

APAC JANUARY 2023

This report features a selection of articles from the month which are relevant to the APAC region.

CONTENTS

3 - Premium doughnuts
39 - Edible martinis
47 - Sandwiches
85 - The big squeeze August update
165 - Whey alcohol
174 - Korean pouch coffee
184 - Colostrum
195 - Soil health
213 - Designer compost
222 - New openings
259 - In the news
319 - Foodservive news
334 - Chefs - Sandwich Bar
340 - New on the shelves
378 - Packaging
389 - Books and shows



PREMIUM DOUGHNUTS

Doughnuts are more popular than ever, with artisan, hand-crafted premium doughnuts becoming a key component in the "treat me" economy. The popularity is driven as much by social media visuals and by the indulgent fillings and toppings.

SUMMARY

- Format mash-up has come a long way since cronuts with a whole range of hybrid shapes.
- Retro desserts are a big inspiration
- Easily accessible flavours and ingredients - often with a link to childhood
- Global flavours and varieties are starting to break borders.
- Tropical flavours, banana and rose are trending

WHERE IN THE WORLD

This article contains trend manifestations from the following regions:



CHANNELS

Social Media Bakeries
Cafés Street food
Fine Dining Doughnuts shops

ROLLING IN DOUGH

The appetite for doughnuts shows no sign of slowing down. The global desire for these fried balls of enriched dough has become the watchword for indulgence and premiumisation.

There are, of course, healthier doughnuts out there, such as those promoted by firms such as Urban Legend, but innovation still seems to be sitting in the arena of over the top, hand-crafted, premium offers. This has been driven in part by the influence of image-rich social media, 'treat' culture and the growing appreciation for hand-made artisan food.

Another area that has seen growing parity is plant-based doughnuts. In fact, plant-based bakery, in general, has gone through such a transformation in the last 5 years that they are almost indistinguishable from the animal based counterparts. So much so, that many stores now offer vegan doughnuts as a routine part of their menu. As a result, we didn't feel the need to single these out but rest assured there is plenty of choice out there.



Pictured: Chocolate Babka doughnut with raspberry glaze, Curiosity Doughnuts (Philadelphia, US)



MORE THAN THE HOLE

It all kind of started with the cronut. This was the watershed moment where the 'anything goes' movement started in the holey world of doughnuts. Since then there has been a myriad of different doughs, shapes and formats that have been adopted into the doughnut world. From artisan flours to new wave glazes, and from flavoured sugar to novel jams, the doughnut world continues to be blown wide open.

HYBRIDS

As we said, it all started with the cronut, but now there are format mash-ups galore. Where to start, well there is the Asian-inspired bao-nut, doughnut French toast (make to order, of course), doughnut sticky buns, and how about the sco-nut (the love child of a scone and a doughnut) filled with clotted cream and raspberry jam?









Clockwise from top left: Baonuts, Bao Bun (London, UK) || "Veignet" - a hybrid of fluffy beignet and (vegan) viennoiserie, Boneshaker Donuts (Paris, France) || The Sconut - a plain doughnut filled with clotted cream and raspberry jam, dusted with icing sugar, Doh'hut (Leeds, UK) || French toast doughnuts, Donut Bar (Las Vegas, US) || Sticky-Icky bun doughnut, Max'D Out Donuts (Miami, US)

ROUND HOLE, SQUARE NUT

There used to be two choices, ring or filled, now there are shapes galore. There is everything from a bunch of doughnuts pilled up like a stack of pancakes to a doughnut with multiple holes. Even the odd one shaped like a banana. The point is, the doughnut has become a shapeshifter.









Clockwise from top left: "Dough Stack" doughnut resembling a stack of pancakes, filled with blueberry jam, topped with maple caramel & crème mousseline 'butter', Siop Shop (Manchester, UK) || Maple bar doughnut, Blue Star Donuts (Portland, US) || Banana doughnuts filled with banana brown butter pastry cream, peanut praline, chocolate glaze & pretzels, Wildair (NYC, US) || Cinnamon-cardamom sugar polka dot doughnuts, Curiosity Doughnuts (Philadelphia, US)

TIP TOPPED

Doughnuts continue to be decorated with added extras. From extreme topping to more reserved affairs, it's not just about the filling anymore. Whist pieces of confectionary and the obligatory Oreo cookie are still popular toppings, bakers have become a bit more imaginative. Colourful cookies, bites of baklava, mini tartlets and even slices of cheesecake are making it to the summit of doughnuts.









Clockwise from top left: Baklava cheesecake doughnut, Delish Vegan Doughnuts (Madrid, Spain) || Pistachio Pride made a pistachio filling, white chocolate Chantilly, and pistachio ganache sable disk painted with rainbow stripes, Donutelier (London, UK) || Brioche doughnut filled with funfetti cake mousse, dipped in marbled vanilla glaze, sprinkle rim and topped with a cactus sugar cookie, Deviant Doughnut Shop (Mystic, US) || Doughnut topped with a slice of cheesecake with marzipan, dulce de leche and apple with cinnamon, The Secret Donut Society (Monterrey, Mexico)



Clockwise from top left: Doughnut made with einkorn flour and filled with panela (unrefined sugar) custard, Eric's (London, UK) || Blueberry cornbread doughnut with vanilla buttermilk glaze, Curiosity Doughnuts (Philadelphia, US) || Mango Glaze with Earl Grey crumbs on challah doughnut, Curiosity Doughnuts (Philadelphia, US)

DIFFERENT DOUGH

Enriched and naturally leavened doughs have been stalwarts of the doughnut scene for a while now. These days, when it comes to the dough at least, there is a raft of different options. Many follow the enriched path with doughs such as challah and panettone. Others take an even more radical approach using riffs on doughs such as cornbread. Finally, there are a few bakers looking at incorporating ancient flour varieties such as einkorn.





POTADONUTS

Although it has been around for years one variety has seen a bit of revival of late - potato doughnuts. Essentially these are doughnuts with a bit of mashed potato in the dough, and while this is still popular, other potatoes, such as sweet potatoes, have slipped into the mix. Regardless of which potato variety is being used, the potato doughnut is gathering momentum Stateside with a bunch of new shop openings coupled with a dose of social media hype.









Clockwise from top left: Fried potato doughnut with smoked bottarga cream, Penny's Bistro at Pipit Restaurant (Pottsville, AU) || Black forests inspired potato doughnut, Sputnik Donuts (Provo, US) || Sweet Potato, Oaxacan vanilla and chipotle doughnut, June (Nashville, US) || Blueberry glazed potato doughnuts, The Holy Donut Doughnut Shop (Maine, US)

GLAZED & CONFUSED

It's all about bright colours and sophisticated flavours when it comes to glazing doughnuts these days. Natural colours such as butterfly pea flowers and blackberries provide the backbone of colourful glazes. As for flavours sweet unrefined sugars rub shoulders with caramelised chocolate, cherry cheesecake and much, much, more.









Clockwise from top left: Caramilk namelaka (smooth ganache) doughnut glazed with butterscotch icing, topped with an Anzac biscuit, dulce de leche and Caramilk chocolate, Tuga Pastries Bakery (Sydney, AU) || Pea flower glaze, hibiscus glaze, strawberry compote, fairy dust, VEERA Donuts (US) || Royal Violet doughnut - mascarpone cream, cassis coulis, hazelnut-cassis crust, Chantilly and a sable crown, Donutelier (London, UK) || Cherry and cream cheese glazes on white chocolate and cherry panettone doughnuts, Curiosity Doughnuts (Philadelphia, US)









SUGAR COATED

The classic sugar-coated doughnut has been given a makeover. Will plain sugar ever be enough ever again? Ok, so plain sugar doughnuts will still be legendary, but for those looking for a bit extra, there are plenty of options to choose from. There are sweet and sour sugars, purple-hued ube infused sugars and even olive oil infused powdered versions.

Clockwise from top left: Peaches & crème with sour sugar, All Day Donuts (Melbourne, AU) || Orange olive oil doughnut, orange-vanilla cake doughnut tossed in olive oil powdered sugar and infused with a hint of fennel, Blue Star Donuts (Los Angeles, US) || Grapefruit cream-filled brioche doughnuts tossed in cardamom sugar, The Baker's Grove (UK) || Doughnut coated with ube sugar, Donut Papi (Sydney, AU)

JELLY 'N' JAM

What's a doughnut with jelly and jam? Well, the traditional raspberry and strawberry flavours are facing competition from creative takes on traditional preserves. These innovative jams are all about pairings. Yes, there are still single flavour jams filling the hole, but it's all about doubling up. Stone fruits such as plum and cherry are out in the flavour stakes, being paired with everything from black pepper to gochujang.









Clockwise from top left: Strawberry and plum jam sourdough doughnuts, Lady Hester Eats (Hobart, AU) || Raspberry-yuzu jelly in vanilla yeasted doughnut, Curiosity Doughnuts (Philadelphia, US) || Brioche doughnuts, filled with salty caramel custard, ginger pear jam, and roasted pears, The Birdhouse Bake Shop (Alberta, Canada) || Doughnut topped with mascarpone cream “frosting”, cherry-gochujang jam and dragon fruit powder, Fan-Fan Doughnuts (NYC, US)



INSPIRED BY

Inspiration comes from many places, but when it comes to doughnuts, other cakes, puddings and pastries are a fertile source. It's not just the sweet stuff that is shaping the way we eat doughnuts, cocktails and celebrations also get a look in.









70S VIBES

Newstalgia is the buzzword around food at the moment, and doughnuts are no exception. Top of the list of all things retro cool (in the land of rings at least) is kitsch, 1970s desserts. We are talking about the comeback of tiramisu, lemon meringue pie, Eton mess, pavlova and many more classic desserts. All are made with a dash of panache and sprinkling of top technique.

Clockwise from top left: Passionfruit and strawberry pavlova doughnut, Glory Hole Doughnuts (Toronto, Canada) || Eton mess doughnuts with vanilla custard, strawberries and meringue, Bread Ahead Bakery & School (London, UK) || Lemon meringue doughnut, Guilt Trip Coffee + Donuts (Belfast, NI) || Tiramisu out of doughnuts, The City Donuts & Coffee (Kobe, Japan)

INNER CHILD

Of course, sophisticated(!) 70's desserts are not the only retro driver in doughnuts, remembering childhood is still big news. These memories are very personal, of course, but it seems that enough of us remember things such as Poptarts!, Cream Eggs, peanut butter and jelly sandwiches and a slice of cake to inspire the odd doughnut.









Clockwise from top left: The Mixed Berry Pop Tart! doughnut - brioche filled with a mixed berry jam, topped with berry glaze and a mini homemade Pop Tart!, Deviant Doughnuts (Mystic, US) || Banana glazed doughnut topped with peanut butter cream, chocolate drizzle, rice paper bacon and a cherry on top, VEERA Donuts (US) || Victoria Sponge doughnut with strawberry compote & buttercream, Boneshaker Donuts (Paris, France) || Inside Out 'Creme Egg' - Smooth chocolate caramel cremeaux filled brioche doughnut, coated in cocoa sugar and topped with a fondant 'fried egg', Tantrum Doughnuts (Glasgow, UK)

PASTRY BASKET

Another rich vein of inspiration for premium doughnuts is pastry creations. There are, of course, classic pastry inspirations such as the churros doughnut (a double-doughnut you might say). But, things have moved on with pancakes, cannoli and even the super trendy kouign-amann making their presence known.









Clockwise from top left: Blueberry pancake doughnut - vanilla cake batter with blueberries, dunked in maple syrup glaze, then finished with a light dusting of powdered sugar, Knead Doughnuts (London, UK) || Cannoli stuffed doughnut, Sunshine Doughnut Company (Burlington, Canada) || Churro doughnuts, Suárez Bakery (Charlotte, US) || Blackberry glaze and Earl Grey crumbs on kouign-amann doughnuts, Curiosity Doughnuts (Philadephia, US)

PUDDING IT OUT THERE

In the final furlong of desserts inspired doughnuts we have puddings. Just like pastries, childhood favourites and retro desserts, these doughnuts create a nostalgic air. Again, many of these tap into specific regional memories so it could be a fairy bread doughnut in Australia, apple crumble in the UK, peach cobbler in the US and carrot halwa in India.









Clockwise from top left: Apple crumble doughnut with spiced apple compote, vanilla cream patisserie, cinnamon glaze, shortbread crumble, dehydrated apple, Tuga Pastries Bakery (Sydney, AU) || Peach cake doughnut, peach glaze, cinnamon oat streusel, Young Buns Doughnuts (Mystic, US) || Cake batter filled, fairy bread doughnut, Donut Papi (Sydney, AU) || Carrot halwa doughnut inspired by authentic Indian halwa, Here-o Donuts (Dubai, Uae)

HAPPY HOUR

It's not all sweetness and light when it comes to doughnut inspiration, sometimes it times for a bit of the hard stuff. Yes, we're talking about cocktail doughnuts. As you can imagine there are plenty of cocktails to choose from, but in general it's the classic cocktails that are shaking it up - espresso martini, old-fashioned, mimosa, and mojito. You get the drift.









Clockwise from top left: Mojito doughnut, Young Buns Doughnuts (Mystic, US) || Espresso Martini doughnuts, Wildair (NYC, US) || The Mo-mosa doughnut wade with blood orange mimosa, champagne glaze, orange gel, blood orange and mandarin orange segments, and candied blood orange zest, Maxed Out Donuts (Miami, US) || Buttermilk old-fashioned doughnut - orxata glaze with rice milk, cinnamon & vanilla on buttermilk old-fashioned dough, Blue Star Donuts (Los Angeles, US)

SQUARE MEAL

If you had the inclination, you could have doughnuts for every meal of the day. Ok, not quite, but from breakfast cereals to a late evening snack of milk and cookies, there are doughnuts to suit each occasion. Oh, and before you think it is all sweet and sugar, the trend for savoury doughnuts still continues with as much innovation and creativity as the sweet side.



CEREAL NUMBERS

Yup, doughnuts for breakfast, what's not love? And, you can't have breakfast without cereal, of course. Cereals such as cornflakes have long been part of the pastry chef's arsenal, but these days almost anything goes. But it has to be said, these are not just about the visuals, the textural crunch and nostalgic vibes make these much more than just novelty value.









Clockwise from top left: Doughnut filled with cereal milk crème patisserie, Doh'hut (Leeds, UK) || Tiger Crunch cereal dipped vanilla yeasted doughnut, Curiosity Doughnuts (Philidelphia, US) || Milk glazed brioche topped with milk buttercream, Cookie Crisp cereal and a white chocolate spoon, Deviant Donuts (Mystic, US) || Doughnut glazed with caramelised white chocolate and cornflakes, Juno Baked Goods (Surabaya, Indonesia)

TIME FOR A BREW?

Post breakfast, surely it's time for a cup of tea. And tea is one of the key flavours to be found in doughnuts at the moment. There is the classic Earl Grey, which finds its way into custards and fruit jams and is a key component of super trendy London Fog. Black tea is also popular, especially in South East Asian style dessert doughnuts.









Clockwise from top left: Teh tarik brûlée doughnut with black tea custard and caramelised toffee sugar, Donut Papi (Sydney, AU) || London Fog doughnut - vanilla glazed brioche topped with Earl Grey buttercream and a homemade mini chocolate chip biscotti, Deviant Doughnuts (Mystic, US) || Blackberry and Earl Grey jam sourdough doughnut, Lady Hester Eats (Hobart, AU) || Blood plums with earl grey infused mascarpone, All Day Donuts (Melbourne, AU)

COFFE & DOUGHNUTS

Ah, the classic coffee and doughnuts combo. But what if you don't have time to brew a cup? Well, there are doughnuts waiting on the shelves to scratch that itch. These are no regular coffee doughnuts, however, we are talking about icing made with artisan roasts. Oh, and if you want to take the coffee and doughnuts hybrid to the natural conclusion, how about coffee served in a doughnut?









Clockwise from top left: Spanish lattedoughnut, Here-o Donuts (Dubai, UAE) || Coffee iced doughnut with chocolate-covered espresso beans - the Icing is made with El Volcano dark roast coffee, Coco Donuts & Coffee (Portland, US) || Tirimsu filled doughnut, Guilt Trip Coffee + Donuts (Belfast, NI) || Coffee in a doughnut cup, Your Coffee Hub (London, UK)

RISK IT FOR A...

Cookies and biscuits have long been a go to ingredient for doughnut masters, and this trend is still laying crumbs for us to follow. Oreo, Speculoos and cookie dough are the three amigos of the cookie doughnut world. They are consistently being used to top, crumb and infiltrate doughnuts. Frankly, they are almost as ubiquitous as vanilla custard, icing and strawberry jam









Clockwise from top left: Cookie butter cake doughnut made with brown sugar cake dough, dipped in a spiced cookie butter glaze and topped with crushed homemade Biscoff cookies, The Salty Donut (Atlanta, US) || Cookie dough doughnut with chocolate chip cookie, cookie dough and chocolate glaze, Boneshaker Donuts (Paris, France) || The Speculoos crumb bun with Speculoos spread, The French Bastards (Paris, France) || Meteor Oreo shower, Sputnik Donuts (Provo, US)

MEAT BUNS

Granted, the meat-filled savoury doughnut is not a new thing, but, as ever, this little savoury pocket has had new layers added. On the whole, these styles of doughnuts tend to be found in restaurants and street food vendors. They tend to incorporate slow-braised meats, curries and the odd paté. As for flavours, the movement is towards regional cuisine flavours with Asia and Americana as key sources of flavour inspiration.









Clockwise from top left: "Sloppy Jonut" - a collaboration with Lil Empire Burger and Halo Donuts & Churros (Calgary, Canada) || Yellow curry beef doughnut, pickled daikon, chilli peanuts, Koji Restaurant (Wellington, NZ) || Duck liver beignets - a sweet fried doughnut, filled with duck liver mousse, topped with local cherry habanero jam and dukkah, Marrow (Detroit, US) || Slow cooked beef & sriracha cream cheese in a fluffy donut with roasted red pepper sauce, KaiBaiBo (Liverpool, UK)

SAVOURY FORMATS

It is not just meaty buns that are making their presence known in the savoury doughnut world, there are heaps of formats being made into doughnuts. Bagels, baked potatoes and even eggs Benedict have been *doughnutified* - and the everpresent fried chicken doughnut sandwich has seen an evolution with the appearance of a mochi doughnut.









Clockwise from top left: Loaded baked potato doughnut, Grounds Donut House (NYC, US) || Mochi doughnut chicken sandwich - Cornflake fried chicken, pineapple and habanero hot sauce on a strawberry-glazed mochi doughnut, Double Chicken Please (NYC, US) || Eggs Benedict doughnut, poached egg, prosciutto-like ham and basil hollandaise sauce in a brioche-style dough, Sidecar Doughnuts and Coffee (Los Angeles, US) || The dagel - a savoury doughnut filled with cream cheese and chive and coated with everything bagel seasoning, Doh'hut (Leeds, UK)



INTERNATIONAL ROUNDS

Much like flatbreads, doughnuts have an international history and many of these regional specialities are making their way across borders into new markets. It is true that the American ring and raised doughnuts dominate the mass market chains but there are seeds of influence from around the world starting to lay roots. In addition, there is one country that is influencing doughnut flavours more than anywhere else at the moment.

GOIN' GLOBAL

When it comes to sweet fried dough the list is comprehensive. Some of the globetrotting sweet treats that have been seen crossing borders are Portuguese malasadas, Greek loukoumades, Austrian krapfen, German Berliner, French beignets and Italian bombolone. Others a firmly knocking at the door - such as Korean kkwabaegi, Cambodian noum kong and Hawaiian malasadas.







Clockwise from top left: Korean doughnuts have been added to the menu at Bonchon and are coated in cinnamon sugar and served with a sweet dipping sauce, (US) || Cambodian Donuts “Noum Kong” is chewy similar to mochi, made without leavening and has a crisp palm sugar exterior studded with sesame seeds, @pete_eatss (Instagram, US) || Malasadas (Hawaiian Donuts) dusted in cinnamon and sesame seed sugar, @a.scrumptious.bite (Instagram, US)

MEX-FIESTA

One country that has had more influence than others in the doughnut world recently is Mexico. Yes, there are plenty of Middle Eastern buns to also choose from, but it's the super sweet, caramel vibes from Mexico that are stealing the show. A major catalyst behind this trend is the Cinco de Mayo festival, where the classic tres leche doughnuts have become a formidable contender to dethrone the incumbent hot cross bun doughnut.









Clockwise from top left: Cuatru leches doughnut celebrating Cinco de Mayo - brioche dough soaked in sweetened condensed, evaporated, and whole milk topped with a drizzle of dulce de leche and torched dulce meringue, Maxed out Donuts (Miami, US) || Margarita crème brûlée doughnuts, The Doughnut Project (NYC, US) || La Ensenada doughnut has got a guava jam filling, cream cheese and lemon frosting, Ensenda (NYC, US) || Tres leches doughnut made with brioche soaked with three milk custard with a chocolate crust and torched meringue, Doce Donut Co. (Seatle, US)



FLAVOUR TRAIL

Up until now, we have been mainly talking about formats and influences, but what about flavour? Well, a few key flavour drivers have emerged recently. Some are well known stalwarts of the doughnut world, while others, let's say, are a bit more intriguing.

FEELING FRUITY

Yes, stone fruits and berries still hold a lot of sway in the doughnut world, it's tropical fruits that are garnering the most interest. Pineapple, passion fruit and mango hold court, of course, but other fruits have started to curry favour. Guava, pandan and lychee are all making moves. As for citrus it's all about blood orange, calamansi and the ever-popular yuzu.









Clockwise from top left: Passionfruit sufganiyah filled with passionfruit curd and tossed in dragonfruit sugar, VEERA Donuts (US) || Ube coconut cream in pandan bun, Blooming Buns Bakehouse (Las Vegas, US) || Guava cheese filled brulée doughnuts, Dough Doughnuts (NYC, US) || Cruller doughnut with roasted pineapple Tanduay rum butter glaze and pineapple crisps, Kora (NYC, US)









BANANARAMA

One fruit at the moment is standing head and shoulders above the rest. That fruit is banana. It is a great friend of caramel flavours such as dulce de leche and matches this with retro vibes in classic banoffee doughnuts. Keeping with the retro theme, there are banana cream pie doughnuts and the ever-popular marriage of peanut butter and banana.

Clockwise from top left: Banana's Foster doughnuts, Young Buns Dougnuts (Mystic, US) || Banana cream pie doughnut, Boneshaker Donuts (Paris, France) || Banana dulce de leche and caramel covered doughnut, The Secret Doughnut Society (Monterrey, Mexico) || Fried doughnut with peanut butter glaze, crushed banana, & chocolate glaze stripe, New Cascadia Traditional (Portland, US)

NIPPING IT IN THE BUD

While floral flavours such as cherry blossom, bergamot and elderflower are keeping pace with doughnut fans, rose is charging out front. Middle Eastern vibes are a key to rose, often being matched with pistachio. But, that's not the whole story, lychee and raspberry are corralled with rose to Ispahon style while citrus and vanilla also steal a petal for themselves.









Clockwise from top left: Ispahan doughnut (raspberry, rose, lychee), Tuga Pastries Bakery (Sydney, AU) || Rose jam and blood orange icing, Flower & Bean (Dublin, Ireland) || The Rose Doughflower, doughnut shaped like a rose, with a rose water glaze with crushed edible petals, Doughnut Plant (NYC, US) || Brioche doughnuts with coconut black tea custard, raspberry & rose preserve, and vanilla bean sugar, Birdhouse Bake Shop (Alberta, Canada)

THE SWALTY AIR

Doughnuts are all over swalty - keeping in with one of the hottest flavour trends. Now, salt and sweet have long been bedfellows in the doughnut world, but things have moved on from bacon bits and maple glazes. Yes, bacon is still popular but so is everything bagel seasoning, salt flakes and even salty cheddar flavoured crackers.









Clockwise from top left: 18-hour brioche doughnut with bacon, Yukon gold potatoes, pepper and sage with a bourbon glaze, Blue Star Donuts (Los Angeles, US) || Doughnut topped with mango glaze, cayenne pepper, lime zest, and sea salt, Donut Fried (Los Angeles, US) || Salty and sweet, the Cheddar Saltine fried brioche is inspired by SkyFlakes® crackers in doughnut from, Kora (NYC, US) || Say Everything doughnut topped with sweet cream cheese glaze, toasted sesame seeds, black sesame seeds, poppy seeds, and sea salt, Donut Friend (Los Angeles, US)

IT'S SWICY TIME

Dancing hand in hand with swalty into the doughnut-shaped sunset are swicy doughnuts. Essentially, this is the matching up of sweet and spicy flavours - and doughnuts have it licked. Mexican heat is all the rage with Tajin seasoning, chipotle, habanero etc. Black pepper is also a way to warm the palette. Both of these are often matched with fruit or chocolate as the sweet element.









Clockwise from top right: Peanut butter and jelly doughnut - 18-hour brioche with marionberry jam, a hint of habanero dressed in peanut butter powder, Blue Star Donuts (Los Angeles, US) || Mango & Tajin raised doughnut with a mango filling and Tajin-sprinkled icing, Randy's Donuts (San Diego, US) || Doughnut covered in chocolate with pasilla chile, vanilla and vegan toasted marshmallow, Holey Grail Doughnuts (Los Angeles, US) || Rhubarb and black pepper custard doughnut, @tassygoodall (Instagram, UK)

FLAVOURS & INGREDIENTS



SWEET

Caramelised white chocolate
Apple pie
Cheesecake
Brownie
Churros
Maple
Panela
Fudge
Honey
Dulce de leche



FRAGRANT

Rose
Lavender
Cherry blossom
Coffee
Earl Grey
Pandan
Vanilla
Cherry blossom
Chilli
Black pepper
Tajin
Hibiscus
Habanero
Bergamot
Cinnamon



FRUITY

Lychee
Yuzu
Blood orange
Blackcurrant
Cassis
Blueberry
Strawberry
Raspberry
Peach
Cherry
Rhubarb
Kalamansi
Pineapple
Ube
Guava
Plum
Blackberry
Pineapple



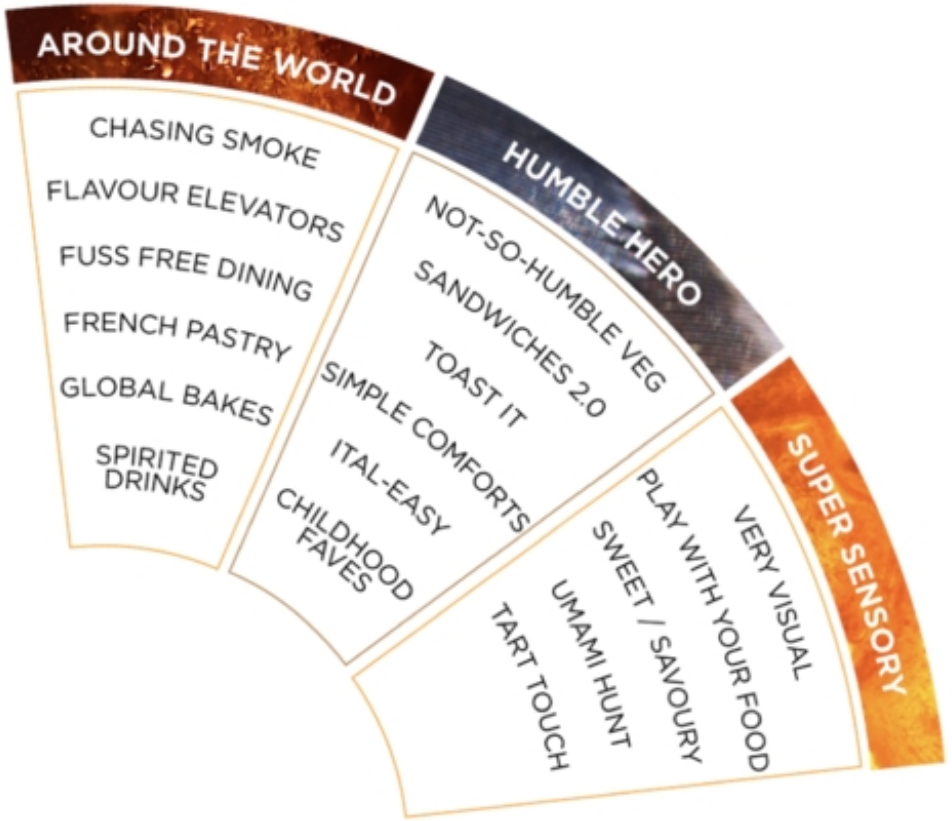
NUTS AND SEEDS

Pistachio
Hazelnuts
Peanut butter
Everything bagel
Sesame



DAIRY

Clotted cream
Brown butter
Cream cheese
Mascarpone
Tres leches
Custard



PREMIUM DOUGHNUTS

This trend fits into 3 of tfp's
2023/24 food and drink mega-trends:

Around the world: Globals flavours and international doughnut varieties are all influencing the category.

Humble hero: The doughnut is a humble pastry - fried dough rolled in super. But these days is is an elevated, hand-crafted artisan pastry and a vehicle for culinary expression.

Super sensory: It's all about big bold textures, flavours and visuals with today's doughnuts. A feast for the senses



EDIBLE MARTINIS

The martini is one of the most popular cocktails in the US, and now a savvy recipe creator has translated the flavours of the dirty martini onto food. Sporting millions of views on TikTok the influence of this dish and its multiple new iterations has made this one of the hottest trends on social media.

SUMMARY

- A TikTok viral recipe started by recipe creator Emily Eggers, aka Legally Healthy Blonde
- Dirty martini pasta with olives, dry gin, olive oil, lemon zest, butter and blue cheese was the first recipe
- Now there are recipes for salads, dressings sauces and dips
- Social media has developed some dinner flavoured martini as a contrast

This article contains trend manifestations from the following regions:



CHANNELS

Social Media	Blogs
Food magazines	Cocktail bars

SHAKEN AND STIRRED

You've heard of vodka pasta, but the latest booze-based dish to shake social media is a much more stirring affair. Thanks to recipe creator and blogger Emily Eggers, aka Legally Healthy Blonde, James Bond's favourite tipple, the martini has made its way from the bars of Casino Royale and made it onto the plate.

Recipes inspired by cocktails are very popular, of course. Over the years chefs and influencers have created a multitude of recipes such as Negroni-glazed madeleines, Zombie profiteroles and Mai Tai citrus tarts. It's rarer, however, to have a savoury dish inspired by a cocktail. Yes, there is the odd 'old-fashioned burger sauce' recipe etc. but there are very few savoury cocktails that can translate seamlessly onto food.

Which brings in the dirty martini. It has the bitterness from gin, herbiness from vermouth, a dash of lemon from the peel and the all-important salt and umami notes from the olive brine. When you put it all together it's shocking, positively shocking that someone didn't come up with it before...



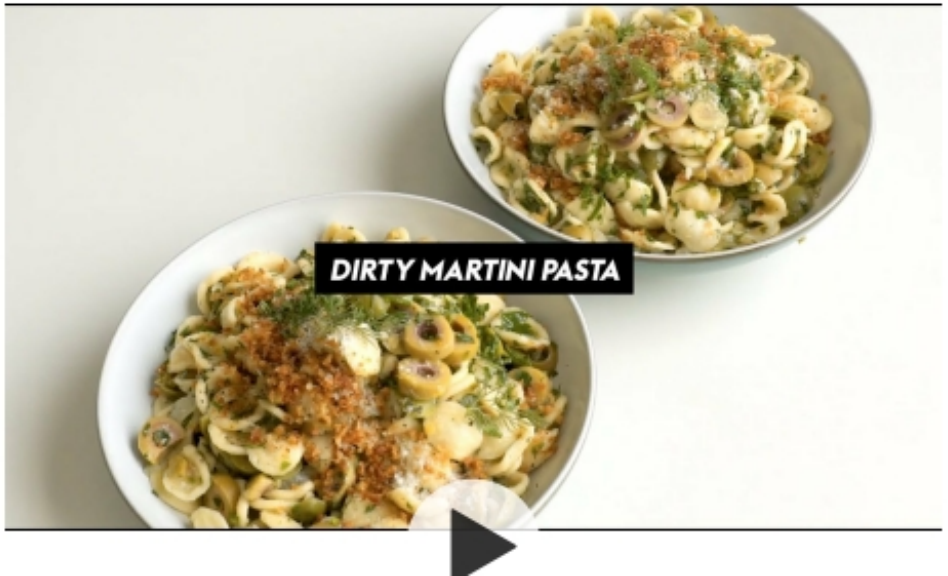
Pictured: Cocktail-inspired foods have tended to fall on the sweet side of the spectrum like this Piña Colada cake with coconut mousse, pineapple cremeux, fresh pineapple chunks cooked with rum, lemon and passion fruit on top and a coconut lime crumble at the base, In Love Again (Athens, Greece)

THE O.G. MARTINI PASTA

Recipe creator and blogger Emily Eggers, aka Legally Healthy Blonde, was the first to break through the dirty martini recipe barrier with her dirty martini pasta. Her recipe was a mix of pasta with olives, dry gin, olive oil, lemon zest, butter and blue cheese. And so far with almost 1M views on TikTok alone, it's no surprise that it has spawned a bunch of spin-offs.







Clockwise from top left: Dirty martini pasta with Castelvetrano olives, dry gin, olive oil, lemon zest, butter and blue cheese, Legally Healthy Blonde (Online Blog, US) || Dirty martini tomato pasta with garlic, vodka, vermouth, olives, olive brined and cream, @suzandfood (TikTok, UK) || Click the video to see a recipe for dirty martini pasta with garlic, olives, parsley and lemon, with a mix of gin and vermouth, Delicious Magazine (AU)

DRESSING UP

It wasn't long before the online community took the dirty martini pasta idea and shook it up. In step a bunch of sauces, dips and dressing inspired by the briny cocktail. On the dressings and sauce front, it is all about the interplay of olives, brine, lemon, herbs, vermouth and gin - with things such as olive oil, garlic and even sour cream stepping in.









Clockwise from top right: Dirty martini salad dressing, Emily Ziemski on Food 52 (Online, US) || Dirty martini salsa verde, (olives, parsley, lemon zest, garlic, capers, olive oil & vermouth) steak and sumac fries, @jennys__table (TikTok, AU) || Dirty martini salad - green olives, parmesan and a dressing made with olive oil, olive brine, garlic, Dijon mustard, gin & rosemary, @kroger (TikTok, US) || Blue cheese dirty martini dip with cream cheese, sour cream, olive brine, olives, garlic & onion, @cocopersona (TikTok, US)



BREAD AND MEAT

The flavours of the dirty martini have also started to infiltrate other dishes such as roasted meat and bread. Now, a steak or roast chicken with olives, gin and lemon is a match made in heaven. Martini flavoured bread, on the other hand, is perhaps more of a stretch. With all that said, the recipe creator Kate Ray pulled it off with style, adding orange marmalade and green olive tapenade to make an epic dirty martini babka.





Clockwise from top left: Click the video to see how to make dirty martini roast chicken, Rachael Ray Show (US) || Martini Twist Babka with orange marmalade and green olive tapenade twisted together in an olive oil dough, Kate Ray (Online blog, US) || Dirty martini pork chop with a pan sauce made with olive brine, lemon peel, butter vermouth and gin, recipe by Scott Suchman in the Washington Post (US)

THE FLIP SIDE

Now, with every online force, there is often an equal and opposite force. In martini terms, that means, you guessed it, dinner-flavoured martinis. Now, there has been a whole bunch of super savoury martinis such as the famous umami martini from Bonnie's (NYC) and the smoked salmon martini from Bar Moruno (Los Angeles). These new examples take things a little further - maybe too far? Think chicken soup, tzatziki and burrata being given the martini treatment.









Clockwise from top left: Chicken soup martini with mirepoix infused gin and chicken bouillon brine, @verygooddrinks (TikTok, US) || Tsatziki dirty martini with dill, lemon and cucumber infused yoghurt washed vodka, vermouth, chartreuse, lemon peel, olive brine and olive oil, @moresavorygoods (TikTok, US) || Bubbly Burrata Martini with burrata water infused gin and lemonade garnished with lemon and rosemary, @sparklingice (Instagram, US) || Smoked salmon-infused gin and a caperberry garnish, Bar Moruno (Los Angeles, US)

EDIBLE MARTINIS



This trend fits into 1 of tfp's
2023/24 food and drink mega-trends:

Super sensory: This trend is all about playing with your food and creating novel recipes. It also covers the hunt for umami and acidity. All of these are in abundance in these martini-inspired dishes.



SANDWICHES

Picnics, brunches, luncheons and afternoon tea. Summer is the season for sandwiches, so what better time than now to show off the latest trends?

SUMMARY

- The chopped sandwich, the naanwich and the pinwheel sandwich - formats and fillings with a little twist.
- Global favourites and unexpected world flavours like Indian, Thai and Japanese are on the rise.
- Sangas with sauces (both in and out of the bread), premium ingredients and the classic high protein combos.
- Childhood favourites like crisp sandwiches, chip butties, classic British grub and tinned ingredients are back.
- Plant based sandwiches are on the rise with cauliflower, beets, mushrooms, pumpkin and aubergine.
- XL chicken, alt meats, slow cooked, fish and shellfish, just some of the meaty and fishy favourites.

WHERE IN THE WORLD

This article contains trend manifestations from the following regions:



CHANNELS

Social Media Delis
QSR
Cafes

SUPERIOR SANGA

Butties, barms, buns, baps, sarnies and rolls. Wherever you go, sandwiches are a bit of a staple. But the days of the simple ham sanga are long gone.

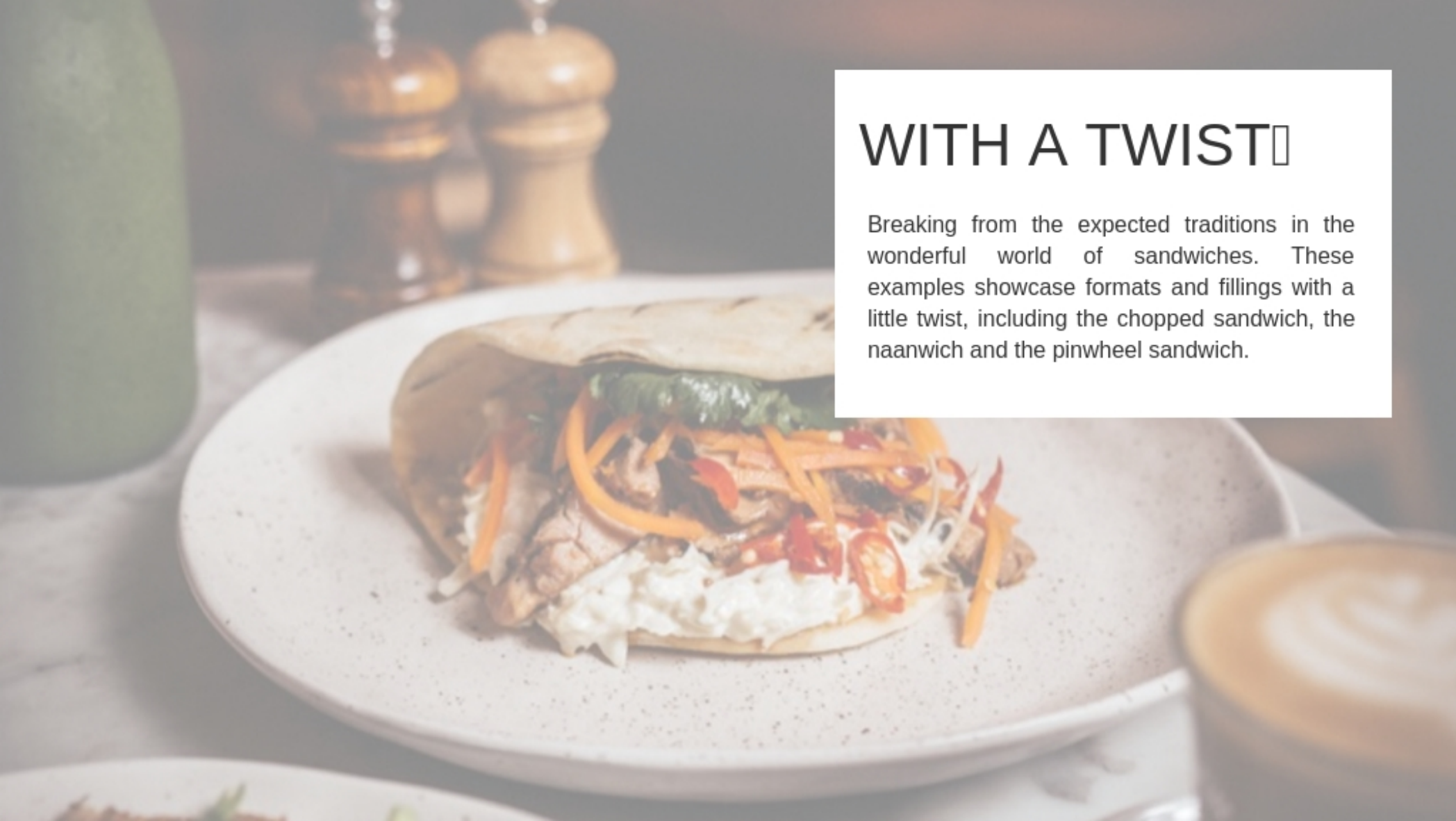
Sandwich shops have evolved alongside specific trends such as deep fill, egg drop and French dip, becoming foodie paradises where quality, imagination and pure escapist glee collide.

