

10 YEARS

**FLAVOR
& TREND
FORECAST
2023**

The Hot Plate,
Tag's food & beverage experts



tag.

10 YEARS

Every year, The Hot Plate (*Tag's F&B experts in both Test Kitchen and Creative Production solutions*) deep dives to assemble the esteemed Flavor and Trend report for the upcoming year.

We pour over Michelin-star menus to see what the world's greatest chefs are doing and dig deep into consumer buying habits while monitoring social media channels to see what trends turn viral. This year we are celebrating 10 years in the TK with our 10 favorite trends of 2023.

Our culinary and marketing experts have unveiled the consumers' desire for healthy snacks (*thank you, Gen Z*) and comforting nostalgic desserts (*hello, German Chocolate cake and soft serve ice cream*), not to mention the resurgence of old-world cooking techniques (*à la using bronze dies to cut pasta*). They've also affirmed the gradual yet steady global shift away from eating meat and seafood. In the US alone, as many as **6% of consumers say they are vegan — a 500% increase** compared to just 1% in 2014. Superstar athletes like skier Heather Mills and tennis star Venus Williams are all over social media touting the performance benefits of a vegan diet.

The Hot Plate's Flavor and Trend report looks forward to presenting our top 10 in year 10 to excite and engage F&B consumers in the new year.

Let's take a look!

THE PAST 10 YEARS

Throughout our 10 years as F&B industry experts and many Flavor and Trend reports later, we've made a lot of trend predictions. Some are all over our feeds today (*like Zero Waste Cooking from 2020*), while others are still making their way to North America (*waiting patiently for Tokyo Pizza from the 2022 report*). **Here are some trends we got right:**

2017

FANCY FIZZ

Move over cola – sparkling waters, seltzers, and tonics have become major players in the beverage industry. With unique flavors and reduced sugar, fancy fizzes have been flying off the shelves.

The global sparkling water market is expected to grow at a CAGR of 12.6% from 2021 to 2028 – valuing the market at \$76.95b USD

2018

HAUTE VEGAN

Consider this levelled up vegan. Absolutely no sad salads to be found here! Haute vegan refers to the movement of restaurants and chefs making upscale, high class, Michelin quality food, entirely animal-free.

In 2021, 81 vegan and vegetarian restaurants received Michelin Stars

2019

SMART COOKING

Using tech to create a seamless cooking experience is not just for the pros. Home cooks are able to tap into this tech to create memorable meals at home.

Architectural Digest mentioned smart appliances as one of the appliance trends defining the post-pandemic kitchen.

Food videos with step-by-step recipes on social platforms are 70% more likely to be used than a cookbook.

2020

ZERO WASTE COOKING

From nose-to-tail or flower-to-root, using all parts of the ingredients you have, reduces food waste and saves money for the home cook.

Manufacturers are making edible spoons (made from rice flour, wheat and sorghum), straws in all flavors, and drink pouches (made from seaweed and other plant materials).

Retailers are selling more misshapen fruit and veg as consumers are becoming more open to imperfect produce.

2022

COOKING HACKS

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

7.7B views on TikTok for #CookingHacks

54% of Americans use hacks in the kitchen



THE NEXT 10 YEARS

We asked our team: What 10 trends would you like to see in the next 10 years?

Recognizing Canadian indigenous cuisine and history.

ISAAC TANG, FOOD STYLIST

Using ingredients that you've grown at home or from local farmers and butcher shops. Back to the basics!

ISABELLA WARDROP, PARTNER DEVELOPMENT SPECIALIST

Healthy junk food – everyone craves junk food but if it can be healthy that's just the cherry on top.

SAMADNYA KULKARNI, SR. PROJECT MANAGER, CREATIVE SERVICES

More fun and exciting Private Label brands. Oh, and bringing Trader Joes to Canada!

OLIVIA MCCORMACK, VICE PRESIDENT OF BUSINESS DEVELOPMENT

Greater advocacy from brands in support of mental health and wellness. I'm a firm believer that food is medicine and there are many holistic ways we can nourish our bodies. Example: A recipe rich in Thiamine (Vitamin B1) for the improvement of anxiety.

STEPHANIE ALLAIRE, DIRECTOR OF PARTNER DEVELOPMENT

Vegan recipes extracting the flavor of veggies instead of trying to replicate the taste of meat and dairy.

HILERI BILAKHIA, PRODUCER

Zen Food - focus on food or drink that relaxes the body & nervous system while still being delicious. A retreat from an increasingly stressful world.

CAROLYN OATLEY, DESIGNER

More veggies incorporated into sweets for the added nutrition! What can we do beyond avocado mousse and zucchini brownies?

KRISTY PAYNE, SR. ACCOUNT DIRECTOR

With grocery costs on the rise, I'm hoping to see more simplified recipes with less ingredients! Or if I'm buying an ingredient, I want to stretch that item between multiples dishes and have the meal not be repetitive.

