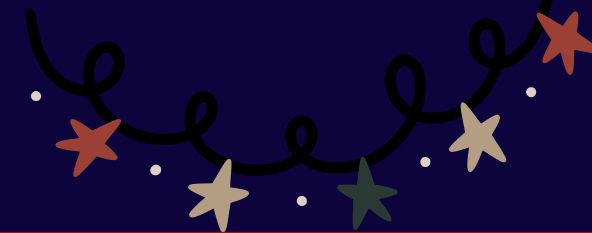





SLEAFORD
QUALITY FOODS



SPOTTED... DEC 25



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

Vypr Tells Us. 2026 Flavours. Our 2026 ideas.

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2026 VYPR INSIGHTS...



COMING IN JANUARY 2026... CONSUMERS INSIGHT REPORT

We've taken to Vypr to find out the latest insights into consumers habits, decisions and requirements when choosing to eat out of home. We will share a deep dive report that looks at flavour profiles, emerging cuisines, how AI will impact their decisions and much more!!

Keep an eye on our socials in January to download a copy, but here are some snapshot insights to take a look at.

46%

...would feel comfortable with AI recommending dishes for them



Consumers will mostly be looking for meal deals or set menus when eating out.

56% would like to see more mobile loyalty rewards



Spicy came out on top when we asked which flavour profiles they are excited to try, then smoky and sweet-savoury



Fermented, herbal and citrusy came in last

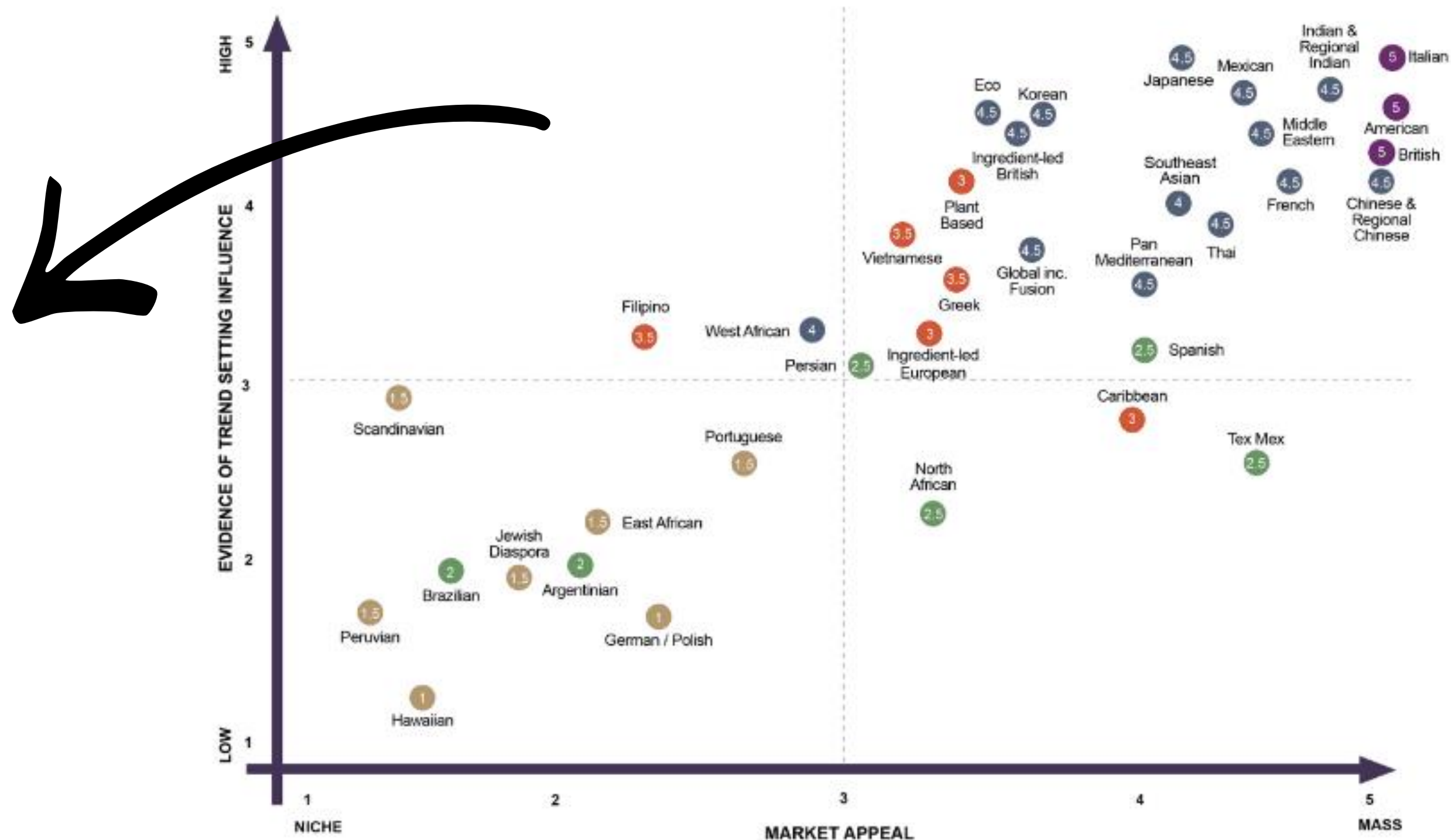
The No1 factor that matters the most is 'Affordable pricing', closely followed by 'Premium quality food'



CUISINES FOR 2026-27

TREND SETTING CUISINES / UK

tfp





MERRY CHRISTMAS



IDEAS ON 2026 TRENDS FROM OUR INNOVATION TEAM.....

1. Comfort – rather than new trends, reinventing existing core foods and making them more indulgent will be a key trend!
2. Sugar replacement - driven by the growing awareness of sugars linked to health issues.
3. Blackcurrant - 2026 Flavour of the Year
4. Swicy (Sweet & Spicy) and multi-layered savoury-sweet spice.
5. Hojicha - roasted Japanese green tea.
6. Savoury explorations across categories.
7. Global fusion and regional inspiration.
8. Floral infusions - botanicals like hibiscus, rose, and elderflower.