

IF NOT NOW, WHEN?

Action for our children's future

GLOBAL FOOD AND BEVERAGE TRENDS

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The latest food trends

How to bring them alive in schools...



What's on the menu?

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The making of our trends

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Two key drivers

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The ones to watch

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3 things to takeaway

Hello!



Emily Butler

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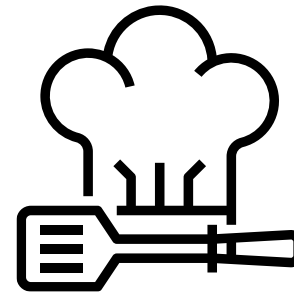
The making of our trends



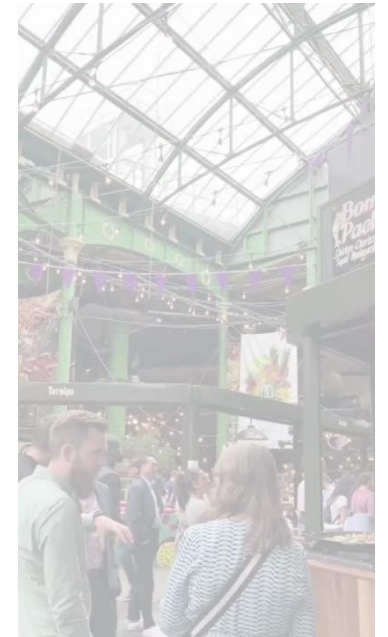
We worked with insight specialists CGA to conduct bespoke consumer research. Surveying over 2,000 UK adults!



Extensive desk research to compliment, support and validate our findings.



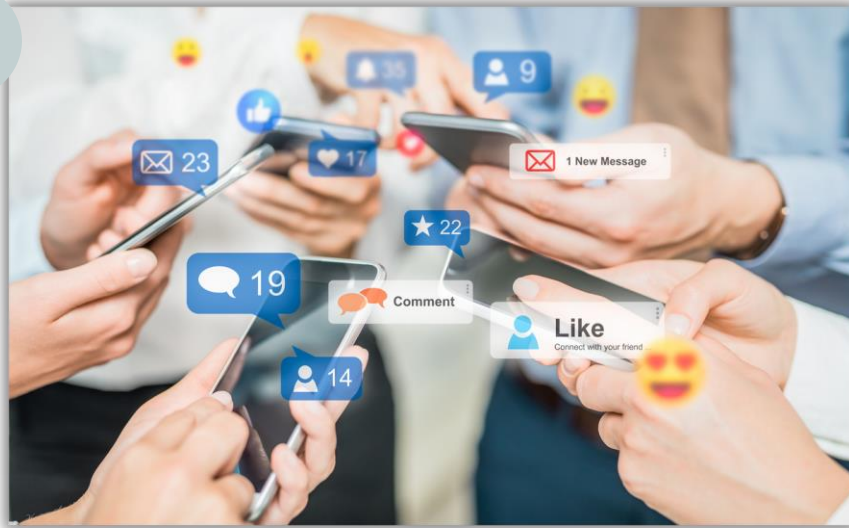
Working closely with our food development team that specialise in Education, we explored how the trends are impacting the next generation and how schools can implement them effectively.



Our team hit the streets of different cities to see the emerging trends in action. We also got to speak to operators and chefs to see how they are embracing the trends.



Two key drivers



Social media

1 in 3 Instagram users follow food and drink influencers. Driven by visuals, hacks and a foodie focus...



More choice

Ongoing innovation from brands and operators.
Expansion of drive-thrus, digital ordering systems...
This changes pupils expectations of dining and food preferences.



Onto the trends

How to relate them into Education...



Bidfood 2023
Food & Drink Trends

Flavours less travelled...



Cuban

The Cuban cuisine is also a mash-up of flavours and influences. It is largely based around the Spanish cuisine, but demonstrates influences from Africa and other Caribbean cuisines...

46% of people would like to try Cuban cuisine when eating out...*

Can you create around the world activities or add some Cuban music to their day!

Add colour to your menu to capture the pupil's attention

Rice is a great base. Load it up with the traditional Ropa Vieja or some grilled chicken or fish.

Add some colour with beans, sweetcorn and cherry tomatoes. Why not also add some citrus fruits for depth of flavour! Keep it simple and add a little zing.



Cuban Hash : A chorizo, potato and egg hash

Flavours less travelled...



Sri Lankan

The Sri Lankan cuisine is well known for its unique combination of herbs, spices, fish, vegetables, rice and fruits.

45% have not tried but want to try Sri Lankan food.
Over 56% say it's hard to find...*

Switch up your style of service to reflect the highstreet, can you make it grab & go or add some fun touches to the canteen?

Reduce the chilli, add yoghurt to make it milder and creamy for the younger children or add more spice for the seniors.