RACHAEL WHITZMAN, SR. PROJECT MANAGER, CREATIVE SERVICES

More "ghost kitchens" would be great to see. They require less space, have less food waste, and there are huge cost savings to the owner and the consumer!

AMANDA LEANDRO, TEST KITCHEN CO-ORDINATOR

A close-up photograph of a person's hands holding a woven basket filled with fresh produce. The basket contains a variety of items: a head of green broccoli, a head of white cauliflower, several bright yellow lemons, a bunch of purple grapes, and a slice of green lime. The background is dark, making the vibrant colors of the food stand out. The person's hands are visible, with a tattoo on the right forearm. The text "INTRODUCING OUR 10 TRENDS OF 2023" is overlaid in white, bold, sans-serif font in the center of the image.

**INTRODUCING OUR
10 TRENDS OF
2023**

01 **PLANT-BASED SEAFOOD**

This trend is emerging out of necessity rather than desire. Global fish consumption has doubled since 1998, and 70% of marine fish populations are at risk of being depleted due to overfishing, global warming, and pollution. This has caused fish and shellfish prices to skyrocket. So, what can CPG brands do to satisfy the consumers' insatiable craving for seafood?





To meet demand while reducing the impact on our oceans, brands are looking to create seafood-free, plant-based products that mimic the aroma, taste, look and mouthfeel of real seafood. Plant-based tuna, salmon, squid, and crab are just a few of the ways brands are riding this trendy tidal wave.

Popular ingredients used in the production of plant-based seafood include soy, seaweed, olives, peas, yeast, legumes, vegetable fat and starch. Seaweed and other sea vegetables are what gives these seafood alternatives that from-the-ocean, briny, umami flavor. We're seeing these products show up in dishes inspired by seafood favourites like fish and chips, fish tacos and crab cakes.



DID YOU KNOW?

"Citri-Fi" is a natural citrus fiber that has a growing interest in the plant-based category. This byproduct of the juicing industry addresses the need for nature-based, label-friendly and recognizable ingredients which help with texture and stability in food.



02 CRISPY

When Michelin Star chefs are putting the caramelized bits left in the bottom of the roasting pan on their menus (*look at Massimo Bottura*), you know that crispy goodness is a trend to watch.

From fried chicken and salmon skin to the wildly popular Asian condiment: chili crisp, we can't get enough of crispy, crunchy food. Chef Jessica Koslow, of L.A.'s Sqirl restaurant, created a viral Instagram trend with her Crispy Rice Salad, beloved for its satisfying crunch and fresh greens. Chef David Chang of Momofuko adds crispy rice to his brussels sprouts and home cooks are using it to garnish everything from dips and spreads to soups and stews.

DID YOU KNOW?

There's a reason we crave crispy, crunchy food. Some believe that our draw to a crisp food can be traced to when early man ate vegetables and plants. The 'crispiness' of the veggie or plant was equated with its freshness. Today, a crisp potato chip or other crunchy snacks provide multi-sensory eating enjoyment. We hear and feel the crunchiness as our mouth chomps away. After the first few bites, our tongue is entertained with the texture and taste of saltiness (sometimes sweet and salty), which appeals to both our brain and our (taste) buds.



03 **CURRY**

We hardly need to curry favor for this next trend, all about curry itself. When we think of curry, we tend to think of the rich and savory Indian delicacy. Lately, it has become a catch-all for different spice blends from around the world.



Curry, which translates to “sauce” or “gravy” has no true singular origin. The use of pungent spice blends in sauces to flavor meat has been traced back to 2500 BC in Mohenjo-Daro, Pakistan. Archaeological evidence suggested the use of a mortar and pestle to pound spices like mustard seeds, black peppercorns, fennel, cumin, and tamarind. After that, curries spread across South Asia and Europe by the Indian monks traveling the Silk Route. The popularity of curry across the Western World was accelerated by the British colonialists, who put their own spin on authentic Indian cooking to suit their own tastes.

Today, dozens of cultures have their own versions of curry, everything from Ethiopian berbere, Indonesian rendang and Nigerian red curry. The one thing these curries all have in common is that they are a blend of spices that can be used dried or in paste form.

You better bay-leaf the world cannot get enough of curry!

DID YOU KNOW?

According to the Guinness World Records, the largest curry ever made weighed 33,838.9 lbs. (15.34 tonnes) and was cooked by the Indian Chefs and Culinary Association on August 1, 2015, in Singapore. The event took place in a public park during Suvai, a culinary event where chefs came from across Asia to cook together.