One of the key drivers behind the reinvigoration of the category is the cost of living; many of the sandwiches represent the premiumisation of the category as consumers look to grab a superior sanga rather than heading out for a meal. Interest in global flavours is also having an effect with consumers looking for more than the classic combinations offered at many cafe chains and retail outlets.

With that said, at the other end of the spectrum, nostalgic classics and budget childhood favourites like crisp sandwiches, chip butties and tinned fillings are trending again, showing that you don't need to break the bank to enjoy a belter bun.



Pictured: Chopped sandwich with roast duck, pak choy, cabbage, spring onion with plum sauce and chilli crisp, @gulasgrub (TikTok, UK)



WITH A TWIST

Breaking from the expected traditions in the wonderful world of sandwiches. These examples showcase formats and fillings with a little twist, including the chopped sandwich, the naanwich and the pinwheel sandwich.

CHOP IT UP

An evolution of the grinder sandwich, chopped sandwiches ensure an even mouthful of all the ingredients in every bite. This trend has most certainly evolved from its salad roots, and there is one man, in particular, championing the style. Meet @gulasgrub the TikTok sandwich star who has made it his mission to cover the world's cuisines in chopped sandwich form.









Clockwise from top left: Chopped breakfast sandwich with sausage, bacon, fried egg, beans and mushroom, @tastyuk (TikTok, UK) || Jamaican chopped sandwich with jerk chicken, slaw and fried plantain, @gulasgrub (TikTok, UK) || Chopped BLT, @comfortcooks716 (TikTok, US) || Chopped beef and cheese sandwich with lettuce and tomato, @marcus.costanzo (TikTok, Australia)

NAANWICH

Is it a wrap? Is it a kebab? No, it's a naanwich. Doing the rounds again, the naanwich is proving to be quite popular among food bloggers with the trend also emerging on TikTok. Combining lovely, fluffy naan bread with delicious fillings, naanwiches are sturdier than the average wrap or pitta so can provide a great base for loser fillings such as curries and slow cooked meats. And, with the cost of living in mind, naanwiches are also a great way to use up yummy leftovers!









Clockwise from top left: Tandoori chicken, bhaji and yoghurt, @cardamom_lounge (TikTok, UK) || Chicken tikka naanwich from Urban Naanwich, @bestofbristol (TikTok, UK) || The fan favourite cult breaky item at Dishoom remains as popular as ever: breakfast naanwich with bacon, egg and chilli sauce from Dishoom, @lara_bites (TikTok, UK) || The cheese naanwich with lettuce, tomato and onion, @la_fleursucree (TikTok, France)

PINWHEEL WIZARD

A fun take on the wrap that is simple to make and perfect for sharing. TikTok has put this foody fave straight back under the spotlight. Great for parties, picnics and little ones, the pinwheel sandwich can be made with an endless array of ingredients. Just lay out a wrap, add your favourite fillings, roll it up and slice!









Clockwise from top left: Herby chicken pinwheel sandwiches, @countdown_nz (TikTok, New Zealand) || Turkey and cheese pinwheels, @everythingmili (TikTok, US) || Extra large ham and cheese pinwheels, @kilunay (TikTok, US) || Reuben pinwheels, @mynanasbesttasting (TikTok, US)



A LITTLE EXTRA

Not satisfied with standard sandwich offerings? This next section has some choices that are a little 'extra' - including sauces (both in and out of the bread), premium ingredients and the classic high protein combination of surf and turf.

ALL ABOUT THE SAUCE

Forget classic fillings, in the highly experimental world of sandwiches, it's all about the sauce. Now we're not just talking mayo and mustard here, more the kind of sauces you would expect to find on your dinner plate. Carbonara, gravy mayo, peppercorn, chimichurri and cannellini bean sauce all feature, but the possibilities here are absolutely endless!









Clockwise from top left: Peppered mortadella, bechamel, cheddar, mozzarella, bread, butter pickles and jalapeno mustard, Terror Twilight (Melbourne, AU) || Chicken with a carbonara style sauce, Nonnas House (Melbourne, AU) || Chicken bake with gravy mayo and fries, @king.of.feasts (Instagram, UK) || Pork & fennel meatballs in cannellini bean sauce, Smalls Deli (Sydney, AU)

DIPPIN'

The trend for French Dip sandwiches has evolved to encompass a range of global flavours. What makes an already fantastic sandwich even better? A little pot of full flavour sauce on the side for dipping! While this trend may have begun with beef gravy or *jus* to be more precise, it has certainly moved on. Expect some big flavours here from Vietnamese baguettes served with pho to roast beef sangas with rogan josh.









Clockwise from top left: Korean inspired French dip sandwich with slow cooked Korean style beef, cheese, caramelised onion, mayo and Korean dipping sauce, @dans_foodforthought (Instagram, AU) || Pho baguette complete with pho broth for dipping, Phodega (Chicago, US) || Roast beef sandwich with rogan josh dipper, Olmates (Melbourne, AU) || Prawn and chicken gyoza menchi sandwich with a shoyo vinegar dressing for dipping, Sandoitchi Cafe (Sydney, AU)

LUXURY GOODS

Premium ingredients in the humble sandwich. Lunch just got naughty. Despite the fact that the cost of living crisis continues to bite, there is still a market for luxury ingredients in sandwiches. This trend shows both the premiumisation of the category and that consumers might be willing to pay for a quality treat, if not a three course meal.









Clockwise from top left: M9 wagyu sandwich with sauteed peppers, onions, cheese, mustard mayo and chives, Pantre (Melbourne, AU) || Truffle cheese melt, black-forest ham, black truffle mayo, triple cheese béchamel, tangy pommery mustard, caramelized onions, and fresh mixed greens and toasted sourdough bread, Surrey Hills Grocer (Singapore) || Fish sando with caviar tartar sauce, Daybird (LA, US) || Chutoro (medium fatty tuna), otoro (tuna belly) and akami (lean meat) tuna, pickled jalapeño and pineapple Thai seafood sauce, 46mittsu (Singapore)

SURF N TURF

Another premium foody combo proving that a little lux is ok in the cost of living crisis, surf and turf continues to trend in sandwiches. Steak, good. Seafood, good. While one or the other might be enough for most people, we all need a little extra sometimes. Steak accompanied by either king prawns or lobster is still the go with lashings of creamy sauce or mayo.









Clockwise from top left: Ribeye steak and king prawn sandwich with crispy onions, rocket and spicy mayo, @dansfoodforthought (Instagram, AU) || Lobster and steak sandwich with creamy sauce and chives, @salthank (TikTok, US) || Lobster and steak sandwich with rocket and herby mayo, @dinewithdunn (TikTok, US) || Prawn and steak sandwich with a creamy garlic and dill sauce, @abrightmoment (TikTok, Italy)



CHEAP AS CHIPS

Childhood favourites like crisp sandwiches, chip butties, classic British grub and tinned ingredients are back on the agenda thanks to their budget friendly credentials and nostalgic flare.

WALKERS CRISP SANDWICHES

Walkers launched a host of Walkers Crisp Sandwiches across the UK for one week in June. As part of the Walkers 'crisp in or crisp out' debate which began in 2021, Walkers set up seven crisp sandwich shops in conjunction with some of the nation's favourite sanga venues. Each shop showcased its own crispy combinations such as the Cheesy Reuben with Walkers' cheese and onion crisps found at Social Board in Brighton.







Clockwise from top right: Sandwich aficionado Max Halley and Gary Linekar with the Walkers Crisp Sandwich Shop sandwich selection || Walkers Sandwich with Quavers BBQ Flavour and chicken, bacon and BBQ sauce, Elle's Baguettes (Reading, UK) || Kickin' Chicken with chicken breast, chorizo, spicy salami, sweet chilli sauce and Walkers Prawn Cocktail Crisps, Dene's Deli (Newcastle, UK)

MORE CRISPS

Crisp sangas are by no means limited to Walkers sandwich shops. While the crisp sanga might be a bit of a nostalgic hit for some, it has recently been 'discovered' across the pond (much to the amusement of the Brits, it must be said). But seriously, crisp sandwiches are a bit of a thing at the moment. There's even a LadBible video of Oscar-nominated Aftersun actor Paul Mescal and co-star Frankie Corio making an Irish Crisp Sandwich together.









Clockwise from top left: Vegan BLT: White bloomer with lettuce, tomato and mayo with a layer of crunchy bacon fries and Quorn ham, R-Cade (Glasgow, UK) || Cheddar, tomato, rocket, mayo, chilli jam and salty crisps, Corner Store (Sheffield, UK) || Curry chicken, mayo, dill, cucumber, crisps, oak lettuce and much more good stuff gently placed in between two slices of Japanese milk bread, Hugo's Deli (Melbourne, AU) || Crisp sandwich: Mini Cheddars, Quavers and salted crisps with mayo, chilli sauce and cheese, @thesandwichman22 (TikTok, UK)

CHIP BUTTY

Continuing with the trend for spuds in sangas, the fish and chip butty has been getting some air time of late. This trend has big-time nostalgic vibes with simple, fun and wallet-friendly childhood favourites coming to the fore while budgets are stretched. Chippies, sandwich shops, foodie influencers and even the likes of chef Gordon Ramsay have been getting in on the action.









Clockwise from top left: Chip butty with fish goujons, @gordonramsayofficial (TikTok, UK) || Chip shop fish and chip butty, @gogetters_uk (TikTok, UK) || Crispy Fish & Chip sandwich with pickled onions, spicy dill may and lettuce, @dansfoodforthought (TikTok, AU) || Fish and chip butty, Shooter McGavin's (Melbourne, AU)

BRIT HITS

Sticking with the nostalgic flare, Brit classics across breaky, lunch and dinner have moved across to the sandwich world. Think eggy bread with a ham and cheese filling, pub favourites like ham egg and chips and the ploughman's lunch and even the classic Sunday roast - don't mind if we do!









Clockwise from top left: Eggy bread cheese and ham sandwich with peppers and onion, @the_health_bites (TikTok, Indonesia) || Ploughman's sandwich with mature cheddar, Branston Pickle, salt and vinegar McCoys with kewpie mayo on Tokyo milk loaf, The Secret Sandwich Shop (London, UK) || Roast dinner: thin sliced roast pork in gravy, celeriac purée, braised cavolo nero, peas, apple sauce and crackling, Dom's Subs (London, UK) || Ham, egg and chips sandwich, @thesandwichman22 (TikTok, UK)

TINNED TREASURE

With long shelf lives and relatively low prices, tinned meats and fish make great choices for sandwiches. Now, we couldn't talk about budget-friendly sandwiches without covering tinned treasure, could we? Think corned beef, spam, tuna and the humble sardine.









Clockwise from top left: SPAM and scrambled egg sandwich with cheese and chilli sauce, @bignibblescooks (TikTok, UK) || Hong Kong corned beef. and egg sandwich, @pistachiopicks (TikTok, Canada) || Egg fold spam sandwich, @funnyandgo888 (TikTok) || Tuna melt with dill, capers and onion, Kosta's Takeaway (Sydney, AU)

EGGCELLENT

Eggs remain wildly popular in the sandwich world, offering a high protein filling at a relatively low cost. Whether fried or boiled, eggs continue to be a go-to in sandwich shops around the world. While added seasonings and extras like chilli, paprika, miso and parmesan elevate the flavour.









Clockwise from top left: Burford Brown eggs, miso mayo, truffle crisps, salad cresses, Sons and Daughters (London, UK) || Egg mayo and soft boiled egg sandwich, @mrbeast (TikTok, US) || Fried egg 'parmigiana' sandwich with avocado, @sailor_bailey (TikTok, US) || Egg sandwich with paprika mayo, Heinz (UK)



VIBRANT VEGGIES

Plant based sandwiches are on the rise with hero vegetables such as cauliflower, beets, mushrooms, chickpeas, pumpkin and aubergine being championed by sandwich shops around the world.

CAULIFLOWER POWER

A hero veg, roasted cauliflower is proving to be an important plant-based option for sandwiches. Often flavoured with Middle Eastern and Indian spices and served alongside a host of delicious salad greens as well as feta, hummus and yoghurt.









Clockwise from top left: The Tikka Cauli Bun; roasted cauliflower, madras yoghurt, green chutney, pickled red onions and coriander, Sexy Buns (London, UK) || Roast cauliflower roll with pickled red onion, rocket and date and tamarind chutney, Olmates (Melbourne, UK) || Roast, spiced cauliflower, chickpea purée, pickled chilli and green leaves, Shooter McGavin's (Melbourne, AU) || Za'atar marinated rainbow cauliflower, mixed greens with cherry tomato, cucumber, mint, and dill tossed in lemon, hummus, red onion and whipped feta, Wax Paper (LA, US)

MUSHROOM MAGIC

Mushrooms are a meaty plant-based option that go well with a wide variety of flavours. From Asian inspired rolls with deep fried king oyster mushroom and miso mayo, to Euro flavours like truffle, artichoke and parmesan. And if that doesn't do it for you, what about a little strip stateside with a BBQ pulled mushroom sandwich?









Clockwise from top left: Miso mayo, deep fried msg king oyster mushrooms, pickled carrots & daikons, mint, coriander, fresh chillis, limey cucumbers, The Experimental Sandwich Shop (London, UK) || Truffle mushroom melt, Black Gold (Melbourne, AU) || Artichoke spread, parmesan, rocket, sautéed mushrooms and red onion, Alidoro (NYC, US) || BBQ pulled mushroom sandwich with julienne carrot and gherkins, @woodstockfoods (TikTok, UK)

EAT YOUR GREENS

Move over goddess, there's a new green hero in town. Forget salad, these green sandwiches are all whole about veggies. Think broccoli, kale and Brussels sprouts all boosted with delicious goodies like chilli mayo, pickles, parmesan and pesto. Who needs meat, anyway?









Clockwise from top left: Char-grilled broccoli, parmesan, cheddar, smoked mozzarella, pickled chilli and crispy kale on the side, King William Takeaway (Melbourne, AU) || The Al Green: avocado, kale puree, granny smith apple, pepita pesto and lettuce, Smalls Deli (Melbourne, AU) || Broccoli, chilli mayonnaise, endive and parmesan, Brickfields Bakery (Sydney, AU) || Brussels sprouts, favas, rocket and radicchio in a lemon parmesan dressing with crispy onions, Wax Paper (NYC, US)

ROAST VEGGIES

An easy way to tick off one of your five-a-day roasted vegetables remain a popular choice for sandwiches. Pumpkin, beetroot and aubergine are all key choices, often accompanied by salad greens and super sauces like tahini, yoghurt or labneh, pesto and chutney.









Clockwise from top left: Roast pumpkin, pesto, rocket, ham and boiled egg, Sam's Deli (Sydney, AU) || Spiced roasted pumpkin, feta, baby spinach, house yoghurt, tahini sauce and pepitas, Bissel B (Melbourne, AU) || Roasted aubergine, spiced mango chutney, green sauce, chopped salad, tahini sauce and freshly baked bread, The Dusty Knuckle (London, UK) || Salt-baked beetroot, horseradish, labneh, green sauce and endive, Good Ways Deli (Sydney, AU)



MEAT AND FISH

Unsurprisingly meat and fish favourites dominate a large proportion of global sandwiches, so we've picked out five new and ongoing trends from within the category. Read on for XL chicken, alt meats, slow cooked and fish and shellfish, and for some more classic examples head to Deep Fill Sandwiches.

CHICKEN XL

Fried chicken remains a key favourite for sandwiches, but these venues are taking the trend to the next level. OK, chicken sandwiches aren't exactly anything new, but recently a trend has emerged for XL chicken. Now, these fried fillets literally dwarf the buns, sticking out on either side. Now that's a sandwich!









Clockwise from top left: Fried chicken sandwich, Road Diner (Melbourne, AU) || Fried chicken sandwich with cheese, pickled onions and slaw, Sloppy Joes Deli (Melbourne, AU) || Fried chicken sandwich, Shooter McGavin's (Melbourne, AU) || World's largest fried chicken sandwich, Red Chickz (LA, US)

ALT CUTS

Lesser used cuts and styles of meat are gaining traction as food fanatics and curious consumers alike look beyond traditional choices. Think goat, kangaroo, pork cheek, beef tongue and oxtail. These meats are usually slow-cooked (when appropriate) and served with pickles, slaw, salad faves and sauces.









Clockwise from top left: Adana spiced goat, dill pickle cacik, chilli sauce, Istanbul onions, parsley, mint and dill and tarhana crisps, Max's Sandwich Shop (UK) || Kangarooben: smoked sliced kangaroo loin, braised cabbage, cucumber ribbons, semi-dried tomato BBQ Jack Daniels sauce, The Flying Fig Delicatessen (Adelaide, AU) || Beef tongue with pickles, tomato, parsley, mustard and mayo, @arinas_cooking2 (TikTok, US) || Slow cooked pork cheek sandwich with slaw, @thomas_straker (TikTok, UK)

NICE AND SLOW

Hours to prepare, minutes to devour. Slow cooked meats continue to be popular choices in the realm of sandwiches. Pork, lamb and beef are the heroes here, usually cooked low and slow in the American BBQ tradition. Burnt ends, made from the point cut of beef brisket, are also coming to the fore with TikTokers and Sandwich Sandwich in the UK showcasing the option.









Clockwise from top left: Burnt ends in a BBQ glaze, smoked mac and cheese, chimichurri mayo in a brioche bun, Sandwich Sandwich (UK) || Slow cooked lamb, rosemary fries, red cabbage salad, sumac and pickled chillies with garlic yoghurt and chilli sauce, Dom's Subs (London, UK) || Braised brisket, pickled jalapeños slaw, parsley and sunny up egg, 46 Mittsu (Singapore) || Slow cooked beef brisket, sauerkraut, swiss cheese, gherkins, onions, mustard and relish, Social Board (Brighton, UK)

DON'T BE SHELLFISH

Although not to everyone's taste, shellfish remains a popular choice. Prawns, oysters, lobster, crab and squid. Global fishy favourites remain popular, often deep fried and served with crunchy lettuce. Classic seasonings and sauces such as Marie Rose, aioli, mayo and Old Bay seasoning fare well here, appealing to a wide consumer base.









Clockwise from top left: Spanish Squid Special: crumbed and fried squid, paprika, saffron aioli, guindillas (chillies), parsley and lemon on the side, Franks Deli (Sydney, AU) || Softie: softshell crab sandwich with green papaya slaw, Daybird (LA, US) || Prawn sandwich with sweet corn, yuzu mayo, mustard and thick cut white bread, Sandoitchi Cafe (Sydney, AU) || Prawn roll with Marie Rose, lettuce and Old Bay seasoning, Kosta's Takeaway (Sydney, AU)

GETTING HOOKED

Of course, it's not just shellfish getting the sarnie treatment, a wide variety of our swimming friends are too. From salmon, whether raw, smoked or cooked to tuna to catfish, cod and rocking. Expect crunchy lettuce, lashings of creamy mayo and soft buns, baps and breads galore.









Clockwise from top left: Deep fried rockling, shokupan (Japanese milk bread), alfalfa, chef papi tartar, polenta and spices coat the succulent rocking, Hugo's Deli (Melbourne, AU) || Hoagie, spring onion and 'bacon dust' cream cheese, treacle cured salmon pastrami, house pickles, rocket and salsa verde, Dom's Subs (London, UK) || Salmon belly reuben, pickled onions, rocket and tartar sauce, The Flying Fig Delicatessen (Adelaide, AU) || Catfish po'boy with hibiscus slaw, @dinaravila (Instagram, US)



GOIN' GLOBAL

Global flavours have been creeping onto the breadboard for quite some time now, but as with all trends, they continue to evolve. While some classic sandwich ingredients like those from Italy remain popular, unexpected lesser known flavours from India, Thailand, Japan and more to shine through.

THE ITALIAN JOB

Italian ingredients continue to top the list when it comes to global flavours. It probably won't surprise you to learn that Italian flavours are very popular in the realm of sandwiches. While classic ingredients reign supreme, some outlets are calling out specific Italian regions such as Tuscany and Bologna.









Clockwise from top left: Breaded aubergine, house vodka sauce, Fior di Latte, parmesan, basil and rocket, The Experimental Sandwich Shop (London, UK) || Tuscan chicken sandwich with sundried tomato, creamy tomato sauce and salad, @owenhan (TikTok, US) || An ode to bologna: mortadella, pistachio pesto and stracciatella, JollyG) || Olive tapenade, sundried tomato pesto, charred courgette and aubergine, sopressa, fior di latte and watercress, Hugo's Deli (Melbourne, AU)

FRENCH FARE

While it doesn't quite have the same buzz as Italian, French cuisine is definitely one to watch in the sandwich world. High profile French restaurants are on the rise around the world and the Paris Olympics are just around the corner, so French fare might just be on the up too. No filling is off the table, so think cassoulet, beef bourguignon and coq au vin not to mention the many delicious cured meats and cheeses France has to offer.









Clockwise from top left: Steak frites sandwich with caramelised onion, @salt_hank (TikTok, US) || Steak frites sandwich with medium rare porterhouse, fries, cafe di Paris butter, Nick's green sauce and fried capers, Hugo's Deli (Melbourne, AU) || Seared duck breast with confit onion, @cookguy_li (TikTok, US) || Beef bourguignon pita, La Pita (Paris, France)

EASY INDIAN

East meets West as the big, bold flavours of Indian cuisine have made their way into sandwiches. Taking cues from the naanwich, baguettes, buns and rolls are the new home for curry classics. From favourites like butter chicken and bhajis to regional specific pickles and chutneys to richly spiced delights veggie and fish dishes. This is accessible Indian cuisine.





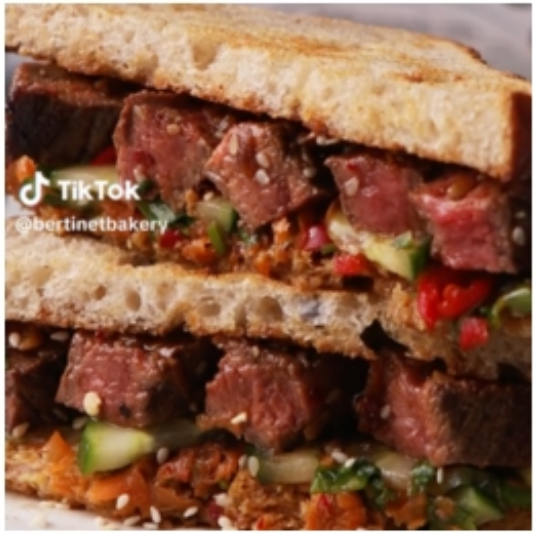




Clockwise from top left: Chicken & potato curry with red onions and coriander, SexyBuns (London, UK) || The Julius: onion and carrot bhajis, Goan brinjal pickle, curried coconut yoghurt, butter lettuce and coriander, Mondo Sandwiches (London, UK) || Butter chicken, green chilli chutney, pickled red onions, mint yoghurt and amchur spiced poppadoms, Dom's Subs (London, UK) || Masala curry crispy flat head, green chilli mayo, coriander, fried curry leaves, curried rice puffs on a potato bun, Our Boy Roy (Adelaide, AU)

THAI TOTAL

Hot on the heels of Indian, another spicy Asian hero cuisine is gaining traction in the sandwich world - say hello to Thai style sandwiches. Well known Thai flavours such as tom yum and red curry are used across meat and fish (beef, pork, chicken and prawn) while crunchy vegetables and aromatics like Thai basil, mint, coriander and a generous helping of chilli add a little lift.









Clockwise from top left: Thai-style sandwich with steak, cucumber, carrot, chilli, sesame and Thai spices, @bertinetbakery (TikTok, UK) || The Thai Chicken: Free range chicken, Thai red curry sauce, crisp Asian salad, coriander with our spicy chilli oil, Sexy Buns (London, UK) || Housemade herbal Northern Thai style sausage, watermelon and green papaya salad, crispy rice, jaew (Thai chilli dipping sauce), mint and Thai basil, Dom's Subs (London, UK) || Tom yum prawn cocktail roll, Carton Deli (Adelaide, AU)

JAPANESE

Japanese cuisine has also found a happy home in the sandwich world. But the flavours are less about whole dishes and more about ingredients and elements of the cuisine such as seaweed, sesame, soy, pickled ginger, seaweed, tamago (Japanese omelette), wasabi and miso. Oh and watch out for the occasional Korean/Japanese mash-up too!









Clockwise from top left: Chopped chicken katsu sandwich, @gulasgrub (TikTok, UK) || Soba noodles fried with cabbage and bacon, pickled ginger, aonrori seaweed and kewpie mayo, Kelso's Sandwich Shoppe (Melbourne, AU) || Tamago, hashbrown, kombu cream cheese, fried kale and toasted sourdough, Well Collective (Singapore) || Korean/Japanese mash-up with bo-ssam miso wagyu with wasabi mayo, apple kimchi, lettuce, shiso leaves on a potato bun, Sandoitchi Cafe (Sydney, US)

KEY INGREDIENTS/CONCEPTS



GLOBAL INSPIRATION
Italy
France
India
Thailand
Vietnam
Japan
China
Korea
Taiwan



SAUCES & DIPS
Vodka tomato
Cannellini bean
Carbonara
Bechamel
Burger sauce
Gravy mayo
Gravy
Pho
Curry
Korean dipping sauce



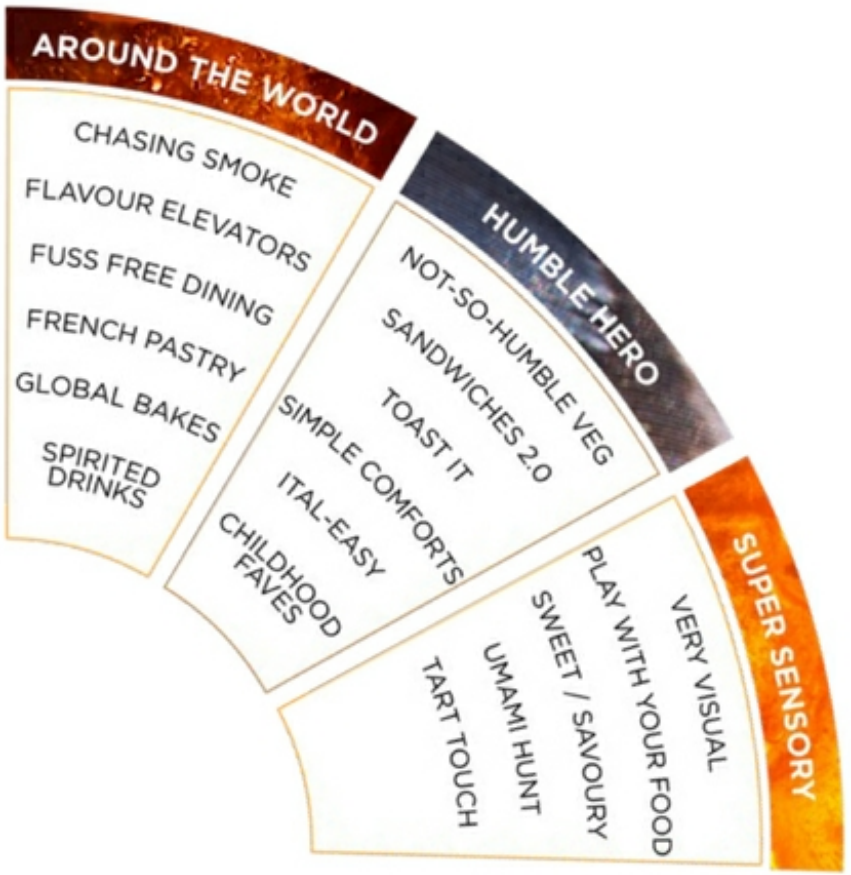
SPICES / SEASONINGS
Old bay
Saffron
Paprika
Chilli
Coriander
Curry leaves
Sumak
Za'atar
Harissa



HERBS
Thai basil
Coriander
Mint
Chives
Dill
Fennel



THE WHOLE MEAL
Soba noodles
Mi Goreng noodles
Chicken and potato curry
Curried rice puffs
Onion and carrot bhajis
Beef bourguignon
Roast dinner



SANDWICHES

This trend fits into 3 of tfp's
2023/24 food and drink mega-trends:

Around The World: Sandwiches are being lifted with Flavour Elevators. Yuzu, miso, jerk, paprika and saffron to name a few.

Humble Hero: Not-So-Humble Veg have found a super happy home in sandwiches as interest in plant-based options continues to rise.

New-wave sandwiches continue to gain momentum with gourmet ingredients, global flavours, childhood favourites and deep fill style continuing to trend.

Super Sensory: Asian flavours from Thailand, Japan and China represent to Umami Hunt.



THE BIG SQUEEZE
SUMMER 2023



This report compiles the common themes that we have observed as being impacted by the cost of living crisis. These include significant subjects, commodities, and trends that are currently changing, and will continue to change, as we confront the challenge of sustaining our basic needs.

The purpose of this summary is to assist you in preparing for the changes that will arise during this economic strain. We will continue to explore the cost of living environment and provide you with the essential topics and trends to be aware of.

This report is iterative in nature, as it builds upon past trends to create a comprehensive view of the cost of living crisis over the past 9 months. Through this approach, we aim to provide a more accurate and nuanced understanding of the current state of the cost of living landscape and identify emerging patterns.

Happy **foodwatching**...

COST OF LIVING UPDATE: OVERVIEW

Countless products, developments and innovations have come about due to the cost of living crisis. And, as ever, many of these are linked together by common, overarching themes. These key themes, that have cropped up time and time again are:

CUTTING BACK
DIGI-DISCOUNT*
GROCERY SQUEEZE
ENERGY SAVING
DINING IN STAYING OUT
CHEAP EATS
HELPING HAND
COOKING SKILLS
NATURE'S SAVING
IN THE PANTRY
NEWSTALIGIC KITCHEN
COMFORTING EMBRACE
SHRINKING SEASONS
THE BIG EASE?*

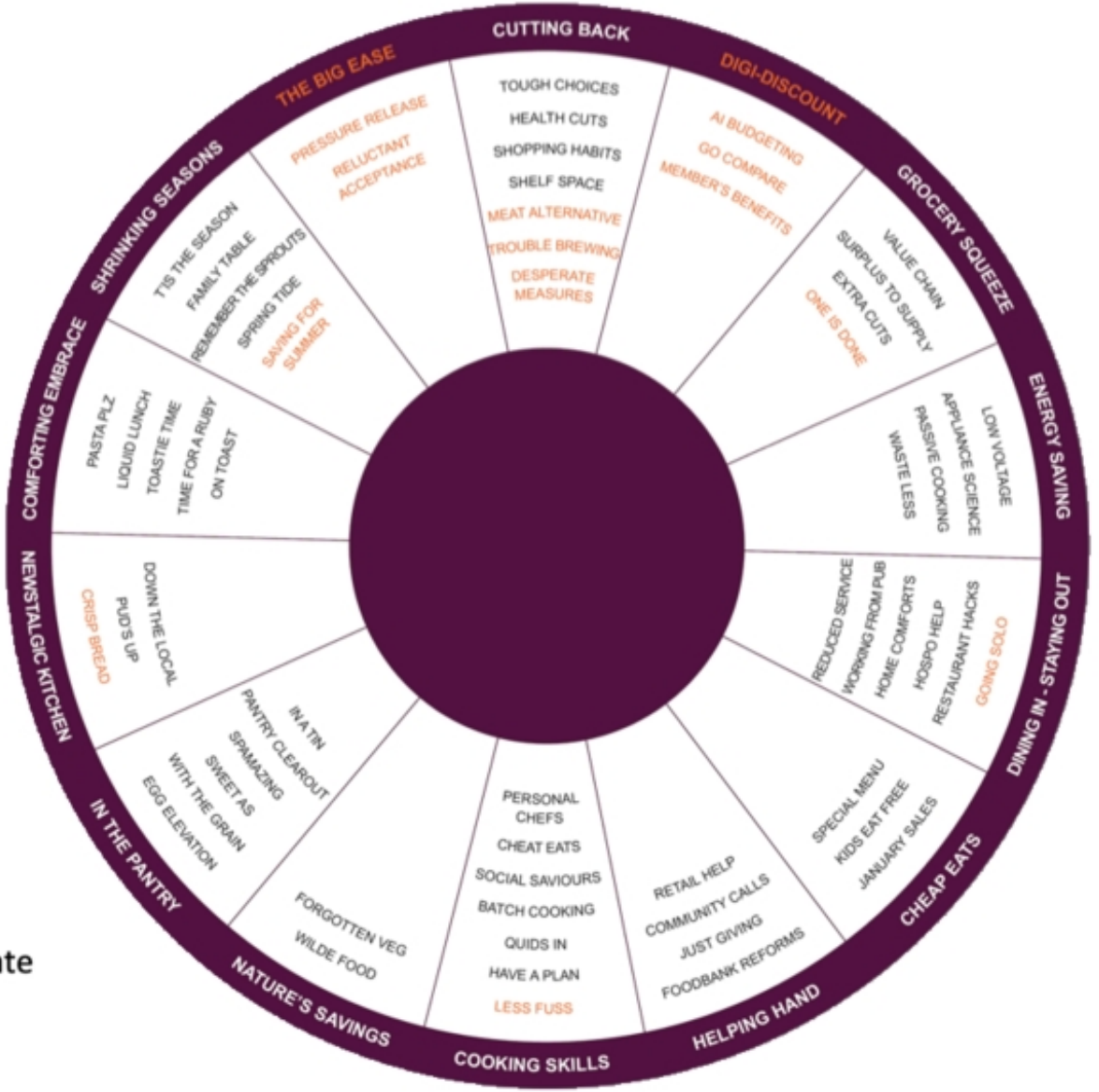
(* NEW FOR AUGUST 2023)

Within these themes sit specific trends that have gained traction.We have brought all this to life in the diagram pictured overleaf - overarching themes and the more specific trends. Some of these themes and trends we already brought to your attention in our November, February and May cost of living articles (you can find themhere, here and here), we have built on these (where relevant) with more recent examples.

Notably, in this report, we have also identified somebrand-new themes and trends - and we have brought these to life with key examples. We have highlighted these new themes/trends in yellow in the diagram on the next page...

KEY THEMES & TRENDS

This chart shows the trends we have identified within the cost of living



Key:

- Overarching Themes
- Trends
- New to August 23 update

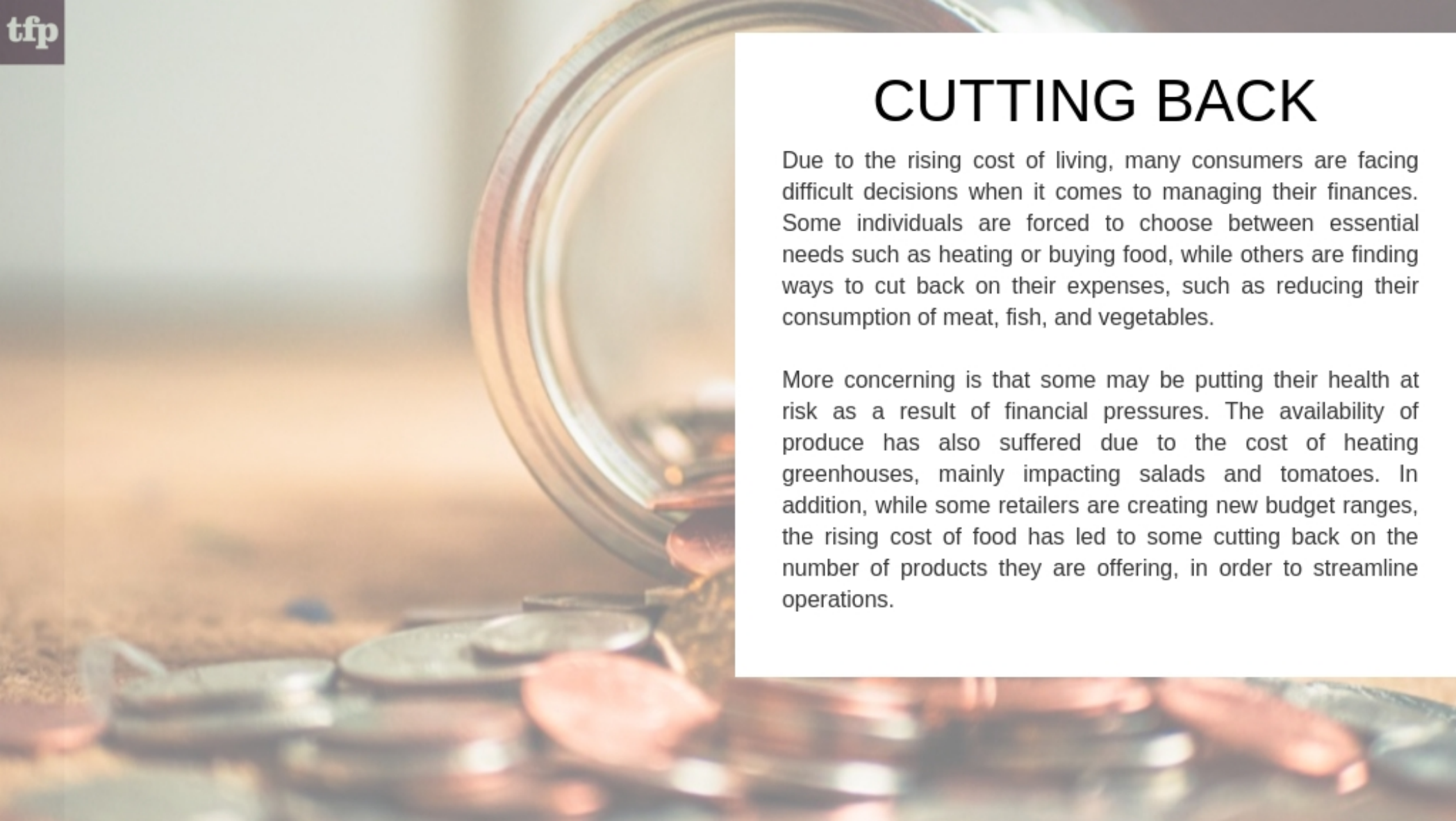
TUNNELLING THROUGH

It has been a year since we created this interactive report on the cost of living crisis. This report gives an overview of all the trends that have affected us in the last twelve months. The press coverage has softened a little, as have some of the cost pressure, but it is still a major driver in how we are living and eating.

Over the last three months, while there has been some relief in terms of energy prices, the increasing cost of food remains a significant concern. Food inflation has slowed down (down from 16.5% to 14.9% in the UK at the time of writing), but many items are twice as expensive as they were twelve months ago. The demand for food banks remains high, but there has been a call from the sector to focus on getting people out of poverty instead of continuing with charity handouts. As summer rolls on, there has been a reluctant acceptance of a higher cost of living, with many people spending to "live life again" sometimes dipping into savings to do so.

Although the outlook seems to be getting brighter there are still challenges for feeding those most vulnerable in society - especially kids during the summer holidays. There is light at the end of the tunnel, but the signs point to it not being over yet.





CUTTING BACK

Due to the rising cost of living, many consumers are facing difficult decisions when it comes to managing their finances. Some individuals are forced to choose between essential needs such as heating or buying food, while others are finding ways to cut back on their expenses, such as reducing their consumption of meat, fish, and vegetables.

