



SPOTTED... NOVEMBER 24

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

Sunday Roasts. Retro Classics . Consumer Confidence

www.sleafordqf.com

Tel: +44 (0) 1529 305000



ROASTS ELEVATED

DIPPIN' SHARING IS CARING BOTTOMLESS SUPERIOR SARNIES WORLD FLAVOURS

tfp

DIPPIN'

The trend for French Dip sandwiches has evolved to encompass a range of global flavours. What makes an already fantastic sandwich even better? A little pot of full flavour sauce on the side for dipping! While this trend may have begun with beef gravy or *jus* to be more precise, it has certainly moved on. Expect some big flavours here from Vietnamese baguettes served with pho to roast beef sangas with rogan josh.



Clockwise from top left: Korean inspired French dip sandwich with slow cooked Korean style beef, cheese, caramelised onion, mayo and Korean dipping sauce, @dans_foodforthought (Instagram, AU) || Pho baguette complete with pho broth for dipping, Phodega (Chicago, US) || Roast beef sandwich with rogan josh dipper, Olmates (Melbourne, AU) || Prawn and chicken gyoza menchi sandwich with a shoyo vinegar dressing for dipping, Sandoitchi Cafe (Sydney, AU)



The Sunday Roast like you've never seen before...

Coming into the winter months we've seen a surge in roast sarnies with a side of dipping gravy, HUGE sunday roast sharings boards and even Thai inspired inventions that bring new elements and flavours to the traditional Sunday Roast.

tfp

BRIT HITS

Sticking with the nostalgic flare, Brit classics across breaky, lunch and dinner have moved across to the sandwich world. Think eggy bread with a ham and cheese filling, pub favourites like ham egg and chips and the ploughman's lunch and even the classic Sunday roast - don't mind if we do!



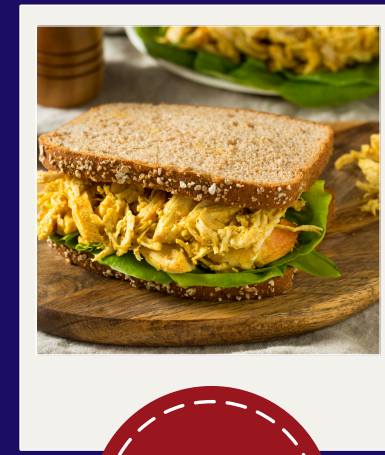
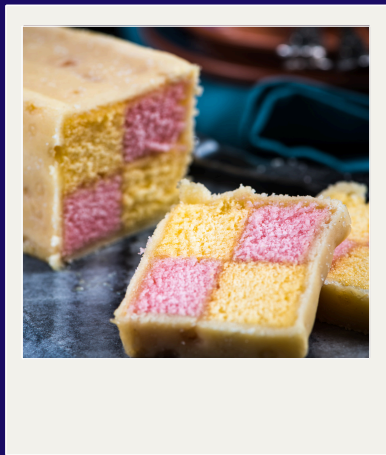
GRAVIES



STUFFINGS

RETRO CLASSICS

The 70's called and they want their menu back.....



Flavour inspiration

Watch List

Toasted marshmallow
French toast
Zabaione (Eggnog)
Gianduja
Churros

Growing

Banana bread
Sticky toffee
Speculoos
Lemon meringue
Gingerbread
Pistachio
Panettone/Pandoro

