

# SILVER FORK

SLEAFORD QUALITY FOODS



SPECIAL EDITION 1 (2019)

**SPECIAL EDITION - DESSERTS**

WHAT'S COOKING IN THE FOOD INDUSTRY?

# OVERVIEW



## WHAT'S NEW THIS EDITION:

- Rise of Savoury
- Nostalgic Palates
- New and Familiar - Culinary Horizons

## INTRODUCTION - THE MAIN SLICE

Decadent indulgence or healthy clean eating - it seems as though this particular tug of war will never be won! But whilst the desserts category has continued to enjoy generalised growth and engagement, sales for consumers aged under 28 are down 7% YOY (Kantar Worldpanel, 2018). These consumers are the snackers of the industry, with many snacks boasting of healthier and natural ingredients - so where does leave the sector?

As the spending power of both Generation Z and Millennials continue to grow, so will their methods of engagement with food in general. Instagram-ability, mindfulness on the supply chain and ingredients, health credentials and claims, nostalgia for childhoods in the 1980's and 1990's, and opportunity for on-the-go desserts are all prime targets with this consumer segment.

Generation Z and Millennials may initially be throwing the sector a curve ball, but it's not such an uphill struggle - 87% of this consumer group admit to thinking about eating dessert at least once a day (Hershey's research poll, 2018)! Clearly younger consumers are still struggling with the tug of war between indulgence and health - and want both!



# LATEST LAUNCHES

**Premier Foods launch new bakery mix range:** Mr Kipling has launched into the home cooking sector with a range of cake mixes and icing. The cake mixes include Cherry Bakewell, Apple Pie, and Country Sponge, alongside vanilla buttercream and almond icing flavours. Catering for 16 people once baked, customers just need to add eggs, milk and oil to the mixes.

**Personalised Sweet Fortune Cookies:** Maid of Gingerbread, a East London bakery, has developed boxes of sweet fortune cookies for general sale, all of which contain uplifting phrases. Examples include "You are not alone", "words don't help but cookies do" and "you're smashing it", and customers can write their own messages too. Founder Emily Garland said the idea came from wanting customers to relish moments of positivity in their lives: "Opening a fortune cookie gives you the same buzz that you get from opening a gift, with the added bonus of the message being something supportive and empowering in a time of need."

**All the Bells and Whistles:** Bells of Lazonby have brought out a range of snack bars which are gluten free, wheat free and milk free under the brand name 'Bells and Whistles'. The range includes Berry & Cashew, Nut Truffle, and Ginger & Apricot, and are covered in a ganache with a topping of vegan chocolate, berries and nuts. The range aims to defy preconceptions of vegan diets for today's modern snacker.

## Other note worthy launches...

- **Gelatissimo** has launched an ice cream that can be eaten by humans and dogs alike! Their first flavour, Pawesome Peanut Butter, is vegan-friendly and made from real peanut butter.

- **Tesco** have been busy in the sweet sector recently, with both the launch of rhubarb and custard creams biscuits; and their frozen Jaffa Cake dessert - nostalgia has never tasted so good!

- **Krispy Kreme** has brought out an ice cream for the summer which tastes just like it's signature glazed doughnut - caramel sauce, chocolate sauce and doughnut bites can be added for a bit more indulgence!

- Last but not least, **XXI Ice** in Ireland have brought out something new for the summer season... chicken nugget ice cream! Chicken nuggets are chopped into the ice cream before it's rolled and served - you can even have chicken nugget chunks served on top! Anyone brave enough?!



# FUTURE HEADLINES!

- According to TFP Trend Hub, the future opportunities for the dessert sector lie in three areas:
- **Creative flavour:** Consumers are on the look out for something special and different in their food, and that goes for their sweet tooth too. Floral, savoury, tangy, and the down right alternative are where consumer taste buds are exploring - and expecting int heir day to day desserts.
- **On the Go Snacks:** Snacking is now the new norm in modern meals, desserts have the opportunity to ride the wave of convenient, on the go eating. Bars, balls and squares can allow desserts to be eaten everywhere - and smaller portions are seen as healthier, which allows for healthier ingredients to be a selling point in these modern dessert options.
- **Instagram-ability:** Delicious flavours and aesthetic beauty are continuing to go hand in hand, and desserts can't escape this trend. From nostalgic names and hyper-realistic appearances, it's all about grabbing attention and the consumers' imagination.

# WHAT'S COOKING? TODAY'S TRENDS

## FLAVOUR FEVER!

Flavour continues to be one of the main factors in dessert purchases - fruity and rich have always been major flavours in this sector, but nostalgia across the food industry is starting to dominate taste buds. This has the double-sided effect of being both new to the industry after years away from the spotlight, and comforting and familiar to the consumer.

Rhubarb and custard is an old favourite in the department of nostalgia, and has never been out of popular confectionery as a result. Increased awareness of British produce has led to popularity of seasonal rhubarb, especially from the magical sounding 'Rhubarb Triangle' in Yorkshire. However, the flavours of sharp, sweet rhubarb and creamy custard are in demand all year round - in firm favourites, such as pies and souffles, and more modern sweet treats such as eclairs and meringue tarts.