More concerning is that some may be putting their health at risk as a result of financial pressures. The availability of produce has also suffered due to the cost of heating greenhouses, mainly impacting salads and tomatoes. In addition, while some retailers are creating new budget ranges, the rising cost of food has led to some cutting back on the number of products they are offering, in order to streamline operations.

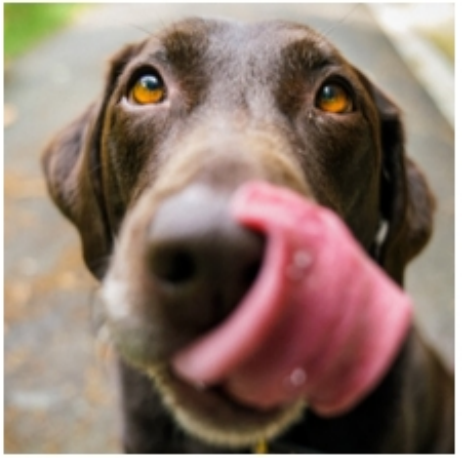
TOUGH CHOICES

People making tough choices about spending their money, often dipping even deeper into their savings. There are reports that people are giving up meat, fish, cakes, biscuits, fresh fruit, vegetables, and even eggs, but are holding on to wine and pasta (YouGov).

Delivery services have reported a decline, with companies such as Just Eat reporting significant reductions. Pet food costs have also risen significantly putting further pressure on finances. People are holding onto old cars for longer and the rate of dogs going into rescue centres is on the increase. During the colder months, the soaring cost of energy bills also led to the cutting back on cooking Sunday roasts (Opinium).









Top to bottom left: Pasta sales are still high. Despite the cost increases it is still seen as a cheap meal (UK, April 23) || Consumers are holding onto old cars for longer thanks to the cost of living crisis, @mightycarmods (AU, Aug 23) || During winter, the number of Sunday roasts dropped by a third due to soaring energy prices (UK, April 23) || Pet food costs have risen, putting pressure on family finances (UK, Feb 23)

HEALTH CUTS

Sadly, it's not just little luxuries that people are going without. According to a survey by Savanta, a third (33%) of students in the UK from working-class families are missing meals due to cuts whilst another survey found that children's health is also suffering. In addition, the ban on two-for-one junk food deals has been delayed again due to the cost of living crisis

A survey carried out in conjunction with UK supermarket, Tesco, and Diabetes UK found that almost 60% of shoppers aged under 40 have “deprioritised” their health because of the cost of living crisis - with nearly a quarter (23%) of those in the survey saying they have avoided or put off medical checks.

There are even reports that families with a food allergy, intolerance or coeliac disease are struggling to keep up with the rapidly rising costs of free-from foods. A comparison of foods by Allergy UK in December found costs on average grew by more than 157% for some free-from alternatives. A study of school nurses in the UK reported worsening health, in particular tooth decay, attributed to parents struggling to afford nutritious meals (Saphna and the British Dental Association).











SHOPPING HABITS

How people shop is being shaped by the cost of living. Research from NTT DAT has found that 45% of UK shoppers are switching from premium supermarkets to more affordable grocers. Households are turning to digital and rewards schemes, as well as shopping around to find the best deal. We shop less often but spend more - according to the figures, the average household made 18 trips to a grocer a month before Covid, but now it is down to around 16 times a month (Kantar).

Value remains the primary metric, with customers seeking out affordable luxuries like exclusive cheese brands and ice cream when on offer. Brand loyalty is also on the wane with consumer research finding that half of consumers (52.9%) saying they will gladly switch brands to make use of a voucher (IPA TouchPoints).

Clockwise from top left: Supermarket Coles has revealed customers are buying less steak to cope with the cost-of-living crisis (AU, Aug 23) || New research from NTT DAT has found that 1 in 5 consumers are now going meat-free, citing their main driver as the cost of living (UK, Feb 23) || Amazon has focused discounts on items that can help with the price squeeze such as baked beans, soup mix and air fryers (UK, Nov 22) || Woolworths Group has found that more shoppers are returning to stores and shopping on weekends (AU, April 23)





Clockwise from top left: Sales of vegan chocolate have dropped 25% year on year (UK, Aug 23) || Plant-based meat supplier was unable to survive in the tough meat-free market, Meatless Farm (UK, Aug 23) || Nottingham University student has created a machine that can make oat milk at home saving up to £2 per litre, Oatlicious Milkmaker (UK, Aug 23)



MEAT ALTERNATIVE

Despite a rise in veganism last year as meat prices rose, this year the opposite seems to be true - when it comes to plant-based meat alternatives that is. The sales of plant-based meat alternatives have slowed considerably in recent months and some are putting this down to their relatively high cost compared to meat from animals (note: the consumption of plant-based food is still rising but just not meat alternatives). There are other factors for its decline, such as the consumer desire to eat fewer ultra-processed foods, but the cost of living has certainly accelerated this trend. It's not just meat, demand for vegan chocolate in the UK has plummeted by almost 25% year-on-year. The cost of these products has led to the rise in home production of things such as plant-based oat milk.

TROUBLE BREWING

Beer is not only getting more expensive, but some brewers are lowering the ABV to reduce costs. Small craft breweries are all struggling, with many closing. 'Shrinkflation' has now become 'drinkflation'. Instead of reducing the size of a beer glass, brewers are making their beers weaker in an effort to cut costs. In short, the lower the ABV the lower the tax. The cost of a simple pint of lager has also soared with inflation due to higher energy and raw material costs. Unfortunately, this has proved too much for some craft establishments which have been forced to close. The number of UK breweries going out of business has tripled in the past year, with smaller craft beer manufacturers most at risk as consumers opt for cheaper options.



Pictured: Shepherd Neame cut the ABV of its best-selling Spitfire ale from 4.5% ABV to 4.2% ABV (UK, Aug 23)

DESPERATE MEASURES

There has been a rise in cases of shoplifting food which is being driven by the increase in the cost. This rise is also attributed to more lending punishments, a reduction in overall prosecutions and gangs targeting supermarkets.

The desperate situation some people have found themselves in due to the cost of living crisis has seen an increase in the theft of essential items such as Calpol and baby formula. This, and the rise in gangs targeting expensive items, has led to some retailers reducing the number of items, such as steaks, they have on the shelves at any one time. It has also been reported that some activists are “shoplifting” from supermarket shelves and dumping the proceeds straight into the stores’ food bank bins in a “redistributive action” to protest at the cost of living crisis.



Pictured: Some retailers, such as Marks and Spencer, have reduced the number of steaks, they have on the shelves at any one time (UK, Aug 23)



DIGI-DISCOUNT

Amid the cost of living crisis, technology is reshaping how we purchase food and plan meals. AI meal planners devise personalised, budget-friendly menus, optimising nutrition and minimising costs. Comparison sites and apps pool prices from various retailers, enabling informed choices and access to the best deals. Simultaneously, supermarket loyalty schemes are increasingly being used as a vehicle to offer tailored discounts and rewards, making grocery shopping more affordable for loyal customers. Consumers are embracing these tech-driven solutions that empower individuals to navigate financial challenges while enjoying delicious and cost-effective meals.

AI BUDGETING

While some express concerns that artificial intelligence (AI) could take over jobs, AI also offers benefits in terms of cost-saving and convenience. One area where AI can greatly improve our lives is meal prepping. AI can almost become a personal chef that can curate customised meal plans tailored to you and your household, all within budget. It can handle everything from generating a comprehensive grocery list to finding recipes, essentially taking care of everything except physically shopping for groceries and preparing meals. Embracing AI in this way could revolutionise the way we manage our meal preparations, making it a whole lot easier, hassle-free and cheaper





What's your weekly grocery budget?

Your Answer

Top to bottom: The Yellow Sticker Cookbook is an AI-driven recipe generator that can create dish inspiration from discounted products at the supermarket, Uncommon Creative Studio (UK, Aug 23 || Online newspaper Buzzfeed created an online quiz that uses AI to create a meal planner for the week that is on budget (US, Aug 23) || Mealia an AI tool that creates meal plans and select the cheapest ingredients from the supermarket received seed funding from the Mayor of London (UK, Aug 23)

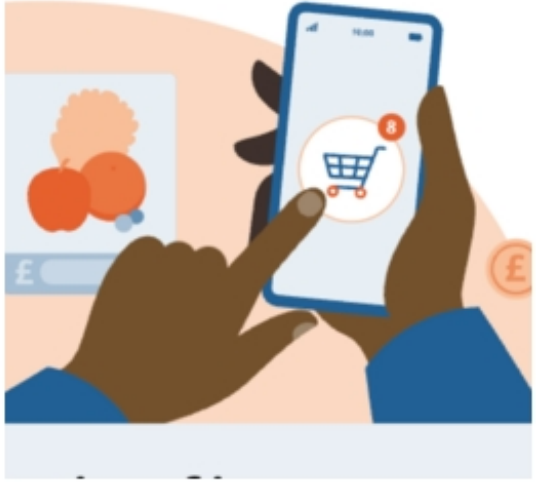
GO COMPARE

The constant fluctuation of prices has meant that price comparison is even more in demand. Whether it be a price rise or discounted deal there is plenty of help out there to find the best prices. From comparison sites to regularly updated TikTok feeds, there is more focus than ever on price. Fuel prices are also set to become more transparent. Although not directly related to food, it does make the cost of driving to get the weekly shop more expensive.









Clockwise from top left: Regular updates on supermarket prices, @costoflivingcrisistips (TikTok, UK, Aug 23) || Fuel retailers to be made to publish live prices, Competition and Markets Authority (UK, Aug 23) || The Office of National Statistics set up a website where consumers can compare prices of staple items such as pasta, flour, bread and beer (UK, Aug 23) || The TikTok channel @latestdeals has over 2M likes for the videos about finding the best deals (UK, Aug 23)

MEMBER'S BENEFITS

One of the biggest shifts in this quarter is retailers ramping up activity on loyalty card deals. Most of the big supermarkets in the UK offer a loyalty scheme, as well as supermarkets in the US and Australia. They are offering huge discounts on products in exchange for data, a deal that many consumers seem to be happy to make. Some paid-for schemes have come under fire recently as the price of membership increased due to inflation and the amount of rewards on offer decreased.

everyday rewards





Clockwise from top left: Woolworths Everyday Rewards came under fire due to the price increase and reduction of rewards on offer (AU, Aug 23) || Co-op Members are now able to earn membership rewards when making purchases through the Uber Eats app (UK, Aug 23) || Morrisons will roll out an improved loyalty scheme later this year, which will provide more targeted offers for customers (UK, Aug 23)



GROCERY SQUEEZE

Whilst the cost of food is soaring with inflation running at over 10% (although a study by the consumer group, Which, puts it at almost 20% for some retailers), certain items have been targeted to give the customer a lighter shopping basket. While many of the reductions came at Christmas, with a competition breaking out to see who could go the lowest, other discounts were earmarked for the end of January when the long wait for the post-Christmas paycheck can put pressure on family finances. Post-Christmas has been a time for consolidation, with fewer promotions, other than Easter celebrations. Surplus food and outlet stores have continued to be popular, offering cheaper grocery alternatives to traditional shopping channels.

SHELF SPACE

Despite the announcement of new budget ranges across some retailers, there is evidence that the choice and availability of foods are being rationalised. A report by the UK trade magazine, The Grocer, has found that, on the whole, UK supermarkets have reduced the average amount of SKUs they have on their shelves.

The cost of energy combined with a cold winter, has also had an effect on British crops - including cucumbers, peppers, aubergines and tomatoes. Soaring energy costs this year mean that using heated greenhouses has become increasingly unprofitable, with retailers already importing vegetables from abroad.

Finally, other environmental conditions have had an effect on the budget cook's staple ingredients. Bird flu has driven up the cost and reduced the availability of eggs, further squeezing shoppers' grocery budgets.





VALUE CHAIN

Despite the rising popularity of value ranges, it appears that they have not been immune to food inflation. In January, many supermarkets announced they'd expand (or re-expand) their value ranges. But, UK consumer group,Which, found that, on average, the price of value ranges increased by 20% in the 12 months up to January 2023, outstripping inflation. More products than ever are being reformulated with low cost as the principal driver, supermarkets are investing in lower prices of staple items and discounters are seeing continued growth







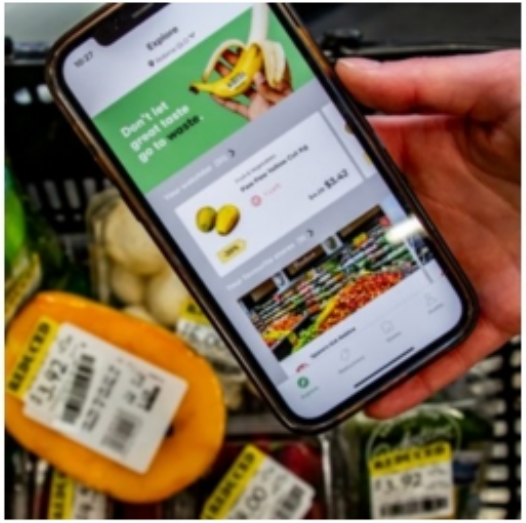


Clockwise from top right: Research found the value ranges have increased by 20% in cost in the 12 months up to January, Which (UK, April 23) || Morrisons has cut and frozen the prices of more than 100 essentials until the end of the year (UK, Nov 22) || Bakery brand, Hovis, has launched Simply White, a budget loaf of bread formulated to be as cost-effective as possible (UK, Feb 23) || Discount supermarket chain Ten Top, where all goods are less than $10 has become more popular, thanks, in part, to social media channel such as @westernsydneyblogger (AU, Aug 23)

SURPLUS TO SUPPLY

Schemes specialising in surplus and short-dated food continue to see a rise in popularity as the cost of living bites. The benefit to the consumer is two-fold; not only do they offer cheaper products, but they can also help to tackle food waste by selling or donating surplus stock. New retail players, such as Approved Food, sit alongside retailer schemes such as the Tesco Exchange and bakery outlets.





APPROVED FOOD

Clockwise from top right: A surplus redistribution shop open to emergency service workers has saved shoppers more than £5,813,987 in a year, Company Shop (UK, April 23) || The Tesco Exchange service is an online marketplace to allow suppliers to slash costs and tackle food waste by selling or donating surplus stock to other manufacturers, Tesco (UK, Feb 23) || UK clearance retailer, Approved Food, which specialises in surplus and short-dated food and drink, has announced that sales had grown by 23% over the past three months (UK, Nov 22) || Gander, an app designed to help consumers save money at the supermarket and combat food wastage, launched in Australia this quarter (AU, Aug 23).

EXTRA CUTS

As meat increases in cost, there has been a gradual acceptance of unusual cuts of meat, different species and older animals. Fish heads have been appearing on the trendiest of menus while the nose to tail of meats, in particular chicken, has also been a restaurant champion. The move towards meat from older animals is gaining pace, as is the demand for wild game.





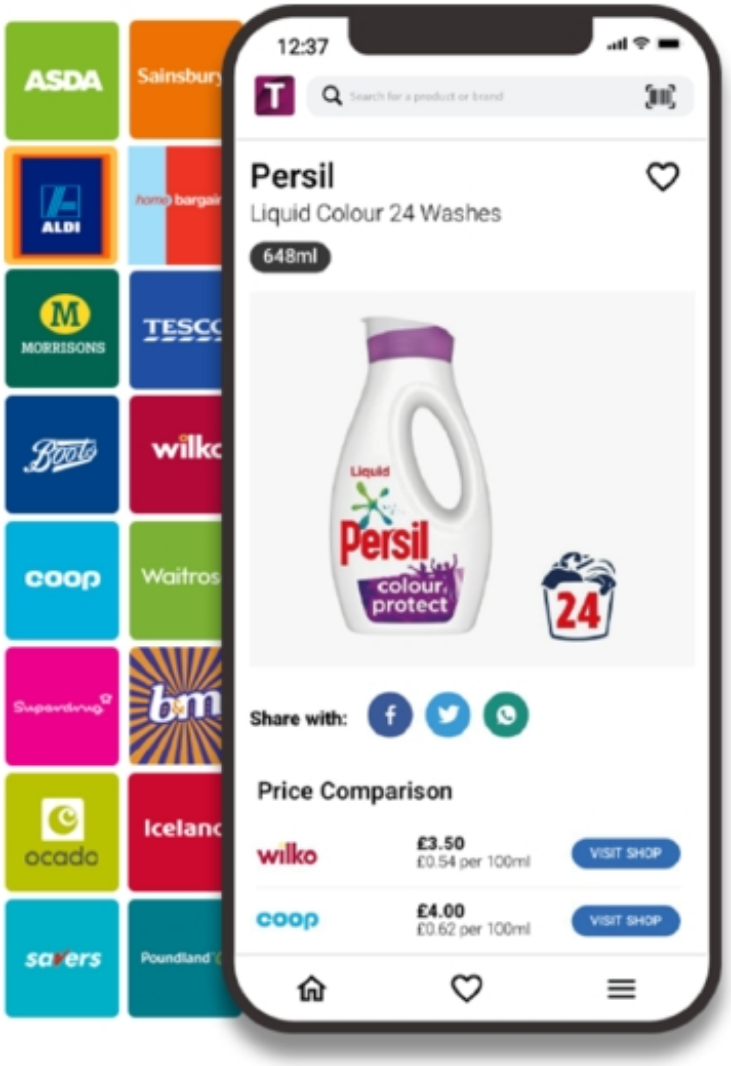




Clockwise from top right: Click the video to see how this savvy mum finds bargains at her butcher, @thebonnelfamily (YouTube AU, Aug 23*)* || || Grilled cull yaw loin and red onion molasses glazed mutton on black lentil stew, Managal (UK, Nov 22) || Lamb neck stew, Tom Aitkens (UK, April 23) || Grilled boneless beef short ribs, America's Test Kitchen (USA, Feb 23)

ONE IS DONE

The famous £1 AND $1 price point is under threat due to food inflation. Pound and dollar stores have made business empires on this price point, as it meant customers wouldn't have to break into a new coin or note. Everyday items such as milk, tomatoes, potatoes, bread and tea bags are now well over the £1 mark in the UK and even the Dollar Tree in the US has had to get rid of its $1 items - making the cheapest item $2. In the UK, the proportion of products sold for £1 has almost halved in a year from 9% to 5% with £1.25 emerging as the second most popular price for grocery items alongside £2.



Pictured: According to Trolley.co.uk Grocery Price Index the cost of Avocados, Skips crisps, a pint of milk, a loaf of bread, crumpets, potatoes and tea bags have gone up from £1 to almost £1.40 in some cases (UK, Aug 23)



ENERGY SAVING

Even with energy prices easing up, there is still a focus on how much energy we consume, particularly when it comes to cooking, which is known to be one of the most energy-intensive household activities. Therefore, there are numerous tips, schemes, and advice available on how to reduce power usage during cooking. By doing so, it also helps to decrease food waste, which, indirectly, contributes to energy conservation.

LOW VOLTAGE

People are becoming more energy-efficient as the cost of living crisis continues to bite. Nearly 20% of people are no longer using their ovens in a bid to save money amid the rising cost of living (MyLondon). And that's why recipe box specialists Gousto launched an 'ovenless' Sunday Roast. Retailers are also looking at ways to reduce their, and their customers' energy use. The Co-op (UK) is trialing dimmed or reduced lighting in a number of locations and Iceland (UK) has teamed up with an energy company, Utilita, to offer tips on how to reduce energy usage. The focus on energy reduction has led to some food safety concerns, a survey found 32% of people had eaten food past its use-by date at least once in the past month because they could not afford to buy more, while 18% had turned off a fridge or freezer to save money as energy costs rise (FSA).









Clockwise from top left: No-bake take on a British classic is oven-free and ready in just 30 minutes, Gousto (UK, Nov 22) || In a bid to reduce the drain on the national grid, consumers have been incentivised to 'switch off' between 4 pm and 6 pm (UK, Feb 2023) || A 'Smart Store' opened with up-to-date heating and cooling technology solutions in the hope of showing food retailers 'the journey to a zero emissions supermarket, Danfoss (Denmark, Aug 23) || A new energy efficient sustainable store that uses solar energy to run its operation, Chipotle (US, April 23)









APPLIANCE SCIENCE

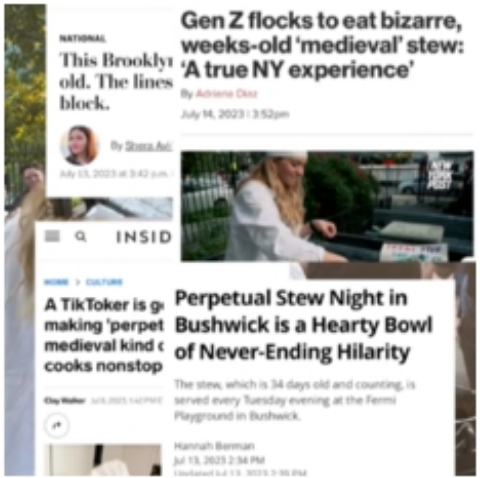
Tips for reducing energy use during cooking abound, bringing kitchen appliances into the spotlight for their energy efficiency. Air fryers have taken the lead in sales, with a surge since the COVID pandemic began. While slow cookers are also on the rise, some appliances may struggle. A study showed that boiling water on a gas hob is cheaper than using an electric kettle, and pod coffee machines are more efficient than filter coffee machines.

Clockwise from top left: Air fryers have seen a surge in popularity as a result of the cost of living crisis, NutriBullet (UK, Nov 22) || Slow cookers are being handed out by one council to families in need (UK, Nov 22) || A survey by Uswitch found that microwaves are most efficient at baking potatoes. You could offset the initial cost of buying the microwave after 63 potatoes (UK, Feb 23) || Iceland has become the first supermarket to launch an aisle dedicated to air fryable foods. The aisle, featuring 250 plus products, aims to meet the soaring demand from customers 'driven by the explosive surge' in air fryer use. (UK, Aug 23)

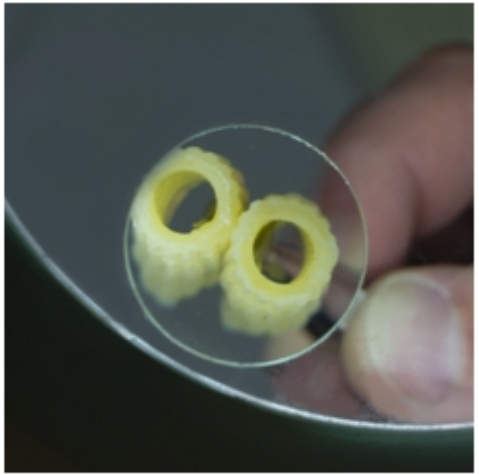
PASSIVE COOKING

Passive cooking has taken hold as consumers look to reduce their energy bills. This is using the heat left in the oven, or cooking pot to continue cooking after the gas or electricity is turned off. For example, chef Mark Birchall, Moor Hall (Lancashire, UK) uses a cooling oven to dry herbs. Other techniques, such as the three-boil stew method, and the passive heat pasta method, use the heat left in the pan on a stove. Others have taken a more community approach, with a group of neighbours cooking food for the whole street in one resident's oven to cut energy use.









Clockwise from top: Pasta manufacturer, Barilla, is championing passive pasta cooking that can reduce CO emissions by up to 80% (Italy, Nov 22) || The trend for the perpetual pot has made a comeback on TikTok with influencers such as @depthsofwikipedia creating stews that are up to 40 days old and stay simmering on the stove with no food waste (UK, Aug 22) || Pasta brand, Garofalo, conducted tests on passive cooking techniques on their pasta (Italy, Feb 23) || Adam Walters started a scheme where neighbours share their ovens to reduce energy use (UK, April 23)

WASTE LESS

Reducing food waste is still a major concern for many, with tips and tricks circulating on social media, magazines, and newspapers on how to save food, and as a consequence, money. Big brands, supermarkets, and academic research are also providing practical solutions to help households waste less, from new technology, such as countertop composters to long-term food waste campaigns.









Clockwise from top right: Households throw away £500 of food a year despite the cost of living crisis, Office for National Statistics (UK, Aug 23) || Sainsfreeze is the name of a brand-new walk-in freezer concept store from Sainsbury's created with the intention of showing customers how to freeze food to reduce waste (UK, Nov 22) || The Mill is a bin that converts food waste into chicken feed, Nest (US) (UK, April 23) || UK supermarket, Tesco, has expanded its "reduced to clear" section in a bid to reduce waste and offer customers a bargain (UK, Feb 23)



DINING IN - STAYING OUT

Hospitality has been hit hard by the cost of living crisis. Pubs and restaurants, still struggling with Brexit-induced staffing issues and the impact of COVID-19, are now facing a surge in energy prices and a drop in customers. In response, some are closed for the winter to reduce costs, waiting for the warmer summer months, while others are offering incentives, such as cheaper menus to attract alternative customer bases, such as those who work from home.

REDUCED SERVICE

It is fair to say that hospitality has had a tough time with COVID and now the cost of living squeeze. For many, it is about survival. As a result, hospitality businesses have come up with innovative ways of 'getting through.' A lot of the mechanisms can be summed up in one word - reduction. Some are consolidating the size of their menus to keep production costs and waste under control. Others are reducing the opening hours to help keep staffing and energy costs down. Others are looking at ways of keeping customers flowing in, such as waiving entry fees in order to encourage people through the doors.









Clockwise from top: The White Hart Inn has decided to close this winter to save costs, (UK, Nov 22) || Hockley Social Club waived entry fees in order to encourage people through the doors (UK, Nov 22) || The Green Room Restaurant has reduced its menu from 11 starters and 18 mains to just four starters and nine mains to reduce costs (UK, Feb 23) || A survey by The Herald found that three out of five outlets in Scotland have scaled back operations to combat rising costs that include surging energy prices, steep wage increases and rampant food inflation (UK, April 23)

WORKING FROM PUB

Pubs are finding ways to attract customers and generate revenue during the cost of living crisis, including targeting those who work from home. By offering incentives such as free tea and coffee, snacks, and a fixed daily fee for post-work drinks, pubs can entice customers to work from their establishment. Moreover, as staff start to return to the office, there are more opportunities to catch grab and go customers as well as a post-work drink, although, in the latter's case, Thursday is the new Friday.





Clockwise from top right: The Flingate Pub offers the use of power, quiet stations, unlimited tea and coffee lunch and a pint or gin and tonic at the end of the day for £15 per day (UK, Nov 22) || Microbrewery pub chain Brewhouse and Kitchen's "workspace" option is £10 a day, and features wi-fi, printing, quiet spots, power sockets, hot and soft drinks (UK, Nov 22)

HOME COMFORTS

As the cost of living crisis continues to impact consumer spending power, the trend for at-home eating and drinking gains momentum. This was initially driven by the lockdowns during the pandemic but has become an increasingly important aspect of food as disposable income reduces. So, expect a wave of DIY bars, home spirits selections, cocktail kits and at-home dinners to keep on rolling out. Oh and don't forget the odd fakeaway too.









Clockwise from top right: Glasgow Distillery has launched a range of cocktail kits for at-home drinking (UK, Nov 22) || Dinnerly was voted the best low-cost meal delivery service by Good Housekeeping Magazine (UK, April 23) || DIY ramen kits, Crafty Yaki (Canada, Nov 22) || Iceland the frozen specialist launched 24 "fakeaway" products this spring including burgers, kebabs and ice cream (UK, Aug 23)





HOSPO HELP

With the cost of living affecting businesses and the public alike, there is no shortage of people willing to give a helping hand. One distiller in Scotland has, for example, created a 'Break Even Cask" where the bottler and retailer take no margin, leaving the hospitality operator to take a bigger margin from each sale. Hospitality is also giving back with schemes, such as Street Smart a charity that helps the homeless through dining donations, being as important as ever. Staff are also being helped out like never before with 4-day weeks and extra benefits such as subsidised childcare.





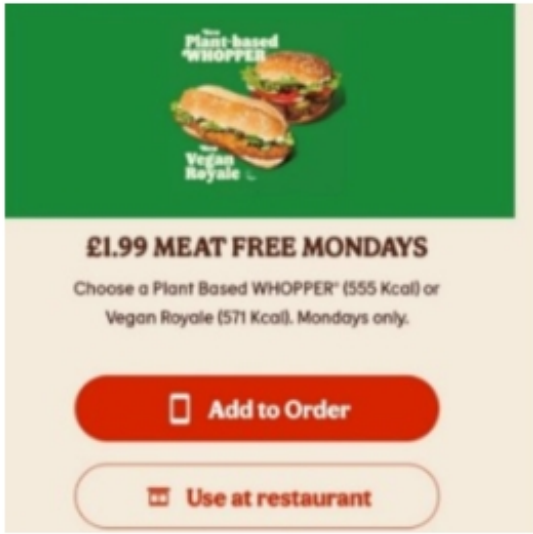
Clockwise from top left: Fine dining restaurants raised £695 for the Action Against Hunger and the Street Smart program, The Peat Inn (UK, Feb 23) || The Thompson Bros. at the Dornoch Distillery created a "Break Even Cask" along with retailer Royal Mile Whiskies to offer hospitality businesses a better deal (UK, Feb 23) || Motorway services operator Moto Hospitality to offers its workforce discounted childcare support through Busy Bees (UK, April 23) || The first Dundee Restaurant Week has launched in an effort to increase footfall at restaurants and cafes across the city (UK, Aug 23)

RESTAURANT HACKS

Restaurants and customers alike are trying to save on costs when eating out. They are opting for meal deals and reward programs to attract customers. Meanwhile, customers are opting for cheaper pubs over fine dining and seeking out articles with tips on how to "hack" eating out in order to save money.









Clockwise from top left: The rocketing cost of tomatoes saw some restaurants changing from tomato sauce to a white sauce on their pizzas according to the Federazione Italian Cuochi (UK, April 23) || McDonald's introduced a new Saver Menu trial. The new budget range includes three different burgers with sides and a drink (UK, April 23) || Fine-dining restaurants across Australia have experienced a 28% decline in bookings, while bookings at mid-priced pubs and cafes are rising, ResDiary (AU, April 23) || To help customers save money Burger King has shared menu hacks such as cheap plant based burgers on Meat free Mondays (UK, Aug 23)

GOING SOLO

One strange manifestation in the world of eating out that surfaced this quarter is the idea of eating alone to save costs. We all know the situation, dining out in a group and being lumped with a few extra pounds or dollars thanks to extravagant orders from your pals. Well, some folks are bypassing this and going out alone in order to pay for just what they eat. Ok, so eating out in restaurants is expensive, but this hack means you can control your costs. No awkward "going Dutch" chats at bill time or calculating your percentage of the bill. Not all restaurants are happy about this, as a single diner on a table set for two can make some smaller restaurants uneconomical to run.





Top to bottom: Alex Dilling at Hotel Café Royal announced that they will charge double for a solo diner as they take up a table that could have sat two people (UK, Aug 23) || Vouge predicted that dining alone would be a growing trend in 2023, with one of the drivers trying to keep costs down (UK, Feb 23)



CHEAP EATS

Keeping costs down for everyone while eating out is proving to be a key theme at the moment. Lux restaurants are stripping prices and expensive ingredients from their menus to attract cash-strapped diners. For those in a more vulnerable financial position, there are a host of cheap and free eats on offer - no questions asked. In addition to this, offers that let kids dine for free carried on during the Easter holidays.

SPECIALS MENU

Restaurants are offering low price deals to help diners eat out and helping to attract customers to venues. There is more activity in higher-end restaurants, where there is room to manoeuvre and the ability to reduce the amounts of expensive ingredients such as lobster and caviar. Moreover, a survey found that restaurants had reduced the amount of meat on menus, citing the soaring price of ingredients as a factor.





Clockwise from top left: Michelin-starred chef Jason Atherton reduces prices from £75 to £49.50 at Pollen Street Social to attract 'alienated' customers (UK, April 23) || Waitrose has launched a £12 meal deal for 2 offer including Parmigiano Reggiano & truffle chicken kiev, tomato & mozzarella gnocchi bake, and mozzarella & basil pesto pantofola (UK, Nov 22) || Revolution Bars has launched a £2.99 'summer deals' menu to help people struggling with the cost of living (UK, Aug 23) || A survey found that restaurants had reduced the amount of meat on menus, citing the soaring price of ingredients as a factor, Lumina Intelligence (UK, Feb 23)

Lumina Intelligence



KIDS EAT FREE

Restaurants are offering more and more deals for families during school holidays, with Kids Eat Free menus and reduced-cost menus (such as those charging £1). Restaurants offered free or cheap meals to children during the holiday - ranging from supermarket cafes to Knightsbridge department stores. Some of these offers are still being extended outside of holiday periods. There is even a TikTok channel reviewing the suitability of kids' meals for feeding adults (!).









Clockwise from top left: IKEA cafe offered selected meals from 95p during Easter. Kids could enjoy pasta and tomato sauce with a soft drink (UK, April 23) || Kids eat for £1 at the Stonehouse Pizza & Carvery chain if an adult bought a main meal (UK, Nov 22) || A TikTok creator has made headlines with her reviews of kids meals as a potential for an adult meal, @thedisneygirlie (US, Aug 23) || Japanese restaurant chain Wagamama teamed up with The Bread and Butter Thing to open a series of community hubs in London and the south of England to support children and families by giving away free meals during the cost of living crisis (UK, Feb 23)

JANUARY SALES

In order to help encourage business and give the customer a cheaper deal, many restaurants banked on some pretty generous offers this January. Offers such as 50% off main meals were not that rare while tasting menus also got slashed at some restaurants. On-the-go lunch is also being targeted with cheaper meal deals and sandwich offers.









Clockwise from top left: Tasting menu restaurant reduced its menus price on Mondays, Six by Nico (Nationwide, UK Feb 23) || 50% off deal to help with the cost of living crisis, Finsbay Restaurant (UK, Feb 23) || Pret a Manger launched it very own "budget" meal deal for £5 and sandwiches for less than £3 (UK, Feb 23) || Taco Bell extended its low-cost menu with the addition of the new Salsa Verde Grilled Chicken Burrito as a new addition to the $2 burritos on the Cravings Value Menu (US, Feb 23)



HELPING HAND

We all need a helping hand once in a while, whether it is a retailer discount scheme, a low-cost loan or a free community supermarket there are plenty of options for help out there. For those struggling with heating bills during the winter, warm banks have been set up to offer a toasty place to chat, sit and have a cup of tea. Food banks are also evolving with a focus on promoting "food bank exit" rather than relying on charity food handouts.

RETAIL HELP

Retailers are looking at ways in which they can help the most vulnerable in society ride out of the cost of living rise. Having said that the competition watchdog has asked larger retailers to make their prices clearer to help people understand the real cost of what they are buying. Supermarkets continue to help to those who have been left most vulnerable due to the cost of living crisis. Mostly through vouchers, loans and cheap deals. Others are making it easier for its customers to donate groceries to those in need by selling pre-filled food bank donation bags and low-cost meal plans have been rolled out. With all that said, the competition watchdog has stepped in and asked supermarkets in the UK to make sure their prices are clear so that people are able to compare products.









Clockwise from top left: Feed a family of four for a week for £20, Asda (UK, Feb 23) || Waitrose pre-filled bags to donate to food banks (UK, Feb 23) || Iceland has redistributed over 3.5m meals to local communities since January 2022, and redistributed a million meals through its partnership with food redistribution app Olio (UK, April 23) || The Competition and Markets Authority have stepped into ask supermarkets to make their prices clearer (UK, Aug 23)





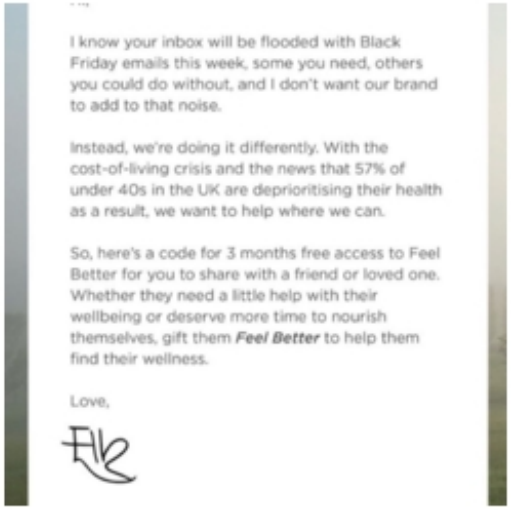
COMMUNITY CALLS

When it comes to a crisis, we often look to the ones around us to help, and there is no shortage of community schemes that have been set up to help manage the cost of living increase. Community fridges, free supermarkets and meal distribution schemes are working flat out to provide accessible and free food to those who are feeling the pinch. In addition, warm banks were set up to help those struggling with heating bills during the colder months.





Clockwise from top left: An interactive map showing Edinburgh's free warm spaces, Edinburgh City Council (UK, Feb 23) || The Salvation Army in Southport has redeveloped disused land at the back of its church and will donate fresh produce to the Trussell Trust food bank (UK, Aug 23) || A 'free supermarket' at local charity Serving Our People's Gold Coast headquarters serving locals in need with a range of essential grocery items. Save Our People (AU, Nov 22) || Staff from businesses and organisations are donating a day of their time to prepare up to 150 pre-packaged, home-cooked nutritious meals for those in need, People's Kitchen (AU, April 23)









JUST GIVING

Random acts of kindness have punctuated the cost of living crisis with glimmers of kindness. The consumption spectacle that is Black Friday took a generous turn with companies offering free access or a donation to charity with each purchase. An anonymous person has been leaving treats and goodies at London's tube stations, people have left baskets of groceries outside their houses - free to anyone that needs a helping hand and staff at supermarkets can buy food items for those in need.

Clockwise from top left: Black Friday giving-back scheme, Deliciously Ella (UK, Feb 23) || A supermarket initiative allows its staff to buy items of food. If it has a Team Member Purchase" sticker customers can then take it home for free, Woolworths (AU, July 23) || A mystery traveler repeatedly left tasty treats at a London Tube station. The anonymous food fiend has been leaving snacks on the benches of Kennington Underground station for several months (UK, Feb 23) || Random Acts of Kindness Day saw Miller Homes donate food to the Trussel Trust (UK, April 23)

FOOD BANK REFORMS

Food banks have also been evolving to cope with the cost of living crisis with many leaders in the field suggesting that food banks are not the answer to food poverty.

Before the cost of living crisis and COVID, many worked on a referral model; a stop-gap to help people get back on their feet, but now many have stopped asking for referrals and are open to anyone in need.

In addition, some banks are having to create new strategies as the demand grows. In some areas, donations became more depleted, so some organisations were tackling the shortfall by adopting alternative methods, such as subscriptions or 'pay as you feel', to finance distributing food and payment.

Many in the sector are suggesting that food banks are not the answer. Some well-established food banks have closed their doors and some are pivoting to developing food bank exit strategies.



the trussell trust

firstlove FOUNDATION

*Clockwise from top left: R*esearch released by Kingston University has found that food banks have been evolving to cope with the added demand of the cost of living crisis (UK, Feb 23). || Despite record demand The Trussell Trust again stressed that food banks are not the answer to food poverty (UK, Aug 23) || Charity developing food bank exit strategies for people, First Love Foundation (UK, Aug 23)



COOKING SKILLS

If you're searching for useful tips on reducing your food expenses, there's a wealth of resources available from recipe creators, chefs, and influencers. Numerous famous chefs and cooks are sharing their low-cost meal ideas, and TikTok is brimming with batch-cooking recipes, meal-planning strategies, suggestions for economical pantry staples, £1 and $1 meals, and instructions on how to make slow cooker fakeaways. In fact, we are cooking at home more than ever, with sales of herbs and spices indicating a move towards staying and eating in. But, the focus is much more on making less fuss in the dining room and keeping it simple.

PERSONAL CHEFS

There are abundant resources available to assist in lowering your food expenses, and even celebrity chefs (and gardeners) are joining in on the effort. A significant portion of the content emphasises inexpensive methods to feed families, with pulses, starchy vegetables, herbs, and spices all receiving recognition. Some chefs are teaching us how to cultivate our own produce, while others concentrate on using surplus or discarded ingredients, such as stale bread.