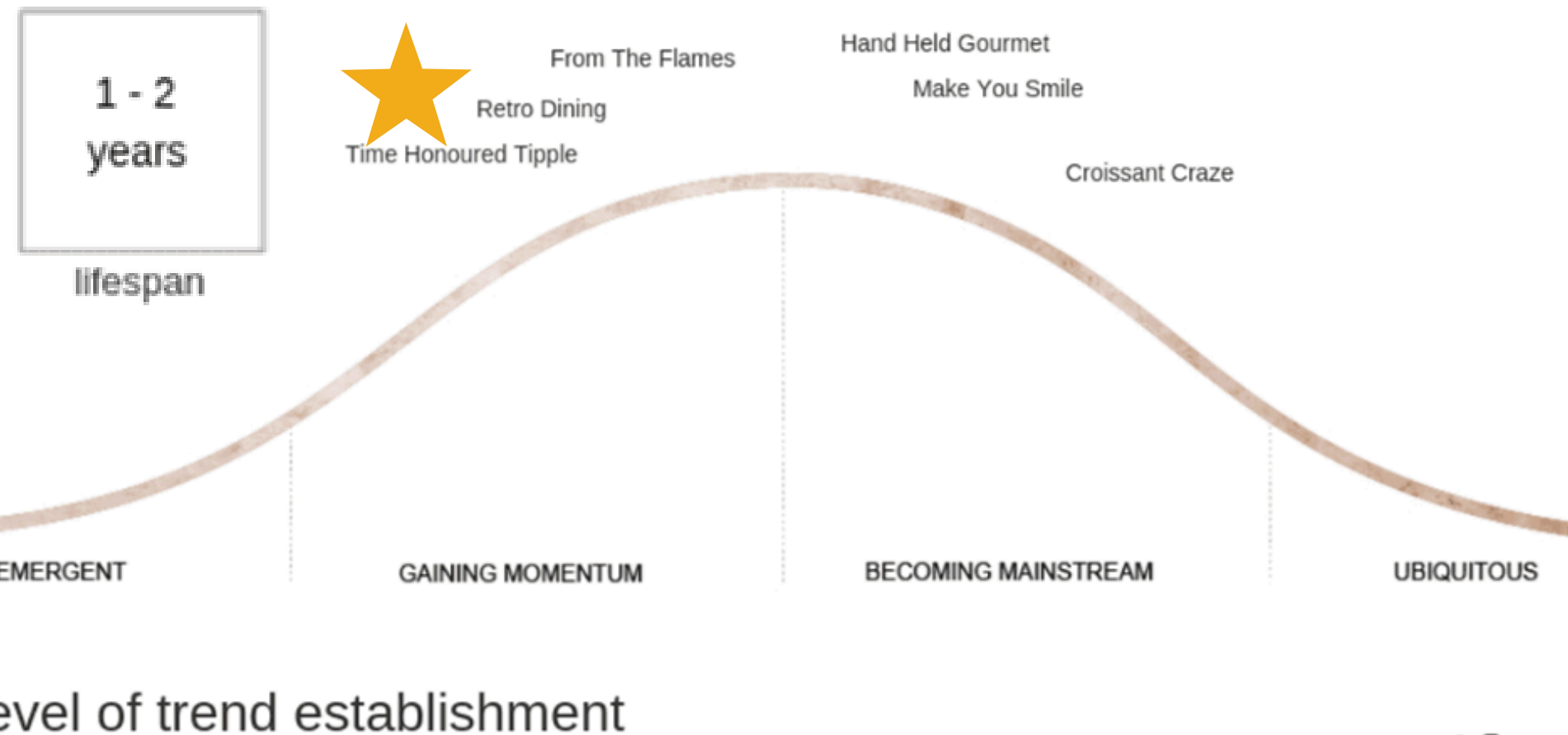
Mainstream

Cherry Bakewell
Apple pie
Tiramisù
Strawberry & cream
Black Forest
Cheesecake



uk.synergytaste.com

*Innova trend survey 2024



tfp



FLAVOUR THROWBACKS

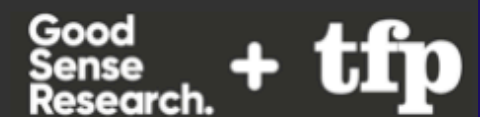
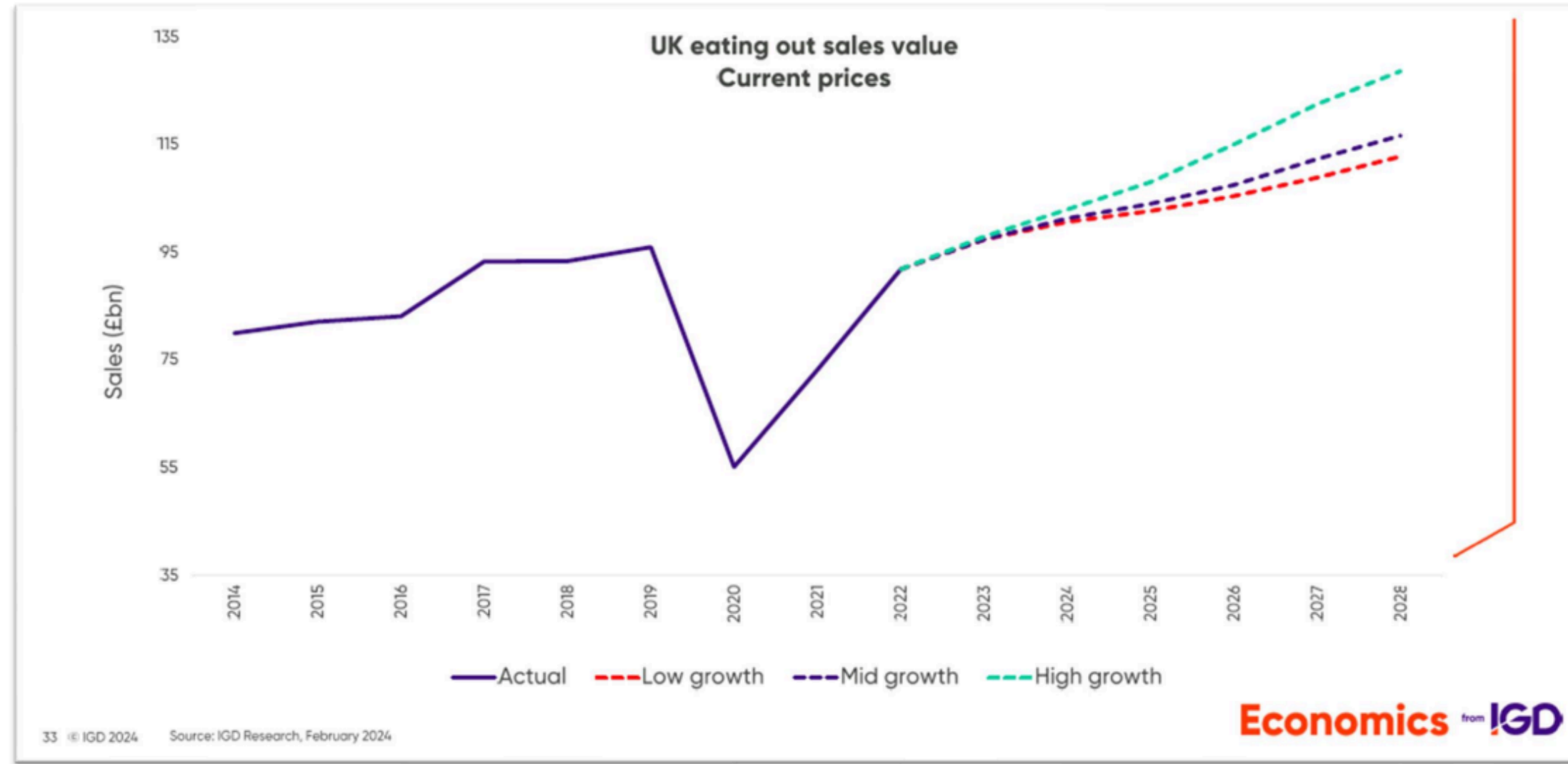
Nothing says comfort like nostalgia, and nothing says nostalgia like a taste of the good ol' days. From soul-comforting soups and retro desserts to a two-day event paying homage to longstanding food chains, the demand for food that resonates will likely continue even as turbulent times pass.



Mintel/Kantar* reported that 76% expect to spend the same or less on food in restaurants and takeaways in 2024 compared with 2023 – only 12% felt they would spend more.

CONSUMER CONFIDENCE

Eating Out Sales Recovering (slowly), still down on pre COVID



Value for money, and quality experiences remain the most important factors driving consumer choice. 77% of consumers identify as value-led. Bidfood 2024.



VALUE