



SPOTTED... MAY 25

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

Schnitzel . Indonesian Cuisine . World Launches .

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SCHNITZEL ON THE RADAR

TRENDING RIGHT NOW.

This super versatile comfort and budget friendly dish is making a comeback onto menus. Meat and plant-based options are being served in sandos with inventive coatings and flavour boosts to cater to the adventurous consumer.

WE SEE THE SEA...

Seafood offerings are not traditional for the schnitzel but they are certainly trending. Moreton Bay Bug, abalone and prawns get bashed and breaded for a more creative twist on the dish.

CULINARY CURIOUS.

Spice and heat are cropping up - everything from Tex Mex and Americana to East and Southeast Asia. Think Nashville Hot Chicken Milanese!!



NEW IN PACKAGING

TRAYS FOR FRESH PRODUCE.

DS Smith and Primeale have collaborated to launch a fibre-based punnet that is plastic-free. The tray is designed to help protect any fresh produce when being transported and during its shelf life. The packaging is fully recyclable and is made from a fibre-based corrugated cardboard and cellulose hydrate lid to ensure full visibility for the consumer.

SURFACE PRINTING.

The removal of printed carton sleeves has been rolled out on four lines by Quorn. This will cut down on packaging, along with the water, energy and raw materials used to produce the packaging. The packaging reduction also lowers their carbon footprint as the packages are lighter for transporting.





INDONESIAN CUISINE



Indonesian cuisine is growing in popularity due to consumers wanting to try dishes beyond Thai. Its connotation as a 'cheap eat' plays in its favour during this economic climate.

Fiery sambals, umami-rich fermented shrimp paste and fragrant aromas mean one thing: instant gratification.

Steaming bowls of soto to big hearty combo plates piled high with fried rice and smashed chicken, Indonesian eats offer pure comfort and convenience without breaking the bank.



One route to Indo-success? The interplay of familiar formats with ubiquitous Indonesian ingredients and flavours. This well-versed concept is often the first point of call for newbies. We're talking the particulars of gado gado or satay in a sando, sambal atop a hot dog, or Pan-Asian play with West-adopted favourites, Rendang samosa anyone?





ADDED HEAT

FIREHOUSE SUBS X HOT ONES

Firehouse Subs and Hot Ones have collaborated to launch two new hot sandwiches: the Zesty Ladder with zesty garlic and The Spicy Dill with a spicy dill pickle in the Last Dab Hot Sauce. (US)



RED ROBIN GOURMET BURGERS X MIKE'S HOT HONEY

The two companies have collaborated to create three new menu items. A Hot Honey Chicken Sandwich, Hot Honey Pepperoni Pizza and Hot Honey Wings with bone-in or boneless varieties. (US)



SUBWAY HOT HONEY

Two hot honey menu items have been launched at Subway: a Hot Honey Pepperoni Sandwich and a Hot Honey Chicken Sandwich. (US)



RICH'S

Rich's has launched a range of gluten-free pizza bases made with rice, tapioca and potato flours. They also have a cauliflower version with milled chia and brown rice. They have also launched an Italian-style pinsa base to be used in food service. The pinsa bases are made in Italy with extra virgin olive oil, finely ground wheat flour and sourdough. (UK)

POPEYE'S

The very limited-time menu features pickles throughout, with a Pickle Glaze Sandwich featuring a battered chicken piece in a zesty pickle glaze, topped with thick-cut pickles, served on a brioche bun.

They also have Pickle Glaze Bone-In or Boneless Wings with a touch of heat. There are also Fried Pickles with Popeyes signature seasoning on the menu served with Ranch dipping sauce. For drinks, there is a Pickle Lemonade. (US)



RED ROOSTER

A new dessert of Cheesecake Fries has been launched into Red Rooster. These are made from cake that is deep-fried and drenched in cream cheese glaze topped with vanilla crumb. (AU)

PIZZA

LITTLE CAESARS

The pretzel crust pizza is back at Little Caesars, but with a twist as they have now launched a stuffed crust pretzel pizza. Originally served with a cheddar sauce base, consumers can now change to a tomato-based sauce if desired. (US/Canada)



PIZZA HUT

The Cheesy Bites Pizza has returned to Pizza Hut restaurants with pull-apart cheese filled-bites around the edge of a pizza. This year Pizza Hut is also serving a trio of dipping sauces in Chipotle, Ultimate and Pepperoni ranch to dip the bites into. (US)