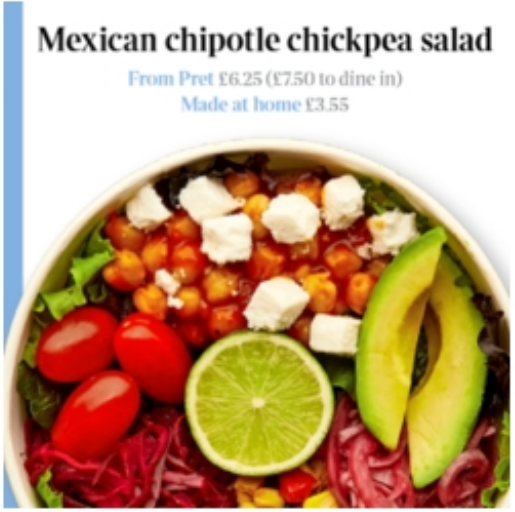
Clockwise from top right: Cook At All Costs is a new Netflix cooking show where home cooks bid on an ingredient box they would like to use to cook a meal. One box is high-end, one is basic and the last one is a surprise (Canada, Feb 23) || Top Chef winner Buddha Lo shared their family recipe for Chicken and Shrimp Laksa (US, April 23) || An Italian uberchef has released the second season of Why Waste? with Massimo Bottura championing ways of using surplus ingredients (YouTube, Nov 22)

CHEAT EATS

Celebrities and cooks are providing advice and recipes for inexpensive meals, and you don't need to be a restaurant-trained chef to join in. Many of these resources aim to dismantle barriers and provide cooking shortcuts, demonstrating that affordable cooking can be both simple and tasty. Even Mary Berry, a renowned baking expert, has contributed to this movement by admitting that she lacks the time to create her own custard or puff pastry.









Clockwise from top right: Nigella Lawson, has teamed up with online food retailer, Ocado, to create a library of accessible recipes using budget-friendly staples, including a Speedy Steamed Syrup Sponge cooked in a microwave (UK, Nov 22) || Celebrity Lisa Faulkner teamed up with Love Food to showcase fuss-free recipes and tips on how to create simple, cost-effective meals (UK, Nov 22) || Hannah Evans made a range of Pret style salads at home, saving money on the way, like this Mexican Chipotle Chickpea salad (UK, Aug 23) || Aldi has joined forces with social media influencer The Lunchbox Mama, to create healthy, yet still delicious, recipes that all cost under £5 each (UK, April 23)

SOCIAL SAVIOURS

These days streams of people are turning to TikTok for their recipe inspiration, and many of the feeds are focusing on cost-effective eating. Here are just some of the multitude of accounts looking to help reduce the cost of eating well sporting the #cheapeats hashtag.









Clockwise from top left: Viral TikTok star makes cost of living friendly family meals from as little as AU$1.60 per serving like their creamy hasselback potatoes, @aussimumcooks (TikTok, AU, Aug 23) || Some of the best cheap eats in NYC are uncovered by @consumingcouple (TikTok, US, Feb 23) || TikTok has spawned a trend for finding the very cheapest ways of feeding ourselves. Not all of these are what you would class as a balanced diet, but would feed you in a pinch, such as this recipe for meatballs on toast for 38p per portion, @costoflivingcrisistips (UK, April 23)

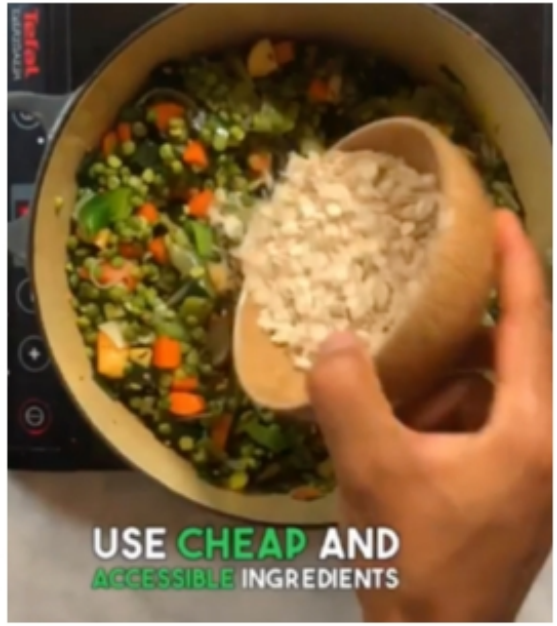
BATCH COOKING

Ok, so batch cooking has been around for a fair while now. But, the dial has moved from a healthy way to manage calories in a cost-effective way to now having a much bigger emphasis on cost. Yes, healthy eats are still being promoted, but now it is almost all about reducing the weekly spending on food.









Clockwise from top right: Bulk cooked stew, @doctors_kitchen (Instagram, UK, Feb 23) || Batch cooked chicken fajitas are just one of the recipes that helped @mrsnicole-mcshane reduce the monthly food bill by £300 (TikTok, UK, Nov 22) || Suzanne Mulholland, aka The Batch Lady, launched a new book called Cooking on a Budget (UK, April 23) || Batch cooked one-pot chilli mac 'n' cheese, Pinch of Nom chefs, Kate and Kay Allinson (TikTok, UK, Aug 22)

Clockwise from top left: Miguel Barclay - known as the '£1 chef' - and Spanish wine brand Campaneo have teamed up on some food and wine matches on a budget. The midweek meals come out at just £1 per head, coupled with a red wine that works out at £1.25 per 175ml glass (UK, Feb 23) || @dishesbydaisy undertook a challenge of eating £1 meal for 30 days (TikTok, UK, Aug 23) || Chef Jamie Oliver launched a new TV show called Jamie's £1 Wonders that shares recipes that cost only £1 per portion, Channel 4 (UK, Nov 22)

QUIDS IN

The quest for inexpensive meals often leads to the search for £1 (or $1) recipes, which has become increasingly popular ever since Jamie Oliver's £1 Meals book and TV show. Since then, a raft of recipes have emerged, providing mouth-watering dishes that don't break the bank.









HAVE A PLAN

While it may not be the most glamorous way to cook, meal planning is an increasingly popular approach for individuals or families on a budget. Rather than leisurely browsing through the market for inspiration on what to eat for dinner that evening, meal planning involves carefully selecting and prepping meals in advance. A range of resources are available to help with meal planning, including blogs and Instagram accounts.









Clockwise from top left: Beetroot mutabal with apple, walnuts and anchovy oil by Bethany Kehdy is part of Fine Dining Lovers' 7 day meal plan series (Dubai, April 23) || Creamy bacon, broccoli and potato 'bake', part of the BBC's family microwave meal plan (UK, April 23) || Servings: Simple Yet Exotic cook book by Roopali Mohanti cookbook not only offers delicious recipes but also acts as a meal solver and planner (India, Aug 23) || Good Housekeeping created a how-to guide for meal planning on a budget (UK, April 23)

LESS FUSS

The trend for home cooking is all about less fuss and keeping it simple - and in the case of the cost of living it's often cheaper too. The idea of "done is better than perfect" has manifested itself in the #chaoscooking which is all about people looking in their fridges and thinking to themselves, "Yeah, I can make something with this" having a lack of fear of messing things up or having to get something "right". Even celebrity chef royalty Nigella and Delia are all about less fuss cooking these days.







Clockwise from top right: Celebrity chef Delia Smith is embracing less fuss desserts and has added deep-fried jam sandwiches to her menu inspired by Eric's Fish and Chips (UK, Aug 23) || #chaoscooking is trending on TikTok - with the TikTok account @YourBarefootNeighbor leading the charge (US, Aug 23) || Nigella Lawson has said that she keeps things simple when feeding guests, often using what is in her pantry at the time (UK, Aug 23)



NATURE'S SAVINGS

Since the cost of living crisis hit, there has been a growing trend for foraged and seasonal foods as a means to save money on groceries. As people look for ways to reduce their food costs, many are turning to the practice of foraging and cooking with seasonal ingredients that are abundant and often less expensive. Not only can this help save money, but it also offers a sustainable and more environmentally friendly approach to eating.

FORGOTTEN VEG

With the prices of vegetables such as tomatoes hitting an all-time high in the last few months, there have been calls for us to eat more seasonally. Time to embrace beetroot, cabbages, sprouts, turnip and even tulips (!).









Clockwise from top left: A UK Government Minister suggested that we should cook with seasonal produce such as turnips and beetroot instead of tomatoes and cucumbers - as their prices rose due to the energy crisis in winter (UK, April 23) || Chef Tommy Banks championed learning to cook with seasonal vegetables to save money; his restaurant Roots serves up seasonal dishes such as this dish featuring miso, hazelnuts, fermented mushrooms, morels, purple sprouting broccoli, kales, green rhuboshi and Old Winchester sauce (UK, April 23) || Forgotten vegetable' soup, in this instance featuring swede, squash, carrot, onion, garlic, ginger, garam masala, chickpeas and sprouts, Tom Hunt (UK, April 23) || Although not a cheap restaurant, Hide served up steamed tulips on the menu with ricotta; pea & marigold dressing (UK, Aug 23)

WILDE FOOD

With the cost of food rising, one foodie activity is on the up - and that is foraging. Yes, nature's free larder is again being explored with gusto. Social media is playing its part with TikTok chock full of recipes, techniques and foraging guides to help save a penny or two.









Clockwise from top left: Forager and author Mo Wilde lived on wild food for a whole year (UK, April 23) || Foraged By Fern shares tips on using foraged foods not only for eating but as alternatives for traditional hair, body, and medicine choices (Tik Tok, UK, April 23) || A foraging garden called Rustic Recipes Reimagined was inspired by medieval foraging cook books has won a gold medal at the RHS Chelsea Flower Show, Sparsholt College (UK, Aug 23) || Mum-of-four Kylie Elsley gathers enough food to make an entire meal for her family saving up to $150 a week (AU, April 23)



IN THE PANTRY

There have been a few comforting staples that have surfaced recently that are doing their best to stem the rising cost of food. The humble egg is on everyone's plate at the moment, followed by a steaming bowl of porridge, sweetcorn, and alternate cuts of meat and fish. There has also been increased interest in clearing out your store cupboards and using up all the odds and ends that seem to congregate there over time. Tinned food is also back on the agenda with openers being dusted off ready for battle.

EGG ELEVATION

Whilst the price of eggs has increased above inflation in many parts of the world, it still represents a relatively low-cost protein source, when compared to meat and fish, for example. As a result, the world of eggy dishes has cracked open revealing creative takes on classic dishes as well as super innovative new preparations. As a cost of living simple meal - the egg is one to watch.









Clockwise from top right: Fried egg 'parmigiana' sandwich with avocado, @sailor_bailey (TikTok, US, Aug 23) || Eggs from hens raised on small farms to Certified Humane standards and guided by regenerative agriculture, Consider Pastures (US, Nov 22) || Omelette with black pepper, Boursin cheese, Boston lettuce, Petit Trois (US, Nov 22) || The Coronation Quiche with a filling of broad beans, spinach, cheddar cheese, and tarragon, made by the Tasting Table (UK, April 23)

WITH THE GRAIN

The oat-based winter warmer, porridge, has had an uptick in its fortunes recently. Similarly to eggs, it has been bubbling away during the big squeeze. Many of the variations offer up comfort and health as their batons - with beige, brown and yellows mimicking the cooler autumnal colours. Oats are not the only grain either, rice and spelt are also muscling in on the porridge patch.









Clockwise from top right: Multigrain porridge with kale, hazelnuts and smoked fish recipe by Claire Ptak (UK, April 23) || Rice porridge made with almond milk topped with gooseberry compote, coffee truffle and coconut whip, ADJØ (New Zealand, Nov 22) || Rye porridge with roast onion and pumpkin, @mrneville (Instagram, AU, Nov 22) || Porridge topped with butter and brown sugar recipe by Toby Wilson, 2022 world porridge-making championships finalist (AU, Aug 23)

SWEET AS

First up is the resurgence of sweetcorn. This freezer staple has spawned a host of easy to cook, fun and delicious recipes (and at least one song). Conjuring up nostalgic memories for many, the low price of this sweet grain is another feather in the cap for its potential as a cost of living staple.









Clockwise from top right: Brown butter curried cornbread inspired by Ista Belfrage's recipe in cookbook Mexcla, @just.by.layla (Instagram, UK, Nov 22) || Barbecued sweetcorn ribs with plantain hummus, Elainea Emmott on the BBC (UK, Aug 22) || Pimento cheese, lobster and corn, @dukes_mayonnaise (Instagram, US Nov 22) || Spinach, pea and sweetcorn filo pie, Delish Magazine (UK, April 23)

SPAMAZING

A recent report from the UK supermarket Waitrose found that the sales of the canned meat, SPAM, had gone up. A lot of this is down to its price, convenience and storecupboard credentials, which are always key drivers during recessions, but also because of the popularity of Asian cuisines. As a result, there have been a whole host of SPAM recipes hitting social media.









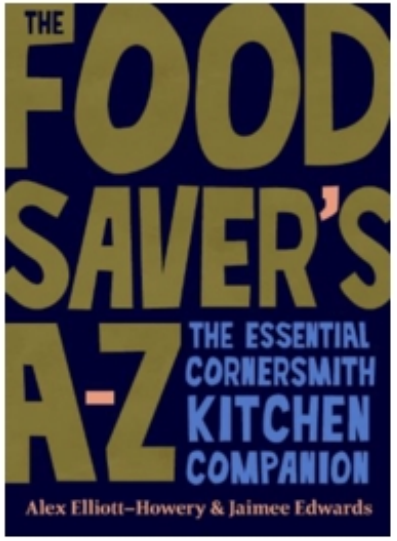
Clockwise from top right: SPAM burnt ends, @schueysbbq (AU, Feb 23) || Hash brown spam breakfast sandwich, @scruffy.doo (TikTok, Singapore Aug 23) || SPAM fries - sliced pieces of SPAM battered and fried to golden brown perfection, @keeping.it.relle (Instagram, US, Feb 23) || Fried SPAM and egg noodle bowl with soy, sesame, ginger & fish sauce, @nickisme44 (Instagram, US, Feb 23)

PANTRY CLEAROUT

Half bags of cous cous, a bag with only 1 carrot, that half tub of yoghurt...our pantries and fridges often contain more food than we think. While the spotlight is firmly focused on pantry and storecupboard ingredients, a glow is settling upon using up those odds and ends. For example, UK supermarket, Tesco, has introduced Use Up Day, where shoppers are encouraged to cook up all the leftover stuff in the cupboards and fridges.

Clockwise from right: The Food Saver's A-Z book contains kitchen hacks such as a Clean Out Chrismas Log (AU, Nov 22) || The Food Saver's A-Z book cover || Tesco has introduced "Use Up Day" where shoppers are encouraged to use up the contents of their fridges before buying more - saving money and reducing food waste (UK, Feb 23)







IN A TIN

Tinned food, particularly tinned pulses for curries and stews, has become popular during the cost of living crisis. With affordable prices and the ability to buy in bulk, tinned pulses provide a cost-effective way to add protein and fibre to meals. Whether you're on a tight budget or looking for a low-cost way to add nutritious ingredients to your diet, tinned pulses are a great option to consider.









Clockwise from top left: Sicilian-inspired tinned-sardine spaghetti, Rosie Birkett in The Times (UK, April 23) || Chick pea curry, recipe by Alan Davidson in the Times (UK, Aug 23) || Budget-friendly store cupboard Thai red curry bean balls made using red curry paste, coconut milk, rolled oats and baked beans - the drained beans in the balls and the tomato sauce in the curry sauce, @pearl60 (Instagram, AU, April 23) || Cannellini beans with grilled tomatoes and crisp oregano, Yotam Ottolenghi (UK, April 23)



NEWSTALGIC KITCHEN

'Newstalgia' food, also known as retro or nostalgic food, has seen a resurgence in popularity since the cost of living crisis. This trend celebrates classic dishes from the past, such as steamed puddings, toast, and curry, often with a modern twist. The crisp sandwich has made a comeback, offering up cheap and gourmet sustenance and student dining vibes, all with a crunch. Along with the revival of these classic dishes, there has also been a resurgence of diners and local cafes that specialise in serving up nostalgic comfort foods. This trend not only satisfies our taste buds, but it also offers a sense of nostalgia and comfort in uncertain times.

DOWN THE LOCAL

Nostalgic cafes, luncheonettes, and diners have become increasingly popular, as they offer a comforting and affordable dining experience. These establishments often have a retro vibe, evoking memories of a bygone era with their vintage decor and classic menu items. Many of these diners and cafes serve up hearty comfort food, such as burgers, fries, milkshakes, and homemade pies, which are not only satisfying but also easy on the wallet.









Clockwise from top left: Vegan shepherd's pie, Lucky Strike (UK, April 23) || Retro Rocket Sundae, Creams Cafe (UK, Aug 23) || Bacon and egg roll, Jerry's Milk Bar (AU, April 23) || Fried chicken and waffles, Soho Diner (US, April 23)

PUD'S UP

Pudding is one of the few foods that can provide the comforting embrace we all crave, especially during these trying times. The warm and sweet dessert, paired with a generous serving of thick custard, has the power to transport anyone back to their nostalgic school days. Recently, these classic desserts have made a comeback, shedding their reputation for being heavy and unappetising and instead embracing a trendy retro vibe.









Clockwise from top left: Steamed marmalade pudding made with Seville oranges, wholewheat breadcrumbs, a little ginger, brown sugar, eggs and beef suet, Restaurant Lawrence (Canada, April 23) || Leftover croissant bread and butter pudding, recipe by Kate Reid of Lune Croissanterie in The Guardian (AU, April 23) || Classic rice pudding with butter and wild apple with caramel syrup, @hrabina99 (Instagram, UK, April 23) ||Sticky date: homemade sticky date pudding with butterscotch fudge sauce, Gelato Gusto (AU, Aug 23)

CRISP BREAD

Crisp sangas are by definition a cheap meal, but these days it's not just crisps and bread. While the crisp sanga might be a bit of a nostalgic hit for some, it is a bit of a thing at the moment. Thanks, in part, to being 'discovered' across the pond (much to the amusement of the Brits, it must be said). But seriously, when it comes to a cheap eat, not much beats the crisp sandwich









Clockwise from top left: Kickin' Chicken with chicken breast, chorizo, spicy salami, sweet chilli sauce and Walkers Prawn Cocktail Crisps, Dene's Deli (UK, Aug 23) || Walkers Sandwich with Quavers BBQ Flavour and chicken, bacon and BBQ sauce, Elle's Baguettes (UK, Aug 23) || Curry chicken, mayo, dill, cucumber, crisps, oak lettuce and much more good stuff gently placed in between two slices of Japanese milk bread, Hugo's Deli (AU, Aug 23) || Vegan BLT: White bloomer with lettuce, tomato and mayo with a layer of crunchy bacon fries and Quorn ham, R-Cade (UK, Aug 23)



COMFORTING EMBRACE

Some of the most comforting dishes we enjoy also happen to be relatively cost-effective. Take pasta, for example. While it has gone up in price significantly in the last few months, it is still a relatively cheap, easy and filling meal. Soup is the same, often using root vegetables and pulses as a base, both budget-friendly, healthy and good for the planet as well. Oh, and don't forget the toastie. Yes, there is the initial cost of buying the machine but this has not stopped the cheese toastie from topping the charts as the UK's favourite lunchtime sandwich.

PASTA PLZ

With the cost of living crisis looming, wallet-friendly pasta dishes are on the up. And despite wheat prices increasing the cost of pasta on supermarket shelves, compared to many other dishes, pasta still is a relatively cheap and filling meal. This is born out by pasta's inclusion in many budget meal plans, such as Asda's feed a family of four for a week on £20 which included tuna and tomato pasta.









Clockwise from top right: 30-minute lasagne made with beef ravioli instead of separate layers of lasagne sheet and bolognese, Chef Giada De Laurentiis (USA, Feb 23) || Wholemeal pasta with beetroot Lummus (lupin bean hummus) with basil pesto broad beans, garlic wilted spinach, black olives, hot peppers, Aleppo chilli flakes, sesame seeds & nori flakes, @planty.mc.plant.face (Instagram, UK, Feb 23) || Carbonara with salty, crispy guanciale, La Nonna - Pasta Fresca (UK, Feb 23) || Lemon pasta with peas and mushrooms with a creamy oatmeal sauce - Oprah (US, April 23)

LIQUID LUNCH

Soup has also been trending, in part due to the cold weather, but also because it is cheap and good for the planet. More often than not, they hero humble ingredients such as vegetables and pulses, and are a great way of using up odds and ends. Many soups are showing a stripped-back appeal with simple, or no, garnishes. In addition, thick broths and chunky soups are hearty enough to be served as a main meal.









Clockwise from top right: Roasted kabocha squash with warming spices and coconut milk topped with house-made sambal, chilli oil, pepitas, chives and coriander, Folk (USA, Feb 23) || Lentil, celeriac and tarragon, Fortitude Bakehouse (UK, Feb 23) || Lentil soup, Polentina (UK, Feb 23) || Watercress soup and Caerphilly palmiers, Nigel Slater in The Guardian (UK, April 23)

TOASTIE TIME

Quick, easy and cheap, it's easy to see why the toastie tops the charts as the UK's favourite lunchtime sando. With food costs going up and working at home now embedded in society, lunch on the go is being replaced by lunch at home and what's more comforting than cheese, ham, bread and five minutes in the toastie machine?









Clockwise from top left: Tuna melt with dill, capers and onion, Kosta's Takeaway (AU, Aug 23) || 'Miss Ghetti' - spaghetti filled jaffle, Miss Jaffles Cafe (AU, Feb 23) || Tater tot toastie, King of Feasts (UK, Feb 23) || Cauliflower, thyme and potato soup topped with mini cheese toastie bites, Katrina Meynink in The Sydney Morning Herald (AU, April 23)

TIME FOR A RUBY

Curry has become a go-to comfort food for many people around the world, thanks to its warm, aromatic spices and rich, satisfying flavours. Not only is it delicious, but it's also a cost-effective option, especially when using ingredients from your pantry. Curry is often made with store-cupboard staples like canned tomatoes, coconut milk, and dried spices, making it a practical choice for those on a budget.









Clockwise from top left: 10-minute peanut butter curry, @healthylivingjames (TikTok, US, April 23) || Tamal Ray's boiled egg curry recipe featured in The Guardian (UK, April 23) || Vegan Jamaican lentil curry, @makeitdairyfree (Instagram, US, April 23) || Butter chicken, green chilli chutney, pickled red onions, mint yoghurt and amchur spiced poppadoms, Dom's Subs (UK, Aug 23)

ON TOAST

Toast is a simple yet satisfying comfort food that has been enjoyed for generations. It's not only easy to make, but it's also a cost-effective option that can be customized to suit individual tastes. Whether you prefer classic buttered toast, cinnamon sugar toast, or savoury toppings like avocado or hummus, there's a toast recipe for everyone.









Clockwise from top left: Posh cheesy beans on toast - rich tomato sauce, with rose harissa, garlic, butter beans, paprika, fresh basil and lots of burrata, @jopope7 (Instagram, UK, April 23) || Toasted local sourdough with unsalted Italian Parma butter, seasoned with smoked Maldon and spicy Aleppo pepper, @plant_romance (Instagram, US, April 23) || Cottage cheese pizza toast, @healthylittlepeach (TikTok, US, April 23) || Sardines & nduja toast, Clamato (France, April 23)



SHRINKING SEASONS

With inflation pressure increasing and energy prices still high the pressures on finances were already huge - throw in an expensive time such as Christmas, Easter, Eid, the Coronation or summer holidays then changes need to be made. Retailers continue to offer up cheap deals on celebratory essentials, hospitality offered free meals to those in need, and families rallied around to share the food bills. With food inflation still in double digits, and kids at home for the summer, we expect help will still be needed into the Autumn.

'TIS THE SEASON

During the festive period, restaurants went out of their way to encourage people out of their homes with the offer of cheap and free meals. For example, throughout November and December, Asda was offering soup, a roll and unlimited hot drinks for just £1 to all those over 60 in its stores - with the added bonus of helping vulnerable people keep warm in the winter. It doesn't stop there, some restaurants were offering a helping hand this winter with the promise of a no questions asked, free Sunday dinner for needy families and vulnerable individuals until Christmas.

As for Christmas Day itself, there was an out-pouring of support from all sectors of hospitality, as well as charities, offering a free Christmas dinner to anyone who needed one.





Pictured: The Alexandra Pub offered a free Christmas dinner (and drinks!) to anyone who spent December 25 on their own (UK, Feb 23) || Great British Menu chef Gemma Austin offered free Sunday dinner to needy families at her restaurant, A Peculiar Tea (N. Ireland, Nov 22)

FAMILY TABLE

Shopping is done and now it's time to cook, and there was plenty of advice on hand to help ease the financial burden of hosting the family. Some planned to have fewer guests, do without table decorations and even buy less booze(!). Chefs got in on the act with tips galore. MasterChef judge, Monica Galetti, opted for a glaze made with tinned pineapple for her ham, while others suggested making rice pudding, making your own spiced nuts and using leftover sparkling wine to poach fruit. Finally, as these times are all about sharing and giving, some even suggested spreading the cost of the meal with their family, asking for a donation, or asking them to bring a dish.





Pictured: Research commissioned by spread brand FLORA reveals that hosts will ask their friends (43%), parents (25%), and even grandparents (9%) for a financial contribution to the Christmas meal (UK, Feb 23) || CashLady.com partnered up with 'Instagram Mum', Emma Stretton, to come up with tips on making savings for the Easter celebrations (UK, April 23)

REMEMBER THE SPROUTS

With the cost of Christmas at the front of everyone's minds this year, retailers went above and beyond to offer a cost-effective Christmas dinner, but things have returned to more steady discounts during Easter. During Christmas, a price war took place with supermarkets offering great deals on essential items such as sprouts, carrots and mashed potatoes. Some dropped their costs to £1 per item for one day before Christmas.

The same went on during the Easter celebrations, but not to the same degree. Eggs, chocolate and lamb were all given discounts, but these tended to be similar to deals we have seen in past years. It really highlights the offers and discounts that were dealt out during Christmas to make the cost of celebrating affordable.



Pictured: During Christmas, supermarkets Aldi and Lidl, reduced the price of Christmas vegetables, carrots, parsnips and sprouts to 19p (UK, Feb 23)

SPRING TIDE

As spring holidays and festivities start to take place hospitality and retail have continued to offer up a helping hand to those in need. Much of this generosity continued through to the Easter deals, cheap meals and cooking classes. There were, however, reports that Eid celebrations were squeezed by the cost of living crisis.







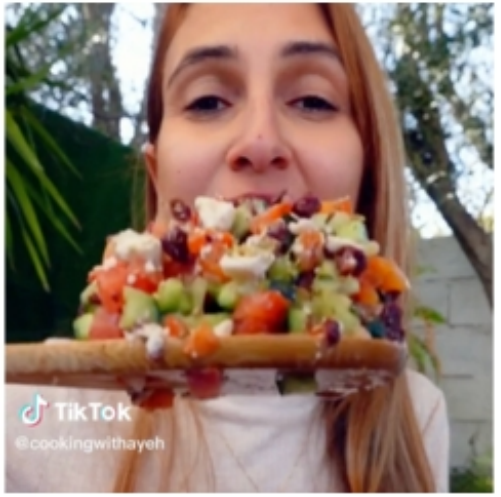
Clockwise from top left: Islamic Relief UK distributed essential food packs in time for Eid to help vulnerable families prepare for the holiday (UK, April 23) || Aldi was found to have the cheapest Easter Eggs in 2023 (UK, April 23) || A community based, pay-as-you-feel kitchen offered up Easter-themed cookery sessions for children (aged 7 to 11) and young people (aged 12 to 18) during half-term, Nourhish Hub (UK, April 23)

SAVING FOR SUMMER

Feeding kids during the summer break can prove tricky for those suffering from the cost of living crisis, schemes, recipes, special offers and vouchers are helping to ease the pain. Diet-related disease and malnutrition are on the rise according to figures by The Times Health Commission, some of which are attributed to long summer holidays without access to free school meals. As a result, there has been a concerted effort to try and make feeding kids in the summer more affordable.

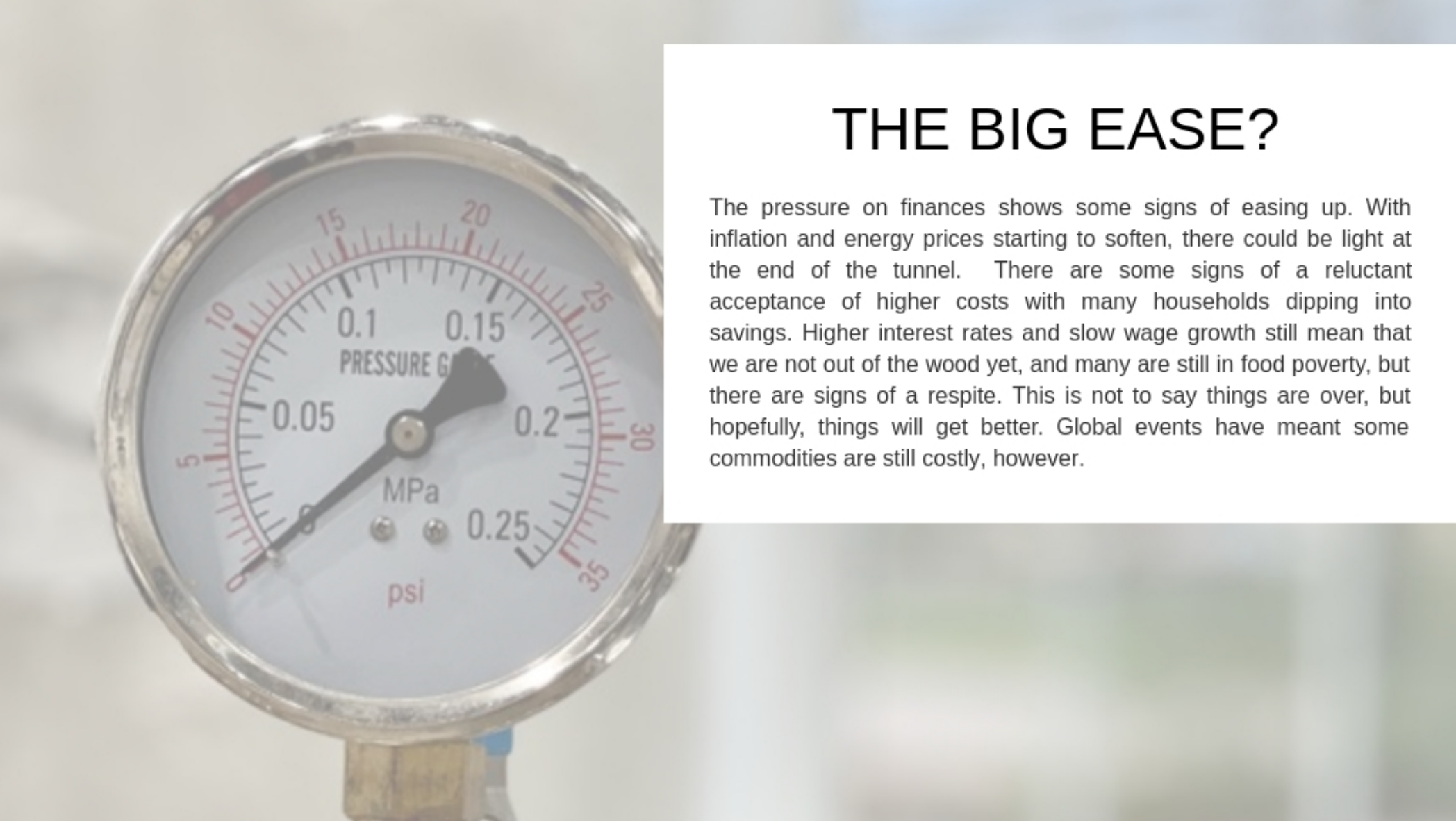
As ever, there have been loads of summer-focused recipes and trends that not only are delicious but don't cost the earth as well.







Clockwise from top left: Dinner Girl is a summer "peasant" platter trend that makes use of what you have in the fridge, @liviemaher (TikTok, US Aug 23) || A partnership with Snappy Shopper has led to shops offering food bundles for just 1p this summer (UK, Aug 23) || Pictured: Chopped Greek salad, @cookingwithayeh (AU, Aug 23)



THE BIG EASE?

The pressure on finances shows some signs of easing up. With inflation and energy prices starting to soften, there could be light at the end of the tunnel. There are some signs of a reluctant acceptance of higher costs with many households dipping into savings. Higher interest rates and slow wage growth still mean that we are not out of the wood yet, and many are still in food poverty, but there are signs of a respite. This is not to say things are over, but hopefully, things will get better. Global events have meant some commodities are still costly, however.

PRESSURE RELEASE

Some basic services and costs are easing off, but some commodities, such as grain, continue to stay high due to global events. In the UK there was some good news in the gloom, Supermarket price inflation dropped to 14.9 per cent this month, down from a high of 17.5 per cent recorded in March. Energy prices, which were one of the biggest worries 12 months ago, are starting to reduce, with price caps falling. However, world events have continued to affect grain and oil prices, and as a result the cost of getting food onto the table.



Pictured: Supermarket price inflation dropped to 14.9 per cent this month, down from a high of 17.5 per cent recorded in March yet some prices remain high (UK, Aug 23)

RELUCTANT ACCEPTANCE

Despite the pressure on finances, there is some evidence that people are thinking that life must go on. For example, whilst some are giving up on daily luxuries such as a bought lunch or coffee, some are still splurging on experiences. This could be joining in with the collective cultural event - we are talking Barbenheimer here to a bit splurge on Taylor Swift tickets. Data from the Bank of England shows people are withdrawing savings at the fastest ever rate; some money is going to pay bills, but some is being spent on living life. The cost pressures are still there however, with a survey finding restaurants had returned to pre-pandemic levels but customers are much more focused on price and getting a good deal.







Clockwise from top left: People are withdrawing savings at the fastest ever rate, Bank Of England (UK, Aug 23) || While some people are giving up pets and new cars, others are splurging on tickets to see Taylor Swift (AU, Aug 23) || A new Deloitte survey found that restaurant dining has returned to pre-pandemic levels despite the cost of living crisis, but 37% are customers looking for less expensive options along with promotions and discounts (US, Aug 23)



WHEY ALCOHOL

With its incredible upcycled credentials and unique recipe that truly sets it apart from other fermented and distilled beverage styles, we are surely set to see a lot more from whey alcohol over the coming years.

SUMMARY

- Interest in whey vodka and other speciality styles is on the rise with upcycling piquing consumer interest.
- For those looking for something with a little more flavour, whey gin is also available.
- Made from whey and aged in oak, meet wheyskey.
- Chocolate, vanilla, finger lime and strawberry gum, flavours add interest and make whey vodka accessible.
- A tasty upcycled beverage with low alcohol and natural antioxidants - meet Sachi, the 'world's first' soy wine.

WHERE IN THE WORLD

This article contains trend manifestations from the following regions:



CHANNELS

Retail

Distilleries

Bars

WHEY IT UP

There seems to be an endless array of upcycled drinks hitting the market recently, with excess fruit and veggies, in particular, getting a lot of the limelight. But, whey alcohol is making a case for being the top upcycled boozy beverage in town.

So, what exactly is it? Well, alcohol can be made from any fermentable product (yes, *any!*). This includes whey, which is the liquid remaining after milk has been curdled and strained for cheesemaking, or tofu making in the case of soy milk.

The biggest driver behind whey alcohol is undoubtedly sustainability. Savvy alcohol producers who are both keen to reduce waste, and turn a profit have linked up with dairies and tofu producers to turn their main by-product, whey, into alcohol. So far it is available in the form of vodka and gin, a whiskey adjacent beverage, and a fermented soy wine.

Although the category is growing, whey alcohol is still relatively niche and has a level of newness which continues to drive excitement and interest in the style.



Cover image: Finger lime sheep's whey vodka, Hartshorn Distillery (AU) || *Above:* Straining the curds, @blackvelvetstyling (UK)

VODKA MOOTINI

Interest in whey vodka and other speciality styles is on the rise with upcycling, and plateauing gin sales piquing consumer interest. Vodka sales have been gaining momentum over the last few years as curious consumers begin to look beyond gin for tasty tipples. Part of this trend has seen interest in high-quality and interesting styles, especially those with zero-waste credentials, such as whey vodka, gain traction. Produced from a range of milk varieties including cow, sheep, goat and even camel, whey vodka is said to have a creamy finish.









Clockwise from top left: Ewe's Milk Vodka, Ewenique Spirits (UK) || Sheep's milk vodka, Black Lion (UK) || Cow Juice Vodka from cow's whey, Jeremy Clarkson's Diddly Squat Farm (UK) || Camel Milk and Honey Vodka, made from the milk of camel's that have been rounded up from the Australian outback, launched 2019 Summer Land Camels (AU)

GIN BAA

Vodka not your style? Never fear whey gin is also a thing. While not as numerous as vodkas, there are currently a handful of whey gins on the market, which use either ewe's or cow's milk whey. Although these gins have a certain smoothness from the whey, there is plenty of bite from the juniper, so mixing them up in all the usual cocktails or with a splash of tonic is still recommended.







Clockwise from top right: Gin and Vodka from Jersey Dairy whey launched 2022, The Jersey Cow Distillery (UK) || Minke Irish Milk Gin Milk Gin made with cow's whey, Clonakilty Distillery (Ireland) || Sheep's Whey Gin Dark Mofo edition, Hartshorn Distillery (AU)

WILD WILD WHEYSKEY

With whey-based vodka and gin on the market for several years, it was only a matter of time before someone produced a whey-based whisky! That's right, whey whisky or wheyskey as it has been dubbed by producer Wheyward Spirits (US) has hit the market. Just like all whiskies, the spirits starts out translucent, receiving its colour and secondary flavours from the wood in which it is aged. In this case, think vanilla, toffee, and warm spice. While there is only one whey whiskey on the market at the moment, this style is likely to grow over the years as other established whey spirit producers jump on the band waggon.



Pictured: Wheyskey spirit distilled from whey, Wheyward Spirit (US)

WILD WHEYS

Flavoured vodka is an ever-growing category with the spirit's neutral flavour the perfect base for yummy additions, making it all the more accessible. While there are currently only a handful of flavoured whey vodkas on the market which tend to come with milkshake vibes like strawberry, vanilla, chocolate and butterscotch, Aussie producer Hartshorn Distillery is doing something a little different. Instead of using generic, well-established flavours, they have opted for a more native approach; using finger lime, strawberry gum and saltbush, perfectly capturing the trend for wild foods and botanical ingredients.



Pictured: Classic, strawberry, vanilla and chocolate flavour cow's whey vodka, Moo Vodka (US)

SOY WINE

Meet Sachi, the 'world's first' soy wine. It is an upcylced beverage with low alcohol and natural antioxidant properties made from the whey left over from tofu production. The only non-distilled alcohol in this article, Sachi (Singapore) is marketed as a soy wine, although it sits at the 5.8% mark, making it much lighter in style than fruit-based wines. Sachi is fermented from tofu whey which is a byproduct of the tofu making process, similar to dairy whey in cheese making. The original, unflavored version is said to have honey notes on the nose and a smooth umeshu (plum liqueur) finish. As a first-to-market beverage with a relatively low ABV, sustainable credentials, while being low in calories and available in a range of contemporary flavours, this product is ticking a lot of boxes.



Pictured: Lychee & Rose, Peach & Oolong, Yuzu & Bergamot, tofu whey alcohol, launched 2022, Sachi (Singapore)



WHEY ALCOHOL

This trend fits into 2 of tfp's 2023/24 food and drink mega-trends:

What Waste?: With its uber-upcycled credentials, whey alcohol is a perfect example of how beverage producers are turning Trash To Treasure.

Spirited Drinks: While they aren't specifically global spirits, whey vodka, gin and whisky are super exciting examples of innovation that are enhancing the spirits category.


delaffe
블랙아메리카
Black Amencano
delaffe
스위트아메리카노
Sweet Americano

KOREAN POUCH COFFEE

While it might not replace speciality barista coffee any time soon, Korean convenience store coffee is trending as a simple, cheap and super convenient drink for coffee lovers on the go. And with hacks and upgrades beginning to emerge, there's no better time to learn a little more about it.

SUMMARY

- Quick, simple and cheap. The Americano is the O.G. of Korean convenience store coffee.
- Banana and coffee is perhaps the hottest flavour combination on TikTok right now.
- Pouch coffee is getting a little upgrade with a variety of flavoured milk.
- Pouch coffee and convenience store ice cream. A quirky combo which is just right for the summer months.

WHERE IN THE WORLD

This article contains trend manifestations from the following regions:



North America



APAC

CHANNELS

Social Media

Retail

CONVENIENCE IN A CUP

One of the biggest coffee trends on the Tok right now, and not a barista in sight (just a whole lot of single use plastic!). Love it or hate it, Korean convenience store coffee has certainly captured our attention.

