



# SPOTTED... SEPT 25

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

Visit to SFFF25 . Seasonings . Gravy trends .

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# A VISIT TO SPECIALITY FINE FOOD FAIR...



## Food Trends We Spotted at the Speciality Fine Food Fair 2025

We had the chance to visit the Speciality Fine Food Fair, and it was brimming with innovation, insight, and future-forward thinking. Here are some of the standout trends we noticed:

- **Flavoured salts with benefits:** Not just about taste anymore – salts are being infused with added nutrients and wellness properties, giving consumers both flavour and function.
- **Preventative health products:** There's a strong shift towards foods designed to prevent illness, rather than just treat symptoms – consumers are clearly seeking proactive solutions.
- **Sustainability & "nature's way":** Messaging around sustainable ingredients and natural processes was everywhere, highlighting transparency and planet-conscious production.
- **Social influence in health:** TikTok, Instagram, and wellness influencers are undeniably shaping consumer decisions on what's "healthy" or "must-have" in food.
- **The UPF conversation:** Ultra-processed foods are under the microscope. The response? A push back to grassroots cooking, educating consumers about ingredients, and stripping products back to basics.
- **Label literacy:** Shoppers want to understand exactly how each element on a label impacts their health – it's about trust and education.
- **Home cooking insights:** The average UK consumer spends just 25 minutes a day in the kitchen – convenience is key, but knowledge matters too.
- **The fibre gap:** A staggering 95% of UK consumers are deficient in fibre – a huge opportunity for brands to step up with better solutions.





# SEASONINGS TO STOCK... FROM SPECIALITY FOOD



Seasonings are booming - find out why, how you can get involved and how the trend is growing more than ever before.



## TASTE CONVENIENCE

Speedy mid week  
adventurous meals



## AUTHENTIC & BOLD

Room to experiment  
with recipes



## FUNCTIONAL BLENDS

Immunity boosting  
additions



## POPULAR FLAVOURS

Asian & Swicy still  
leading the way





## OUR LOVE OF GRAVY

# SIMPLY MAKING IT REALLY GOOD...

Gravies are seeing a real transformation in 2025. Think spicy flavours, nutritional boosts, experimentation with burgers and so much more! Unusual pairings and convenient formats are leading the way when it comes to NPD and product launches.

## CONVENIENCE IS KEY

Fresh, ready-to-use formats are growing fast, as consumers want scratch-style quality but without the long prep.

In short, gravy is no longer just “the pour-over on the side” – it’s stepping into the spotlight as a product category with real growth potential.



And it’s no longer just Sunday roasts – gravy is being paired with loaded fries, fried chicken, pies, and even more unconventional dishes, proving its versatility.

Underpinning all of this is the balance between comfort and modern lifestyles. Gravy remains a symbol of warmth and tradition, but it’s also becoming a canvas for innovation, premiumisation, and healthier eating.