Floral notes have also experienced an increase in interest - brought on by the hunger for summer and interest in Middle Eastern food. Rose petals are a pretty standard floral inclusion in bakery, whilst lavender and chamomile are being used more and more - and floral flavours are being used beyond shortbread, including creams, custards, sugars, pies, and crumbs.

Stepping into unknown territory is also in vogue, as boundaries continue to be pushed outside home cooking and the safe boundaries of nostalgia. Consumers' increasingly adventurous palates are leading to more adventurous flavour blends, such as saffron and lemon, rhubarb and blood orange, and strawberries, lemon and white chocolate. Won't be long before these and more will be standard flavours in home kitchens!



# TOMORROW'S FLAVOURS

**So what are the flavours of tomorrow? Well, with customers' tastebuds getting increasingly adventurous and discerning, the sky really is the limit! Here are some ideas from The Food People to help steer you in the right direction:**

**Fruit:** rhubarb, banana, lemon, lime, yuzu, finger lime, blood orange, orange, kumquat, kaffir lime, kiwi, passionfruit, mango, peach, pineapple, coconut, blueberry, apple, dragonfruit, cherry, blackberry, boysenberry, plum, pear, watermelon

**Rich:** milk, dark and white chocolate, gin, cabernet sauvignon, Armagnac, kirsch, pinot noir, Moscato, buttermilk, Jersey milk, mascarpone, vanilla, coffee, brown butter, whipped cream, cream cheese, cacao, peanut butter, smoked wood

**Savoury:** beetroot, Jerusalem artichoke, potato, sweet potato, pumpkin, ube, cucumber, carrot, black sesame, miso, matcha, brown rice, almonds, walnuts, pistachio, olive oil, pretzel, black garlic, tamarind, truffle

**Super Sweet:** meringue, custard, caramel, marmalade, dulce de leche, honey, honeycomb, agave, s'mores, maple, cookies and cream, jelly, date syrup, monkfruit extract

**Botanical:** rose, chamomile, lavender, eucalyptus, elderflower, coriander, cowslip flowers, earl grey, jasmine, woodruff

**Heat:** mustard, cardamom, stem ginger, Szechuan pepper, nutmeg, turmeric, sumac, pepper, saffron.

**Herby:** rosemary, citrus sage, thyme, sorrel, mint, bay leaf



# WHAT'S COOKING? TODAY'S TRENDS

## SAVOURY VS. SWEET

As consumer's taste buds become more adventurous, blending of tastes has been part of the modernisation of the dessert sector (beetroot brownie anyone?) and this is poised to continue.

Vegetables are now seen as an ingredient for those unable to pick a side in the tug of war between health and indulgence - the colour and natural sugars that vegetables can give a recipe make them the perfect ingredient for today's mindful baker. There is a shift away from using primarily root vegetables towards other vegetables such as Jerusalem artichokes, tomatoes, and sweetcorn which will aim to diversify dessert offerings and keep our sweet tooth happy!

Herbs are also an avenue to explore. Whilst rosemary and thyme are considered the norm for inclusions in bakery, but, as ever, consumer experimentation and demand for the different are looking beyond these standards. Sorrel and lemon verbena are being seen as the next new herbs for sweet recipes, bringing an earthy note to any second helping of pudding!



# WHAT'S COOKING? TODAY'S TRENDS

## RETURN OF THE CLASSICS

Some desserts have stood the test of time, especially when a family recipe is involved! Chefs, whoever, are looking to shift familiar recipes to mean something completely new - after all, creativity is the watchword for the food industry in the 21st Century! Examples include a brown rice cream choux pastry, and an éclair topped with fruit and flower - delicious!

Black Forest Gateau is a classic throwback to the 1970's , and, unlike other renovations of classics, the flavour of the recipe remains true to its origins. However, tweaks have been made to refine the recipe, including the choice of the cherries used or the sponge type baked, as well as refining presentation, which has included as petit fours, sorbet and a pie!

Trifle is another recipe that has enjoyed a recent surge of popularity. Whilst we may have memories of strong alcoholic and whipped cream tastes, modernity has come calling for Grandma's standard Sunday fare. Masala soaked sponge along with mango, coconut and chocolate pervade the modern trifle. Trifle is, of course, not immune from the filters of Instagram - especially as it's various layers can be used to great aesthetic effect! There's even demand for trifle piped into choux pastry - old yet new!

Other comforting recipes due for a refurb include Eton Mess, cheesecake, sponge pudding, and rise pudding (including on restaurant in Kuwait offering rice pudding with rose water, cardamom and saffron).



# WHAT'S COOKING? TODAY'S TRENDS

## OPULENCE ON THE GO

Whilst there may still be a place for dessert after your evening meal, our busy lives have led to the "snackification" of our normal meal structure - and desserts aren't being left out. The categories of meal occasions are blurring especially between desserts, snacking and drinks. According to Nielson (2019), snacking is showing the the biggest growth areas in wholesome snacking and 'mini meals' which are showing +8% growth YOY.

