THE BEST OF WHAT'S TO COME
Looking to stay on top of what's coming next? The 2019 Trends Overview is here to give you a look at what's in the kitchen or on the store shelves. These ideas are the building blocks for your menu and will help you anticipate and dominate the future. Learn what’s sellable to your brand, your customers, and your bottom line.

BY THE NUMBERS

LOADED COCKTAILS

+14% OF CONSUMERS HAVE HAD A LOADED COCKTAIL

+117% DECREASES OF LOADED COCKTAILS ON TWITTER THIS YEAR

MENU IDEAS

Loaded cocktails are on trend! Juicy and fresh fruit is paired with sparkling wines and champagne. Create a brand new cocktail, garnish with edible gold or silver, and add edible flowers to create a memorable cocktail menus. Serve with a small bite of fruit to cleanse the palate and please your customers.

TREND IN ACTION

Heavenly Mills 804.png

CRAFT ALCOHOL

+28% OF CONSUMERS ARE DRINKING CRAFT ALCOHOL

MENU IDEAS

Craft alcohol is on the rise! This alcoholic beverage is on trend and is flavorful, innovative, and delicious. Craft alcohol is also going to give you more room to grow and differentiate your menu. Serve with an assortment of small plates to pair with the flavors of the alcohol.

GOURMET SNACKING

80% OF CONSUMERS SAY THEY BUY SNACKS ON THEIR TRIMMED MEAL

28% OF CONSUMERS HAVE HAD A GOURMET SNACK

MENU IDEAS

Gourmet snacking is on the rise! This snack is not only delicious but is also on trend. Serve with a variety of dips and dressings. Create an assortment of small plates to pair with the flavors of the snack. Serve with a variety of dips and dressings.

QUEST FOR WORLD FLAVORS

42% OF CONSUMERS SINCE TRAVELING TO A NEW COUNTRY OR REGION

40% OF CONSUMERS WOULD ORDER A TRAVEL THEMED DISH

MENU IDEAS

Traveling to a new country or region is on trend! This travel theme is also on the rise. Serve with a variety of dips and dressings. Create an assortment of small plates to pair with the flavors of the travel theme.

EAT WITH YOUR EYES

PEYO WAS THE USA’S 10TH MOST POPULAR BRANDED LOOK

THANKS ALMOST ALL THE MILLION POSTERS ON THE USA’S GROWING TRENDS

MENU IDEAS

Eating with your eyes is on trend! This trend is also on the rise. Serve with a variety of dips and dressings. Create an assortment of small plates to pair with the flavors of the eating with your eyes theme.

STICKY PANCAKES

+7% OF CONSUMERS HAVE HAD STICKY PANCAKES

+5% OF CONSUMERS HAD STICKY PANCAKES AT A RESTAURANT

MENU IDEAS

Sticky pancakes are on the rise! This trend is also on the rise. Serve with a variety of dips and dressings. Create an assortment of small plates to pair with the flavors of the sticky pancakes theme.

CAULIFLOWER RINGS

+23% OF CONSUMERS HAVE HAD CAULIFLOWER RINGS

+15% OF CONSUMERS HAD CAULIFLOWER RINGS AT A RESTAURANT

MENU IDEAS

Cauliflower rings are on the rise! This trend is also on the rise. Serve with a variety of dips and dressings. Create an assortment of small plates to pair with the flavors of the cauliflower rings theme.

PAN AM

+64% OF CONSUMERS HAVE HAD PAN AM BREAKFAST

+47% OF CONSUMERS HAD PAN AM BREAKFAST AT A RESTAURANT

MENU IDEAS

Pan Am is on the rise! This trend is also on the rise. Serve with a variety of dips and dressings. Create an assortment of small plates to pair with the flavors of the Pan Am theme.

CREATIVE BAKERY

+45% OF CONSUMERS HAVE HAD CREATIVE BAKERY

+38% OF CONSUMERS HAD CREATIVE BAKERY AT A RESTAURANT

MENU IDEAS

Creative bakery is on the rise! This trend is also on the rise. Serve with a variety of dips and dressings. Create an assortment of small plates to pair with the flavors of the creative bakery theme.

TREND IN ACTION

Eating with your eyes 1.png

Cereal is on trend! The cereal market is on the rise. Serve with a variety of dips and dressings. Create an assortment of small plates to pair with the flavors of the cereal theme.

TREND IN ACTION

Heavenly Mills 804.png

Cauliflower is on trend! The cauliflower market is on the rise. Serve with a variety of dips and dressings. Create an assortment of small plates to pair with the flavors of the cauliflower theme.

TREND IN ACTION

Heavenly Mills 804.png

Bread is on trend! The bread market is on the rise. Serve with a variety of dips and dressings. Create an assortment of small plates to pair with the flavors of the bread theme.

TREND IN ACTION

Heavenly Mills 804.png

Breakfast is on trend! The breakfast market is on the rise. Serve with a variety of dips and dressings. Create an assortment of small plates to pair with the flavors of the breakfast theme.