So, what in the world is the Korean pouch coffee, we hear you ask? Well, it's a cheap, simple and quick consumer prepared drink consisting of ready to drink coffee stored in plastic pouches, poured into store-bought ice cups with added customisation in the form of flavoured milk - what's not to love?

Unsurprisingly, convenience and price are two of the biggest drivers behind the trend, which seems to be most popular among GenZers. Another driver to consider is the global obsession with chilled cafe beverages (more on that here).

While this trend started in South Korea, coffee pouches are available in many Asian food stores, and TikTokers around the globe are beginning to get in on the K-coffee pouch action.



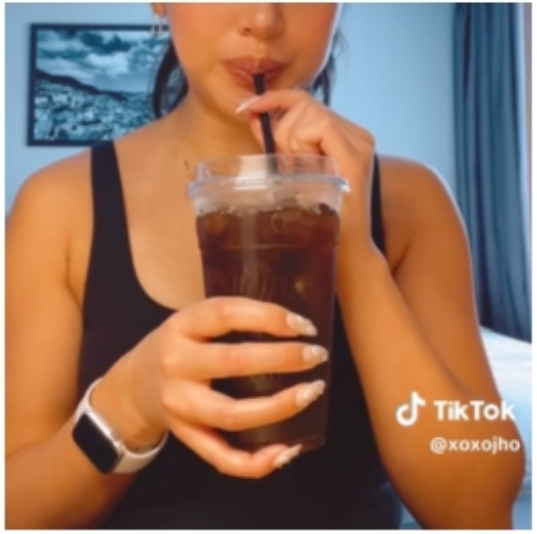
Cover image: @budol&beyond (Instagram, Philippines) || *Pictured:* Hazelnut flavoured black coffee, Oree Mart (London, UK)

THE O.G.

Iced black coffee or just a dash of milk. Sometimes the classics just can't be beaten. While the original recipe might be a bit on the plain side when compared to the array of glorious coffee flavours available today, it has two stellar features that definitely appeal to younger consumers. Firstly, it is quick to prepare - requiring just the coffee pouch and pre-packaged ice cup. And it is also cheap, coming in at around US$1.60 without the milk additions.









Clockwise from top left: Black coffee with milk, @eatswithkayli (TikTok, South Korea) || Iced Americano, @amazingsydneylife (TikTok, South Korea) || Cantabile black Americano, @itsmegwithluv (TikTok, USA) || Black coffee, @xoxojho (TikTok, South Korea)

THE PREMIXED POUCH

Emulating the array of coffee styles found in cafes around the world, pouch coffee is available in a variety of flavours. For all those times when a simple black coffee doesn't quite hit the spot, there are plenty of premixed pouch coffee flavours available including hazelnut, sweet Americano, hazelnut latte, caramel macchiato and many more!





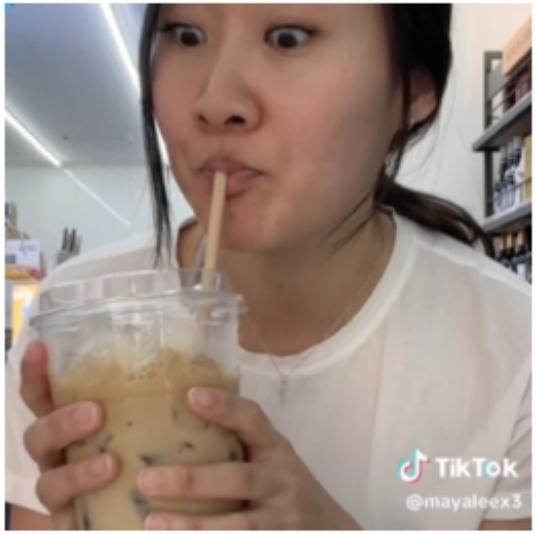




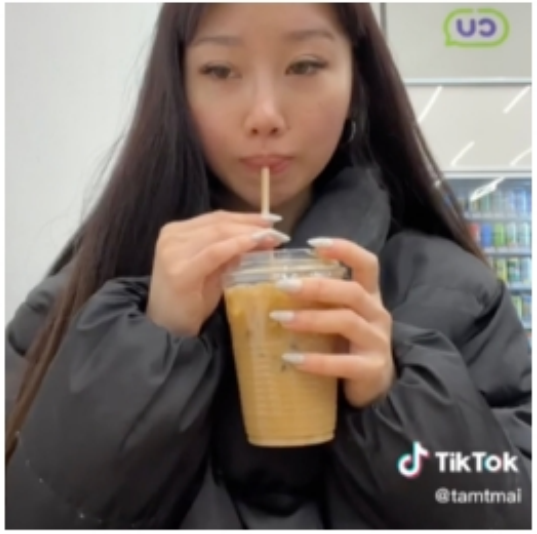
Clockwise from top left: Sweet Americano and hazelnut flavour coffee, @daring_fake (TikTok, US) || Iced caramel macchiato, @kamille__kvist (TikTok, South Korea) || Hazelnut latte pouch, @judyllee (TikTok, South Korea) || Iced caramel macchiato, @loontunez (TikTok, South Korea)

BANANA MILK

Sweet, fruity and delicious. Banana and coffee is perhaps the hottest flavour combination on TikTok right now. This is the second time banana coffee has popped up on our radar in recent weeks with frozen banana coffee also doing the rounds on TikTok. However, this Korean convenience store version is simpler in style, requiring just pouch coffee (hazelnut flavour seems to be the go-to), an ice cup and, you guessed it, banana-flavoured milk.





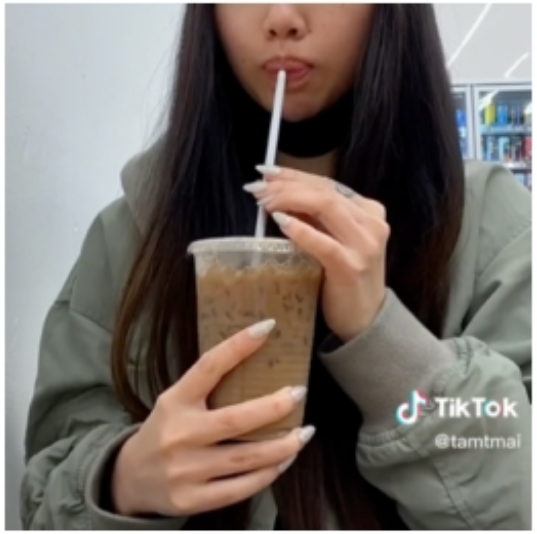




Clockwise from top left: Hazelnut coffee and banana milk, @mayaleex3 (TikTok, South Korea) || Banana milk coffee with spherical ice and sugar syrup, @hungryoc (TikTok, South Korea) || Black coffee with banana milk, @eatswithclaire (TikTok, South Korea) || Hazelnut coffee with banana milk, @tamtmai (TikTok, South Korea)

FLAVOUR PLUS

Koreans are giving their pouch coffee a little upgrade by adding flavoured milk to the mix. While banana seems to be the flavour of the moment, it is by no means the only variety of milk being used. Chocolate, cookies 'n cream, vanilla, strawberry and coffee flavours are all proving popular too.







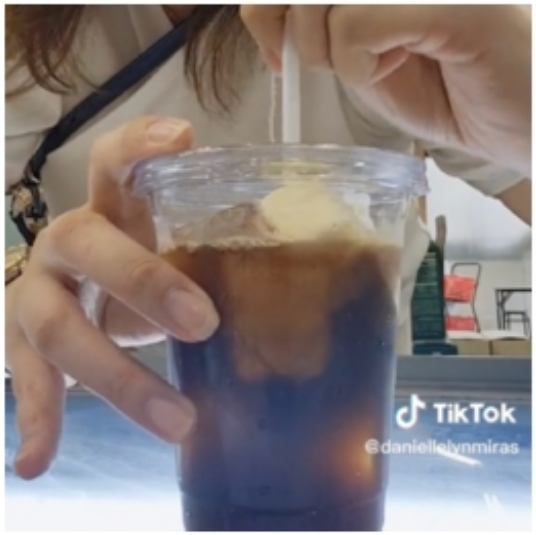


Clockwise from top left: Sweet Americano with Hershey's milk, @tamtmai (TikTok, South Korea) || Iced sweet Americano with cookies and cream milk, @alwaysbemyfoodie (TikTok, South Korea) || Coffee with strawberry milk, @mieko.h (TikTok, South Korea) || Iced coffee with coffee flavoured milk, @auzsomeaustin (TikTok, South Korea)

COFFEE AND ICE CREAM

Pouch coffee and convenience store ice cream. Just the thing to cool off in the summer months. OK, it's not quite affogato material but the combination is on point nonetheless. And let's face it, there's certainly an enjoyable little quirk to convenience coffee and ice cream.







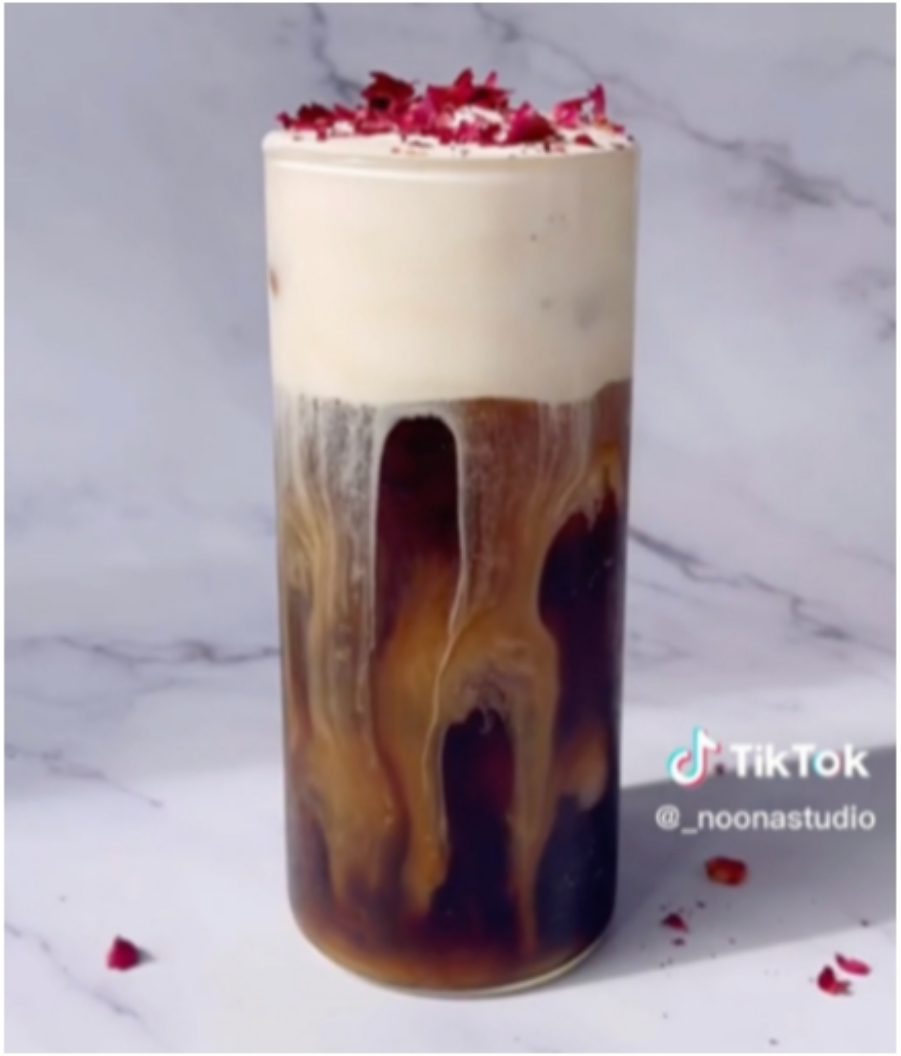


Clockwise from top left: Iced caramel macchiato and ice cream, @mamiiivb (TikTok, Philippines) || Hazelnut coffee with vanilla ice cream cube, @daniellelynmiras (TikTok, South Korea) || Black coffee with ice cream, @eatswithkayli (TikTok, South Korea) || Black coffee with ice cream, @hungryoc (TikTok, South Korea)

MAKE IT FANCY

The Korean convenience coffee trend is evolving quickly with consumers showcasing their pouch coffee hacks. While the majority of pouch coffee drinks are created within the convenience store, an emerging aspect of the trend has TikTokers showcasing their home pouch coffee upgrades with added goodies.

Pictured: Americano with sweet cold foam top, spherical ice cubes and dried rose petals, @_noonastudio (TikTok, Philippines)





KOREAN POUCH COFFEE

This trend fits into 2 of tfp's 2023/24 food and drink mega-trends:

Reliable Convenience: Both time and finances play a big role in Korean pouch coffee making Quick Prep a key aspect of the trend.

Super Sensory: The DIY side of Korean pouch coffee brings an element of fun and play to the trend.



COLOSTRUM

TikTok is buzzing about colostrum, the first milk mammals produce in the days after giving birth. It is seen as a cleaner, more natural protein supplement and users are clamouring to discuss its purported benefits for the gut, brain, skin, and more.

SUMMARY

- Colostrum is seen as a 'clean and natural' supplement.
- Alongside bovine colostrum, some companies are harvesting colostrum from buffalo, sheep, and goats.
- Social media users are creating recipes to incorporate colostrum into everyday foods.
- A handful of startups are working on animal-free lactoferrin, one of the primary proteins in colostrum, to support better nutritional health across all ages.

WHERE IN THE WORLD

This article contains trend manifestations from the following regions:



CHANNELS

Social Media Startups
Retail Brands

LIQUID GOLD

Colostrum is a type of milk that mammals produce during the first few days after giving birth. It's packed with nutrients and antibodies, all of which play a vital role in building infant immune systems, and which some believe can help build immunity, repair cells, and support gut health - all super trendy watch words in the health sphere at the moment.

While it's technically made for babies, colostrum has a long history of humans harvesting this thick, yellowish liquid, which some call "liquid gold", for medicinal purposes like treating illness. It contains important nutrients and growth factors, like protein, fat, carbs, magnesium, B vitamins, and vitamins A, C, and E. Some believe that taking colostrum can promote a healthy gut, boost immunity, help cell repair, elevate mood, and improve brain and skin health. It is no surprise that it is being seen by many as a natural, catch-all, super supplement for many of the hot health trends at the moment.

Of course, human colostrum is not what you'll find on supermarket shelves. Instead, the majority of shoppable options come from cows, *AKA bovine colostrum*. It's important to note that a lot of the social media attention surrounding colostrum is being driven by supplement brands, such as ARMRA, which are working with influencers to spread awareness of their products.



HEALTH CLAIMS

Colostrum is especially nutrient-dense, containing probiotics, antibodies and growth factors that some studies claim can support multiple health needs.

Some studies suggest colostrum supports gut health due to the protein secretory ImmunoglobinA, which is an antibody and key player in immune function. The same antibody, along with ImmunoglobinG, may help to support immunity and colostrum's growth factors may help with muscle growth, muscle and cartilage repair, and bone healing.

Another protein, lactoferrin, can help regulate how well iron is absorbed into the body and may help to fight infections. Plus, Colostrum's IGF-1 (insulin-like growth factor) can support serotonin synthesis, inhibit age-related mood issues, and even balance the brain's blood glucose.

It's worth noting that most studies only relate to the benefits of fresh colostrum for babies, and some brands may be benefitting from a health halo effect.



Pictured: Powdered colostrum supplement, Kion (US)

RAW POWER

There's some discussion from retailers and social media users about which types of colostrum are the most nutrient-dense, and the best ways to take it. The majority of colostrum formats on the market are powders and tablets. Since the nutrient properties of colostrum are damaged by heat, most brands are clear that their production method involves freeze-drying rather than pasteurisation.

Fresh, raw, liquid colostrum is arguably the best, and many producers advocate for day one colostrum, i.e. colostrum extracted during the first day following calving, which seemingly contains the most nutrients and is the most golden yellow in colour. Note, as with all raw dairy products there are potential dangers of bacterial contamination.





Top: Blood orange flavoured powdered colostrum supplement, ARMRA (US) || *Bottom:* Cold sterile filtered Organic liquid bovine colostrum processed without the use of heat, Bestvital (Germany)

CONVENIENT CLEAN BOOST

Whether powdered, as a tablet, or liquid, colostrum is popular amongst those looking for accessible ways to look after their health. On TikTok, especially, nutritionists, athletes, and regular users are waxing lyrical about the legen-dairy alleged health benefits of colostrum. It enjoys the halo of being a 'clean and natural' supplement.

The majority are taking powdered formats, dissolved in water (like a superfood Kool-Aid, as one user described it), or sprinkled over food. Many social media users are taking colostrum to support healthy ageing and skin health, while others are looking for a mood uplift, and citing benefits for mental health, or even taking it as part of a sport training programme to help promote muscle repair.



Pictured: Athletes preparing for the NFL, taking colostrum as part of a training program, @clevernutrition (US)

IN THE MIX

Some social media users are developing recipes to incorporate colostrum into everyday foods. Don't want to take colostrum straight up? There's a whole bunch of recipes on social media to make colostrum more palatable, from colostrum smoothies to yoghurt bites and more. Key fact: heating colostrum breaks down many of its properties, so don't try colostrum brownies!









Clockwise from top right: Colostrum yoghurt hearts, @colleenshealthylife (TikTok, US) || Oatmeal & stewed fruit sprinkled with powdered goat's milk colostrum, @movenourishflow (Tiktok, US) || Orange creamsicle colostrum smoothie, with banana, mango, yoghurt, raw milk & blood orange ARMRA colostrum, @tryarmra (TikTok, US) || 'Spring beauty' colostrum mocktail, with strawberry & prebiotic ginger lemon soda, @cloverswellness.co (TikTok, US)

A2 COLOSTRUM

Some outlets offer colostrum specifically secured from A2 cows. These have a natural genetic variation that gives their milk a slightly different protein ratio than conventional milk. Regular milk contains both A1 and A2 beta-casein, but A2 milk contains only A2 beta-casein, which some suggest may be more easily tolerated and contain a higher concentration of valuable nutrients, which is why A2 products command a price premium.







Clockwise from top right: First and second day raw colostrum from grass-fed A2 cows, Be Whole Again Farm (US) || Raw A2 colostrum milk, Hetha (India) || Raw colostrum from A2 Jersey cows, Old Hall Farm (UK)

NOT JUST COWS

Alongside bovine colostrum, there is a small market for colostrum from other mammals. Need moo-re choice of colostrum? For those who want something different, or who are perhaps intolerant to cow's milk, there are other options out there. Goat milk colostrum is currently the most popular alternative to bovine, with powdered and fresh options available, but sheep and buffalo colostrum are also available.







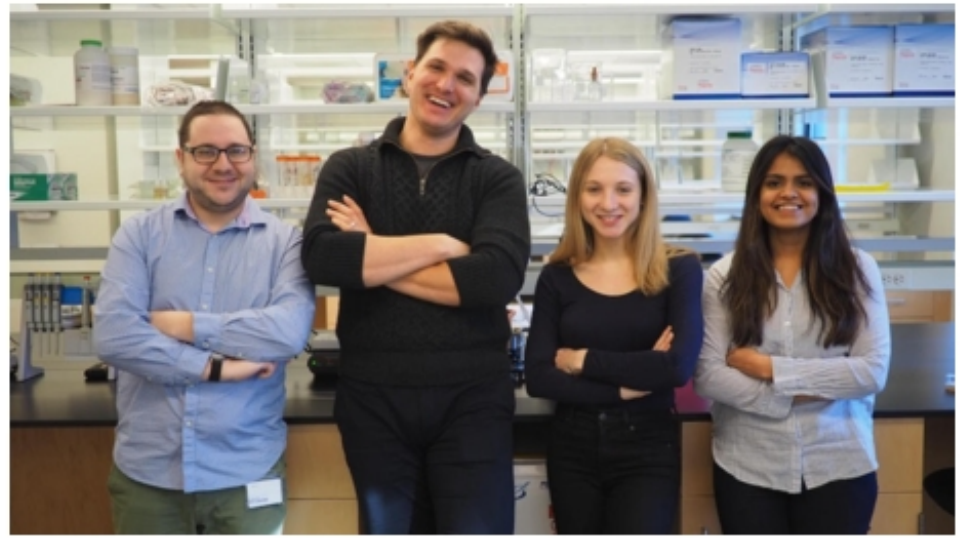
Clockwise from top: Raw sheep colostrum, UdderlyLA (US) || Raw buffalo colostrum, Amos Miller Organic Farm (US) || Goat milk colostrum capsules, Mt. Capra (US)

NEW TECH

Colostrum contains high levels of immunoglobulin G and lactoferrin. The latter is a milk protein that is lost during commercial milk processing, but some startups are creating animal-free versions via precision fermentation.

Known as “pink gold” for its high value and iron-rich pink hue, lactoferrin is considered a highly prized bioactive milk protein and one of the most powerful components found in cow’s milk. Some startups are producing animal-free versions, at scale, via precision fermentation, to meet global demand for these proteins within infant nutrition, but also to bring the properties of breast milk proteins to food for all stages of life, including segments like sports nutrition and elder care.





Top: The world's first precision fermentation-derived, animal-free lactoferrin, TurtleTree (Singapore) || *Bottom*: Producing animal-free lactoferrin via precision fermentation to bring its properties to foods for all life stages, Helaina (US)



COLOSTRUM

This trend fits into two of tfp's 2023/24 food and drink mega-trends:

Accessible Health: Some claim that taking colostrum supports gut health, and there are many accessible formats for taking it as a supplement.

Love Your Lifestyle: Incorporating colostrum into your diet may help to build immunity and support a healthier lifestyle.



SOIL HEALTH

Soil is one of the world's most important natural resources. Together with air and water it is the basis for life on planet earth. Healthy soil is the bedrock of a sustainable food future. With global governments taking notice, and startups and big businesses taking action, it's time to dig a little deeper.

SUMMARY

- Conventional nitrogen fertilisers can be damaging to soil, and tech is underway to replace them
- Regenerative farming strategies continue to grow in popularity and are becoming a marketable feature
- Data plays a major role in soil health, but data management and grassroots knowledge are key
- Some startups are using fungi and microbes present in our soils to tackle major global issues, such as plastics and carbon emissions

WHERE IN THE WORLD

This article contains trend manifestations from the following regions:



CHANNELS

Startups Agribusiness
Academic research Farms

BREAKING NEW GROUND

There is no food security without healthy soils. A thriving soil ecosystem is the foundation of sustainable agriculture and a key component in mitigating climate change.

Healthy soil retains water, prevents erosion, and supports the growth of nutritious crops. It acts as a natural filter, purifying water and maintaining water quality. Plus, healthy soils sequester carbon, playing a vital role in reducing greenhouse gas emissions and fighting global warming.

By prioritising soil health, we can help to ensure the preservation of biodiversity, protect ecosystems, and safeguard food security for present and future generations. The vitality of our planet starts from the ground up, and startups, agribusinesses and farmers alike are finding new ways to rebalance our relationship with our soils.



FERTILISN'T

A host of issues with nitrogen fertilisers have led to a growing interest in alternative ways to give plants the feed they need. When used in excess, as well as causing soil acidity and affecting soil nutrients, nitrogen fertilisers can be oxidised and lost to the air as nitrous oxide, a long-lived greenhouse gas that stays in the atmosphere for an average of 114 years and which is 300 times more potent than CO2. Around the world, the production of nitrogen fertilisers is responsible for almost 1.5% of carbon emissions every year, and fertiliser use is a huge contributor to non-CO2 greenhouse gas emissions. The Haber-Bosch production process for fertilisers is highly energy and resource inefficient and polluting, too, and the war in Ukraine saw the price of conventional fertilisers skyrocket. These have all combined to make their use more unattractive.



LOW CARBON ENRICHMENT

Low-impact fertilisers are becoming more popular, as majors and startups find ways to produce crops without damaging soils and their surrounding environment. Earlier this year, Tesco UK rolled out low-carbon fertiliser to help cut its carbon footprint, and it marked a new wave of low and no-carbon options. New technology farmers can locally produce low and no-carbon fertilisers, or even use methane-eating microbes to help capture nitrogen and create double-whammy climate positive fertilisers.





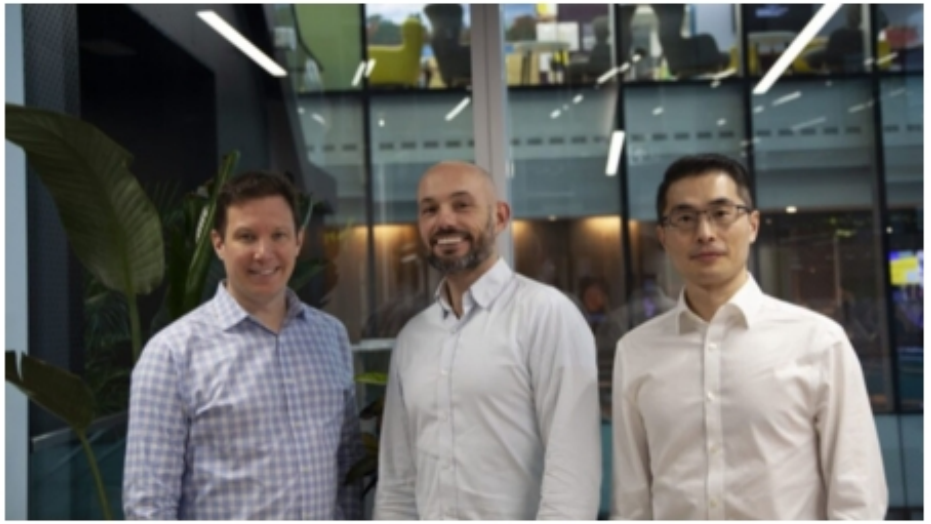


Clockwise from top right: Modular factory which uses air, water & renewable energy to product carbon-neutral nitrogen fertiliser, NitroCapt (Sweden) || Creating reactive nitrogen from air and fixing it into liquid manure to create sustainable fertiliser, N2 Applied (Norway) || Using methane-eating microbes on dairy farms to capture nitrogen and produce fertilisers, Windfall Bio (US)

NEW AMMONIA

Traditional grey and brown ammonia, a key part of synthetic fertilizers production is resource-intensive and is being eclipsed by the production of blue and green ammonia, which are much more sustainable. Approximately 50% of the world's food supply relies on ammonia-based fertiliser. Traditional grey and brown ammonia have been made in the same way for over 100 years, using natural gas and coal respectively. There is now a wave of companies developing processes to produce ammonia in a more sustainable way - enter blue and green ammonia. Blue low-carbon ammonia is conventional grey ammonia coupled with carbon capture to reduce its carbon emissions by more than 90%, while green ammonia uses green hydrogen produced by water electrolysis and renewable energy, meaning it is virtually CO2-free.





Above: Low-carbon blue ammonia plant, Yara (Norway) || *Below:* Developing a "Green Ammonia on Demand" system that enables onsite synthesis of green ammonia to slash both costs and emissions, Nium (UK)

MICRO NITRO

Startups are working to improve soil health using naturally-occurring microbes and bacteria. For example, Pivot Bio (US) is reprogramming microbes that are already present in the soil to tailor them to the plant roots, customising them to produce exactly the amount of nitrogen a plant needs. And NetZeroNitrogen (UK) is developing a formulation based on a naturally occurring bacterium which is applied directly to plant seeds. These bacteria colonise the plant itself and facilitate the plant fixing of nitrogen directly from the air. These processes slash carbon by up to 98% and effectively offer 100% efficiency, ensuring plants can get exactly what they need without depleting or damaging the soil.





Above: Reprogramming microbes present in the soil via fermentation to produce exactly the amount of nitrogen a plant needs, Pivot Bio (US) || *Below:* Developing a formulation which is applied directly to the plant seed, so the bacteria colonise the plant itself and facilitate the plant fixing of nitrogen directly from the air, NetZeroNitrogen (UK)

CROP STRATEGIES

Farmers are using several approaches to improve soil health, such as rotation, rewilding cover crops, and companion cropping. Some farmers are practising rotation, whether through crops or livestock, alongside rewilding, which involves taking entire fields out of production for a period of time, to allow them to return to a more natural state, both of which help to increase soil carbon content and improve land productivity over time. Others use cover crops, which are not harvested, but prevent the soil from being bare and improving its structure. Or practise companion cropping, using additional crop species to support the cash crop, acting as a natural barrier to pests or enriching the soil with organic matter.



Pictured: Comparison of soil from a farm which practises livestock rotation (L) and a farm which uses no animals (R), Savory Institute (US)

DO NOT DISTURB

The no-till movement has been around for a little while, but now the tech is taking it one step further. No-till farming, i.e. not disturbing the soil through tillage or ploughing, can decrease soil erosion and compaction. Now, there's even more machinery which helps growers avoid undue pressure on the soil, for example by dropping seeds into small holes or using lasers to zap weeds instead of churning the soil. This means that the soil retains its carbon content, structure and can help reduce the level of compaction.







Clockwise from top: No-till seeding machine, which drops seeds into small holes, John Deere (US) || LaserWeeder robot, which uses lasers instead of excavation to zap weeds, Carbon Robotics (US) || Precision spraying robot for weeds or crop protection, designed to avoid cropped areas, Ecorobotix (Switzerland)

REGENERATIVE CROPS

Regenerative crops help to replenish soils, and are becoming big business, especially in the US. Certain crop types help to regenerate the soil, sequestering carbon and other vital plant nutrients. Creating products with these crops has become a marketable feature, especially in the US (see more examples from Expo West, earlier this year).





Above: Plant-based meatballs made with jackfruit, a tree fruit, which helps with reforestation efforts and soil biodiversity, KARANA (Singapore) || *Below:* Coffee flavoured ice cream made from hemp, which sequesters carbon and helps to restructure the soil, Planet Based Foods (Canada)

CARBON CAPTURE

Carbon is the main component of soil and helps to give it its water-retention capacity, its structure, and its fertility – and there is a lot of new carbon capture technology coming through. Soil carbon sequestration helps to restore degraded soils, which can improve agricultural productivity, alongside offering increased climate resilience, since healthier soils make farms more resilient against both droughts and heavy rainfall. New tech in this field includes enhanced rock weathering, which is a turbo-charged version of a natural process, and microbial seed coatings which improve plants' ability to store carbon in the soil.





Above: Practising enhanced rock weathering, spreading crushed basalt rock on farmland to give it immediate contact with the CO2 produced by plant roots and soil microbes, UNDO (UK) || *Below:* Coating seeds with its CarbonBuilder fungal before sowing them, to improve plants' ability to store carbon in the soil, Loam Bio (Australia)

BIOCHAR

Biochar has been a tool for regenerative farmers for centuries, and is experiencing a surge of renewed popularity in the climate crisis era. To create it, all that's needed is organic material that contains carbon - think waste wood, dead plants, or crop residues. Then it is heated to a high temperature in a controlled oxygen-free environment. What remains is a high-carbon, fine-grained deposit - aka biochar - that can safely store carbon when applied to the soil. It also enriches the soil - it's recommended for gardeners, but has the same benefits on an industrial scale. This means fewer fertilisers are needed, pests are reduced and the soil holds moisture better. Planboo (Sweden) is using bamboo biochar with farmers in emerging markets, find out more here.



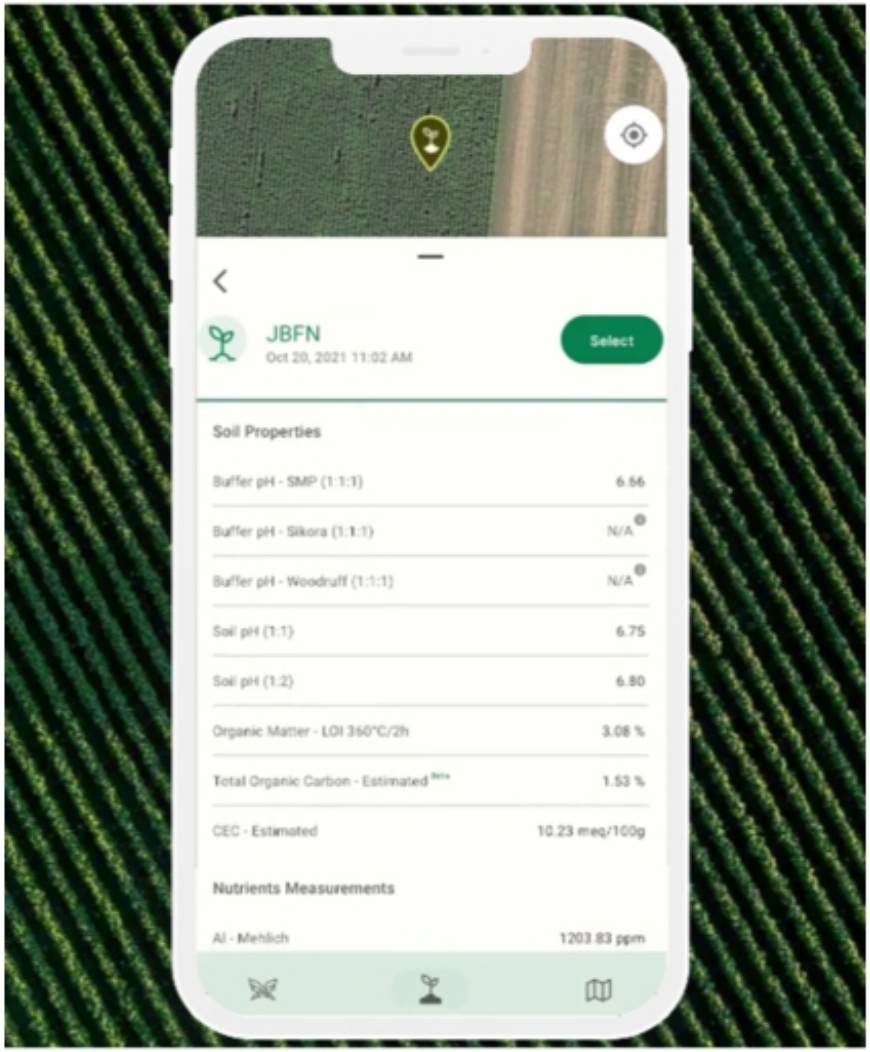
THE WOOD WIDE WEB

Startups are using the symbiotic relationship between mycorrhizal fungi and plants to improve soil health. Mycorrhizal fungi grow amongst plant roots, helping them to absorb more water and essential nutrients, especially phosphorus. They improve soil structure and are great at storing carbon in the soil - in fact, they are responsible for holding up to 36% of yearly global fossil fuel emissions, more than China emits each year. Some startups are working on ways to get more of these fungi, often referred to as the 'wood wide web', into the soil, like startup Mycophyto (France), which applies its patented film technology to crop seeds to promote the growth of mycorrhizal fungi, improving crop yield and soil structure.



DATA-DRIVEN

One of the most important factors in managing soil quality is regular soil analysis, and there's some cutting-edge tech available to help. For a long time, farmers have always improved soil quality by managing the details, like nutrient levels and soil pH. In days gone by, farmers used to plant their underwear and see how fast it degraded to check the health of their soil (the quicker, the better!). Now there's tech out there to help, including field sensors, satellites, edge computing and AI monitoring, all designed to pinpoint issues with soil health so growers can tweak their approach to suit. Of course, the farmer plays a pivotal role in calibrating, corroborating, and interpreting the data produced by these digital technologies, using their lived experience and knowledge.



Pictured: Offering real-time soil insights, including macronutrients, micronutrients, pH, organic matter, CEC, organic carbon, bulk density, moisture and more - within 30 seconds, Chrysalabs (Canada)

WATER OF LIFE

Soil water content is essential for plant life and several startups are working on tech to prevent water scarcity. Globally, droughts are becoming a major issue, and great swathes of land are expected to lose a significant portion of their water content within the next twenty years. Avoiding a repeat of the 1930s dust bowl in the USA and reducing the risk of desertification are key. Some startups are creating technology to monitor and increase soil water content, in the form of data-driven platforms which support targeted irrigation, or materials which can be applied to the soil to improve soil water retention.





Above: Wood-based soil improvement fibres made from side streams of cardboard packaging production, which improve soil water retention and reduce phosphorus run-off from fields, Metsä Board x Soilfood (Finland) ||
Below: Data-driven precision irrigation management platform, CropX Technologies (Israel)

SALT OF THE EARTH

Salinity (the amount of salt in the soil) can decrease the agricultural production of crops and can cause soil erosion. All is not lost, as desalinisation tech is being developed with the hope of reducing the amount of soil lost to this process and perhaps even creating more soil suitable for growing crops. The United Nations University states that about 5,000 acres have been lost daily all over the world since the 1990s because of salinisation, yet it's still a new area for technology. ALVÁTECH (UK) has developed ActiveWater, which increases water absorption to reduce the salinity around plant roots and improve plant nutrient uptake. Plus, Moojepin Foods (Australia) has developed a saltwater hydroponic system, to help grow crops on salt-damaged land in Australia (find out more here).



*Pictured: S*olar-powered ActiveWater technology which disrupts the way water molecules move and interact with other molecules and minerals in the soil, reducing the salinity of water for agriculture, ALVÁTECH (UK)

MICROPLASTICS

Microplastics have been found in soil samples from every continent on Earth, and they're bad news, but there are new ways of combating the issue. The use of microplastic-heavy sewage sludge (a mud-like residue resulting from wastewater treatment), as fertiliser, means much of our agricultural soil is being contaminated with plastic and we're likely consuming it in our food.

Microplastics also can have an effect on soil health. Researchers from ETH Zurich (Switzerland) believe that high amounts of microplastics in soil cause it to repel water, leading to a build up that can potentially impact water and nutrient availability for plants.

It's not all bad news, as scientists in California (see here for more) have found a way to convert plastic waste into a highly porous form of charcoal with a massive surface area, that captures carbon and could potentially be added to soil to improve its water retention and aeration. Plus, researchers in Australia have discovered two strains of fungi found in soils that can break down polypropylene plastic.





SOIL HEALTH

This trend fits into one of tfp's 2023/24 food and drink mega-trends:

Invest in the Earth: Using regenerative farming practices and tech insights to protect our soils, keeping them healthy and productive to protect against the climate crisis.



DESIGNER COMPOST

Compost brings together a growing love of gardening and a desire to cut food waste, with the added bonus that it improves soil health. Some are taking it a step further with designer options that meet soil needs in different ways, so let's dig in.

SUMMARY

- Home composting is on the rise, with various DIY guides and tips for creating the best compost for your garden
- Startups are creating next-level composting technology that significantly reduces wait times
- Some producers offer premium composts, made with top-quality manure and designed to meet different soil needs
- Composting reduces waste going to landfill, and there is a focus on compostable textiles

WHERE IN THE WORLD

This article contains trend manifestations from the following regions:



North America



UK



APAC

CHANNELS

Retail

Startups

Farms

GOOD FOR THE SOIL

Compost is a form of recycling, a natural way of returning organic matter and needed nutrients to the soil in a form readily useable to plants. Designer composting is growing in popularity as consumers connect with their gardens and make efforts to reduce food waste.

Organic matter improves plant growth by helping to break heavy clay soils into a better texture, by adding water and nutrient-holding capacity to sandy soils, and by adding essential nutrients to all soil types to improve plant health. With soil health a top priority (see here for why), compost is a great place to start.

Plus, a rise in DIY gardening, which sprouted through lockdowns, increasing environmental awareness and a desire to reduce or repurpose food waste are behind a growing demand for top-notch compost, which is sparking DIY guides and new premium options made from the highest-quality components.



BREAK IT DOWN

There are several ways to compost, but the three main types of DIY composting are anaerobic, hot composting, and vermicomposting, each offering different nutrient compositions (and varying levels of difficulty).

Anaerobic composting takes the longest but is the lowest maintenance. Simply put your food scraps in a vessel and let them get on with decomposing.

Hot composting, also known as aerobic composting, requires nitrogen, carbon, air, and water to make compost in one to three months during warm weather. The 'ingredients' feed microorganisms in the organic matter, which speed up the process of decay and increase eventual nutrient content.

Vermicompost is made with the help of worms. When these worms eat your food scraps, they release castings, which are rich in nitrogen, important for carbon sequestration.