Sri Lankan is all about curries and sambals.

A good base recipe can be used with different proteins, lentils and chickpea. Sambals: grate fresh vegetables down, lightly pickle and flavour with lemon/chilli.



Sri Lankan chicken curry

Plant Power



Plant Power

This trend is unsurprisingly all about the power of plants and vegetables – and ways in which they can be used and adapted to create truly delicious and exciting dishes...

Using veg as the hero ingredient
39% are eating less meat than they were 12 months ago*

Elevate your plant based offering as well as making veggies the hero ingredient. Key messaging promos around the power of veg.

Keep it simple and fresh! Why not get a unique veggie in to showcase / use each month!

Don't forget lentils, beans, pulses

Plant power doesn't have to mean vegan, can you instead use more veggies in staple dishes? E.g 50/50 lasagne, pies...



Roasted cauliflower curry

Pizza Evolution



Pizza Evolution

Pizza has been popular for as long as we can remember. It's a staple part of the much-loved Italian cuisine, but it has also become an everyday menu favourite in the UK.

Pizza was the most ordered takeaway dish by the UK in 2022*
American styles become more popular, with 2 in 5 people now eager to try Detroit pizza**

Why not make the pizzas customisable? A great way to mirror the highstreet...

Add lentils to the bases, hidden veggies to the sauces...

Use the Detroit or New York style of pizza to engage the pupils! Square cuts, thin and crispy...

Get creative with grab & go sides, replicate those highstreet favourites...



Butternut squash dough, Sri Lankan meatball, tomato sauce with protein

Customise it!

Retro Love



Retro Love

Chefs can get really creative when tapping into nostalgia, and give well-loved classics an elevation.

57% find the idea of nostalgic or retro themed food and drinks appealing*

Get creative with flavours and create a fun retro atmosphere! Create personalised dishes or ask the parents to send in their nostalgic recipes!

The good old favourites keep coming around and never go away. Black forest gâteau, flavoured eclairs, crumbles, sponges...

Reducing sugar and utilising tinned fruit

Change up the style of service



Deconstructed Toffee apple crumble



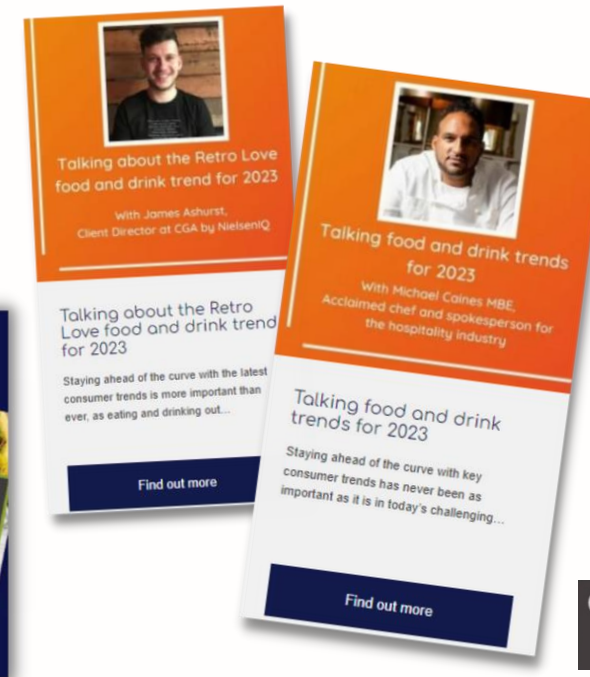
To further support you



Watch our team see the trends in action



Our interactive guide filled with everything you need to know about trends



Our podcast



Recipes for your school that are trend inspired...





Top 3 things to takeaway

Trends can help increase school meal uptake, engagement and offer so many opportunities!

Get creative!

- Twist the menu
- Activities and decor
- Utilise what you have!
- Use visual ways to engage with the pupils, just like TikTok...
- Can you do 'specials' that are personalised to the school?
- Get the children talking after school about what they ate!
- Bring colour to your menus

Shake things up!

- Style of service
- Bring alive trends in new ways... from music to games!
- Use trends and insight to steer your planning.
- Customise menus
- Create unique twists and bold new flavours with what you have leftover!
- Utilise store cupboard ingredients

Increase engagement!

- Engage all stakeholders with your foodie focus
- Ask the pupils! Feedback is key.
- Taster menus/sessions
- Link your food offering to learning where possible
- Retro – ask the parents
- Tell a story with your menu... add hidden proteins, veggies, new cuisines, bold flavours...

Retro Love



Retro concepts with a custom twist! Chef Wayne & Adam were tasked with creating unique toppings that utilised food waste, incorporated trends and cost saving hacks...

Come and say hello and learn more about our trends in action!

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Thank you!

Do you have any questions?



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