Cut into twenty-four 1/8-inch thick slices; set aside.
6. Using scissors, cut seaweed into twenty-four 1/4-inch wide strips; set aside.
7. With wet hands, shape rice into 24 small ovals. Top with watermelon “tuna” slices. Wrap seaweed strip around each piece of “sushi.”



TRENDING ONLINE³

3 MILLION online mentions for ‘vegan diet’ between January and September 2021

117 MILLION Instagram posts for #vegan⁴

14.3 BILLION TikTok video views for #VEGAN

³Brandwatch, Food Trends Report 2021, September 2021

⁴Instagram, 2021

COOKING HACKS

By definition, a cooking hack is a technique used to make food preparation easier, faster, more fun and shareable.

Who can forget the famed feta pasta?

User-generated cooking content (UGC) is flooding social media channels and aligning F&B products with this type of media will continue to accelerate consumer engagement and brand awareness.

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USER-GENERATED CONTENT STRATEGY FOR F&B BRANDS

90% of consumers say UGC holds more influence over their buying decisions than promotional emails and search engine results¹.

Brands who incorporated UGC as part of their marketing strategy saw²

- **50% increase in engagement** in their social campaigns
- **4X higher CTR** (click-through rate) in their UGC-based ads
- **50% drop in CPC** (cost-per-click) than the average ad

Sources:

¹InstaPage, User-Generated Content: Why It's Effective and How to Use It in Your Marketing Campaigns, June 2021

²Everyone Social, 36 User-Generated Content Statistics That You Can't Ignore, Jan 2021



POTATOES

Fast-food restaurants shut down
for a significant period globally

Potato sales plummeted

So began, the farmers' surplus

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RECIPES DRIVE PURCHASE ACTIVITY FOR F&B BRANDS

Consumers use digital recipes in-store & online throughout the purchase funnel¹

84% of consumers use recipes to prepare for grocery shopping²

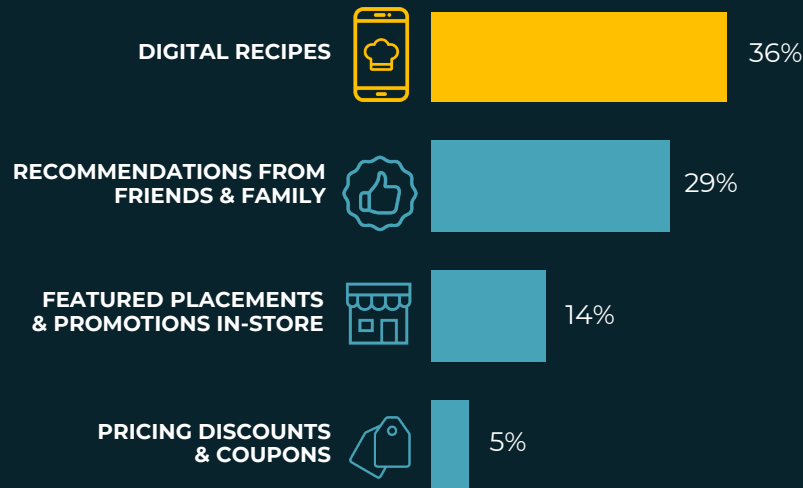
43% of shoppers use a mobile device to search for recipes in-store²

Sources:

¹ Forbes Technology Council, Why Are Digital Recipes Such Effective Shopper Marketing Tools, 2021

² Chicory, Consumer Survey on Digital Recipe Usage Survey, 2020

Digital recipes are the primary driver for shopping lists²



HOME GROWN

A **creative response** to the “boredom” of being stuck at home and a necessity from supply chain shortages

Growing at-home will continue as an **adventurous, feel-good trend**

To reach sustainably conscious consumers, F&B brands must optimize: packaging, labeling, websites and messaging¹

Source:

¹ NYU Stern Centre for Sustainable Business, Sustainable Market Share Index™, March 2021

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FOOD FOR THOUGHT

Of the trends presented so far,
which one is your favorite?