Pictured: Making vermicompost, Ariel Kanter for Modern Farmer (blog post, US)

COMPOST TECH

Startups are developing new technology to accelerate the composting process and help reduce food waste. Not satisfied with a simple home compost bin, and waiting weeks or months for the results? Now, there are options which can turn your food scraps into compost or dehydrated grounds in a matter of hours, helping to reduce greenhouse gas emissions and (hopefully) making it more likely that food waste will be repurposed.









Clockwise from top left: Under-counter food separation device to prepare food scraps for composting, Sepura (Canada) || Rental service for a digitally-connected waste bin which turns food scraps into dried, odourless grounds overnight and are then collected to be turned into animal feed, Mill Industries (US) || The Lomi - a smart countertop device which churns food waste into compost overnight (March 2022), Pela (US) || Adding wood chips containing waste-decomposing bacteria to accelerate breakdown of organic matter and reduce greenhouse gas emissions, Komham (Japan)

ADDING SEAWEED

The Royal Horticultural Society predicted that seaweed compost supplements would be among the top garden trends of 2023, since it contains several useful plant nutrients. Seaweed is rich in trace elements, including nitrogen, potassium, phosphate and magnesium. You can use it as a mulch, add it to your compost or brew it into a 'seaweed tea', and there are dried and liquid options available to add directly to soil or compost to help improve its nutrient content and growing potential.







Clockwise from top right: Seaweed fertiliser which can be added directly to soil or to compost, Shropshire Seaweed (UK) || Seaweed tonic to add to water or compost, Levington (UK) || Adding seaweed directly to beds, Royal Horticultural Society (UK)

LUXE CHOICES

There's a new wave of premium compost options, which are made with the top-quality manure and are optimised for nutrient content. Not a fan of DIY, but still want the very best for your plants? Buying compost is nothing new, but certain composts offer a premium growing experience, made with manure from free-range or pedigree animals, and optimised for texture and nutrients. Before splashing out, though, it's important to remember that local is always better, in terms of environmental impact.





Above: Climate Compost made with manure from horses and cows from Princess Diana's family's estate, designed to sequester carbon and improve soil nutrient content, Land Gardeners (UK) || *Below:* Compost made with free-range goat, horse, chicken, and cow manure and Mighty Cap Mushrooms fungi blocks, Flamingo Estate (US)

COMPOSTABLE TEXTILES

The textiles industry is one of the world's most polluting industries, but Australia is leading the charge in creating a circular textiles industry, with a focus on compostable textiles.

In days gone by, farmers used to plant their underwear and see how fast it degraded to check their soil health (find out more here). But now, with textile waste one of the fastest-growing waste streams in the world, there's a move towards creating compostable clothing. In fact, Australia agreed the world's first compostable textile standard earlier this year, designed to support more thoughtful textile production.

Cotton Australia, which represents Australian cotton farmers, is already working on trials that use shredded cotton clothing as a compost, and there are clothing manufacturers making clothes which break down in just a few weeks.



Pictured: A fully compostable bra after eight weeks in a worm farm, The Very Good Bra (Australia)



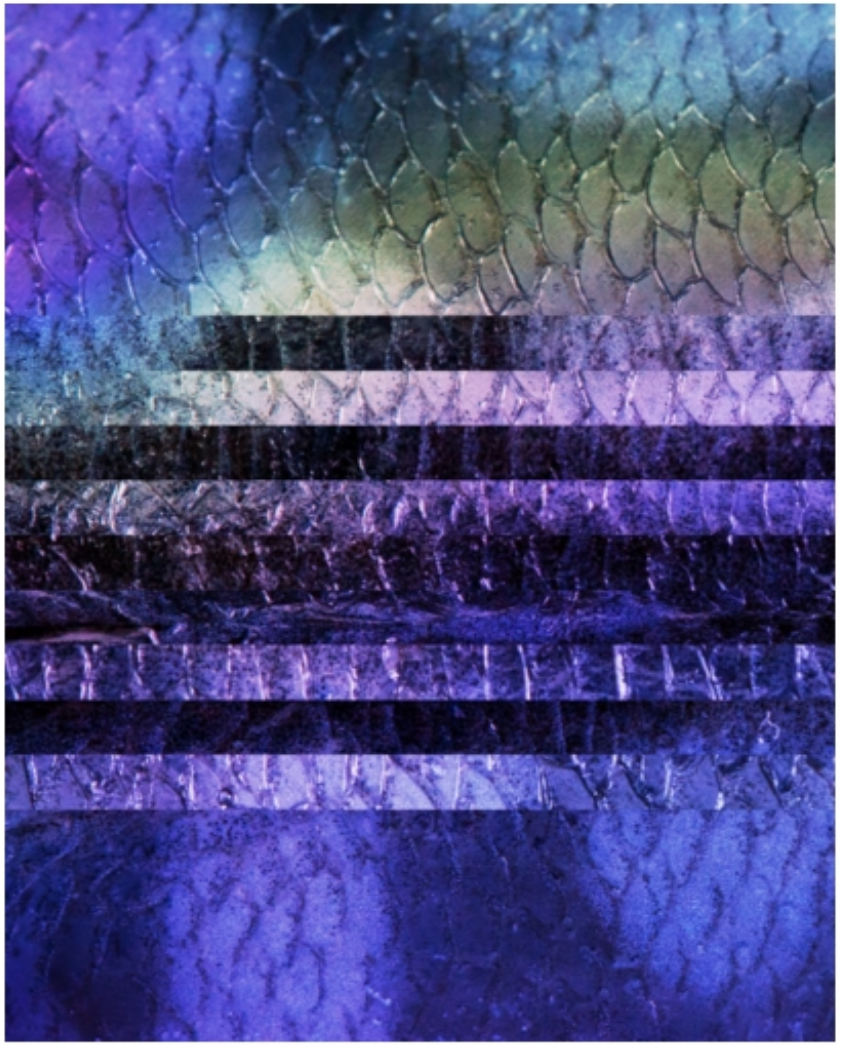
DESIGNER COMPOST

This trend fits into two of tfp's 2023/24 food and drink mega-trends:

What Waste?: Composting helps to reduce food waste sent to landfill.

Invest In The Earth: Compost supports soil health, improving its nutrient content and growing potential. Some elements of compost can also help to sequester carbon in the soil, which is a regenerative practice.





FOODWATCHING RECENT OPENINGS

The latest new openings around the world:

Singapore // Hong Kong // Dubai // Yorkshire // London // Edinburgh // Paris // Auckland // Sydney // New York // Los Angeles



SINGAPORE

BOTTEGA DI CARNA

Bottega di Carna, the new concept from Netflix's Chef Table star and famed butcher Dario Cecchini, has opened its doors at Mondrian Singapore. Like his other restaurants in Italy, Cecchini follows his philosophy of respecting animals and using every part of the animal well, describing it as an ethical imperative. The restaurant comprises an expansive dining area that allows natural sunlight to enter during the day and an open kitchen to showcase the chefs at work. Here they are creating modern Italian dishes such as artichoke with Parmigiano, goats' cheese and Acacia honey and Chianti crudo, coated in smoked paprika, olive and lemon.



SINGAPORE

MATERA

Chef Bjoern Alexander of two Michelin-starred Octavium in Hong Kong is making his debut in Singapore with Matera. The fine dining restaurant is focusing on Italian cuisine with Asian influences that manifest themselves in ingredients and flavours. Signature dishes include a Whole red prawn which involves cold-smoking carabineros for six hours in almond or lychee wood. It's served with prawn toast and Cantonese XO sauce, inspired by Alexander's culinary voyage across diverse cultures. Another highlight is the pigeon with black truffle, paired with butter mushrooms and a rich Cantonese jus infused with star anise, chilli ginger, cardamom and cinnamon.



HONG KONG

1ST & BEAUDRY

After a year's delay, Esdras Ochoa of 11 Westside fame has finally opened the doors to 1st & Beaudry at The Arca Hotel in Wong Chuk Hang. Named after the street corner in downtown LA where Ochoa began selling tacos 16 years ago, he is paying homage to the distinct cuisine that LA is well known for and born from the mix of Mexican, Korean, Vietnamese and Middle Eastern communities. Highlights on the menu include the M.B. Chowdah, a classic American clam chowder served in a housemade sourdough bowl, the Cubano with honey glazed ham, pork belly pil-pil and melted Swiss cheese and the East of Crenshaw, a taco featuring a blue corn tortilla, bluefin tuna, ancho chilli and avocado.



HONG KONG

EGGSLUT

Eggslut, the Californian fast food chain, has opened its first store in Causeway Bay's Fashion Walk. Founded as a food truck by Alvin Cailan in 2011, the cult brand has expanded to five locations across the US as well as international outposts in cities including London, Tokyo and Singapore. Hong Kong's menu stays true to its origins with favourites like the Fairfax and Gaucho sandwiches featuring. There are also sides like truffle hash browns and the "Slut" where a glass jar is filled with coddled eggs atop mashed potato with salt and chives. The all-important free-range eggs are sourced from New Zealand whilst the brioche buns are made locally by Bakehouse.



HONG KONG

MENGOKORO KUNIMOTO

Japanese ramen bar Mengokoro Kunimoto, which opened its doors in 2011 in Tokyo's Katsushika ward, has opened its first overseas location in Hong Kong. The bar focuses on elevating the soup base, offering a different one for each type of ramen. For example, the shio ramen is made with a homemade salt sauce that blends four types of salt to create a complex yet delicate soup base. It also offers four house-made oils to enhance the flavours of each ramen. Most of its ingredients are imported direct from Japan though the noodles are made fresh every day in Hong Kong, crafted according to their special recipes.



DUBAI

ATRANGI

Indian celebrity chef Ritu Dalmia, best known for her restaurants Diva in Delhi and Cittamani in Milan, has opened Atrangi at the Jumeirah Al Qasr Hotel. The new restaurant's focus is Indian cuisine though Dalmia explains she is using her expertise in Italian cooking to create a menu that she describes as "honest". Rather than use many spices in her dishes, she wants to use just one that will really stand out and allow her diners to really taste what they are eating. She is also taking inspiration from the different communities that exist in India, from the Sindhis to the Kayasthas. Dishes include her version of Indian street food chole bhature (spiced chickpeas with puffy rermented bread) and duck galaway.



YORKSHIRE

PIGNUT

Pignut has opened its doors in Helmsley with duo Tom Heywood and Laurissa Cook at the helm. Formerly at The Rattle Owl in York, Heywood is taking on the role of head chef whilst Cook is the restaurant manager. Seating just 14 guests with an open kitchen and an upstairs drinks lounge, the focus is very much on sustainably sourced, hyper-local and foraged ingredients. An eight-course tasting menu is served for dinner during the week whilst a four-course lunch is offered Friday and Saturday. Snacks are created from leftovers and trim from the kitchen - that might mean a terrine created from the previous evenings beef and mangalitza pork.



LONDON

MANZI'S

Four years after it was announced, Manzi's has opened its doors in Soho. The new spot pays tribute to the original Manzi's, a seafood restaurant located just off Chinatown from 1928 - 2006. The focus is mostly on fish and seafood though there are a couple of meat dishes available. They stick mostly to classics like moules marinière, a catch of the Day, seafood cocktails and Dover sole. However, if you do like something a little bit different, opt for the New York shrimp burger or the monkfish Wellington. The new spot is split over two floors with the second floor featuring a rather glamorous marble-topped bar with green mermaids on each of the four corners.



LONDON

THE PORTRAIT RESTAURANT

Richard Corrigan has opened his latest restaurant in London's National Portrait Gallery. Called simply, The Portrait Restaurant, Corrigan has gone back to basics, creating a menu that offers comforting, classic food. That translates as a "proper" prawn cocktail, a whole artichoke with crab mayonnaise and a "reinvention" of the vol-au-vent filled with brown crab and haddock. Corrigan is offering a two-course menu for about £28 though diners can of course opt for a la carte too. The food is served against the backdrop of London, with views of some of its most cherished landmarks including Big Ben and Nelson's Column.



LONDON

DOVETALE

The chef behind two Michelin-starred Restaurant Story, Tom Sellers, has opened the doors to his latest venture, Dovetale. Located at the newly open 1 Hotel Mayfair, it can be found on the corner of Piccadilly and Berkeley Street. Sellers has created a sustainably-driven menu, with dishes cooked over the grill, that offers modern takes on classic luxury including sole Veronique and English olive-fed Wagyu carpaccio. However, it is perhaps the knickerbocker glory trolley that will get everyone talking, with staff whipping up sundae concoctions tableside.



LONDON

MOUNTAIN

Tomos Parry has opened the doors to his new Soho restaurant Mountain, with him taking his influence this time from Northern Spanish towns and the Balearic islands. His signature dish is the slow-cooked lobster where he braises pieces of lobster for "about 20 minutes longer than you would normally cook lobster". The menu centres around the wood grill and starts with quick dishes that include grilled vine leaves and raw sobrassada with honey whilst guests can enjoy a glass or two of house vermouth on tap. For those looking for something more substantial, guests can choose from a selection of taverna-style braised dishes, cooked slowly to allow for deep flavours.



LONDON

THE GOOD FRONT ROOM

The Langham, London has transformed its Palm Court into a six-month Caribbean-inspired restaurant. Called The Good Front Room, chef Dom Taylor is in charge, fresh from winning Five Star Kitchen: Britain's Next Great Chef on Channel 4. Dom brings a mix of influences from his Caribbean heritage and South London upbringing with these very much reflected in his menu. Dishes include Ackee and saltfish cakes with confit garlic and Scotch bonnet aioli, pineapple and heirloom tomato chow and scallion oil and Jerk chicken with plantain jam, plantain crisp and blackened sweetcorn dressing. The pop-up will run for six months.



EDINBURGH

LE PETIT BEEFBAR

Italian Riccardo Giraudi has brought his Beefbar concept to Edinburgh, housed in the historic InterContinental hotel's grand dining room. The original Beefbar opened in Monaco in 2005 and there are now 24 in various guises but this is only the third Le Petit Beefbar. The dining room is a sumptuous setting that is light and airy and comes with its own entrance. The menu is divided into three parts: street food inspired by the most popular recipes from around the world, meat cuts sourced in Australia, Japan and the US and iconic dishes from sides to mains and desserts which includes their signature French toast, a caramelised brioche soaked in a rich custard and served with salted caramel sauce and yoghurt ice cream.



PARIS

GOLDEN POPPY

Dominique Crenn, the French-born chef behind San Francisco's Atelier Crenn has opened the doors to her new Parisian venture. Located at Hotel La Fantaisie, Golden Poppy takes its name from the Californian state flower as well as being a nod to the gardens surrounding the property. Crenn has brought a touch of California to Paris with dishes such as abalone tacos with sauerkraut kimchi and pineapple salsa; and banana pancakes with smoked caviar. She is in Paris for the summer and is also overseeing the Poppy Cafe and the Rooftop.



AUCKLAND

DULCIE

Devonport has welcomed a new all-day eatery that is just 15 metres from the sand and ocean and brings with it a touch of Melbourne sophistication. Dulcie is the brainchild of Scott Kennedy who has moved back to Auckland having spent 15 years working in Melbourne across various bars, restaurants and cafes. His aim at Dulcie is to offer more restaurant-style products in a daytime eatery. Classic dishes include eggs Benedict served on a cacio e pepe hash brown with a burnt butter hollandaise and pancakes served with coconut whip and elderflower and lemon syrup whilst there's talk of a lobster Benedict to come too.



SYDNEY

BAR MORRIS

Haymarket's Hotel Morris has reopened its doors after an extensive renovation programme and with it comes Bar Morris, a restaurant helmed by Rosy Scatigna who has experience in Michelin-starred restaurants in Milan and England. She has looked to Italy, in particular Puglia where she grew up, for her inspiration, reimagining regional classics with two of her favourite elements - citrus and spice. For example, take the madeleine where she has laced the batter with parmesan and filled the cake with a fine slice of guanciale, whipped 'nduja, aioli and preserved lemon. And all of this is served against a backdrop of luxe, velvet-backed banquettes, leather-topped bar stools and seats surrounding marble tables.



SYDNEY

DON'T TELL UNCLE

Don't Tell Auntie is one of Sydney's favourite Indian restaurants which is why getting a table there can prove tricky. Well that's about to change thanks to the opening of its sister restaurant Don't Tell Uncle. The only difference is that it comes with a slightly more polished approach. Fans of the first restaurant will recognise dishes such as the blue-cheese infused naan and the chilli-laden cauliflower. Lamb chops feature too but this time are served here with a new marinade of vinegar, garam masala, garlic, balsamic, fenugreek and ginger. Meanwhile curries include beef nadaan and prawn kerala masala.



NEW YORK

CECCHI'S

Michael Cecchi-Azzolina, a seasoned Maître D who recently published "Your Table Is Ready", a memoir of sorts, has opened the doors to Cecchi's Bar and Grill. The spot, which has taken over the former Cafe Loup space, is inspired by traditional New York names like Elaine's and Mortimer's. Customers can enjoy a drink in the bar with Art Deco touches before sitting down to eat in the less formal front cafe or dining room. The menu offers what Cecchi-Azzolin refers to as "New York soul food". That is translated into the likes of chicken à la king, steaks, burgers and seafood.

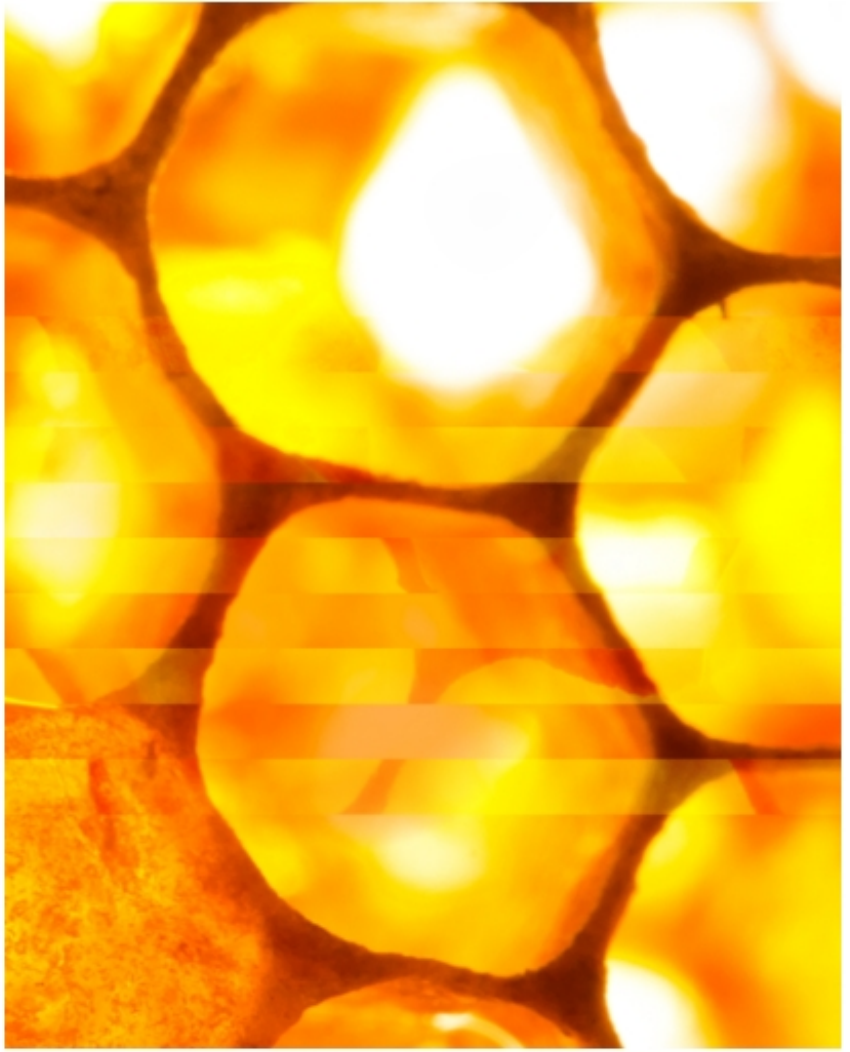


LOS ANGELES

LEVAIN BAKERY

New York City's most popular cookie shop, Levain Bakery, has arrived in Los Angeles, opening its doors in Larchmont Village. It's the 12th location of the bakery chain, well known for its six-ounce cookies that are soft and almost gooey in the middle with a slightly crisp outer edge. Levain's six signature cookie flavours are on offer: chocolate chip walnut, dark chocolate peanut butter chip, dark chocolate chocolate chip, oatmeal Raisin, two-chip chocolate chip and coconut caramel chocolate chip. There is also a vegan gluten-free chocolate chip walnut cookie as well as their seasonal Rocky Road cookie that is packed with semisweet chocolate chips, almonds and marshmallows.





DRINKSWATCHING RECENT OPENINGS

The latest new openings around the world:

Paris // Manchester // Hong Kong // Singapore // Melbourne // Sydney // Brisbane // San Francisco // New York



PARIS

CRAVAN

LVMH-owned wine and spirits brand Möet Hennessy has unveiled Cravan, a cocktail bar that celebrates the 'French art de vivre' and culture of Paris. The new spot, found in Saint-Germain-des-Près, spans five floors in a 17th-century building where guests can experience interiors inspired by art, cinema, fashion and literature. There are three cocktail bars to discover as well as a curated Rizzoli bookstore. Guests can indulge in iconic tipples such as Dom Perignon, Veuve Cliquot, Armand de Brignac and Möet & Chandon amongst others or choose from a menu of cocktails, devised by cocktail expert Franck Audox who is the founder and artistic director.



MANCHESTER

PUBLIC

The team behind underground cocktail bar, The Daisy, has opened the doors to PUBLIC, a new bar that is serving up a mix of pints and cocktails. For drinks that suit the summer days like Margarita Seltzer and Aperol-ish, head for the terrace menu. Inside, the menu is more about the classics which have been given PUBLIC twists. There is also 'Normal Lager Please' wine on tap and a selection of natural wines on the menu. The small selection of bites are inspired by NYC's Chinatown with noodles and sandos alongside a variety of small bites.



HONG KONG

MAGGIE CHOO'S

Bangkok's famous cabaret and cocktail bar, Maggie Choo's, has opened its doors in Hong Kong. It is tucked away at the back of an antique shop on Hollywood Road where you will need to find a tiny button located in one of the antique masks inside the shop. You'll then find yourself in a space that resembles an abandoned bank that was built by the East India Company in 1847, complete with an antique-style bank vault door. Prohibiton-era-inspired cocktails are on offer ranging from fizzy options like the Sangria Highball Qi Pao to spirit-forward drinks including Maggie's Martini. And post 10pm, the venue transforms into a club with beats that will keep going well past midnight.



HONG KONG

THE GREEN DOOR

Industry veterans, Arlene Wong and Dabi Chin, have opened The Green Door, a new cocktail bar that is hidden amongst the market stalls on Graham Street. The owners have drawn inspiration from Alice in Wonderland with the hope that guests will feel like they have stumbled upon a magical world. The dimly lit decor evokes the feeling of an underground cistern with arches and pillars, booth seats and leather armchairs. As for cocktails, they offer a playful twist on classics. There's Pam, a whisky highball with bourbon, oloroso sherry and pomelo mango soda and Marie, a take on a Bloody Mary made with gin, tomato consommè and dill tincture.



SINGAPORE

RALPH'S COFFEE

American fashion brand Ralph Lauren has opened the doors to Ralph's Coffee in Marina Bay Sands. This is the latest from the brand with other posts already in cities like New York, Tokyo, London and Beijing. As to be expected, its interior exudes American style with mosaic floor tiles, signature emerald green tones and wooden accents. The coffee is the brand's signature Ralph Roast blend which is a combination of coffee beans from Brazil, Mexico and Ethiopia. The menu also offers Singapore-only drinks including the Pineapple Shaken Tea made with jasmine green tea and blended sliced pineapple.



SINGAPORE

CAT BITE CLUB

Cat Bite Club sees bartenders Jesse Vida and Gabriel Lowe pair agave and rice spirits together. It's an unusual combination but the pair got the idea after moving to Asia in 2018 where they were exposed to rice-based alcohol such as soju, sake and baijiu. They chose to pair them with agave spirits as this is a category they were familiar with from their time bartending together in San Francisco. The bar lists five classic cocktails with two variations under each one, made either with agave or rice spirits. The Bitter Rind made with soju, watermelon and coriander is their version of a Negroni. They will also soon offer a tasting flight for tequila and mezcal whilst there are plans to increase their rice liquor selection as well.



MELBOURNE

ODD CULTURE

The folk behind the award-winning Sydney bar Odd Culture, the hybrid bottle shop and natural wine and wild ale bar, have opened the doors to a second venue, this time in Melbourne. It celebrates all things fizz, fermentation and funk with an eclectic mix of natural wines, wild ales and a seasonal cocktail menu that showcases local produce. Their signature is the 'Sour Negroni', made from a blend of in-house acidified vermouth with kriek (cherry lambic) but there are others to choose from too including the koji-fermented appletinis and in-house fermented tepache.



SYDNEY

MAKAVELI

A buzzy new spot has opened its doors a few blocks back from Bondi Beach that caters for the morning crowd before transforming into a cocktail bar for the evening. Makaveli has been opened by two friends from the UK who were keen to create somewhere that is fun but has relaxed energy. Cocktails take inspiration from time in Greece, Manchester and Sydney and include a floral, pastel-hued sour; the smooth Makaveli Espresso which combines a fresh shot of coffee and tequila and classics like a Garibaldi. For those who are early birds, they are serving Will & Co coffee, baked goods from Clovelly's Tuga Pastries and Brickfields focaccia.



SYDNEY

BARTEGA

A luxe new cocktail bar, Bartega, has opened its doors in south-west Sydney, located in Belmore's Canterbury Leagues Club. The man behind it is Tony Rudolph, a bartender by trade who has worked with renowned chefs like Peter Gilmore. He has created a drinks menu that combines classics with fresh twists. That means the Margarita Bartega is a coconut-infused spin on the classic with a spicy kick of jalapeno while the sweet, pink-hued Flamin' Galah blends Kalki Moon spiced rum, Campari and pineapple. And on the side is a menu of small plates, featuring both Asian and European flavours.



SYDNEY

BAR 1880

New watering hole Bar 1880 has taken over the space that previously housed Bulletin Place. It is dedicated to innovative, season-driven cocktails whilst, as its name suggests, honours its location's history. This is reflected in one section of the menu called Forgotten Cocktails with drinks based on recipes from century-old books such as Harry MacElhone's Barflies and Cocktails (1927). There is also the section of signature cocktails that includes Meet Me in Normandy - a sour concoction of Christian Drouin calvados, Benedictine liqueur, house-made curacao and vanilla bitters with a foamy egg white top. There's also a small selection of bar snacks including salted popcorn, charcuterie and tinned sardines.



BRISBANE

THE GATSBY

The Fortitude Valley General Post Office building has reopened its doors as GPO Hotel and with it comes The Gatsby, a late-night cocktail and whisky bar. As the name suggests, it is upscale with velvet booths, leather accents and brass features. Sommelier Alan Hunter has created a 74 page menu that includes a mix of cocktails and classics. Try the Dewdropper, a twist on a Paloma with blanco tequila, charred grapefruit, citrus and agave - and the Mazuma Spritz with vodka, Veuve Cliquot champagne, passionfruit-washed bianco vermouth and vanilla syrup. There's also the opportunity to purchase a full bottle of something special and if you don't finish it, it can be stored in the building's vault, ready for your next visit.



SAN FRANCISCO

BAR GEMINI

The Mission is the new home ofBar Gemini, a wine bar from the Gemini Bottle Co that is focused on natural wine. That translates into a list where the wines are either organic or biodynamic. There are 11 wines available by the glass with four of these on tap: a red, a rosé and two oranges. They will also be available by the carafe too - that amounts to a half bottle. Aside from wine, beer and a couple of cocktails (martini-inspired highball & a bitter negroni variation), there is also a menu of small hors d'oeuvres which include olives marinated in Japanese chilli garlic sauce and devilled eggs.



SAN FRANCISCO

OUTSET COFFEE

Outset Coffee has opened its doors in the Mission and, if you enjoy creative coffee, this is the place for you. Head of coffee, Heng Qui, explains the idea to start an Asian-inspired coffee shop came up a year ago and so he spent most of the past year researching by visiting major Asian cities. The menu is split into four sections: Fruit lattes which use fresh fruits as a natural sweetener for coffee; neo-Americanos, substituting water with citrus juice; coffee mocktails; and hot specialities which blend steamed tea and milk with coffee. Drinks include a toasted banana latte, a durian latte and an orange & grapefruit juice filled sunset americano.

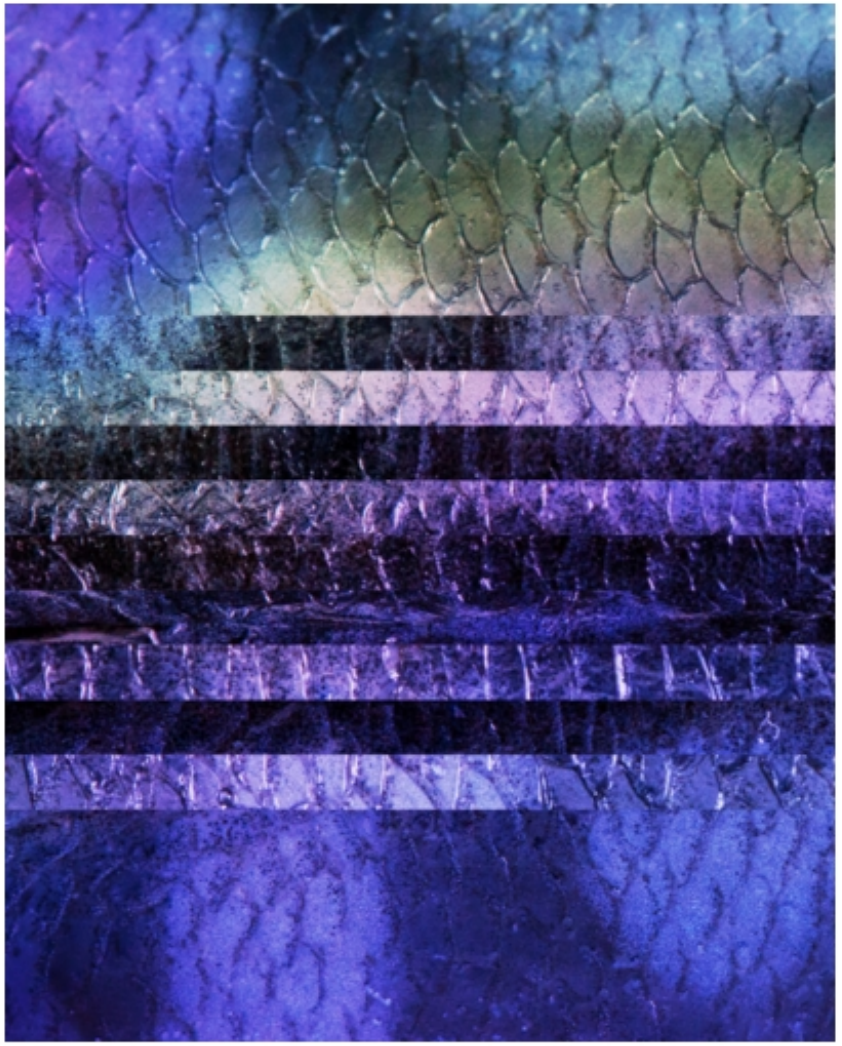


NEW YORK

LISE & VITO

Former sommelier at the Michelin-starred restaurant Estela, Brittany Myrick, has opened the doors to Lise & Vito. It's a new natural wine bar in Greenpoint with a menu that divides the wines into categories - sparkling, white, orange, pink and red. Customers can choose from around a dozen glasses on the menu or from a larger list of bottles. In addition, there are a handful of cocktails on draft including a mezcal margarita - as well as boozy Jello shots, in collaboration with Solid Wiggles.





FOODWATCHING IN THE NEWS

A round-up of the latest news:

Alt Meat // Hospitality // Climate // Retail



ALT MEAT

NOVEL FOOD REGULATIONS ARE COSTLY

Costly and time-consuming novel food regulations are potentially limiting advancement in the meat alternatives category. According to Leonie Jahn, co-founder of MATR Foods which is producing plant-based meat alternatives based on fungal fermentation, Europe's approval process is limiting what can be done and how quickly. Europe has been accused of 'falling behind' after US approval of two cultivated meat products. Some manufacturers are playing it safe and using mycelium strains that are not novel foods in order to avoid the regulations and the time-consuming and expensive process that is associated with it.



HOSPITALITY

HARRODS OPENS PRIVATE MEMBERS CLUB

Harrods is set to open a private members club in Shanghai. Called The Residence, it will reside in a heritage building where the retailer already has a tea room and bar. This is a world-first for Harrods with the retailer explaining that the Residence would "serve a curated community of discerning members". The space will also house a restaurant run by Gordon Ramsay where he will serve "elevated British dining". It will be only initially open to 250 members who will each pay a cool £16,000 fee.



CLIMATE

WEATHER AFFECTS CEREAL HARVESTS

Cereal production is expected to fall in Southern Europe by up to 60% on last year thanks to the Charon heatwave. The 2023 European cereal harvest is set to be its lowest since 2007 at 256 million tonnes, some 9.5% lower than the five year average of 283 million tonnes according to European farming organisation Copa Cogeca. Those harvests expected to be hardest hit are in Portugal, Spain and Italy where temperatures regularly topped 40 degrees celsius in July.



RETAIL

AMAZON CLOSES FRESH STORES

Amazon is closing three Fresh stores including the first physical retail site it opened outside North America, in Ealing. The store, which launched in March 2021, closed its doors at the end of July along with Amazon's Wandsworth and East Sheen sites. Despite the company closing these three stores, it will soon launch two new Amazon Fresh locations in London - in Moorgate and Liverpool Street, as it explains they are constantly looking to better serve customers in the Greater London area.



FOODWATCHING
THE BIG SQUEEZE

A round-up of the latest news:

Closures // Food Donation // Economy // Community // Retail



CLOSURES

MANUFACTURERS ECONOMIC STRUGGLE

Administrations of food and drink manufacturers have experienced a "massive spike" in the first half of 2023. A report by advisory firm Kroll revealed that more food and drink businesses have collapsed in the first six months of the year than in the whole of 2022. Kroll puts the increase down to the rising cost of borrowing, supply chain issues, inflationary pressures and falling consumer spending. One of the year's most high-profile cases was Meatless Farm which was acquired in a rescue deal by VFC with the brand retained to complement and diversify VFC's range of frozen plant-based chicken products. Fellow vegan producer Plant & Bean collapsed in June as well as Black Sheep Brewery and Mara Seaweed.



CLOSURES

CLOSURES HIGH IN HOSPITALITY INDUSTRY

New data has shown restaurant closures reached the highest quarterly figure in a decade in the first quarter of the year. Figures from accountancy firm Price Bailey reveal that 569 restaurant businesses entered insolvency in Q1 2023 and that a total of 2,028 businesses went insolvent over the past 12 months. Despite the surge in business failure, separate data from National Statistics reveals optimism among restaurant owners with more reporting that turnover is rising (33%) rather than falling (22%), a big improvement on six months ago when just 16% were reporting rising turnover.



FOOD DONATION

ALDI DONATE MEALS OVER SCHOOL HOLS

In its biggest-ever school holiday donation programme, Aldi will provide 1.5 million meals to those in need this summer. The donations will be made via redistribution platform Neighbourly which links Aldi's UK stores to provide surplus for local charities, food banks and community groups. Shoppers can also donate via Aldi's in-store collection points. Aldi explain that they have committed to supporting even more families as they know how difficult the summer holidays can be for households, made worse by the ongoing cost of living crisis.



ECONOMY

FOOD PRICE INFLATION FALLS

Food price inflation has fallen at the fastest rate since March. Grocery price inflation, which peaked at over 17 percent in the spring, declined to 14.9 percent in the four weeks to the 9th July, according to data from market research firm Kantar. Grocery inflation has now fallen for four consecutive months, with the latest decline driven by supermarket spending on promotions which rose for the first time in two years. However, Russia's withdrawal from a Black Sea grain deal risks pushing up the price of vital grains exported by Ukraine which could lead to a spike in global food and fertiliser prices.



COMMUNITY

DISTRICT FUNDS FOOD HUBS

As part of a campaign to encourage healthy eating, five food hubs will be set up across South Kesteven District which includes Grantham, Stamford, Bourne and The Deepings. The council has agreed to £152,000 worth of funding to enable The Bread and Butter Thing (TBBT), which operates mobile affordable food clubs offering quality and nutritious food for those who are struggling to make ends meet, to set up the hubs. TBBT works with supermarkets, factories and farms to redistribute food that would otherwise be wasted. Their members are able to access three bags of fruit and veg, chilled food and cupboard staples at deeply discounted prices.



RETAIL

ALDI SLASHES VEG PRICES

In order to help with the cost of living crisis, Aldi has announced price cuts on a variety of fruit & veg lines. Ten products, including avocados, red peppers, baking potatoes, sweetcorn and unwaxed lemons are having their prices reduced by up to 36%. The latest price cuts are in addition to Aldi's Super 6 initiative which offers six items of fruit & veg at lower prices every two weeks. Aldi explain that by lowering the costs of healthy food staples they hope they are making food that is nutritious more affordable to their shoppers.





DRINKSWATCHING IN THE NEWS

ALCOHOL

A round-up of the latest news:

Category Info // Development // Awards // Winemaking



CATEGORY INFO

REGULAR BEER SALES DROP IN THE UK

Sales of regular beer in the UK are down 6% in the past year as more drinkers turn towards no or low alcohol alternatives according to Circana analysis. Sales of no and low alcohol are up 6% in the same period. Lucky Saint, an alcohol-free beer brand, saw its volume increase by 180% over the past 12 months, reflecting the trends outlined in Circana's research. Improvements made to the taste of no and low alcohol beers could also have something to do with the change in consumer behaviour. Today, shoppers are able to find full-bodied equivalents that taste like 'the real thing'.



DEVELOPMENT

CIDER'S RENAISSANCE

Cider is often associated with sugary mass-produced, and often flavoured, drinks but British cider is having a modern-day renaissance as a challenger to fine wine and champagne. It's thanks to small producers and chefs in the West Country who are creating their own ciders that are dry and have a well-balanced acidity. Cider specialist Adam Wells explains how ciders in the 1650s were made using what is now known as the 'champagne method'. He attributes the shift towards new-gen ciders to a number of different factors; the general rise of the conscientious drinker and a boom in new producers who are dabbling with more experimental methods to create these exciting new styles of ciders.



DEVELOPMENT

CARBON NEGATIVE BEERS LAUNCHED

Gipsy Hill Brewery is claiming a world first with the launch of two beers it says are carbon negative without the need for offsetting schemes, such as planting trees. The two brews - Swell Lager and Trail Pale, use barley grown by Wildfarmed, a promoter of regenerative practices such as intercropping, cover cropping and reduced tillage which locks more carbon into the soil than it releases into the atmosphere. Both beers are then made using recaptured hops taken from a fermentation process for a previous batch of beer. The carbon footprint for a pint of Swell Lager is -40g carbon dioxide equivalent (CO2e) and -30g CO2e for a pint of Trail Pail.



DEVELOPMENT

DIRTY MARTINIS KNOW NO RULES

Anyone partial to a dirty martini will know it's made of gin or vodka, vermouth, olive brine and a garnish. But what if you replace the traditional dry gin with one washed with mirepoix and what about using Manzanilla sherry instead of a vermouth. Still a dirty martini? Mr Jazzton Rodriguez, creator of what he calls *the chicken soup martini*, believes it is. He sees the original dirty martini as a template to be played with. New York has really taken this on board with Jac's on Bon serving a basil-infused, balsamic-dotted Caprese martini. Head over to Dante Beverly Hills in Los Angeles and you'll find seven martini options on the menu. It seems like the dirty martini has taken the drinksworld by storm and, quite literally, anything goes.



AWARDS

ASIA'S 50 BEST BARS 2023

July saw the unveiling of Asia's 50 Best Bars 2023 in Hong Kong with the first full-scale gathering of Asia's bar community since 2019. The list featured 13 new entries and includes bars across 17 cities throughout Asia. Taking the top spot for the third year in the a row was Coa which was established by bartender-owner Jay Khan in 2017. It takes its name from the agave harvesting tool and showcases a vast collection of over 200 bottles of tequila, mezcal and other handcrafted Mexican spirits like raicilla, bacanora, sotol and charanda.

