



SPOTTED... NOV 25

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

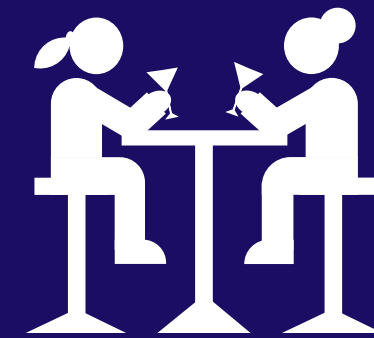
Foodservice summary. New launches. Consumers.

www.sleafordqf.com
Tel: +44 (0) 1529 305000





WHICH 2025 FOODSERVICE TRENDS WILL CONTINUE?



2026

In 2025, foodservice has balanced familiar and adventurous: customers still crave nostalgia, but they also want elevated, globally-inspired flavours.

Menu innovation is driven by boldness — in heat, fusion, and sweetness — and minimalism, with botanical notes and high-quality, simple ingredients.

Sustainability has moved further into the core of foodservice strategy, not just as a “nice-to-have” but as an expectation.

On the service side, technology and immersive experiences are reshaping how people eat, not just what they eat.

- Tech dining - AI, self service kiosks, and digital integration are becoming widespread
- Interactive & immersive experiences - ‘build your own’ formats and instagrammable dishes
- Segmented outlets that offer gaming experiences and TV screenings of sports and reality TV shows

We think 2026 will be shaped by more global but specific flavours, premium but minimal, indulgence but with a greater emphasis on functional ingredients and smart kitchens that allow for automated tasks.

FOODSERVICE TRENDS & NEWS

Foodservice continues to reach consumers through diversification, unique ingredients, loyalty schemes and on trend flavour combinations.

MUSHROOMS

MCDONALD'S, MALAYSIA

McDonald's in Malaysia has launched a limited-time range of Creamy Mushroom products.

The Creamy Mushroom Sauce is served with their Big Breakfast, Double Beef Burger, Chicken Burger and Ayam Goreng (fried chicken). (Malaysia)

NEW MENU ITEMS

NANDO'S UK

Nando's UK has launched some new dishes including the Peri-Mac Wrap which was a secret menu item and has now been launched on to the main menu. New to the PERi-Ometer is Sweet Heat that is said to be hot on the tongue and sweet on the soul. They have also launched a Hearty Grains with a creamy dressing and Pickle Mix. Served at lunchtimes only is the Sol Bowl and Heart Bowl. (UK)



TOKYO TOKYO, PHILIPPINES

Tokyo Tokyo has launched new fried Agemono Sandwiches in four flavours. Crispy milk bread is filled with Beef Misono, Kani, Nitamago Egg and Japanese Sausage. (Philippines)

DIPS &...

PAPA JOHNS US

Papa Johns has launched Papa Dippa, a pizza designed for dipping, with firm edges and stick like strips cut to fit into a dip cup. The dips are Roasted Garlic Parmesan, Garlic Hot Honey and Creamy Garlic Pesto. (US)

WENDY'S, US

Wendy's has launched a new core line called Tenny's, complemented by six new dipping sauces. These are Wendy's Signature, Sweet Chilli, Scorchin' Hot, Creamy Ranch, Honey BBQ and Honey Mustard. (US)

CHIPOTLE, US

Chipotle has launched a Red Chimichurri as a limited time dipping sauce. The dip will be made fresh in store everyday with coriander and chilli. (US)





CONSUMER BEHAVIOUR

READ MORE 



PRICE, BUT LESS
IMPORTANT

1.

A steady decline in price being the top purchasing driver. Shoppers looking beyond the immediate shock of inflation and redefining what 'value' means.

PREMIUM IS THE
NEW STANDARD

2.

Consumers are expecting more for the same spend. Product portfolios and investments need to be evaluated.

WILLING TO
SWITCH BRANDS

3.

It seems that consumers are now more willing to shift their loyalties to accept better deals and new product innovations.