Tokyo Pizza



Modern Herbivore



Cooking Hacks



Potatoes



Homegrown

REGIONAL MEXICAN

Authentic, Old World Mexican home-cooking **techniques & recipes.**

Region-specific, each location reflects different characteristics in **ingredients, flavors, cooking methods** and **traditions.**

Think heirloom corn, complex mole sauces and authentic tamales.

Pico de Gallo with Nopales is a recipe popular all over Mexico.

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Nopales Pico de Gallo

Prep Time: 25 minutes Total Time: 25 minutes

Cook Time: 0 minutes Serves: 6

Nopales are traditional Mexican cactus, which can be found in many authentic local Latin stores. You can also look for canned varieties that have been pickled. Nopales are high in fibre and good for your gut. Pair with your favorite tortilla chips or serve over poached eggs.

INGREDIENTS

- 1/2 lb cactus pads (nopales), trimmed of spines, diced
- 1 red bell pepper, seeded and diced
- 3 plum tomatoes, peeled, seeded and diced
- 1 red onion, finely diced
- 1 cup fresh cilantro leaves, chopped
- 1 jalapeño pepper, finely diced
- Juice of 2 limes
- 2 tbsp olive oil
- 2 tsp ground cumin
- 1 tsp salt

METHOD

In bowl, combine cactus, red pepper, tomatoes, red onion, cilantro, jalapeño, lime juice, olive oil, cumin and salt; stir until well combined.

TIP

To remove spines from cactus pads, use the tip of a paring knife.

LIQUOR INFUSIONS



LIQUOR INFUSIONS

Experimenting in the kitchen continues
with homegrown mixologists and
craft cocktail experts

**Flavored seltzer and liquor brands need
to create content that**

- evolves their product into a new taste
- creates an experience for the consumer to enjoy

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CONSOMMÉ

Invented by **Louis XIV of France**

A cooking art form, a clear soup made from richly flavored stock or broth transforms food waste into an elevated, Michelin-style dish

Clarifying method: a classical French technique using a combination of whipped egg whites and puréed meat or vegetable scraps to remove fat and impurities

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Use this classical French technique to clarify and flavor your homemade roasted stock. This method is a two-step process that produces a rich, crystal clear and flavorful broth. Consommé takes time and patience, but the result is sure to impress.



DID YOU KNOW?

We can adapt and scale one recipe into hundreds of pieces of digital content to be used across channels, regions, seasons and audiences?

Find out about our content production capabilities today.

Beef Consommé

Prep Time: 10 minutes

Total Time: 10 hours

Cook Time: 9 hours 50 minutes

Makes: 1 1/2 to 2 L

INGREDIENTS

Roasted Bone Broth:

- 5 lb beef bones
- 1 tbsp olive oil
- 1 large carrot, chopped
- 2 ribs celery, chopped
- 1 onion, peeled and chopped
- 2 plum tomatoes, quartered
- 3 tbsp tomato paste
- 2 bay leaves
- 2 sprigs fresh thyme
- 1/2 bunch fresh Italian parsley sprigs, tied with kitchen twine
- 2 tsp whole black peppercorns

Beef Consommé:

- 5 large egg whites, shells reserved
- 4 ribs celery, chopped
- 4 plum tomatoes, quartered
- 2 leeks (whites only), chopped
- 1 lb extra-lean ground beef or veal
- 2 sprigs fresh thyme
- 1 tbsp black peppercorns, crushed
- 3 tsp salt
- 12 cups cold beef stock

TIPS

- Make a consommé variation with chicken bones or fish bones.
- Be careful not to break the meat raft mixture when the consommé is in the simmering process, as it will cause stock to become cloudy.

