



# SPOTTED... JULY 24

A sneak peek into consumer demands, flavours, and future trends, spotted in July 2024.

World Flavours . French Flair . Out & About .

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# MULTICULTURAL...IT'S HEADING THAT WAY!



## FROM THE PHILIPPINES

Known for its layers of flavours that balance sour, salty and sweet, it has several iconic ingredients that are becoming increasingly loved in Britain, like kalamansi (or Philippine lime), ube (or purple yam) and fruit vinegars made from coconut, sugarcane, coconut sap, nipa palm tree sap and other fruits.

Source: **Speciality Food Magazine**



## MANGO CHUTNEY 2.0

Enter the trending flavours of The Middle East. The Food People are spotlighting - Amba. A flavour powerhouse full of punch! Amba is an Iraqi pickled condiment, all set to spice up the sauce category.

Source: **The Food People**

## WEST AFRICAN

The world is waking up to the culinary delights of West Africa, including Nigerian, Ghanaian and Senegalese. Think ginger, nutmeg, chilli and garlic.



W Africa inspired burger w/  
scotch bonnet relish, efo spice  
emulsion, mustard greens and  
pumpkin seed miso  
Ikoyi x Shake Shack  
(London, UK)

Source: **The Food People**



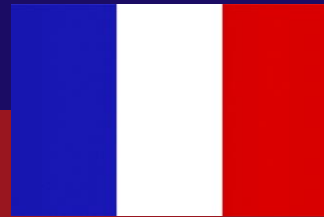
## 'SWICY'

THE must have sweet and spicy trend. As consumers are more willing to try spicy flavours and experiences, adding a sweet element is giving them the confidence to try new concepts. Chilli & chocolate, gochujang and thai chilli pastes, how will you hit the mark with your audience?





# FRENCH FLAIR



## PERFECT PÂTISSERIE

The traditional croissant is seeing an exciting makeover. Think different shapes, luxury fillings, multi-layered and bite sized variations.

## CLASSIC COMFORT

Simple and convenient classics such as steak frites, duck confit, croque madame, french onion soup, tartare and bayonne ham.



# TAP INTO TAMARIND

## HOW IS IT USED?

The Food People have explored this new ingredient, stating how versatile it is within global cuisines and how it adds a sweet and sour note to stews, grilled proteins, dips, and dressings.

Originating from Africa, it's an edible pod-like fruit that is appearing across many global cuisines. It's often used as a sticky paste, made by reducing the pulp and added to sauces, stocks, dips, and marinades.

- Brekkie bites (infused in cream or custard)
- Perfect with eggs
- New experiences in classics (toasties and cheeseburgers)
- Fish & Seafood
- Giving Sunday Roasts a makeover (glazes)
- Fruity desserts (adding tartness for balance)





# OUT & ABOUT



## RETRO DINING

Menus are experiencing a surge in bringing back retro classics.... prawn cocktails, devilled eggs, vol au vents and much more!

## AI FOR THE CONSUMER

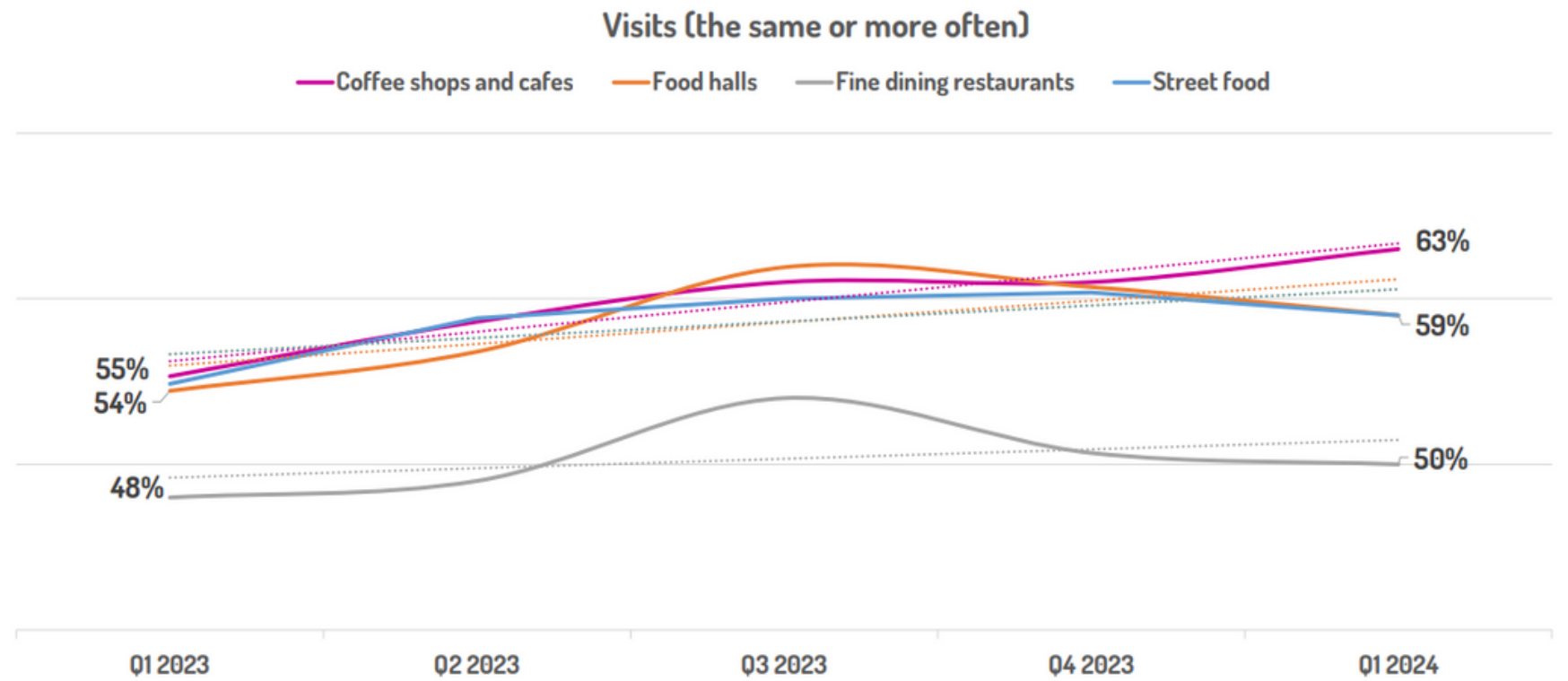
AI is allowing foodservice outlets to provide added value and personalised experiences. Outlets are creating personalised menu suggestions, wine pairings based on the individual and apps that can analyse nutritional values. This is just the start!



## TOASTIES!

Umami-laden cheese toasties with kombu butter, mushrooms and soy sauce..... Next level!

Whilst fine dining visits have stagnated, there has been an increase in visits to less costly ways of getting a treat, like coffee shops and food halls



Q12: In the past month how often have you visited each of the following?

Good Sense Research. + tfp

**The Foodservice Scene.** Consumers are getting back out there! Research suggests that eating out sales are recovering, but the landscape is definitely changing. People are visiting food halls, street food experiences, dessert parlours, experiential, and competitive socialising outlets.



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