Number two spot was awarded to Singapore's Jigger & Pony which was also crowned the Rémy Martin Legend of the List. Climbing up seven spots to No.3 was Thailand's BKK Social Club whilst Tokyo's Bar Benfiddich took spot four. The highest rise of 43 spots saw Seoul's Zest claim No.5 along with the Nikka Highest Climber Award. For the full list of winners, click here.



AWARDS

ROOTS RECOGNISED FOR DRINKS LIST

Tommy Banks and James Banks' York restaurant was recognised at this year's National Restaurant Awards for its adventurous and creative approach to its mixed drinks list. The team at the restaurant, Roots, have created a seriously creative selection of cocktails and other drinks that are largely crafted using the produce grown on the family's farm in Oldstead. Seasonal cocktails are based on produce that has been preserved in the warmer months and include rhubarb and rose punch, wild garlic margarita and crabapple bellini. There are also liqueurs made with the Autumn fruit including damson brandy and seabuckthorn vodka. And of course a selection of soft drinks too.



WINEMAKING

AUSTRALIA'S VINTAGE LOWEST RECORDED

The 2023 Australian winegrape vintage is estimated to be 1.32 million tonnes (26%) below the 10-year average and the lowest recorded since 2010, according to data from Wine Australia. Growing conditions in many regions in the past year have been the most challenging in at least 20 years although the exceptionally cool season has been conducive to producing 'high-quality fruit with excellent flavour development'. The smaller vintage is set to reduce the wine available by around 325 million litres and this is likely to have a considerable impact on the bottom line of grape and wine businesses all around Australia.



tfp



DRINKSWATCHING IN THE NEWS

NON-ALCOHOL

A round-up of the latest news:

Technology // Science // Openings // Coffee // On the Menu // Nutrition // Limited Edition



TECHNOLOGY

MINI-ROASTER MACHINE

CoffeeTech start-up ansā Roasting Inc is applying new green technology to its new mini-roaster which is able to roast raw green coffee beans on-demand. The new machine means they are able to bypass the intermediary and the need for capsule packaging, instead delivering bespoke raw green coffee beans directly to the consumer in 100% recyclable boxes. Consumers are able to choose from a range of speciality, single-origin cultivars which are delivered directly from the grower's farm to the consumer in their raw green state. The system works within minutes and is said to be simple to use.



SCIENCE

AI POWERED ENERGY DRINK

An energy drink powered entirely by AI has been developed by HELL ENERGY including the design, recipe, tasting and taste evaluation. To create the drink, the AI processed a vast amount of information and formulated what it deemed the best recipe. It then enhanced the energy drink with vitamins, amino acids and herbs while also ensuring compliance with food industry legislation including the recommended daily allowance. Finally, in order to ensure the best flavour, it created three variations for fine-tuning before using predictive intelligence to select the winning flavour - tutti-frutti and berry blast.

OPENINGS

THE COFFEE HOUSE

The Coffee House has opened its fifteenth store in Bury. The chain is known for its speciality coffee produced in their "RoastHouse" as well as its menus of pastries, cakes and sandwiches. *(Bury)*





BARBIE BARISTAS

A Murrells Inlet coffee shop has rebranded ahead of the highly anticipated movie to become the Barbie Baristas. The interior now pays homage to Barbie and all things pink whilst each item on the menu now has a link with Barbie and her friends. *(South Carolina)*

OPENINGS

MOWCHI

Mowchi, the bubble tea store, has opened its doors in Bradford. The menu includes favourites like brown sugar milk tea whilst customers are also able to customise drinks with various toppings. *(Bradford)*





CUPP BUBBLE TEA

Sevenoaks has welcomed CUPP Bubble Tea which is selling classic milk teas, fruit and brown sugar teas alongside matcha-flavoured beverages. *(Sevenoaks)*



COFFEE

DR PEPPER TAKES COFFEE STAKE

Keurig Dr Pepper (KDP) has announced it will take a 33% stake in US speciality coffee roaster and cafe group La Colombe, marking its first investment in the speciality coffee segment. As part of the partnership, KDP will sell and distribute La Colombe RTD coffee products across its direct store distribution network from late 2023. It will also licence, manufacture and distribute La Colombe branded K-Cup coffee pods in the US and Canada from 2024. La Colombe, which operates 32 cafes across seven US states, will use the proceeds to accelerate growth and pay off outstanding debts.



COFFEE

MORE TURN TO SPECIALITY COFFEE AT HOME

More customers than ever before are crafting premium and speciality coffee at home with premium pods, specialty beans and high-end equipment. Pod machines represented a quantum leap in quality for instant coffee drinkers when first introduced and acted too as a springboard into the speciality world.

However, many home coffee enthusiasts are now seeking out new origins, flavour profiles and brewing methods and much of this is done through the thriving speciality coffee subscription market. Pact is an example of this service, and has reached over one million households since it started in 2012. Educational social media content has also helped fan the flames of the global coffee-at-home revolution. James Hoffmann, a UK-based coffee entrepreneur and influencer has amassed over 1.8 million YouTube subscribers for his product reviews and tutorials on everything from brewing a moka pot to roasting coffee in helium.

ON THE MENU

OATMILK MACCHIATO

Tealive has collaborated with plant-based milk Oatside to introduce the Dare to Macchiato range. There are three to choose from: hazelnut macchiato, vanilla macchiato and caramel macchiato. *(Malaysia)*





TROPICAL FRO-YO

Caffe Nero's latest is the Tropical Fro-Yo Frappe that's made with a yoghurt flavour base and paired with mango and passionfruit before being finished with a sprinkle of strawberry sugar pearls. *(UK)*

ON THE MENU

FRUIT COOLERS

Tealive has launched the Fresh Fruit Cooler series with four drinks to choose from including Honey Oolong, Mango Passion Fruit Smoothie & Lychee Smoothie. *(Malaysia)*





GABURI PEACH

Starbuck's has brought back one of its favourite Frappuccino flavours - the Gaburi Peach. It is reminiscent of last year's Momo More Frappuccino but this year has even larger chunks of peach in the bottom of the cup. *(Japan)*



NUTRITION

PLEZI NUTRITION FOR KIDS

Michelle Obama has launched a new brand called Plezi Nutrition which is focused on helping kids get their daily nutrition. The first product to launch under the brand is a flavoured real fruit juice with 2 grams of fibre per serving and no added sugar. Developing a product with a higher fibre content helps aid digestion and keeps kids feeling fuller for longer. This is particularly important for kids during long school days when there isn't an option to snack. Consuming enough fibre also helps with blood sugar control which can help sustain energy levels whilst also helping prevent constipation which can be common in children who eat significant amounts of fast food.



LIMITED EDITION

STARBUCKS CELEBRATES WITH NEW SIZE

To celebrate its 24th anniversary of opening in Korea, Starbucks has released the trenta size as a limited edition. This size is currently only available in the North American region and is so called (trenta means 30 in Italian) as it refers to the 30-ounce (887ml) capacity. The size is offered as an option for three popular beverages: Cold Brew, Iced grapefruit honey black tea and Strawberry acai refresher. The size is available until the end of September but Starbucks will consider expanding its availability based on customer feedback.





HEALTHWATCHING IN THE NEWS

A round-up of the latest news:

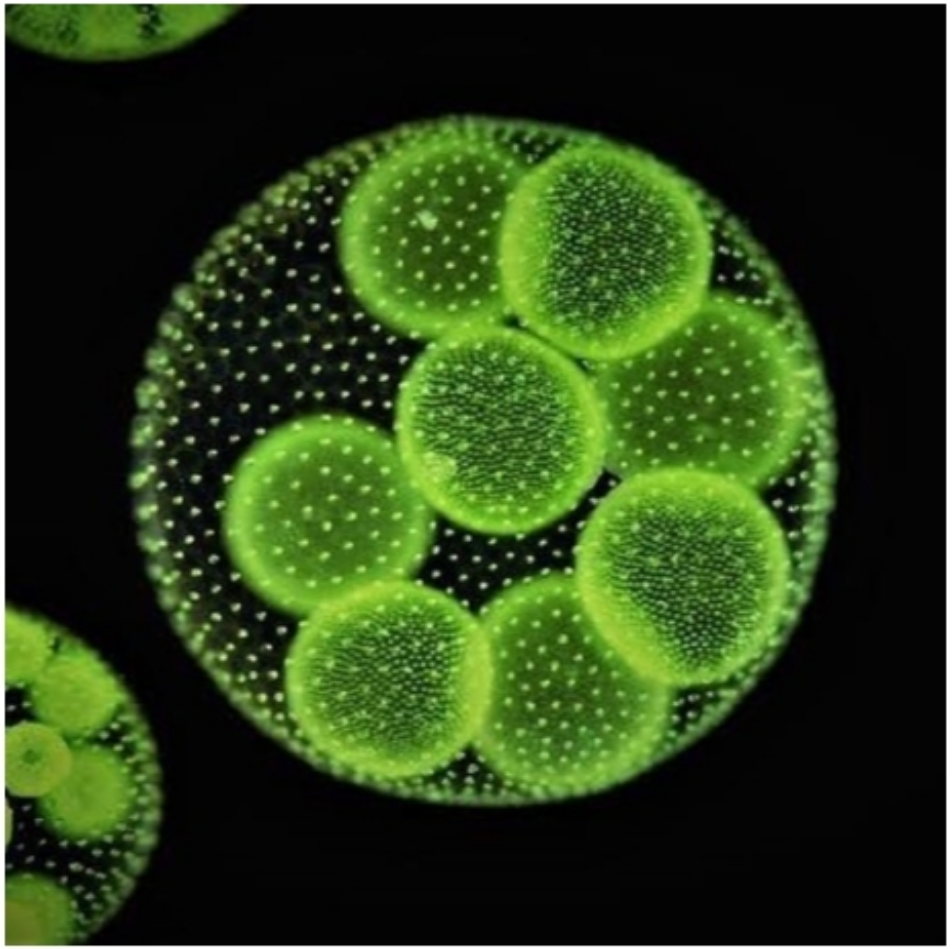
Research // Active Nutrition // Mental Health // Sweeteners // Community // Wellbeing // Awards // Nutrition



RESEARCH

LOW FAT LABELS CAN BE DECEIVIING

According to a new study by Martin Luther University Halle-Wittenberg (MLU), manufacturers should re-think putting 'low fat' nutrition claims on foods with a high sugar content. The researchers in Germany found that it made consumers feel deceived and less inclined to buy the product. This was after they had conducted three experiments to investigate how the information on, in this case, yoghurt packaging influences perception and purchasing behaviour. Many people want to eat healthily but fail to do so for a variety of reasons and information on food packaging plays a role in this.



ACTIVE NUTRITION

PARTNERSHIP TO DEVELOP ALGAE PROTEIN

New Zealand biotech company NewFish has entered into a co-development partnership with Chicago-based Socius Ingredients to commercialise microalgae proteins, targeting the active nutrition market in the US. Together they will develop specialised nutrition and related functional ingredients for a market that is growing at over 8% CAGR and in 2023 accounted for over USD 25 billion sales. The major product applications are powders, bars, beverages and gummies. Currently, the majority of the market is largely animal-derived from dairy, egg and meat.



MENTAL HEALTH

PSYCHEDELICS LEGALISED IN AUSTRALIA

Australia has become the first country in the world to legalise the use of psychedelics to treat some mental health conditions. It means approved psychiatrists can now prescribe MDMA to those suffering post traumatic stress disorder and psilocybin (magic mushrooms) for some types of depression that has resisted other treatments. The move has been hailed as a game-changer by many scientists and mental health experts though some say there is still the risk of a "bad trip" when the user has an unpleasant experience while under the influence of drugs. Clinical trials are also underway in the US, Canada and Israel.



SUGAR

NESTLÉ'S SUGAR REDUCTION TECHNOLOGY

Nestlé has developed what it claims is a "versatile and cost-effective" sugar reduction technology that can be used across different product categories. The system uses an enzymatic process to reduce intrinsic sugar in ingredients such as malt, milk and fruit juice by up to 30% with "minimal impact on taste and texture". These sugar-reduced ingredients can then be used in various products without the need for sweeteners. The patented technology has been piloted in cocoa and malt-based ready-to-drink beverages in southeast Asia and this year it has been introduced in factory lines for beverages such as Milo across several countries in Asia, Africa and Latin America.



SWEETENERS

WHO PUBLISHES REPORT ON ASPARTAME

Aspartame, one of the world's most common artificial sweeteners, has been listed by the World Health Organisation (WHO) as a "possible carcinogen" but it remains safe to consume at already agreed levels. This is the ruling from the outcome of two separate WHO expert panels - one of which flags whether there is any evidence that a substance is a potential hazard, and the other which assesses how much of a real-life risk that substance poses. Aspartame is one of the world's most popular sweeteners used in products such as Coca-Cola diet drinks. The classification means there is limited evidence that a substance can cause cancer and recommends people keep their consumption levels below 40mg/kg a day.



SWEETENERS

SWEET PROTEIN DERIVED FROM TRUFFLES

MycoTechnology has discovered a sweet protein derived from honey truffle. By leveraging proprietary fermentation technology, the company believes it can produce a 'clean' high-intensity natural sweetener with an expected cost-in-use that is competitive with sugar. The protein will be classified as a non-nutritive, high-intensity sweetener. It has the same number of calories as other proteins, but as it is between 1,500 and 2,500 times sweeter than sugar, the kcal contribution per serving is negligible. And as the honey truffle sweetener functions primarily as a sweetener it doesn't have the bitter aftertaste like the popular non-nutritive sweetener stevia.



COMMUNITY

RISING COSTS IMPACT POOREST IN SOCIETY

The 2023 Broken Plate report from The Food Foundation has highlighted the rising cost of healthy and sustainable food and how this is impacting the poorest people in society. It found that the most deprived fifth of the population would need to spend 50% of their disposable income on food to afford a healthy diet as defined by The Eatwell Guide. This increased from 43% last year. Meanwhile, the least deprived would have to spend just 11% of their disposable income. To make matters worse, as of 2022, more than a quarter of all UK restaurants were fast-food establishments with a higher proportion of them situated in the most deprived parts of the country.

The conclusion was that there is a requirement to reorientate the food system so the healthiest options are affordable, available and appealing. Only then can we ensure everyone, regardless of income or background, is able to eat a nourishing diet that promotes health and wellbeing.



WELLBEING

ONLINE COMMUNITY DELIVERS WELLNESS

Bio-K+, a pioneer in probiotics, has introduced its Gut Kommunity as it continues on its mission to deliver science-powered wellness and empower consumers to take control of their wellbeing. The new online community, to which consumers can subscribe, will allow them to access exclusive educational content about probiotics, healthy eating and the microbiome among other relevant topics throughout the year. The brand is also partnering with registered dieticians, food bloggers and in-house scientists to inform on all things wellness.



AWARDS

DELICIOUS LIVING BEST BITE AWARDS

delicious living magazine has announced the winners of the 2023 Best Bite Awards. Securing gold was Honey Stinger's Oat + Honey Bar. Honey Stinger is renowned for its simple system designed to meet the nutritional requirements at different stages of exercise - prepare, perform and recover. The winning bar falls under the "prepare" category, offering a pre-workout blend of carbs, fat and protein. It is available in two flavours - original and chocolate chocolate chip - and is crafted with ground peanuts, oats and honey, enveloped in caramel and coated with toasted oats and quinoa crisps.



NUTRITION

PERSONALISED NUTRITION CONCEPT

Functional food startup MixMasters is trialling a new personalised nutrition concept called 'FoodiYou' which offers fresh meals, bars and shakes, adapted to individual needs. Currently in trial stage, consumers fill out an online questionnaire which takes anthropometric measurements as well gender, age, physical activity and diet information along with body measurements. They then get a food plan with a food box that contains all that is required, including fresh meals, bars and potentially food supplements. The hope is that, if successful, it will help those people who are not only struggling with weight but struggling with knowing the right foods to eat.



NUTRITION

NUTRI-SCORE GIVEN STRICTER SCORES

Nutri-Score has been tweaked to give stricter scores to sweet products and better classification of olive oils and fatty fish. That means breakfast cereal with a relatively high sugar content can no longer be classified A. Only low-sugar cereals will now be classified A or B. Meanwhile, beverages with non-nutritive sweeteners have also been downgraded from B to C. Milk has been affected too with milk-based beverages now likely to be classified as D or E whilst skimmed and partially skimmed milk drop from A to B ratings. It's good news though for vegetable oils with low levels of saturated fatty acids as they move to the B class (as does olive oil).

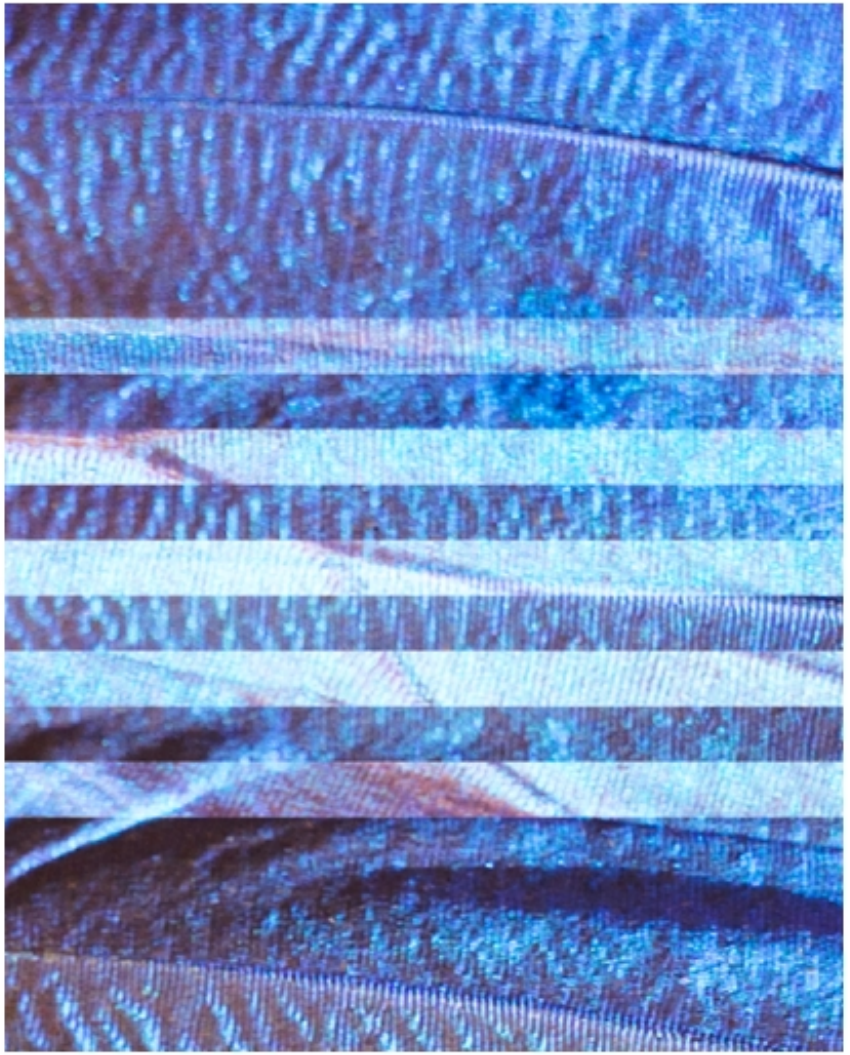


NUTRITION

CHLORELLA ICE CREAM

Sophie's BioNutrients, a B2B food tech company, has collaborated with the Danish Technological Institute (DTI) to produce its first chlorella-based ice cream. The new vegan ice cream is made with Sophie's dairy-free Chlorella Protein Concentrate and boasts a complete nutritional panel with more B12 and iron than most dairy and plant-based alternatives. The chlorella that is used is sustainably grown and harvested within three days in a protected environment and carries a much lower carbon footprint than dairy farming.





PLANETWATCHING IN THE NEWS

A round-up of the latest news:

Sustainability // Food Waste // Environment // Retail // Agriculture // Climate Change



SUSTAINABILITY

BARILLA PUBLISH SUSTAINABILITY REPORT

The Barilla Group Sustainability Report has been published, highlighting the results the Parma-based group has achieved regarding the environment and for its communities. It has continued to invest in improving its pasta, sauces and bakery products whilst reducing the impact of production processes in terms of emissions, energy and water consumption whilst also focusing on ensuring its packaging is recyclable. The group is also committed to sustainable supply chains with 9,000 farms involved in sustainable and regenerative agriculture projects. Furthermore, 100% of Mulino Bianco breads, biscuits and snacks are produced using renewable energy and greenhouse gas emissions have decreased by 32% since 2010.



SUSTAINABILITY

TETRA PAK'S SUSTAINABILITY REPORT

Tetra Pak has published its Sustainability Report FY22, highlighting the company's progress across various aspects of sustainability. During 2022, it reduced operational greenhouse gas emissions by 39%, with 84% of the energy coming from renewable sources. This puts the company on track to achieve net zero within its own operations by 2030. It said too that the sale of 8.8 billion plant-based packages and 11.9 billion plant-based caps translated into 131 kilo tonnes of CO2 savings. Other highlights include restoring 87 hectares of land through the Araucaria Conservation Programme in Brazil and designing new technology to transform brewer's spent grain into a plant-based beverage.



FOOD WASTE

FOOD LABELLING CAUSES CONFUSION

According to the latest survey conducted by meal kit company, HelloFresh, half of Brits don't understand 'best before' and 'use by' labels on food packaging. Whilst many are taking active steps to reduce food waste in their homes, the current labelling on packaging causes confusion. Many fear that when food is past its written expiration date, it is bad for their health and might make them sick. And every fifth person is throwing food away regardless of the quality. Three quarters of those surveyed believe the system on the current labelling is outdated and there should be an innovative solution to help prevent food wastage.



FOOD WASTE

APP LAUNCHES TO COMBAT FOOD WASTE

Gander is a new Australian app that has launched with the aim of combating food wastage among retailers whilst saving money for grocery shoppers. It works by connecting shoppers with reduced-price foods nearing their expiration dates, offering discounts and reducing food waste in supermarkets and grocery stores. Currently the app is teamed with Spano's IGA and County Grocers in Queensland and Victoria. Typically, less than half of the food marked-down in stores is sold because customers don't find it. The hope is that the app will reduce this as local customers will be able to see exactly what is on reduction and by buying it will help to reduce waste in their community.



ENVIRONMENT

HOSPITAL MOVES TO PLANT-BASED FOOD

Santa Clara Valley Healthcare, a public hospital in the US, has become the first of its kind to adopt a new plant-based food initiative. Its 'Universal Meals' programme has been implemented as part of its climate pledge to slash carbon emissions by 50% by 2030. The hospital will now serve food free from animal ingredients and the top nine allergies for no extra cost. The hospital explains that by adding these new recipes, they are recognising that both people and the environment must be well cared for.



ENVIRONMENT

4OCEAN SETS WASTE COLLECTION RECORD

4ocean, an ocean cleanup company based in Boca Raton, Florida that is dedicated to cleaning the waterways of the world has set a new record. Operating in 12 locations across three countries including the US, Guatemala and Indonesia, it has recovered the most plastic waste and man-made debris from the waterways ever recorded by a single organisation - almost 13,700 tonnes. It has been achieved thanks to the many members who recover rubbish from the oceans and coastlines seven days a week. The waste it recovers is transported back to local facilities where it is weighed, documented, washed and sorted before then being recycled or extruded into plastic lumber.



ENVIRONMENT

NESTLÉ EXTENDS CAVALLY FOREST PROJECT

Nestlé is driving a fresh incentive to protect the Cavally Forest which lies adjacent to cocoa production areas in western Côte d'Ivoire. The Cavally Forest restoration project, which was initiated by the Ivorian government, Earthworm Foundation and Nestlé in 2000, is entering a second phase, working with new partners and directly with local communities. It follows in the footsteps of the initial three-year project, funded by Nestlé, which ran until the end of June 2023. Preliminary results are very promising with the natural regeneration of 7,000 hectares and the reforestation of almost 1,500 hectares.

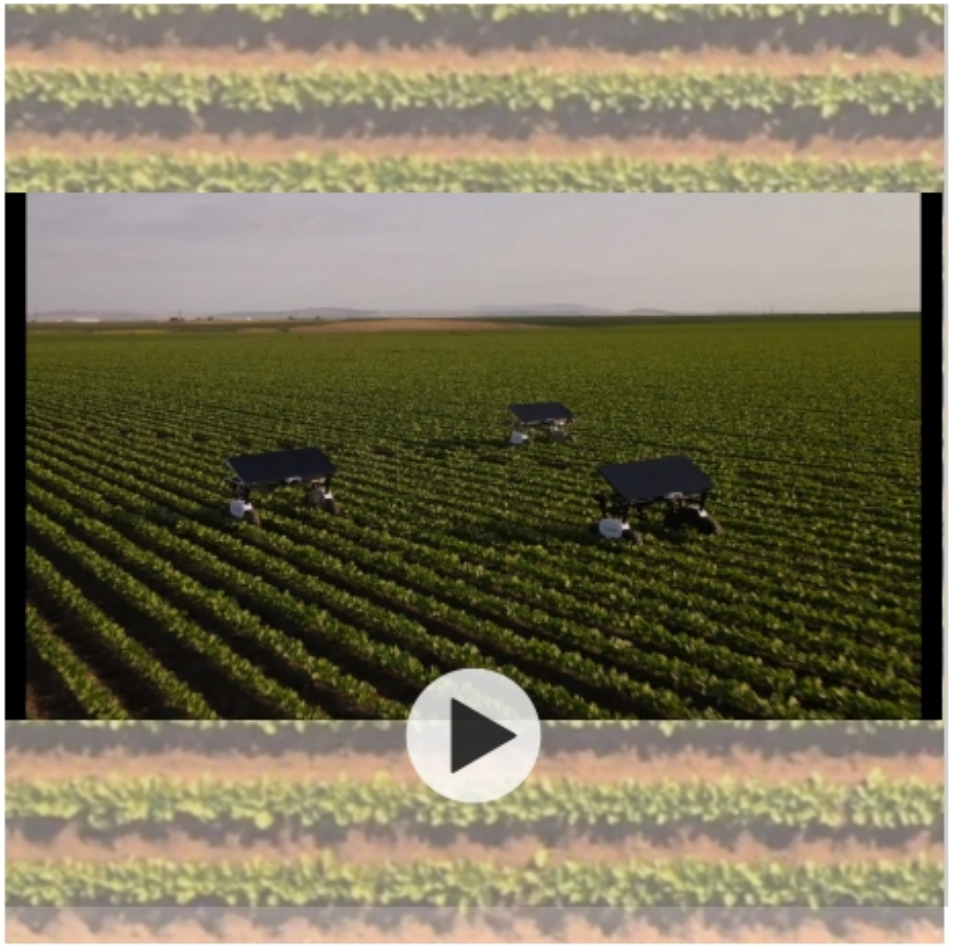
The next phase is designed to go beyond preserving the classified Cavally Forest as well as strengthening the resilience of the communities in the forest's peripheral zone and improving the transparency and traceability of the cocoa and rubber supply chain.



RETAIL

SMART STORE OPENS IN DENMARK

Industrial firm Danfoss has just opened a 'Smart Store' in Denmark in the hope of showing retailers 'the journey to a zero emissions supermarket'. The store, which is leased to the discount retailer COOP 365, runs off sustainable energy sources and reuses the excess heat created by cooling cases to cut heating costs by up to 90%. Danfoss claim the new store is expected to be 50% more energy efficient compared to a typical supermarket with a first generation CO2 refrigeration system and no energy efficiency solutions. The store operates both as a functioning supermarket and a development centre for testing new technology.



AGRICULTURE

AI ROBOT AIDS FARMERS

Aigen, an agricultural technology startup, has unveiled an autonomous, scalable robotics platform powered entirely by solar and wind energy. Aigen was founded on the idea that there should be an alternative to the fossil fuels and pesticides used to produce our food. The new AI platform, called Aigen Element, continuously transmits field and crop data to a mobile app, offering farmers real-time insights which helps them get ahead of any problems.



CLIMATE CHANGE

MOUNTAIN VINEYARDS AT RISK

According to new research, prosecco could be wiped out as the mountain vineyards where the grapes are grown, are most at risk from climate change, specifically soil degradation and drought. Scientists explain the soils on mountain vineyards are usually thin and eroded yet the mountainous terrain is key to creating flavours the intense flavours found in mountain wines. However, the poor soil and less rain is one of the biggest threats to the industry. Possible solutions to prevent soil loss includes growing grass in between the vines to hold the soil together and to collect the rainwater in hillside tanks to prevent runoff.





FOODWATCHING FOODSERVICE NEWS

A round-up of the latest foodservice news:

Awards // Restaurants // Retail // Openings // Savoury Menu // Sweet Menu



AWARDS

SINGAPORE MICHELIN GUIDE

The end of June saw the launch of the seventh Michelin Guide Singapore. Five new restaurants were awarded their first star including eight-month-old Seroja, a fine dining restaurant serving food inspired by the Malay Archipelago and made with ingredients sourced from Southeast Asia. It was also awarded Singapore's first Green Star thanks to its sustainable practices and its chef, Kevin Wong, received the Young Chef Award. Les Amis, Odette and Zen kept their three stars whilst, in the two-Michelin-star category, Shisen Hanten lost a star to join the one-starred list. For the full list, click here.



RESTAURANTS

SIMPSON'S AUCTIONS OFF ASSETS

Historic London dining destination Simpson's in the Strand is to auction off assets including its Drakes silver carving trolleys as the restaurant prepares to 'enter a new chapter'. The auction will feature a host of items including furniture, lighting and a vast collection of Wedgewood crockery. The restaurant was forced to close in March 2020 thanks to the Covid lockdown and is yet to reopen although it is understood there are plans to relaunch it at some point in 2024. It first opened in 1828 and has hosted the likes of prime ministers Winston Churchill, William Gladstone and was also a favourite of Charles Dickens.



RETAIL

GREATEST GELATO HITS

Each year, Gelato Messina releases 260 specials and to celebrate some of them, the chain launched its 40 Greatest Gelato Hits during July. Customers were able to pre-order them and then collect them from certain stores across Sydney, Melbourne, Brisbane and Canberra. Flavours included Fairy Bread (toast and butter gelato with 100s & 1000s), Balls Deep (chocolate gelato with chocolate mud cake and salted caramel fudge), and You Cannoli Live Twice (chocolate creme patisserie gelato with chocolate hazelnut fudge, candied hazelnuts and crushed cannoli shells).



OPENINGS

BLACK SHEEP RESTAURANTS COMES TO UK

To celebrate the opening of its first international restaurant in London in spring 2024, Hong Kong's Black Sheep Restaurants brought two of its concepts to London during July. London's Carousel hosted its New Punjab Club and Ho Lee Fook for a week at a time. New Punjab Club focuses on flavours of liberated post-colonial Pakistan and India with a hot clay tandoor at its core. Meanwhile Ho Lee Fook showcased its signature dishes which included steam live razor clams, glass noodles, aged garlic and soy sauce, spring onion; and French toast with molten salted egg yolk, maple syrup, toasted coconut and coconut sorbet.



OPENINGS

ALAN YAU TO OPEN WAGAMAMA 2.0

Wagamama founder Alan Yau is to launch a retail and restaurant plant-based ramen concept. He describes it as 'Wagamama 2.0' with it being part retail unit, part restaurant with noodles produced on-site. Chilled dishes will come in four flavours with plant-based dashi and miso broth. The products served in the restaurant will be the same as those sold for home consumption, with the broth, noodles, toppings and seasonings coming in separate packaging. The products will also be sold via an i-commerce platform and supermarkets. Yau explains he is entering a new food channel because of the high set up costs involved with restaurants.

OPENINGS

HONEY & CO

Honey & Co will open a cafe, deli and bakery just off Tottenham Court Road this September. The opening menu will include Middle Eastern bakes and Middle Eastern salads and dips. *(London)*





CIVERINOS

Civerinos, the Edinburgh pizza brand, is expanding. Owner Michele Civiera is planning on opening a new venue in Glasgow as well as running truck pop-ups around the country. His aim is to open venues in almost every student town and city across the UK. *(above)*

SAVOURY MENU

CHEESE BURGER

Burger King's latest addition is utterly simple. Called The Real Cheese Burger, it consists of a bun and 20 slices of cheese. That's it, no lettuce, onion or even a tomato. *(Thailand)*





BARBIE BURGER

Celebrating the arrival of Barbie, Burger King has launched a Barbie-themed burger. The bacon cheeseburger comes with a smoky pink sauce and sits alongside Ken's potato french fries. *(Brazil)*

SAVOURY MENU

BARBIE MENU

Grill'd has partnered with Warner Bros. Entertainment to create a Barbie menu. Highlights include The Barbie Dreamburger with a pink bun and the Barbie Beach Roll with lobster served in a pink milk bun. *(AU)*





LOBSTER BOWL

Pokeworks has added the Luxe Lobster Bowl for the summer months. Lobster chunks are combined with mandarin oranges, surimi, fresh-cut vegetables and the brand's signature Ponzu fresh sauce, served over a bed of rice. *(US)*

SAVOURY MENU

POUTINES

Arby's has expanded its poutine offerings with Bacon Poutine and Chicken Poutine each of which feature a base of French fries topped with cheese curds and gravy. *(Canada)*





SPICY NUGGETS

KFC has debuted Hot & Spicy Nuggets which feature chicken pieces that are seasoned in a spicy marinade before being hand-breaded with a hot and spicy seasoning. *(US)*

SAVOURY MENU

CHICKEN CORDON BLEU

Subway's new Chicken Cordon Bleu features chicken breast, smoky ham and Swiss cheese layered on freshly baked bread. *(Malaysia)*





CRISPY CHICKEN

KFC has brought back its Hot & Crispy Chicken topped with buttery, sweet and savoury cereal bits as it pays homage to Singaporean tastes for National Day. *(Singapore)*

SAVOURY & SWEET

WEDDING BREAKFAST

McDonald's has introduced a wedding package that is said to appeal to youngsters on a budget. It includes 100 chicken burgers and 100 chicken McNuggets whilst fries come as extra. *(Indonesia)*





OREO CHEESECAKE

Popeyes is debuting an Oreo Cheesecake as its latest dessert. It is crafted with a thick cheesecake filling infused with pieces of real Oreo cookies and baked inside an Oreo cookie piece crust. *(US)*

SWEET MENU

ALL THE GLITTERS

To celebrate the release of the Barbie film, Cold Stone Creamery has partnered with Mattel to introduce Pink Cotton Candy served with Graham Cracker Pie Crust, Dance Party Sprinkles and Whipped Topping. *(US)*





CHOCOLATE BAO BUNS

Heavenly Desserts has partnered with itsu to launch vegan chocolate bao buns across the UK. They are filled with a melt-in-the-middle chocolate filling and served alongside a caramel dipping sauce. *(UK)*

SWEET MENU

KRISPY KREME X M&M'S

Krispy Kreme and M&M's have teamed up for the first time ever to create four new doughnuts. They include the Chocolate Candy Surprise Doughnut, filled with mini M&M's and topped with red icing. *(US)*

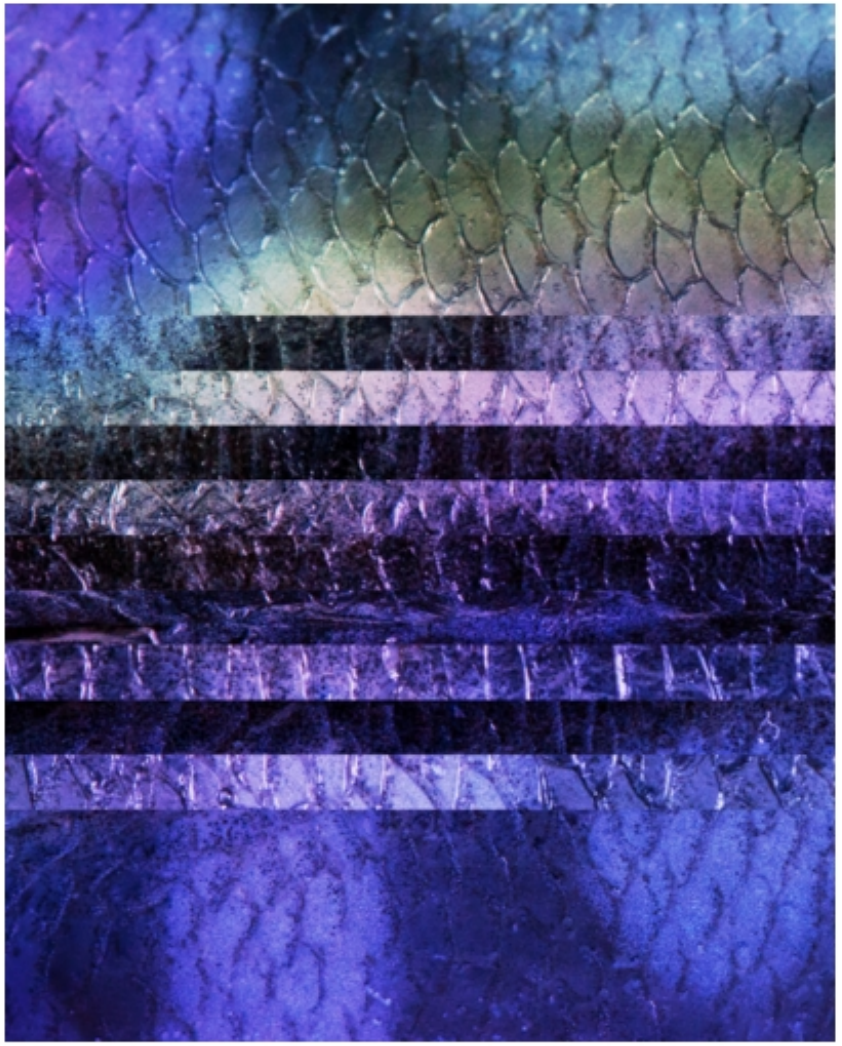




POPCORN DESSERT

Burger King's new King Fusion Popcorn dessert sees its signature soft serve swirled with caramel sauce and crispy corn chips before being topped off with popcorn for a crunchy finish. *(France)*





FOODWATCHING CHEFS

A round-up of the latest news:

April Partridge // Himanshu Saini



APRIL PARTRIDGE

2023 ROUX SCHOLAR

April Partridge, the 2023 Roux Scholar, has been described as one of the most talented up-and-coming chefs of the moment. She was first noticed back in 2014 when she was named the Best Young Chef at the Observer Food Monthly Awards while working at The Ivy. With a hugely competitive streak and a desire to be the best, she set out to take on stages at notable spots including Tom Kerridge's Hand & Flowers and Paul Ainsworth's No. 6.

Having met Dan Barber whilst working at The Clove Club, she made the move to New York for a year, to work at his Blue Hills Stone Barns learning all about foraging and growing. Returning to the UK she took up a place at Brett Graham's The Ledbury where she still is today, working as one of two sous chefs. Her aim is to open her own restaurant in the future, possibly fine dining but she also loves the idea of running a bakery. Watch this space!









WINNING DISH

Partridge describes herself as someone who reacts well to a problem, comes up with different dishes on the spot and can think on her feet. She goes on to explain that she cooks from her heart. She won the Roux Scholarship with her version of Troisgros' pate chaud de lotte - hot monkfish pie. Rather than having to recreate their dish, the contestants were asked to create their own interpretation of the dish with additional ingredients of their choice.

Clockwise from top left: Monkfish wrapped in spinach and Daikon with a patithier of BBQ shitake duxelle, monkfish and dressed spinach and charred grelots, roscoff petals, poached and raw turnip and dressed turnip leaf, Roux Scholarship winning dish || Dry-aged heritage beef with endive, chervil root, BBQ beef heart, ponzu hollandaise and Kampot pepper sauce Roux Scholarship regional winning dish || Veal sweetbread with wild garlic, vadouvan and salted gooseberry || Tempura pork jowl with dill emulsion & cured seabream croustade with acorn juniper tuile, The Ledbury, London



HIMANSHU SAINI

MODERN INDIAN CUISINE

Himanshu Saini is challenging the perceptions of Indian cuisine thanks to his restaurants in Dubai, in particular the 2 Michelin-starred Trèsind Studio. He grew up in Old Dehli surrounded by good food thanks to his grandmother and extended family. After attending culinary school, he worked at the Indian Accent in New Dehli, one of the first modern Indian restaurants in the world. His time here cemented his love of modern Indian cuisine and formed the basis of what he is doing today.