'Freakshakes' have been around for a while but don't show any sign of going away, especially with ice cream following suit on the decadently overloaded front. Over the top, Instagram-able and shareable, it's the social, interesting dessert for the modern sweet tooth! These extravagant offerings are bleeding into coffee offerings, with Starbucks Japan launching a 'Purin a la mode' pudding style frappuccino based around the no-bake cream caramel dessert. The blurring between desserts and drinks isn't going to go away any time soon - especially as this is the perfect combination for on the go snacks which modern consumers are demanding.

On the go bakery is also offering more and more tempting treats for those with limited time but unlimited appetite. Dominique Ansel has launched an apricot and honey cronut (croissant/doughnut hybrid) for the start of the summer. The humble pretzel is even getting a revamp, with Dominique Ansel launching a pretzel with pretzel bavaroise, soft caramel and crispy peanut butter feuillentine - wunderbar! There really isn't a lack of creativity in this sector of the sweet sector (croiffle, a waffle crossed with croissant dough, anyone?), and this is poised to make waves in retail - sign me up for customisable cronut mixes and ready to heat pretzels!





# WHAT'S COOKING? TODAY'S TRENDS

## DESSERTS WITHOUT BARRIERS

Flexitarian is surely the watchword of the year - and vegan and vegetarian options are not backing down from the taste challenge!

As we've seen elsewhere in the industry, inclusivity for now mainstream diets, such as veganism and gluten free, is the new norm. Plant based desserts are moving beyond mere inclusions to new innovation using non animal derived ingredients. Aquafaba has never been so popular! The health halo is ever powerful - natural sweetness from vegetables and substitution of butter and cream means they feel better about eating pudding in the first place, and may mean more than one slice!

Functional desserts are also growing as an alternative for those of us looking to boost our health through the food we eat on a day to day basis. Look out for turmeric and matcha ingredient inclusions, as well as the use of various spices such as ginger which boasts anti-inflammatory and antioxidant properties.

So is there still a case for conventional dairy? A report by Kantar Worldpanel has shown that the UK dairy market experienced a decline of £15m om sales over Easter, with this reduction in sales coming from mainly from milk. This may be due to the popularity of milk alternatives and on the go eating ousting conventional breakfasts. However, the dairy market has experienced growth elsewhere in 2019. The sector is seeing small increases in sales of cheese and cream, spurred by scratch cooking and 'treat purchases'. Compared to 2018, there are 2.3% more cheese sales and 5.4% more cream sales in 2019. Condensed milk, creamy buttermilk, goat dairy products and various flavours enhancing conventional dairy products (such as jasmine, pistachio and even Eton Mess!) are also keeping this traditional sector popular. Clearly the cream is still rising to the top!



# WHAT'S COOKING? TODAY'S TRENDS

## THE NEXT SWEET HORIZON

So where will our adventurous taste buds take us next? 73% of grocery shoppers say that they would welcome new food and grocery products (2018), so the sky may be the limit when it comes to which new cuisines will tempt us next! The established trend of borrowing other culture's recipes and nostalgia continues apace - and consumer knowledge is leading to more regionalised recipes and authentic ingredients coming to the fore and to the consumers' dinner table.

Middle Eastern recipes are based on notes of rose, pistachio, pomegranate, and spice blends which really align with consumers looking for different flavours in their desserts - and who can resist a baklava and supangle on a long summer night? Chefs are also taking inspiration from the region to inject into more recognisable desserts - such as rosewater and pistachio shortbread and qatayef (mini filled Turkish pancakes) which can be filled with whatever filling the consumer desires.

Closer to home, French and American sweet recipes are experiencing a resurgence in interest, of the back of both recognisable recipes and recipe tweaks to peak interest. French pastry remains king in this realm of decadence, but subtle flavour and format changes are afoot for the likes of brest pastry (such as a tropical fruit brest pastry), the Mont Blanc (with inclusions such as marron glace), and fruit tarts.

Americana desserts have always been driven by the extravagant 'wow' factor - some things never change! Taking the likes of burgers and tacos off the savoury menu means that summer will never be the same after the gelato burger and lemon meringue taco! Traditional sweet fare such as s'mores has even been re-imagined as french toast - all this showing that desserts have never been so flavoursome or fun!



# PHOTOGRAPHY CORNER



**First row (left to right):** Rhubarb and custard eclair, The Set, Brighton; Ube mochi fries, Spot Dessert Bar, USA; Eton Mess, Dominique Ansel, London

**Second row (left to right):** Choux pastry topped with fruit and flowers, Maitre Choux, London; Black Forest with fresh cherries, chocolate dacquoise, and morello cherry sorbet, Gotham Bar and Grill, London; Choux trifle with custard, cream, jelly and strawberry pieces, Hinds Head, Bray, UK.

**Third row (left to right):** Mini freakshakes, Softserve Society, London; Pretzel with pretzel bavaroise, soft caramel and crispy peanut butter feuilletine, Dominique Ansel, France; Rosewater meringue with jasmine and pistachio creams, Grounds of Alexandra, Sydney, Australia.

**Fourth row (left to right):** Gelato burger, Cremeria de Luca, Sydney, Australia; Lemon Meringue Taco, Amayjen, New Zealand; S'Mores inspired French Toast, Pog, Dublin.

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