



SPOTTED... JULY 25

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

Flavour First. Humble Heroes. World Foodservice.

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FLAVOUR FIRST.... WHAT'S IN STORE FOR THE REST OF 2025?



Foodies all over are demanding unique experiences, wanting menus and chefs to up their game on flavour - mostly driven by the want for more global flavours.

Bold flavours, especially from an Asian descent are satisfying the trend of rich, spicy and umami profiles. We have seen Pistachio storm through the industry - anything from coffees, chocolate flavours and in fine dining dishes. Pickles are also bang on trend, winning points for their distinctive tang.

What can we expect to see for the rest of the year?

- South American flavours (think chimichurri, aji blends) are expected to rise in 2026 as consumer curiosity grows [Speciality Food Magazine](#).
- Ethnic fusion seasonings combining global staples (e.g. gochujang-honey rubs, miso-chilli salt) are trending among food influencers.
- Traditional flavours and "retro" seasonings are enjoying a renaissance.
- Greater emphasis on minimalist ingredient labels, recyclable packaging, and ethical sourcing will remain a purchasing driver.



TGI FRIDAYS

Launching in twenty-two outlets, TGI Fridays has announced that they are serving an early morning menu for breakfast called Rise & Dine.

Items will vary from the All-American Slam consisting of sausages, bacon, fried egg, beans, mushrooms, tomato, hash browns and toast, to Steak and Eggs, with all the trimmings. There will also be pancake stacks with bacon, chicken strips and maple syrup. Plant-based options include the Garden State Slam with plant-based chicken, smashed avocado, Cajun spice corn chips, eggs, hash browns and toast. (UK)

NANDO'S

The new Summer menu at Nando's has four new food additions: The Big Cheese is a grilled halloumi burger with a red pepper and pineapple salsa, avocado and Churrasco PERinaise in a Portuguese roll. They have also launched Halloumi Sticks served with a PERi-Honey dip.

Sides haven't been forgotten with a Summer Grains Salad that has a mixture of green chickpeas, mixed grains with dried apricots, lemon and oil with a yoghurt dressing drizzle, and Charred Smoky Corn in a garlic sauce with spring onions and PERi-Salt. (UK)

COLLABORATIONS

RYAN REYNOLDS X TIM HORTON'S

The two have collaborated to create Ryan's Scrambled Eggs breakfast boxes. The loaded box contains scrambled Canadian eggs, hashbrowns, sausage crumble or bacon strips with Tim Horton's chipotle sauce. The breakfast can also be served as a wrap. (Canada)



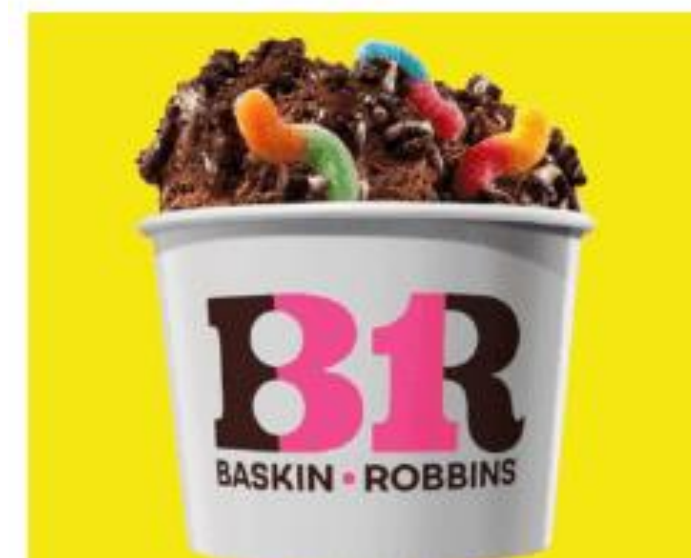
TACO BELL X MIKE'S HOT HONEY

This collaboration is a first of its kind for Mike's Hot Honey as they blend their Hot Honey with Taco Bell's Diablo Sauce to create Mike's Hot Honey Diablo Sauce. (US)

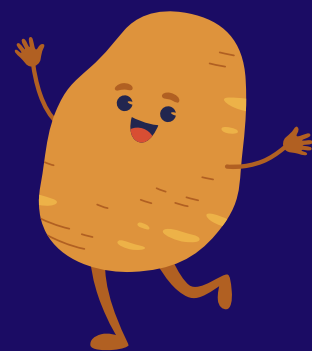
DESSERT

BASKIN-ROBBINS X TROLLI

In this collab there are two desserts, the Trolli Sour Blast is Trolli's first ice cream partnership and has lime ice cream and orange flavoured sherbet. The Trolli Dirt 'n Worms Sundae is made with chocolate ice cream, hot fudge, Oreo pieces and Trolli Sour Brite Crawlers Minis. (US)



HUMBLE HEROS



BRINGING COMFORT AND JOY.

In a world of uncertainty, consumers are taking much deserved joy in choosing humble hero food items.

Baked potatoes have made a huge comeback: according to a recent survey, 62% of Brits regularly bake potatoes as a budget lunch, with 82% calling them their ultimate mid-week meal, and 90% agreeing they're trending again thanks to TikTok creators like SpudBros.

WHAT DOES THIS MEAN FOR MENUS?

Sandwiches and toasties stuffed with mash, cheese, gravy or chips are now seen as elevated street food or café centrepieces. Jacket potato bars offering customised toppings beyond beans and cheese. Pubs and gastropubs are featuring hash brown-heavy breakfast boards, mash-based toasties, or spiced potato dishes as the hero item.



CHARCUTERIE NACHOS



ALL OVER SOCIAL.

Quick, convenient, customisable, very cost effective, perfect for a 'picky tea', their versatility holds no bounds. They are the latest trend storming social media (TikTok in particular) - taking snack time to a whole new level.

It's simple to create this Italian meets Mexican mashup and ironically, nachos themselves barely make it onto the sharing board. It's fun, creative and has endless pairing opportunities!

MAKING A MEAL OF IT.

Starting with breakfast and working through the day, classic staples are being reworked to make tasty potato chip toppings. Take a retro Caesar salad, replace the lettuce with crisps and you have an instant yummy twist.