

# FIVE FOOD TRENDS FUELING 2015

WHAT THEY CONSUME  
DIRECTLY AFFECTS THEIR  
ABILITY TO FUNCTION  
IN AN INCREASINGLY  
MOBILIZED,  
RAPID-MOVING WORLD



CONVERTING THE  
SWEET-TOOTH PRONE  
TO A DARKER, MORE  
NUTRIENT FILLED SIDE



## HOME IS WHERE THE HEART IS, AND LOCALIZED

### FOOD IS WHERE THE HUNGER LIVES.

Consumers want to know how their food is grown/raised/produced. Locally sourced ingredients, regional specialties and markets that cater to specific town tastes drive community pride and revenue. Region-specific sandwiches like the Waffle Breakfast Sandwich from Jack in the Box, New England lobster rolls and New Orleans-style muffulettas are rising in popularity. And shoppers are gravitating toward local quality-centric products that make them feel good about their purchase (e.g., antibiotic-free meats that keep animal welfare top of mind).

## FOOD IS FUEL.

Consumers are getting a better understanding that what they consume directly affects their ability to function in an increasingly mobilized, rapid-moving world. Protein-packed sustenance will continue trending in appeal as it provides people with the sustained energy needed to go about a busy day. Additionally, matcha, made from crushed green tea leaves, is emerging as an improved caffeine-fix option that assimilates better with the idea of a calmer, more even buzz of energy.

## THE EATING EXPERIENCE TAKES FRONT STAGE.

The focus has shifted from how much fat there is in a dish to how joyous the experience of indulging in it was. Fuller-flavored foods like artisan toast topped with avocado and a sunny-side-up egg and using real butter (formerly shunned) to yield perfectly flaky pastries equates to a better dining experience. Additionally, consumers want to share and/or show off their experience. Social sharing, snapping a picture of delectable delights and posting to Instagram make the experience of making/finding/devouring food even better and a well sought-after activity.

## SMART DEVICES ENABLE SMARTER CHOICES.

Thanks to digitalization of nearly everything, everywhere, access to information and social awareness is securing its prevalence in society. Humans are embracing and leveraging the endless knowledge of diet and nutrition that's now readily available to shape their identity—helping the meaning of “you are what you eat” find actualization. Thanks to smart devices, people are starting to explore different, often healthier, food options with a newfound curiosity and joy in discovery.

## TRADITIONALLY SWEET GOES SAVORY.

Incorporating more nutrition into food often lacking in that department has led to normally sweeter items giving savory a try. Things like vegetable pancakes and savory Greek yogurt (think tomato yogurt or yogurt with hummus) are making vegetarians say “I told you so” and converting the sweet-tooth prone to a darker, more nutrient-filled side.

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