



SLEAFORD
QUALITY FOODS

SPOTTED... SEPT 24

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

Fermented. Trendy Bowls . Out & About .

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FERMENTED FOODS

A FERMENTED FAVOURITE

According to Brandwatch, the third biggest food trend of 2024 is fermented foods - for their taste and health benefits. Popular options include pickled foods, sourdough, kefir, kimchi and sauerkraut.

HAPPY GUT

Fermented foods are weaving their way into breakfast, lunch, and dinners. Along with collagen-rich bone broth for gut lining support.

WHAT'S ON OFFER?

Hot dogs topped with crispy onions and fermented red cabbage, salmon poke bowls with kimchi, sourdough pasta, and brown sugar maple bacon burgers topped with sweet & spicy pickles.



SNACKING SENSATIONS

SCOPE OF SNACKS

There's no doubt that snacking is here to stay, but more to the point, how we snack and what we snack on is starting to change. According to Snack Food & Wholesale Bakery, 46% of consumers eat 3+ snacks a day.

Crisps, tortilla chips and nuts are still on the scene, but consumers are more willing to try innovative products like seaweed crisps, baked cheese snacks, and flavoured pretzels. Pair these with topped houmous, chipotle salsas or whipped feta dips and consumers are happy!

Innovations in texture were a break-out trend from the Sweets & Snacks Expo 2024. From freeze-dried candy to melty baked goods, texture was a key factor that companies used to create new, but familiar departures from the status quo – or, shall we say the “snackus” quo.

Source: Mintel Spotlight

WHAT CONSUMERS ARE TALKING ABOUT ONLINE....

Bowls are still a firm favourite with consumers and it's all about beautiful presentation, think rice bowls, burrito bowls, smoothie and salad bowls.

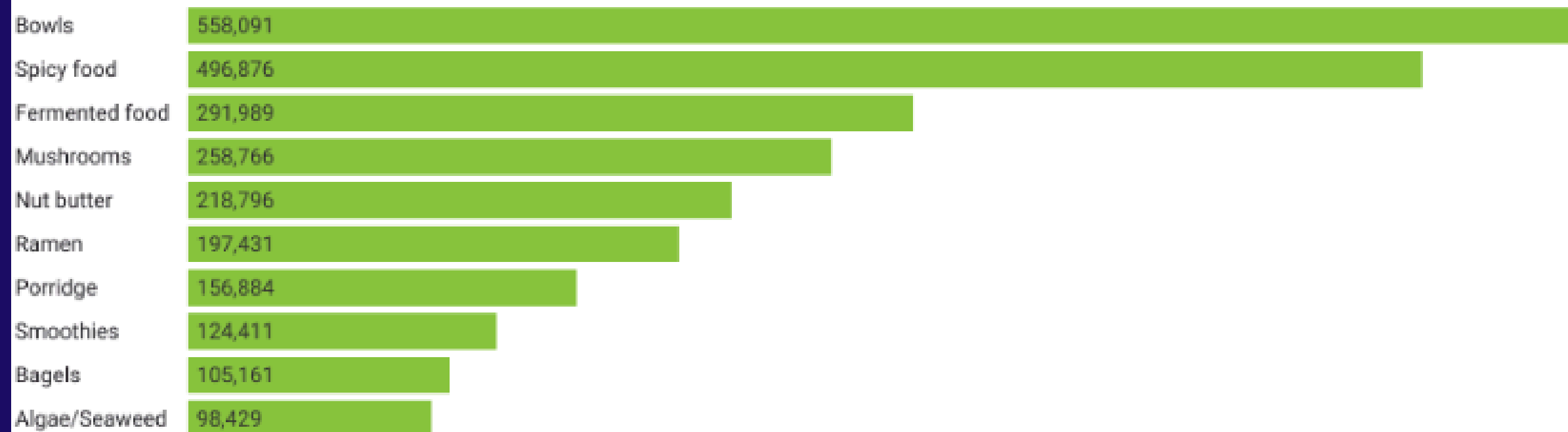


Top food trends in online conversations

Source: Brandwatch Consumer Research

Chart shows the most mentioned trends in online conversations around food.

Data gathered from public social posts, blogs, forums, and review sites in English, French, German, and Spanish from July 1, 2023 to June 30, 2024.



OUT & ABOUT

TAKING INSPIRATION FROM M&S

The NPD from M&S over this summer has been outstanding. They've tapped into true consumer trends and demands, let's take a look at some of their products on offer....



NEW ON THE SHELVES

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In collaboration with Twisted, 7UP has launched a three-sauce collection for summer barbecues. Based on 7UP's classic lemon and lime flavour, the range includes a Zesty Mayonnaise, an aromatic Zingy Hot Sauce and a creamy ranch-style Tangy Salad Dressing. (UK)



RICE

BEN'S LUNCH BOWLS

Ben's Lunch Bowls are filled with rice, beans, grains, vegetables and spices and come in four flavours, Spicy Thai Coconut, Italian Sundried Tomato, Mexican Style Bean & Corn, and Moroccan Style Chickpea & Raisin. (UK)



NEW RICE FLAVOURS

Vetee steam-inspired rice in three new flavours of new West African Jollof, Korean Gochujang and Indonesian Nasi Goreng flavours. (UK)



TILDA PORTION CONTROL RICE

Designed for portion control, Tilda's ready-to-heat rice in comes in two single-portion pots comes in five flavours: Butter & Sea Salt Jasmine Rice, Long Grain, Medium Grain, Mexican Style, and Vegetable rice. (UK)



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