METHOD

Roasted Bone Broth:

1. Preheat oven to 450°F. In large roasting pan, toss beef bones with olive oil. Place on bottom rack of oven; roast, turning bones frequently, for about 1 hour or until browned.
2. Combine carrot, celery, onion, tomatoes and tomato paste; toss over bones. Roast for 25 to 30 minutes or until vegetables start to soften and are slightly charred.
3. Remove bones and vegetables; strain, discarding any excess fat. Transfer to heavy-bottom stock pot set over medium-high heat. Add enough cold water to cover bones completely. Add bay leaves, thyme, parsley and peppercorns. Bring water, bones and vegetables to boil; boil for 20 minutes. Using ladle or fine strainer, skim off any scum that floats to the top and discard. Reduce heat to low; simmer, uncovered, skimming often, for 6 to 8 hours or until broth is dark and liquid is reduced by one-quarter. Strain stock; let cool completely before refrigerating.

Alternatively, cover stock and place in 250°F oven for 8 hours; strain and return to stovetop. Boil over high heat until stock is reduced to 1.5 L. Or use a slow cooker on low for 8 to 10 hours. Strain; return to stovetop and reduce to 1.5 L.

Beef Consommé:

1. In large bowl, whisk egg whites for about 1 minute or until frothy. Set aside.
2. In food processor or blender, combine reserved eggshells, celery, tomatoes and leeks. Pulse until mixture is finely ground. Transfer to large bowl; combine with egg whites and ground beef. Stir all ingredients until well combined.
3. In large stockpot set over medium-high heat, combine cold beef stock and ground beef mixture. Add thyme, peppercorns and salt. Bring mixture to boil, stirring constantly, for 12 to 15 minutes or until meat mixture starts to float to surface. Reduce heat to low simmer; cook for about 1 hour or until meat has formed a raft on surface.
4. Using ladle, create small hole in meat mixture (now a formed raft). Strain stock into cheesecloth-lined sieve set over large bowl or another pot; discard bones. Let consommé cool completely before refrigerating.

MONOCHROMATIC
FOOD



FOOD
MONOCHROMATIC

MONOCHROMATIC FOOD

Popularized by **New Nordic Cuisine** – a Scandinavian-influenced, minimal style of plating food using ingredients in their purest form.

Foods at the peak of freshness may all be the same color on the plate, resulting in dishes with a monochromatic look.

To play on the element of surprise focus on freshness, textures, flavors and food styling.

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WHEN WAS THE LAST TIME YOU AUDITED YOUR DATABASE OF RECIPE CONTENT?



Recipe Database Audit Checklist:

- ✓ Common and emerging dietary considerations
- ✓ Trending cooking methods
- ✓ Gaps in regional and ethnic offerings
- ✓ Accurate language translations
- ✓ Proper formatting of data for Search Engine Optimization (SEO)
- ✓ Consistently formatted ingredients, directions, and cook/prep/total times
- ✓ Actionable insights and recommendations to turn your database into an ROI-generating machine



Recipes offer a powerful way to
**raise brand awareness, drive
trial, increase brand loyalty,
and create shoppable
moments for your
consumers.**

FOOD FOR THOUGHT POLL



How often do you perform
a recipe database audit?

ARE YOU EFFECTIVELY LEVERAGING YOUR RECIPE CONTENT?

Our clients are crazy raving fans,

95% average customer satisfaction rating for The Hot Plate

LEARN MORE ABOUT OUR SERVICES



TEST KITCHEN PARTNER

- Full-Service Recipe Development
- Recipe Testing
- Recipe Database Audits
- Nutritional Content Analysis
- Product Labelling Tips



CREATIVE PRODUCTION

- Photography & Video Production
- Social Media Creative Optimization
- Custom Imagery Design
- Graphic Design
- Transcreation & Translation



SOCIAL MEDIA MARKETING

- Social Media Strategy
- Social Media Management
- Social Media Advertising
- Influencer Marketing
- Social Listening, Reporting & Insights

YOUR QUESTIONS ANSWERED

Want to chat about how these trends
can work for your brand?

We'd love to hear from you!

Get in touch at **HELLO@TAGWW.COM**



THANK YOU FOR JOINING!

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