



SPOTTED... JANUARY 25

A look back at Christmas 2024 and the key trends emerging at the start of 2025. *Source - The Food People

Christmas Flavours. Pub & Bars. Consumer Feelings.

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WORLD FLAVOURS MADE THEIR WAY INTO CHRISTMAS 2024!



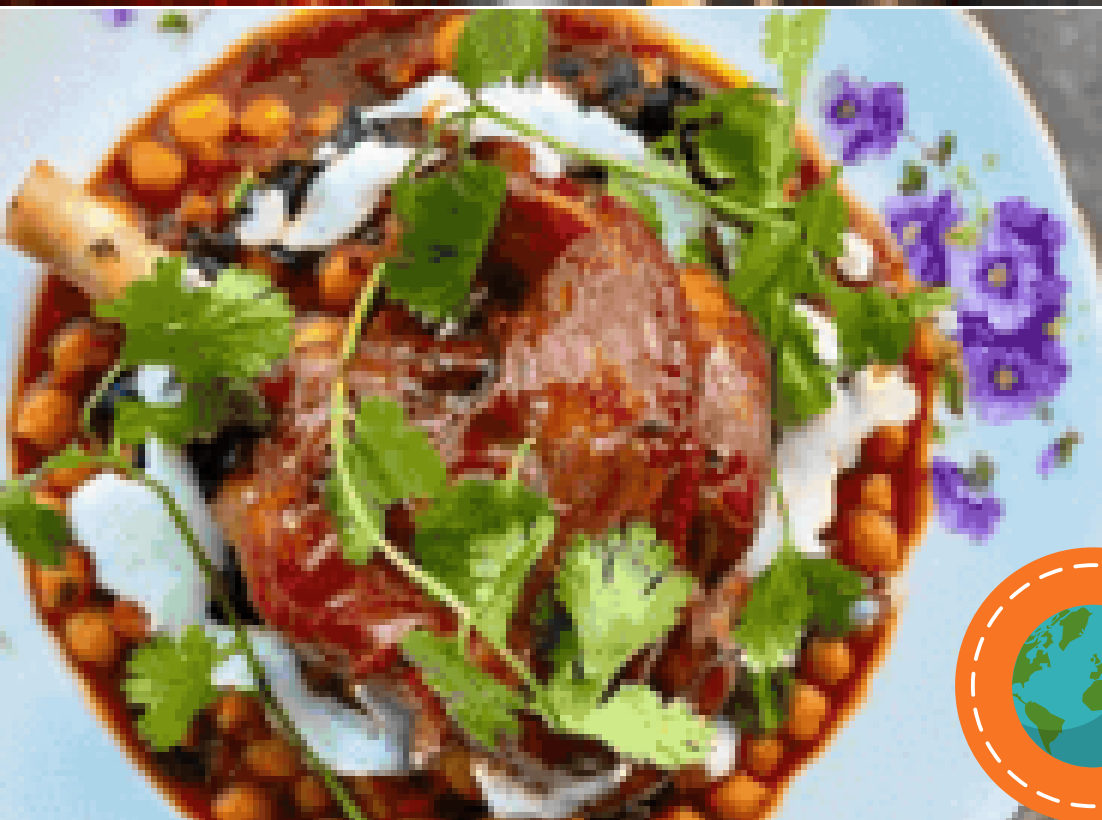
Many world flavours, seasonings and spices are making their way into consumers eating habits and Christmas 2024 didn't disappoint in meeting this demand.

Derived from the Middle East. Classic handmade pies filled with chicken tagine and aromatic dukkah are uplift with preserved lemons and green olives.

East Asia on the menu. With an emphasis on umami, fermented funk and spice, East Asian cuisine is a perennial influence on food and drink, with Christmas being no exception. Influences from Japan, Korea, Thailand and beyond made their way onto Yuletide menus.

Sunny-soaked Mexican cuisine. Toasted burritos come laden with grilled chicken among paprika-heavy grains of rice, crushed nachos and stuffing, all bound by cranberry and chilli sauce and an ooze of three chesses!

Indian twists. Samosas got Santa-fied with a tree of plaits, filled with the classic potato and peas. Indian spiced crumble toppings on fies and side dishes also proved to be a big hit!!



PUB & BARS IN 2025.