Saini explains how India is a country where language, food and culture changes within each state and how each has a recipe for the same dish. His cuisine is simply an evolution of this, applying an experimental approach to it. He'll tell you he has been aided by his active imagination and ability to view things from different perspectives. Ultimately though, he cooks from the heart and perhaps most importantly, cooks what he himself would like to eat.









NEW THINKING

Himanshu's ongoing mission is to transform how people think about Indian food, breaking the stereotypical view and elevating their experience. He wants to simplify a complex cuisine that is booming with diversity, showcasing flavours, both new and familiar, in an unconventional way. The menu is seasonal and he changes it every four months, celebrating the mix of aromas and flavours that spices can infuse into a dish.

Clockwise from top left: Duck cafreal, pickled cabbage, nasturtium leaf, || Charred lobster tail glazed in pickled tomatoes, corn curry, fermented green chilli || Medu vada, gorgonzola dolce, tender coconut kimchi, parmesan saru || King oyster noodles, bamboo shoots, samphire, wild mushroom XO, *Trèsind Studio* (Dubai)



tfp



FOODWATCHING NEW PRODUCTS

A round-up of the latest new products:

Meals // Confectionery // Sweet Snacks // Savoury Snacks // Condiments

MEALS

TOTS

American fast food chain Sonic has launched its tater tots into Walmarts as a frozen product simply named Tots. *(US)*



VEGAN TUNA

John West has launched its first vegan tuna made from soy and wheat protein, in two flavours - with a Dash of Oil and with Tomato & Basil. *(The Netherlands)*



CULINARY TOMATOES

Culinary Tomatoes is a new range from Heinz that includes 11 products such as passata, peeled tomatoes, classic pizza sauce & tomato puree. *(UK)*



MEALS

BURRITO BOWL MEAL KIT

Old El Paso has expanded beyond its tortilla heartlands by launching a burrito bowl meal kit. It comes with lime and coriander flavoured rice, a seasoning mix for chicken and one to create a sauce topping. *(UK)*





SALAD BAGS

The Grow Up Farm's new Unbeleafable salads range of ready-to-eat leafy green produce products include Crisp Green Leaves, Mixed Baby Leaves and Rocket & Baby Leaves, all grown with no pesticides. *(UK)*

CONFECTIONERY

BIRTHDAY FRUCHOCS

Menz's has released a limited-edition Fruchocs to celebrate the brand's 75th anniversary with vintage-inspired packaging. *(AU)*



VEGAN SALTED CARAMEL

Galaxy has added a Vegan Salted Caramel bar to its range made with hazelnut paste and filled with creamy salted caramel. *(UK)*



CEREAL CHOCOLATE BAR

Darrell Lea has partnered with Kellogg's to create the Crunchy Nut Corn Flakes chocolate block with peanuts and cornflakes. *(AU)*



CONFECTIONERY

SMOOTH MINT

Galaxy has extended its lineup with Smooth Mint block chocolate, allowing the brand to reach new audiences by appealing to mint lovers. *(UK)*



BUTTERSCOTCH SNICKERS

Butterscotch Scoop is the latest flavour in the Snickers range, combining butterscotch flavoured nougat with peanuts & caramel. *(US)*



FRUIT FIRST GUMMIES

Fruit-tella has launched Fruit First, available in strawberry & raspberry and mango & peach, made with natural colourings and flavours. *(UK)*



CONFECTIONERY

MILYBAR X MILO

Malt powder brand Milo has teamed up with Milkybar to create a white chocolate bar with Milo powder's crispy malt taste & texture. *(AU)*



MOCHA MUDCAKE

M&M's have launched a limited edition flavour that combines coffee, chocolate and cake, with a mocha mudcake fudge centre and crisp shell. *(AU)*



OAT CHOCOLATE BAR

Oat Chocolate Bars with Crispy Rice & Cocoa Nibs are new from Trader Joe's and are dairy-free as well as vegan. *(US)*



SWEET SNACKS

SWEET POPCORN

Butterkist has extended its range with new flavour Crunchy Hazelnut Chocolate toffee popcorn. *(UK)*



DIGESTIVES

McVitie's has expanded its Digestive range with the addition of a white chocolate version. *(UK)*



PINA COLADA SNACK

Rind Snacks has launched Rind Remix snack mix featuring its signature dried fruit blended with roasted nuts and dusted with fruit seasoning. *(US)*



SWEET SNACKS

CAKE FLAVOURED POPCORN

Hostess has launched two popcorn snacks that capture the flavours of Twinkies ad Ding Dongs. *(US)*



CAKE MASHUPS

The Hostess Ding Dongs x Twinkies Mashups see the Twinkies cake and creamy filling covered in Ding Dongs' fudge. *(US)*



CHOCOLATE PINEAPPLE

Trader Joe's Dark Chocolate Pineapple Sticks feature a pineapple-flavoured centre that is then wrapped in a dark chocolate shell. *(US)*



SAVOURY SNACKS

JUMBO PEANUTS

Henrietta Said is a new brand of jumbo peanuts available in four flavours including Nashville Hot Chicken with Pickle & Lemon Pepper. *(US)*



VEGGIE CRISPS

Proper Crisps has launched Sweets & Beets and Garden Medley which is a mix of candy cane striped beetroot, carrot, parsnip and potato. *(AU)*



BEEF & MUSTARD RIDGES

Burts is adding Beef & Mustard flavour to its hand-cooked Ridges range which will join existing flavour Reaper Chilli & Lime. *(UK)*



SAVOURY SNACKS

EPIC EATS

McCoy's Epic Eats has expanded with two new flavours - Chip Shop Curry and Bangin' BBQ. *(UK)*



FLAVOURED CASHEWS

Planters has launched three new cashew flavours: dill pickle, cinnamon and brown sugar. *(US)*



SWEET POTATO CHIPS

Jackson's Habanero Nacho Sweet Potato Chips are covered in a fiery seasoning that features habanero chillis and cheddar flavouring. *(US)*



CONDIMENTS

WINE-INFUSED SAUCES

California Olive Ranch's latest are wine-infused sauces and marinades that include Cabernet Garlic Pepper and Chardonnay Lemon Herb. *(US)*



MEAL SEASONINGS

Mingle Seasoning has launched Flava Gains, a range designed to "combat the blandest meals" with four products including Garlic Gains. *(AU)*



OVERSEAS SALTS

Maldon Salt has launched a sub-brand of salts sourced from overseas: Himalayan Pink Salt and Kalahari Desert Salt. *(UK)*





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DRINKSWATCHING NEW PRODUCTS

NON-ALCOHOL

A round-up of the latest new products:

Functional // Soft Drinks // Coffee // Tea //

FUNCTIONAL

HYDRATION MULTIPLIER

Liquid I.V. has unveiled its Hydration Multiplier sugar-free drink which contains 3 times the electrolytes of the leading sports drinks. *(US)*



FUNCTIONAL WATER

Vievé's new Pineapple & Coconut Protein Water is sugar-free and contains 20g of collagen protein in every bottle. *(UK)*



HIGH PROTEIN DRINK

Sparklean is a new completely clear, high protein sparkling drink from Vow Nutrition, designed to appeal to a wide range of consumers. *(UK)*



FUNCTIONAL

NUTRITION SHAKE

Soylent's latest flavoured high protein nutrition shake is vanilla, made with 30g of complete plant protein & 28 immune-supporting vitamins. *(US)*



ENERGY DRINK

TapouT Cognitive Energy is a new sparkling 10-calorie beverage that provides a clean and sustained energy boost, in three flavours. *(US)*



ENERGY SHOTS

JoyShot is a new functional beverage company that has launched all-day energy shots with powerful vitamins and adaptogenic extracts. *(US)*



FUNCTIONAL

COLLAGEN SHOT

Eureka Drinks has launched Collagen Glow Beauty Shot which is infused with collagen peptides, hyaluronic acid and ceramides to nourish the skin for a flawless look. *(Malaysia)*





WATERMELON KOMBUCHA

MOMO Kombucha has collaborated with greengrocer Natoora to create a watermelon kombucha. MOMO brew their kombucha in small glass jars to ensure the bacteria and yeast are well balanced. *(UK)*

SOFT DRINKS

SPARKLING PRESSÉS

Bottlegreen has expanded its sparkling pressés range with blood orange spritz, raspberry lemonade (light) and ginger beer (light). *(UK)*



FUNCTIONAL SODA

Via Drinks has launched a range of all-natural functional drinks using botanical ingredients and designed as an alternative to cocktails. *(AU)*



MENTOS DRINKS

Mentos has entered the soft drink category with three non-sparkling drinks that contain jelly bites, with three flavours to choose from. *(UK)*



SOFT DRINKS

ENERGY BLENDED JUICE

Fruit producer Sir Fruit has launched a 100% plant-based blended juice called Voema made up of a winter blend of grapefruit, orange, black carrot, ginger and guarana to add a little extra 'pick-me-up'. *(South Africa)*





MELON CREAM SODA

Osotspa's new Calpis Lacto Melon Cream Soda is sparkling and contains lactobacillus to help improve the digestive system and strengthen the immune system. *(Thailand)*

COFFEE

NESCAFE X AERO

Nescafe has partnered with Aero to launch a limited-edition Nescafe Gold Aero golden honeycomb mocha. *(UK)*



DESSERT INSPIRED

Nescafe Gold's new Dessert Edition is inspired by popular desserts with Sticky Toffee Pudding latte & Chocolate Caramel Brownie mocha. *(UK)*



LOCALLY ROASTED COFFEE

Lavazza has launched a new range of coffee beans and ground coffee, roasted locally in Melbourne & dubbed Tales of Italy. *(AU)*



COFFEE

STARBUCKS CAPSULES

Starbucks has debuted Vanilla flavoured coffee by Nespresso and Caramel flavoured coffee by Nespresso, both for Vertuo. *(US)*



FLAVOURED PODS

Beanies, a low-sugar and low-calorie coffee brand that specialises in coffee of different flavours has released Nespresso compatible pods. *(UK)*



BARISTA MILK

Müller has launched Good Stuff Barista Milk which contains added protein to create a froth that lasts longer and is said to be ideal for latte art. *(UK)*



TEA

FUNCTIONAL ICED TEAS

HRBVOR has launched a range of iced teas that are cold infused with nootropic and nervine herbs, designed to deliver clean energy & calm. *(US)*



TEA LATTES

Narra has launched a range of Asian-inspired, RTD naturally caffeinated oat milk tea lattes in three flavours including Black milk tea latte. *(US)*



MILK TEA

Mr Brown has extended its range with the RTD Black Sugar Milk Tea, made with 100% New Zealand milk. *(Vietnam)*





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DRINKSWATCHING NEW PRODUCTS

ALCOHOL

A round-up of the latest new products:

RTD // Vodka & Gin // Tequila // Whisky & Rum // Liqueurs // Low & No Alcohol

RTD

LIGHT ENGLISH SPRITZ

Pinkster has launched a ready-to-serve spritz that combines gin-soaked raspberries with botanicals and lime soda. *(UK)*



NEGRONI

Poli Distillerie's latest is a ready-to-drink Negroni that balances Gran Bassano Rosso vermouth, Marconi gin and Super Taurus bitter. *(US)*



MIRROR MARGARTIA

Mixologist Deano Moncrieffe has launched Mirror Margarita where Cazcabel's blanco tequila is mixed with citrus oil and malic acid. *(UK)*



RTD

SPARKLING COCKTAILS

Betty Buzz has launched Betty Booze, a range of low-alcohol (4.5% ABV) sparkling cocktails made with fresh fruit, spices and herbs. *(US)*



RUM ROLLER

Heroes & Heretics has expanded its Roller series with The Rum Roller and The Cachaça Roller both with a 5% ABV. *(UK)*



BLOODY MARY

Silver Circle Distillery has launched a RTD Bloody Mary cocktail in a soup can, made with Black Garlic vodka, white shoyu & jalapeno. *(UK)*



VODKA & GIN

YIAYIA GIN

Irini Tzortzoglou, the 2019 winner of UK's Masterchef, has launched a Mediterranean-inspired gin with Shed One gin distillery. *(UK)*



ROGUE SOCIETY LIQUOR

Scapegrace Distilling Co has relaunched Rogue Society Liquor and with it its Signature Gin with juniper and coriander & Signature Vodka. *(NZ)*



RASPBERRY VODKA

Spar has entered the flavoured spirits market with its new raspberry-flavoured vodka. *(UK)*



TEQUILA

COFFEE-INFUSED TEQUILA

Cazadores Cafe is a new coffee-infused tequila where Blanco tequila is blended with richly roasted Mexican coffee and agave nectar. *(US)*



QUINTALIZA REPOSADO

Quintaliza Reposado is a new tequila that has been aged in barrels that were seasoned with brewed coffee for three months. *(US)*



FIERY TEQUILA

Hotaling & Co has launched Fiero Serrano Tequila, naturally infused with vine-ripened serrano peppers from local Jalisco farmer's markets. *(US)*



WHISKY & RUM

TWISTED STOUT

Smokehead has added Twisted Stout to its whisky range where the whisky is finished in stout casks to deliver an "unexpected" taste. *(UK)*



BLACK SPICED RUM

Captain Morgan Black Spiced is the latest offering from the brand, combining cloves, cinnamon and cassia with premium dark rum. *(UK)*



MASTER BLENDER'S RESERVE

Black Tot Rum's fourth edition of its 'perpetual' rum blend has been released with a more dense, traditional style of rum. *(UK)*



LIQUEURS

JAGERMEISTER MANIFEST

Jagermeister, the herbal liqueur, has launched Jagermiester Manifest with stronger herbs and botanicals and Cold Brew Coffee which is a blend of Jagermesiter and cold brew Arabica coffee. *(UK)*





BUTTER TART CREAM LIQUOR

Whisky brand Forty Creek has launched Butter Tart Cream Liquor which has been inspired by the Canadian dessert with flavours of brown sugar and cream. It can be drunk neat or over ice. *(Canada)*

ALCOHOL FREE & MIXERS

BOTANICAL SPIRIT

Sans Spirits has launched Junipre, a zero-proof botanical spirit featuring natural flavours from juniper berries and other botanicals. *(US)*



HOT AGAVE SAUCE

In The Raw's Hot Agave blends the sweetness of agave nectar with the heat of jalapeno peppers and is great for adding to cocktails. *(US)*



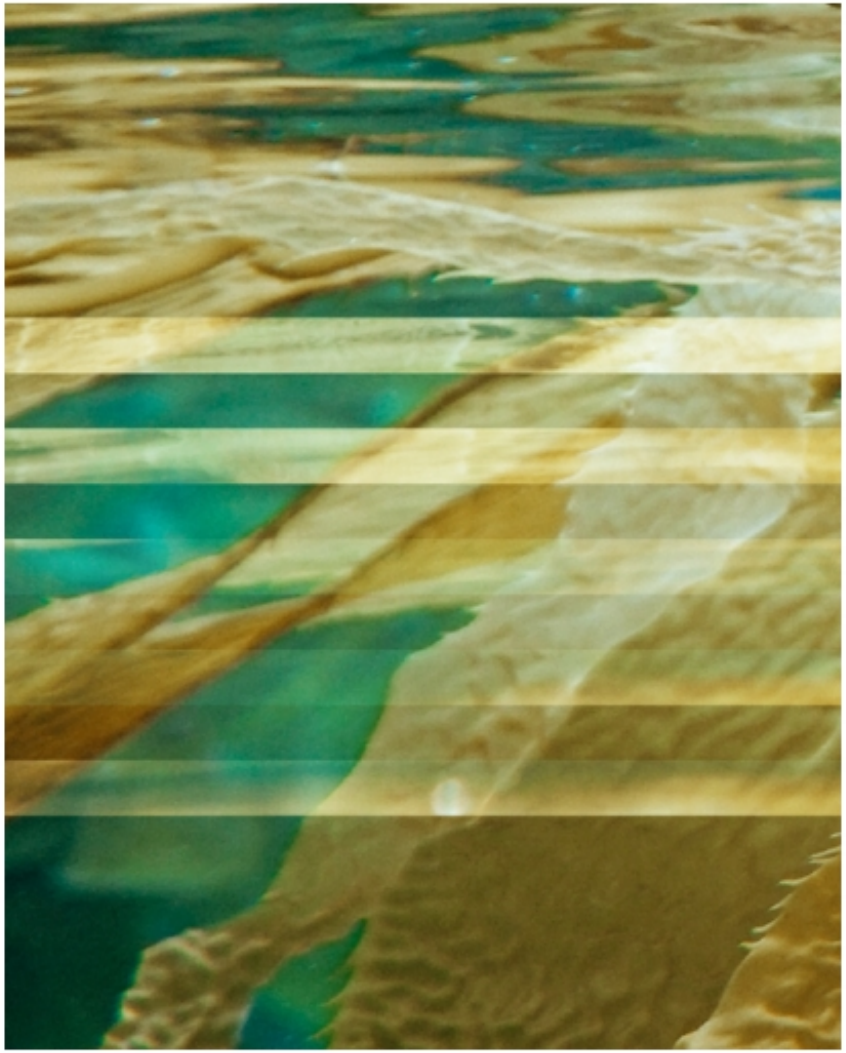
ELDERFLOWER TONIC

UK tonic and mixer brand Double Dutch has announced the launch of its new elderflower tonic water that features a fresh & fruity finish. *(UK)*




1563
Marvels and Oddities
of Sunlight

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HEALTHWATCHING NEW PRODUCTS

A round-up of the latest new products:

Functional // Snacks // Dairy // Meals // Sweeteners

FUNCTIONAL

PROTEIN POWDER

Pulsin has released four new flavours of its protein powders which are crafted from faba, pea and pumpkin seed proteins. *(UK)*



EDIBLE FILM

Soul Strips is an edible film that releases nutrients into the mouth where they are absorbed directly into the bloodstream. *(US)*



MUSHROOM GUMMY

Koi CBD's MusciMind is a first-of-its-kind muscimol mushroom gummy that boasts benefits for the mind, body and spirit. *(US)*



SNACKS

HEMP BARS

Premium Jane has released hemp protein bars made from 100% Australian hemp and oats and with up to 8.1g of hemp-derived protein. *(AU)*



PROTEIN BAR

Aloha has launched a limited-edition Chocolate Caramel Pecan protein bar with 14g of protein, 10g of fibre and 5g of sugar. *(US)*



NON-HFSS CRISPS

Jacob's has debuted a new non-HFSS recipe for its Crinkly range, available in existing flavours of Cheese & Onion and Salt & Vinegar. *(UK)*



DAIRY

ACTIMEL PLUS

Actimel Plus is a new range that is a source of vitamins B6 and B12, and contains 100% of the daily intake of vitamin D. *(UK)*



PREBIOTIC YOGHURT

Bio&Me has expanded its prebiotic yoghurt range with new single-serve pots with each containing "billions" of live and active cultures. *(UK)*



FROZEN YOGHURT

Enlightened has launched a line of frozen Greek yoghurt pints with each boasting 8 - 10g of protein while featuring prebiotics & probiotics. *(US)*



MEALS

LOW CARB MEALS

Low-carb bakery brand Srsly has expanded into ready meals with five vegan dishes that comprise noodles made from konjac flour. *(UK)*



LOW CARB BUNS

BetterBrand has launched The Better Bun in three varieties with each featuring 20g of plant based protein, no added sugar and low carbs. *(US)*



PIZZA

Yough's better-for-you pizzas use a dough made from just yoghurt and organic wheat flour, available in three varieties. *(US)*



SWEETENERS

LOW GLYCEMIC INDEX SWEETENER

CarobWay has introduced its clean-label, low glycemic index sweetener which is derived from whole carob fruit and can be used in most food and beverage applications. *(US)*

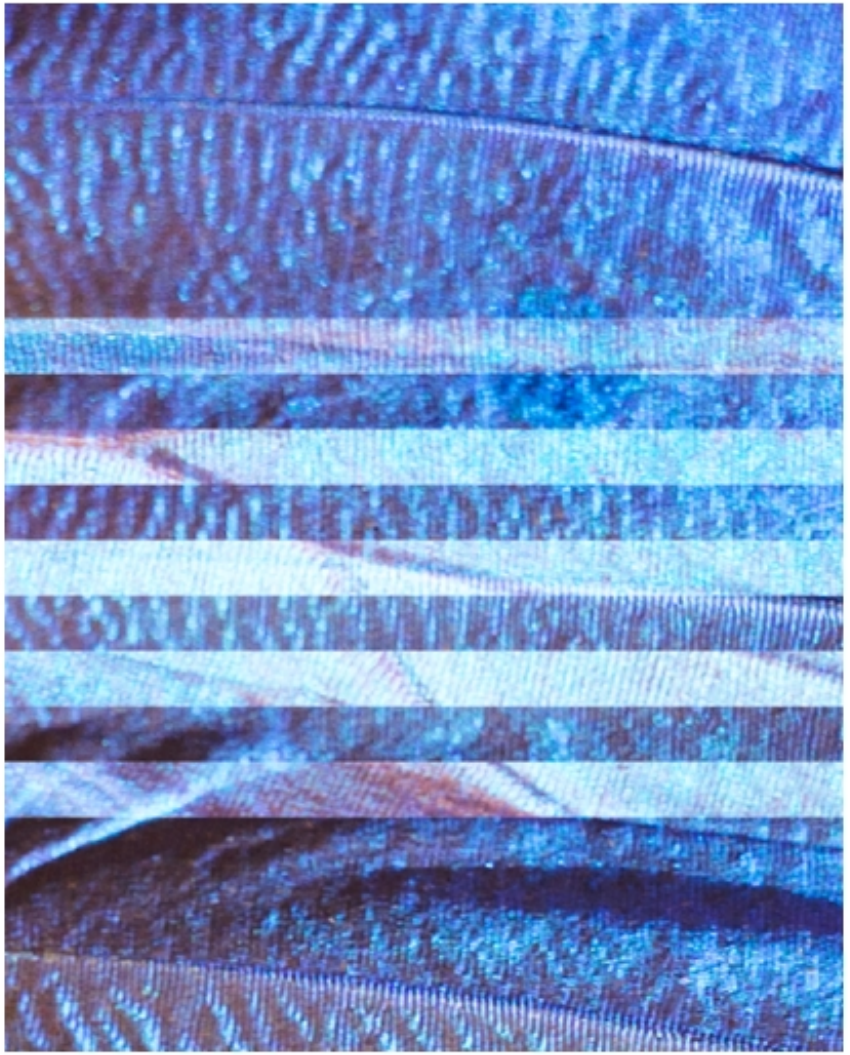




ALL PURPOSE SWEETENERS

SweetLeaf has expanded its range with Indulge zero calorie all purpose sweeteners in both granular and powder form and 50% reduced calorie sugars available in coconut and date sugars as well as a cane sugar option. *(US)*


CB
Recycles



PLANETWATCHING PACKAGING

A round-up of the latest news:

Partnerships // Retail // Drinks Packaging // Development // Paper // Recycling // Reusable



PARTNERSHIPS

COCA-COLA & MERLIN ENTERTAINMENTS

This summer, Coca-Cola and Merlin Entertainments have partnered to offer thrill-seekers the chance to win VIP experiences at some of the UK's best-known attractions in exchange for empty plastic bottles.

People simply need to bring along an empty 500ml plastic bottle and recycle it at one of the specifically designed reverse vending machines across Merlin Entertainments UK attractions. The promotion, which was run last summer, includes prizes such as a VIP behind the scenes tour and experience in Sharkbait Reef by SEA LIFE at Alton Towers Resort.



RETAIL

BRING YOUR OWN BAG PROGRAMME

Natural Grocers, America's largest family-operated natural and organic retailer, has announced that it has prevented 500 million single-use plastic bags from impacting the environment since 2009.

It has achieved this with its 'Bring Your Own Bag' programme where they encourage customers to bring their own bags as well as offer upcycled cardboard boxes from shipments. They have also switched their produce bags to plant-based, garden-compostable bags and 100% recycled and compostable paper bags.

DRINKS PACKAGING

LIGHTWEIGHT CANS

Remedy Drinks' latest range of drinks has been launched in sustainable packaging, using recyclable, lightweight aluminium cans. *(US)*



ALUMINIUM BOTTLES

Gunna Drinks has launched its new range of flavoured lemonades in aluminium, resealable bottles moving away from single-use plastics. *(UK)*



RECYCLED WATER BOTTLE

Mineré has introduced the Eco-friendly rPET bottle made from recycled plastic which is part of their 'Bottle made from Bottles' scheme. *(Thailand)*





DEVELOPMENT

SCIENTISTS DEVELOP PACKAGING WITH BIOCELLULOSE

Scientists at The Chinese University of Hong Kong (CUHK) have developed an edible, transparent and biodegradable material that could be used in food packaging. The team has looked at bacterial cellulose (BC), an organic compound derived from certain types of bacteria which can be produced through microbial fermentation so eliminating the need for harvesting trees or crops. It means BC is a more sustainable and environmentally friendly material alternative to plant cellulose.

The team incorporated certain soy protein into the structure and coated it with an oil-resistant composite, thus making an edible, transparent and robust BC composite piece of packaging. It offers a solution to the challenge of developing sustainable and environmentally friendly packaging materials that can replace single-use plastics on a large scale.

DEVELOPMENT

SANDWICH WEDGE PACKAGING

ProAmpac has introduced the RAP Sandwich Wedge that combines the benefits of modified atmosphere packaging with sustainable fibre materials that allow it to be recycled once the film liner is peeled away. *(US)*





PEELABLE FOIL FOR CANS

Eviosys is revolutionising the way canned food is filled and consumed with the launch of Ecopeel, its peelable foil that can be directly sealed on the body of the can. By replacing the normal lid, they are saving material and reducing the carbon footprint. *(Spain & Italy)*

PAPER

PAPER SACHETS

Amcor has expanded its AmFiber Performance Paper packaging range to include heat seal sachets for products like instant coffee & spices. *(Europe)*





PAPER POT

Pot Noodle is trialling paper packaging on its Chicken & Mushroom pots at Tesco with the pots made from FSC-certified paper. *(UK)*



PAPER

DRINKS LABELS USE RECYCLED FIBRES

UPM Raflatac has announced the launch of its new collection of wine, spirits and beverage label materials that use recycled fibres in aesthetically attractive labels.

The Reverie 3 collection, designed in collaboration with five leading Spanish designers, is made with materials from well-managed, FSC-certified forests, recycled materials and other controlled sources.

The labels have been created for high-end wine, spirits, sparkling cider, craft beer and tomato juice drinks with an excellent execution of artwork with different printing techniques.



RECYCLING

SINGLE-USE CUPS GET NEW LEASE OF LIFE

Researchers at the University of Southern Queensland are working on an initiative to recycle single-use coffee cups. In Australia, an estimated one billion disposable coffee cups are used annually and, thanks to the plastic coating in the cups, they end up in landfill.

To address this, researcher Dr Matt Flynn and his colleagues are designing structural materials from the single-use cups. To come up with a product that is more than just a flat panel, they have partnered with Talon Technology. Together, they have produced a platter which will serve as an initial prototype and highlight the material's versatility.

REUSABLE

REUSABLE BOTTLES

Evian used an on-court refill water system this year at Wimbledon where players were provided with their own resusable bottles that could be refilled on court and at designated player areas. *(London)*

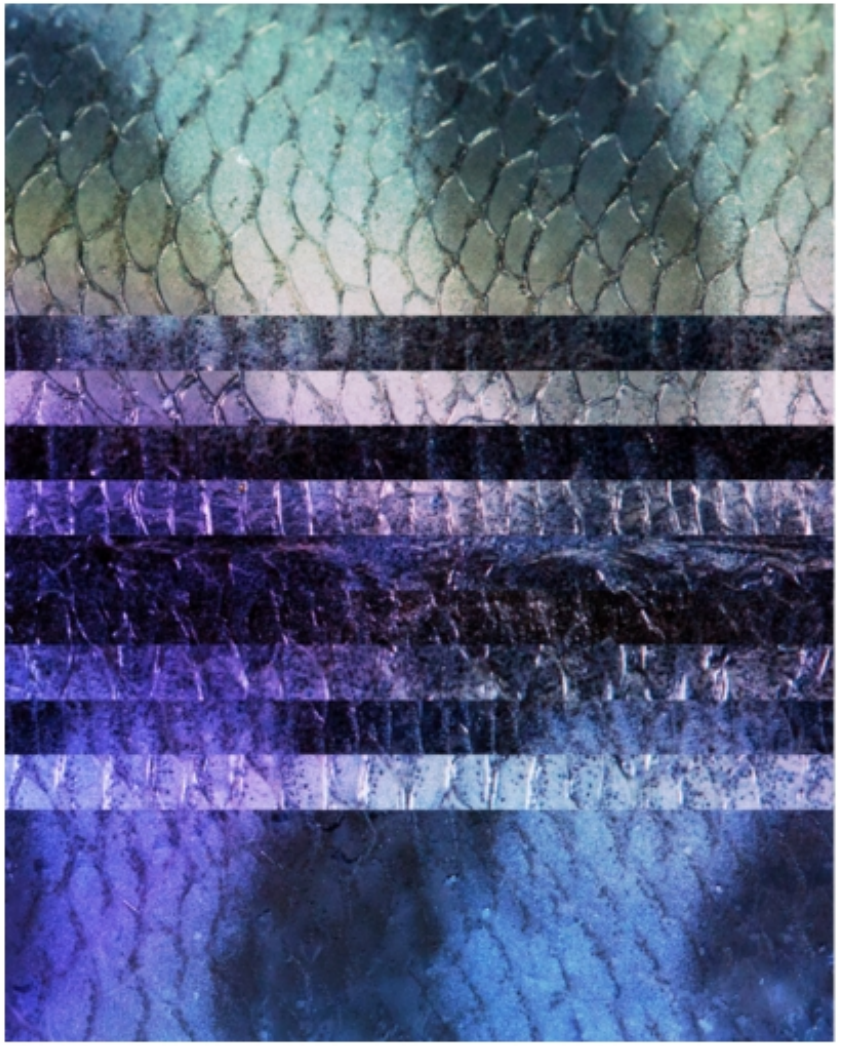




REFILLABLE BOTTLES

Coca-Cola Europacific Partners Deutschland (CCEPDE) is expanding the availability of at-home refillable drinks options for consumers. It will start offering one-litre refillable glass bottles for a variety of beverages including Sprite, Fanta and LiMO from the beginning of September. *(Germany)*





FOODWATCHING BOOKS AND SHOWS

Books for your shelf and dates for your diary

TV

COOKING WITH THE STARS

The series returns to see 8 celebrity contestants paired with professional chefs who mentor them in a bid to transform them into experts. *(ITVX)*



POISONED

This documentary examines the problem of deadly foodborne illnesses in the US through revealing interviews with experts & families. *(Netflix)*



THE BIG NAILED IT BAKING CHALLENGE

This spin off series will have you smiling at it sees 10 terrible bakers compete for a cash prize. *(Netflix)*



PODCASTS

WHISKY SISTERS

The Whisky Sisters (Inka Larissa and Jennifer Rose) podcast mulls over curious whisky topics with expert guests as well as discovering drams and distilleries in all corners of the whisky universe. *(Various episodes)*

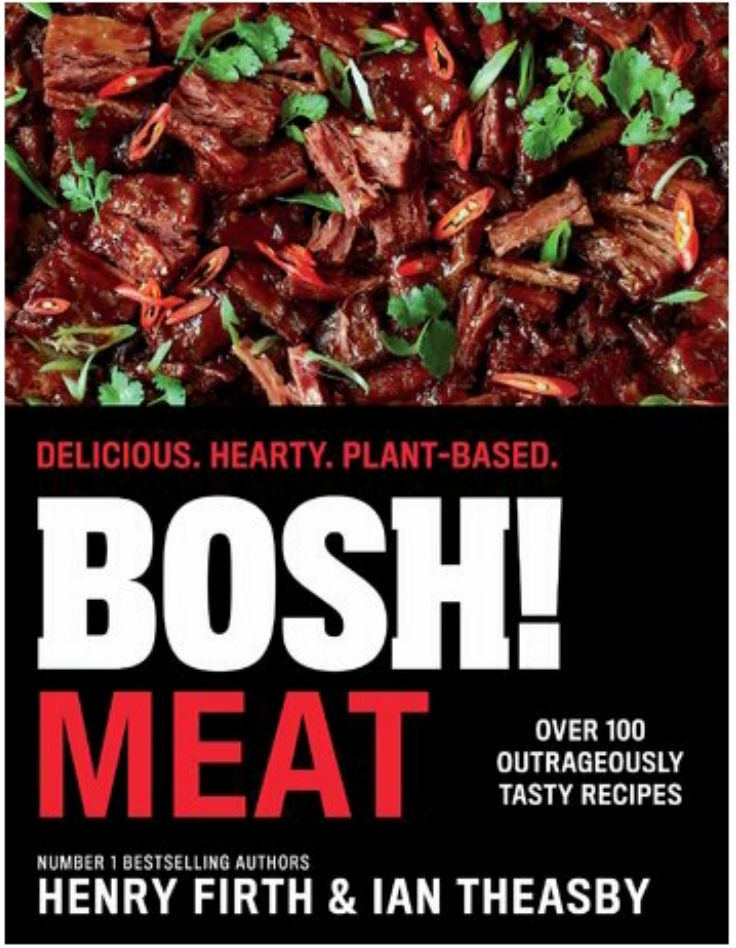


THE CHOCOLATIER'S KITCHEN

In this new series from Callebaut Chocolate, chef-experts share their views on shelf life and give invaluable tips on how it can be stretched without ruining the artisan quality of the products. *(Various episodes)*

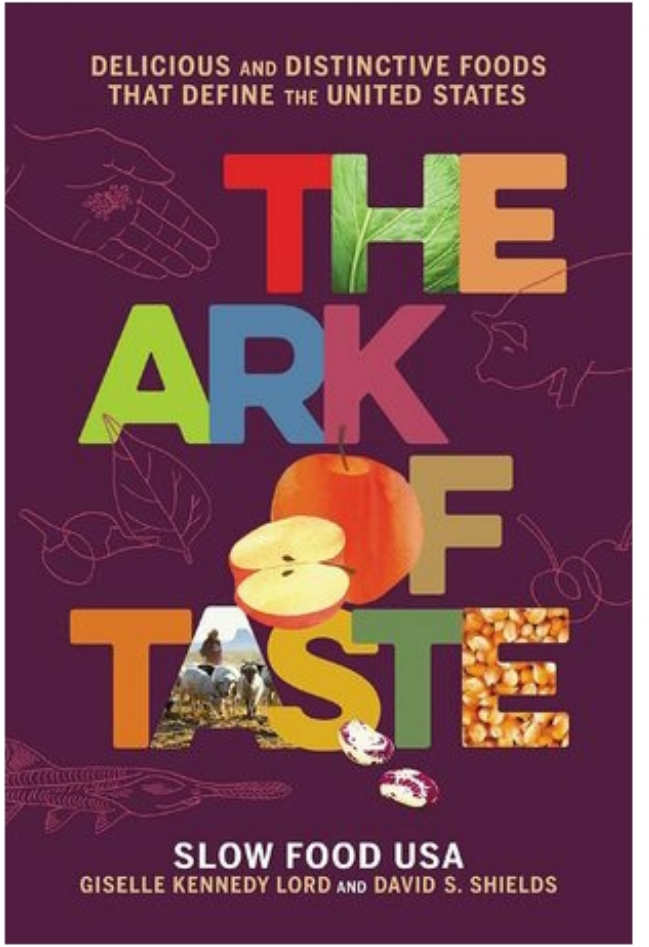
UK

1. JANE'S PATISSERIE EVERYDAY | Jane Dunn
2. 5 INGREDIENTS MEDITERRANEAN | Jamie Oliver
3. BAKE IT BETTER | Matt Adlard
4. BOSH! MEAT | Henry Firth & Ian Theasby
5. MICHEL ROUX AT HOME | Michel Roux Jr
6. A NEW WAY TO BAKE | Philip Khoury
7. FISH BUTCHERY | Josh Niland
8. CHETNA'S INDIAN FEAST | Chetna Makan
9. EVERY. NIGHT. OF. THE. WEEK. VEG | Lucy Tweed
10. SIMPLE FAMILY FEASTS | Jeremy Chang



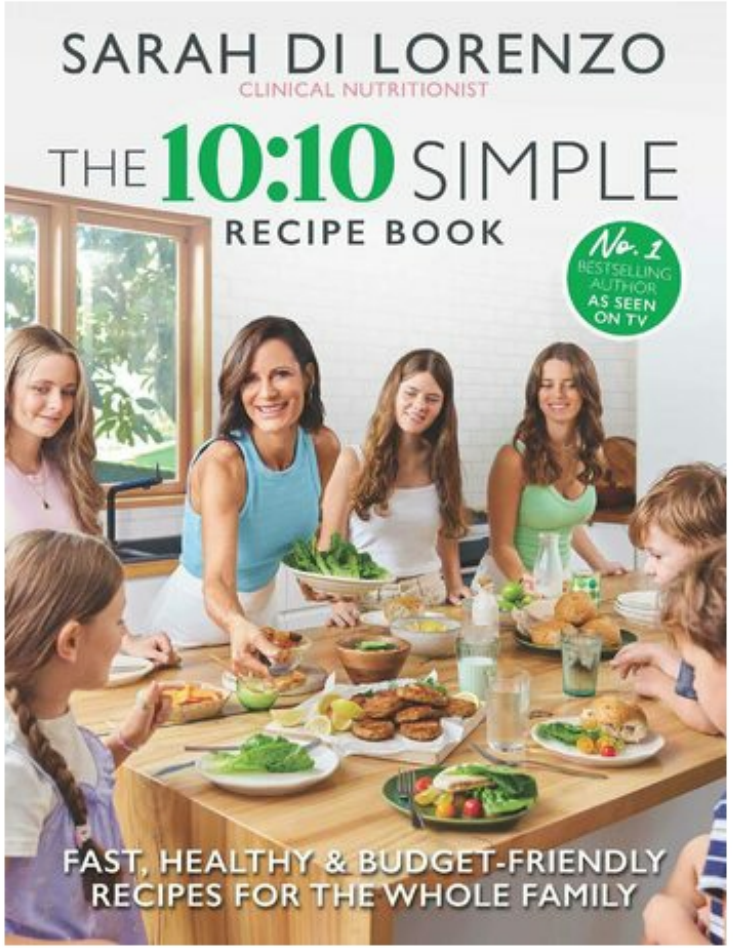
USA

1. BAKE IT BETTER | Matt Adlard
2. STILL WE RISE | Erika Council
3. PORTICO | Leah Koenig
4. SIMPLY SCANDINAVIAN | Trine Hahnemann
5. THE ARK OF TASTE | Gisselle Kennedy Lord & David S Shields
6. CHETNA'S INDIAN FEAST | Author
7. SEED TO PLATE SOIL, TO SKY | Lois Ellen Frank
8. MORO EASY | Sam & Sam Clark
9. THE HAIRY DIETERS' EAT WELL EVERY DAY | Si King & Dave Myers
10. INDIA EXPRESS | Rukmini Iyer



AUSTRALIA

1. 5 INGREDIENTS MEDITERRANEAN | Jamie Oliver
2. THE SLIMMING FOODIE IN MINUTES | Pip Payne
3. EVERY NIGHT OF THE WEEK VEG | Lucy Tweed
4. FLAVOUR KITCHEN | Crystelle Pereira
5. THE 10:10 SIMPLE RECIPE BOOK | Sarah Di Lorenzo
6. THE NEW ART OF COFFEE | Ryan Castelaz
7. JANE'S PATISSERIE EVERYDAY | Jane Dunn
8. CHETNA'S INDIAN FEAST | Chetna Makan
9. BAKE IT BETTER | Matt Adlard
10. MOSTLY VEGGIES | Brittany Mullins



NEW ZEALAND

1. GOOD VIBES | Alby Hailes
2. FISH BUTCHERY | Josh Niland
3. FRESH | Stephanie Alexander
4. BOSH! MEAT | Henry Firth & Ian Theasby
5. 5 INGREDIENTS MEDITERRANEAN | Jamie Oliver
6. NAME OF COOKBOOK | Author
7. EVERY NIGHT OF THE WEEK VEG | Lucy Tweed
8. EAT UP NEW ZEALAND: THE BACH EDITION | Al Brown
9. BAKE IT BETTER | Matt Adlard
10. SIMPLE NOODLES | Pippa Middlehurst