04 HERITAGE PASTA

Today, mass-produced dried pasta is cut with Teflon-lined machines and flash-dried, resulting in a less porous surface and slippery texture which prevents sauce from clinging to the noodles. But for centuries, Italian pasta makers used heavy bronze dies to cut pasta, a method that helped to preserve the rich, nutty flavor and texture of the wheat. Then, the noodles were hung to dry naturally to maintain the highest possible quality. The fresh wheat flavor of bronze die-cut pasta is unmistakable, and the porous surface allows sauce to cling to every bite. With the resurgence of old-world techniques and slow food cooking globally, chefs are using these bronze dies to extrude historical pasta shapes. CPG brands are starting to follow suit, even calling out the ancient methods and variety of wheat on the label.

DID YOU KNOW?

In 19th century Veneto (Venetia) Italy, homemade pasta was prepared with eggs, with a bronze extrusion press known as bigolaro. The apparatus was fixed to a wooden support (usually a table or stool) and operated manually using handles. (pictured)

Courtesy of: <https://museo.pastafabri.it/the-history-of-the-pasta-extrusion-press/>



05 MINDFUL SNACKING

Gen Z-er's are snack-ers. Rather than eating two to three large meals a day, they prefer eating five to seven smaller snack-size meals to satisfy their hunger. They also want those snacks to be healthy.





As a result, the call for clean labels on food and beverage products is louder than ever. Put off by long, complicated ingredient lists, they want greater transparency from brands on how food is processed. CPG brands that rely on additives to achieve texture and stability in recipe formulations are looking to pivot to healthier, more sustainable alternatives, particularly in the snack food category. As consumers become more aware of the health risks associated with eating processed foods, they're choosing to eat more natural and unprocessed snack foods like dehydrated fruit, hard boiled eggs (with *Everything Bagel seasoning, of course*), crispy seaweed, roasted chickpeas, overnight oats and edamame. This trend presents a unique product development opportunity for brands and it's all in the positioning: marketing to Gen Z-ers by presenting their products as a snackable options.

DID YOU KNOW?

The Everything Bagel began in New York City in the early 1980s, but the seasoning has recently become a flavor-favorite with just a shake. The exact ingredients vary, but may include caraway seeds, garlic flakes, onion flakes, poppy seeds, sesame seeds and salt. In addition to hard-boiled eggs, try EBS on avocado toast, pizza crust, salads, lettuce wraps, smoked salmon, roasted vegetables, popcorn, and sushi bowls.





06 **UBE** (OOH-BAE)

WITH A DEEP PURPLE HUE BORN IN NATURE, UBE IS THE PERFECT INSTA-WORTHY EYE CANDY.

This purple yam is a staple of Filipino cooking that's found its way into menus (and our Instagram feeds) across Europe and North America. With its pleasant nutty flavor, bright purple color, and silky texture when cooked and pureed, Ube can be incorporated into quick breads, cake mixes and icings, as well as frozen burgers, boxed mashed potatoes, soups, crackers and potato chips. Ube is a nutritional purple powerhouse, packed with potassium, Vitamin C and antioxidants.

DID YOU KNOW?

Dioscorea alata is the scientific name for ube and has been a staple in Filipino cuisine for over 400 years. Ube jam, or Ube Halaya, is the most common, traditional way (and the simplest) to prepare and consume ube.



07 HYBRID VEGETABLES

With a global emphasis on plant-based eating, chefs, consumers, and food service companies need to satisfy the demand for unique varieties. Breeders at seed companies are using hybridization to do what bees have done for centuries: cross-pollinating plants to create novel new varieties bursting with color and flavor. This method should not be confused with genetic modification, where fruits and vegetables are injected with genetic material. Hybridization is a process that already exists in nature, producing fruits and vegetables that are not only fun to look at, but delicious and nutritious too.

DID YOU KNOW?

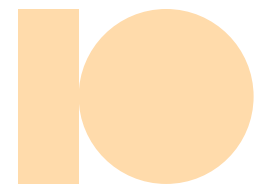
If you have eaten broccolini before, then you've tasted a hybrid vegetable. Kalettes is the love child of Brussel sprouts and Kale and there's the black galaxy tomato (which tastes just the same as a regular tomato, but with a pink inside). Speaking of inside—If you like to eat peppers without all the annoying seeds, try the bell pepper seedless cousin, Angello. It is completely seedless and is crunchier and sweeter than regular bell peppers.

<https://www.burpeehomegardensbrand.com/documents/Burpee-NewVarieties-2023-SellSheet.pdf>

08 **CONFIT EVERYTHING**

Previously relegated to duck legs, the confit cooking method has gone mainstream with a myriad of ingredients like fish, shellfish, vegetables and even fruit.





Derived from the French word “confire,” which means to preserve, confit is a centuries-old cooking technique that was devised with one purpose: to keep food from spoiling. The result of this invention was a succulent, highly flavorful dish that quickly became one of the staples of upscale Classical French cuisine.