Twisted Basics.

Pure comfort.

Traditional Puds.

Next level salad.



tfp

PURE COMFORT

Decadent, elevated, comfort food is scattered across pubs and bar menus, served as snacks, starters, and mains. Prawn toast has been emerging on menus across many channels of food service, in pubs and bars this is being extended to fish and other shellfish. Cheese is melted, baked, and fried, either as a whole cheese or with blends of cheese.

Pubs are extending their hours, to encourage more business, serving food across all eating occasions. Sandwiches are overfilled, with many ingredients, including traditional fillings as well as less traditional, such as main meals served in homemade bread. Fried chicken is full of umami flavours, flavoured with global twists and condiments.



Classics but with a twist...

When consumers are visiting pubs and bars, they expect to see the usual burgers, fish and chips, chilli bowls. But now is the time to spice things up, adding unique flavours, source local ingredients, add bursting with flavour crumble toppings and bring back nostalgia to dishes.

Puds from the past...

Consumers are still seeking regional and old school puddings that give a much needed feeling of comfort.



Salads with flavour and texture...

Looking around the globe for inspiration, salads are loaded with noodles, lentils, and nuts. They are sweet, salty, spicy and full of flavour and textures.



CONSUMER BEHAVIOURS

We have faced many challenges over the past 5 years, consumers are now looking for **FOOD** to heal us and bring us joy. We are looking for moments of indulgence and fun.

FANCY(ISH)

DEMOCRATISING LUXURY



ONLINE RICHES

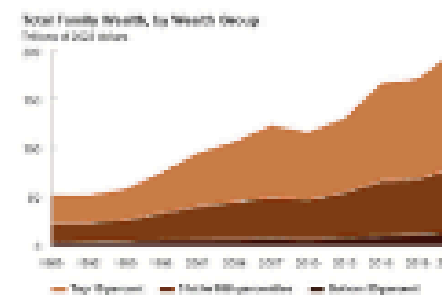
9 Year Social Media Growth Statistics

- 2014: 2.1 billion active users (+144%)
- 2015: 2.5 billion active users (+19.0%)
- 2016: 3.0 billion active users (+19.6%)
- 2017: 3.4 billion active users (+13.7%)
- 2018: 3.8 billion active users (+11.8%)
- 2019: 4.2 billion active users (+10.5%)
- 2020: 4.7 billion active users (+12.1%)
- 2021: 5.0 billion active users (+6.4%)
- 2022: 5.2 billion active users (+4.0%)

The world changed radically in the last ten years, in the extent to which we are exposed to **extremely attractive things**, from; people, to experiences, to products and foodstuffs.

This includes knowing much more about **high quality** and **extraordinary** foods from all over the globe and naturally, we want to experience them for ourselves, preferably now.

DEEPENING WEALTH GAP



Ironically, at the same time most countries have seen an explosion in wealth **inequality**, with many **more have nots** than haves.

At exactly the cultural moment when luxury things have become known in our consciousnesses, they seem **less and less attainable**. This sense of **missing out** has contributed to the **mental health crisis** of recent times.

ACCESSIBLE LUXURY



Into this apparently unsolvable problem has stepped the new trend of **accessible luxury**.

Brands are moving heaven and earth to make high quality things **just about affordable** as a **one-off**. This has been seen through the trend of **hiring luxury goods** like jewellery, clothing and cars, or it also now means finding **clever methods** to produce things of extraordinary quality in a scaled down version.

ELEVATED EATS



Viral volcano pasta loaded with crab, Meat & Cheese Arc 2nd (Japan)

Into this cultural context comes food that delivers **extraordinary quality** we can (almost) all enjoy.

This includes a milk-fed chicken steamed in fig leaf (Julius, Germany) to a Mangalitzta chop from "a 12-year-old pig named Pip" (Tender Cow, UK), Apples fermented in beeswax (Noma Projects, Denmark) and Mark Lore's restaurant concept of **fast fine dining** (as opposed to fast casual) (Wonder, USA).

Affordable indulgence is in high demand because the key is quality over quantity and finding moments of pleasure in the little things. Consumers are also keen to see brands, outlets, and manufacturers taking food waste seriously and offering solutions in packaging, using up 'leftovers' and reacting to environmental concerns.

