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SPOTTED... APRIL 25

A sneak peek into consumer demands, flavours, and future trends, spotted in April 2025.

Foodservice Trends. Aji Amarillo

www.sleafordqf.com

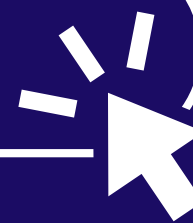
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DRIVING CONSUMER DECISIONS.

Top drivers that are set to shape consumer choices in 2025.

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Value

VALUE

Value remains KING for consumers eating out



Brand

BRAND

High % of consumers trust the brands they follow



Quality

QUALITY

Quality is on the rise which presents opportunities for increased spend



Experience

EXPERIENCE

Consumers want to invest in experiences

*Source: Bidfood Foodservice Trends, 2025

FLAVOURS LESS TRAVELLED



Southern USA cuisine

46% are interested in trying*

34% already eat*

80% overall interest*

Southern USA cuisine and Soul Food are rising in popularity, because of their associations with comfort and tradition. Suitable for both street food and sit-down dining, the cuisine is rooted in culinary traditions from the Deep South including New Orleans and Texas, in addition to African and French influences.



Southern States

Key ingredients

Fresh fish and seafood, for example, crawfish, fried chicken and cajun or creole spices are at the heart of this humble cuisine.

Dishes range from fried shrimp po'boy sandwiches to satisfying stews, hearty rice bowls, seafood boils as well as sweet pies, and puddings.

Turkish cuisine

39% are interested in trying*

34% already eat*

73% overall interest*

There is a growing appetite for authentic Turkish cuisine, driven by its blend of Mediterranean and Middle Eastern flavours. Roughly 1 in 4 consumers struggle to find this cuisine when dining out*. However, there are numerous gateway dishes to entice interested consumers, and a variety of authentic options to attract those already acquainted with Turkish cuisine.



Turkish

Key ingredients

The cuisine features grilled and minced meats with savoury spices (cumin, paprika and za'atar) and vegetables usually seen across main and meze dishes. Sweet ingredients include pistachio nuts and honey used in filo pastry desserts called baklava.

Greek cuisine

39% are interested in trying*

40% already eat*

79% overall interest*

Our survey found that Greek cuisine appeals to more than three quarters of consumers. Whilst it shares its Mediterranean roots and carries some similarities to Turkish cuisine, Greek offers a variety of distinctive dishes.



Greek

Key ingredients and dishes

The Mediterranean ingredients that sit at the heart of Greek cuisine make for fresh, zesty and flavoursome dishes.

Widely recognised are its fresh olive and feta salads, feta and spinach filled pies, tzaziki dips, deep fried courgette balls/fritters, and grilled meat skewers/pitta wraps.

Argentinian cuisine

53% are interested in trying*

13% already eat*

66% overall interest*

Portuguese cuisine

52% are interested in trying*

20% already eat*

72% overall interest*

Swiss cuisine

56% are interested in trying*

11% already eat*

67% overall interest*

*Source: Bidfood Foodservice Trends, 2025



MAKING A COMEBACK..... AJI AMARILLO

Source: The Food People



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CHEESE

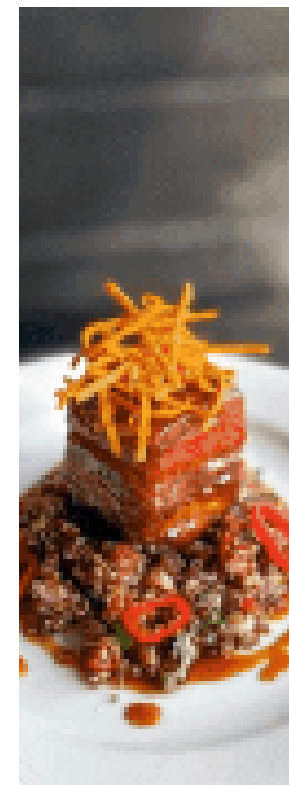
With huancaína a Peruvian staple, this chilli-cheese coupling extends the scope beyond queso fresco. We're talking burrata, mozzarella, Parmigiano, cotija, feta, goat cheese – the lusciously creamy pairing equally as well with the moderate heat and exotic fruitiness as the sharp and tangy.

VEGGIES

Nature's bounty features prominently as a bedfellow to this South American chilli. And while corn takes a starring role, there are plenty of other roots, bulbs and blossoms ripe for experimentation – think grilled beets in an aji amarillo vinaigrette, candied artichokes in an aji amarillo emulsion, huancaína style sweet potato, or a Scoville-spiked shallot tarte tatin.



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The rise of this under-represented chilli is indicative of the growing interest of native ingredients. Aji Amarillo is characterised by moderate heat with tropical fruit notes.

Flavour + Fire. This ray of sunshine chilli isn't new to the scene, but with recent desire for hot and spicy, it's certainly making a comeback. Boasting a moderate heat, this vibrant pepper is perfectly placed for those seeking multi-dimensional profiles from their chillis.

Emulsions. From vinaigrettes to hollandaise and mayonnaise, preparations across the emulsion spectrum have been spied.

Dipping. For those dipping their toes into the world of aji amarillo, segregated dips are the perfect answer. Fried chicken and seafood paired with creamy mayo.

Hot sauce & seasoning with Aji Amarillo. Packing a serious punch to everything from morning eggs to rotisserie chicken, brunches and much more!