



SPOTTED... JUNE 25

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

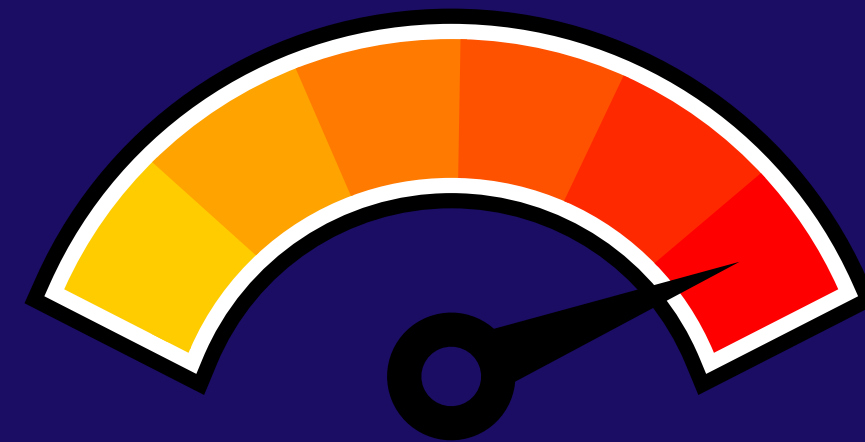
Jerk Spice . Falafel on the menu . Summer Trends .

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JERK SPICE HEATING UP MENUS

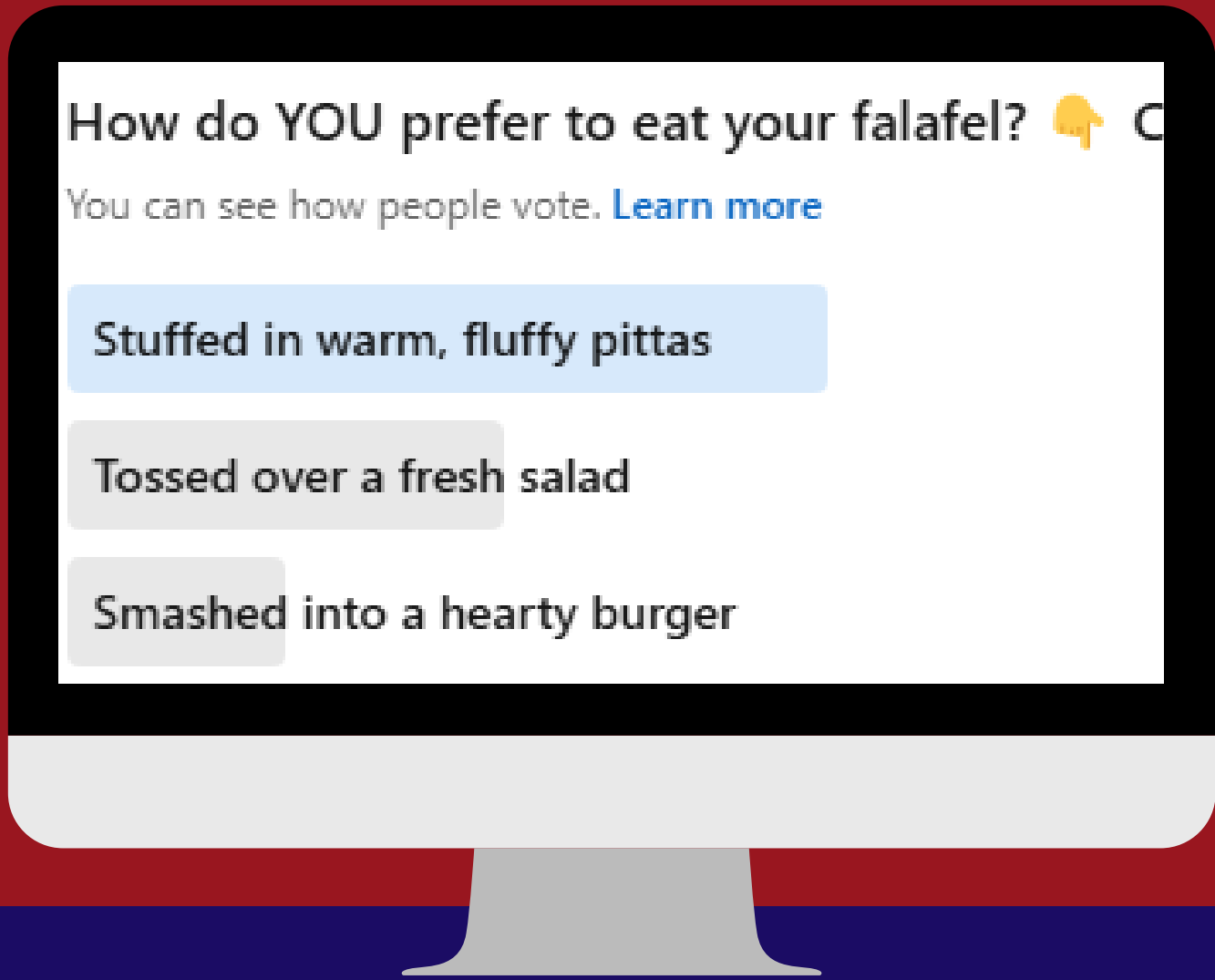


Jerk is far more than just a spice blend - it's a cornerstone of Jamaican cuisine and a global sensation that continues to involve and inspire.

Rooted in tradition but thriving in innovation, jerk seasoning, anchored by fiery Scotch bonnets, aromatic allspice, thyme and garlic, has become a defining flavour across a range of foods. The traditions of jerk spice run deep with meat and fish, but culinary exploration is on the rise. As slow-cooked cuts, grilled fillets and creative BBQ fusions take off on menus and across social media, jerk seasoning continues to evolve, bridging cultures and elevating everything from street food to fine dining.

Jerk seasoning is no longer just for meat! Menus are embracing the bold, smokey heat of Jerk to transform vegetables and plant-based alternatives. It brings depth, character, and Caribbean flair to the plant-based world.

Fusion is often where the magic happens.... From tacos and pizza to pasta and fried rice, the bold and fiery flavours of jerk are finding new life across global comfort foods. Pizza entered its 'anything goes' era a long time ago, so it won't come as a surprise to see jerk chicken on a pizza slice!



WE ASKED....



We took to LinkedIn polls to ask our followers - **How do YOU prefer to eat your falafel?**

In a pitta

54%

Fresh Salad

31%

In a burger

15%

How will you incorporate falafels into your menu?



Falafel bagels



A starter with hummus



A flatbread staple



Rice bowls

7 OF THE BIGGEST FOOD AND DRINK TRENDS FOR SUMMER 2025



Drinks that do you good

Protein

Fruit and nut snacks

Tradition

SPECIALITY FOOD



UPF-free food

Better for you

Asian condiments

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