For the traditional duck version, duck legs are cured in salt with herbs and spices and slow braised in a bath of duck fat. The duck legs are then cooled and stored in the fat to be crisped up in a pan à la minute. For confit-ing vegetables, the ingredients are cooked in fat at a low temperature until meltingly tender, while fruit and citrus peels are confit-ed in sugar syrup. Ingredients are stored in the cooking liquid and will remain unspoiled for months.

DID YOU KNOW?

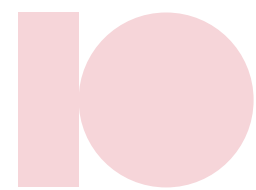
There are a couple of key differences between confit methods and deep frying. Confit preparations are done at an oil temperature of around 200 degrees Fahrenheit or cooler while deep frying requires much hotter temperatures (between 325 and 450 degrees Fahrenheit). Deep frying produces a crispy outcome that is best served straight out of the fryer, and unlike the confit method, deep fried foods don't last.





09 VINTAGE DESSERTS

From Lemon Chess Pie and homemade Butterscotch Pudding to jiggly gelatin desserts with whipped topping, we can't get enough of those comforting, nostalgic desserts. The old classics have stood the test of time, and pastry chefs and bakers all over the world are making them today with their own unique twist.



Nostalgia trends usually come about during times of uncertainty, and after the last few years, consumers are craving old-school desserts that satisfy their desire for comfort and stability. Traditional confectionaries from beloved brands bring as much comfort as a cozy knit sweater on a snowy day.

This trend can be attributed to the pleasure principle that resurfaced in 2021 but is rooted in Freudian psychology in the 1900's. It's the idea that food can enhance one's mood, and what better way to soothe the soul than a swirl of soft serve in an old-fashioned sugar cone, or a tangle of freshly fried funnel cake sprinkled with cinnamon and sugar?



DID YOU KNOW?

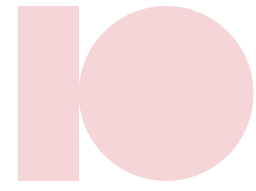
Though gelatin, the primary ingredient in Jell-O, has been a dessert delicacy since the 15th century, it was a New York industrialist, Peter Cooper, who patented a method in 1845 for the manufacture of gelatin. Another New Yorker, Pearle Wait, experimented with gelatin in 1897, and concocted a fruit-flavored dessert. His wife, May David Wait, dubbed it Jell-O.



10 **CULTIVATED MEAT**

Can lab-grown meat help the planet and our health? Certain global companies are betting on it, including Upside Foods, the first cultivated meat company in the world, founded in 2015.





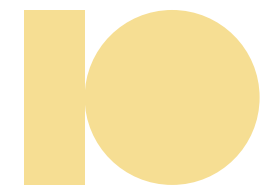
According to CEO Uma Valeti, “The process of making cultivated meat is similar to brewing beer, but instead of growing yeast or microbes, we grow animal cells.” Companies like Upside Foods are betting on their ability to create lab-grown meat and seafood by isolating live animal cells and feeding those cells nutrients to create raw meat. It would eliminate the need to harvest livestock while satisfying global meat consumption. If the world embraces cultivated meat, there would be less need for human encroachment on land and our oceans, helping to reduce greenhouse gases caused by farming. Lab-grown meat doesn’t require the use of antibiotics to ward off disease which could positively impact antibiotic resistance among humans.

But one question remains: How does cultivated meat taste? The process of producing cultivated meat is still an emerging technology and one that is still very much a work in progress. But we anticipate a time when cultivated meat will taste as meaty, flavorful and satisfying as meat from a farm.



DID YOU KNOW?

The first lab-grown burger was created in 2013 at the University of the Netherlands, using 20,000 individually grown muscle strands, all from a lab.



SEE WHAT THE HOT PLATE IS COOKING UP FOR F&B BRANDS EACH YEAR

“ The program has been so perfect - recipe development and photography is clearly Tag’s sweet spot. You’ve knocked it out of the park once again! ”

Dana Cobbs, Communications Manager at Newman’s Own

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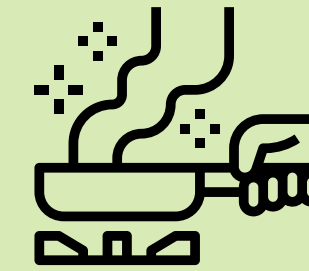
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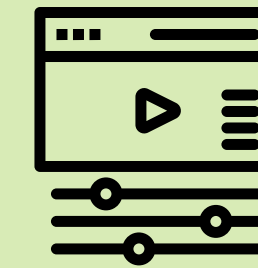


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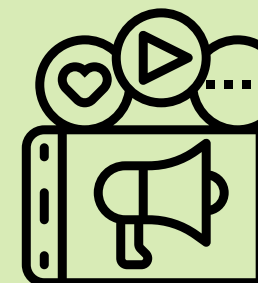
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