



SPOTTED... AUGUST 26

A sneak peek into consumer demands, flavours, and future trends spotted in August 2026.

Vypr Insights. Global BBQ Flavours. Noodle Revolution.

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We asked Vypr....



What are the main reasons you would choose a lentil or pulses dish when eating out?

- 1st They TASTE good
- 2nd They feel healthier than other options
- 3rd They help me eat more fibre
- 4th They are filling and satisfying
- 5th They help me eat less meat

Which menu description would make you most likely to order a lentil or pulses dish when eating out?

“A dish described as chef special with bold flavours and spices”

“A bean-based dish described as high in protein”

“A chickpea-based dish described as high in protein”



The biggest takeaway is that consumer demand exists for lentils and pulses, but operators need to make these dishes more desirable rather than simply healthier.

Over half of consumers describe themselves as fairly or very knowledgeable about the health benefits of pulses (around 53%), while only 17% said they weren't knowledgeable.

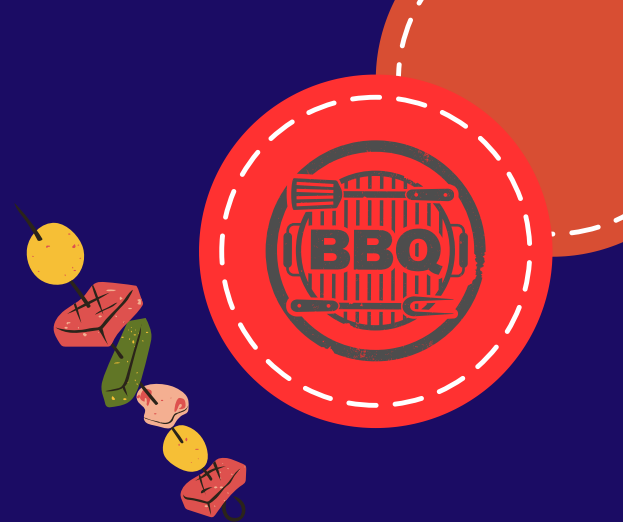
A small number of exciting, well-executed pulse dishes could satisfy demand.

Consumers won't order lentils because they're healthy. They'll order them because they look delicious. Health is a supporting benefit—not the headline.

Consumers are inspired by flavour-first language, not nutrition claims.



THIS SUMMER SAW THE GLOBAL BBQ EMERGE



The BBQ is becoming increasingly global, with familiar British favourites being given an international flavour twist. Rather than simply sticking to traditional burgers, sausages and chicken, menus and retail ranges are introducing influences such as Korean BBQ, Japanese yakitori, Turkish kebabs, merguez, tandoori, piri piri, Cajun, chimichurri and Caribbean jerk. These flavours bring something new and exciting to a well-established summer occasion, while still using formats consumers already know and enjoy.

The opportunity lies in familiar formats with a fresh flavour experience. Consumers don't necessarily need to try completely unfamiliar dishes to explore global cuisine; adding a Korean glaze to chicken, jerk seasoning to a burger or chimichurri to grilled meat can offer an accessible way to discover new flavours. This creates plenty of opportunity for globally inspired seasonings, marinades, sauces, glazes and coatings that can transform everyday products into something more exciting.

THE NOODLE REVOLUTION IS HERE



SUMMER TO AUTUMN CROSSOVER

Noodles are moving beyond their traditional role as a side or accompaniment and becoming a main attraction in their own right. From ramen and udon to yakisoba, Singapore noodles and Korean-style dishes, we're seeing more variety in the types of noodles being used, alongside bold flavours such as miso, sesame, soy, peanut, coconut, lime and chilli oil. Instant noodles are also being elevated with premium toppings, sauces and seasonings, tapping into the growing demand for convenient but more exciting meals.

The appeal of noodles lies in their versatility, affordability and ability to carry bold flavours.

They provide an easy base for creating globally inspired dishes without making them feel unfamiliar to consumers. Expect to see loaded noodle bowls, upgraded instant noodles, noodle-based meal kits and new seasoning and sauce combinations bringing more excitement to this everyday staple.



August sits in that sweet spot between summer and autumn, and we're starting to see this reflected in food and flavour. Fresh summer ingredients such as berries, stone fruits and herbs are beginning to meet warmer, more comforting flavours like ginger, cinnamon, sage and mustard. Combinations such as plum & chilli, apple & sage, pear & ginger, fig & balsamic and blackberry & vanilla offer a way to transition from light, fresh summer eating into the richer flavours of autumn without making the switch feel too sudden.

For foodservice, retail and manufacturing, this seasonal crossover creates plenty of opportunities for limited-edition products, new menu dishes and autumn NPD. Familiar autumn ingredients can be given a more contemporary twist through unexpected flavour pairings, while summer favourites can be carried forward into the next season. It's a useful period to watch for the flavours and combinations that could shape autumn menus, bakery, desserts, sauces and prepared foods.