



## Educational Objectives

Review three cultural shifts impacting global food culture.

Identify food and beverage trends and product innovations that reflect consumer priorities of health and wellness, environmental sustainability, and social justice.

Discuss implications for RDNs and culinary professionals.

Janet is a registered dietitian and culinary professional who provides strategic counsel to a variety of food and beverage clients, including agricultural commodity boards and some of the country's best loved food brands.

She is immersed in the issues that impact today's food system and has helped clients leverage nutrition benefits, navigate food policy, and showcase their contributions to a more sustainable food future.

Janet is a cookbook author and long-time nutrition blogger who has been a leader in the intersection of food, nutrition, and social media.

She is a former media spokesperson for the Academy of Nutrition and Dietetics and was acknowledged with its Media Excellence Award.



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## Disclosures

Weber Shandwick is a global public relations firm with many food and beverage clients.

Brief client mentions or related content in the presentation: Knorr, Maine Lobster Marketing Collaborative, Kellogg's, McDonald's, Mondelez, Danone, Coca-Cola.

## Cultural shifts influencing food trends in 2022



### Lingering Pandemic

The global emergence of COVID-19 has intensified the focus on health and wellness, including personal wellbeing and community health.



### Climate Crisis

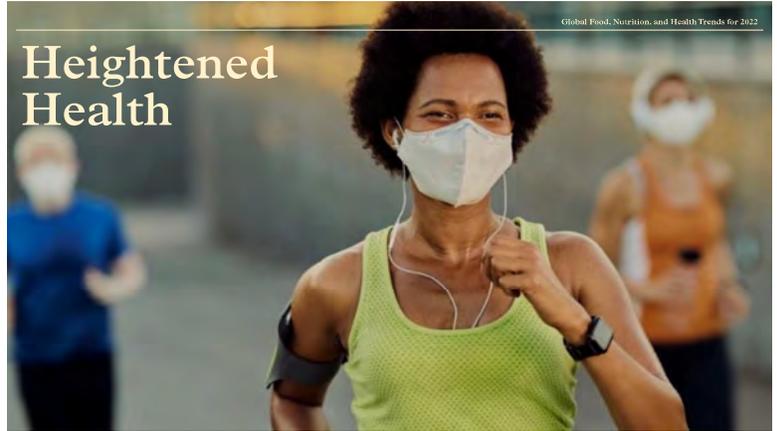
Global climate emergencies – from wildfires to extreme weather and tropical storms – have elevated concerns about planetary health and environmental sustainability.



### Social Unrest

Global social justice movements have increased awareness of food justice – addressing access to healthy food, food insecurity, and BIPOC health inequities.

# Heightened Health



## Roaring 20s 2.0



### Evolution of health & wellness priorities

The concept of "healthy" has changed throughout the years: **fat-free** and **low-calorie** were previously the ideal, then it evolved to low-carb and natural, and eventually high-fat, functional, and plant-based.

The **pandemic disrupted the landscape** and has put a greater emphasis on preventive health, especially immunity, emotional well-being, and longevity.



### Health & wellness is now rooted in foundation of physical and mental resilience

Consumers are increasingly aware of how **physical and mental components of health** affect each other, and they desire to manage both in a holistic way.

Staying well is viewed more broadly to include **mood, stress, relaxation, and sleep**.

Foods that support both physical and emotional well-being will continue to thrive.



**U.S.** Uplift Good Mood Food Gut Happy Cookie  
**U.S.** Pym Food Chews, support for stress and anxiety  
**U.S.** Mindright Good Mood Superfood  
**U.S.** Nightfood Sleep-friendly Ice Cream

**In Brazil** 73% of adults agree having healthy eating habits is as important for emotional/mental health as it is for physical health.

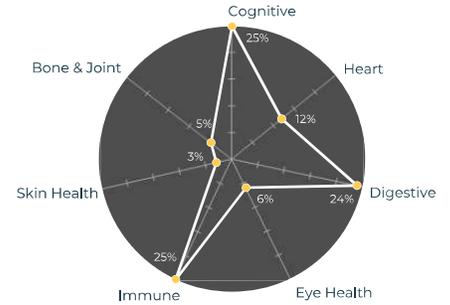
**In China** 80% of adults aged 18-59 agree healthy eating makes people feel good.

**In the U.S.** 73% of adults agree eating healthy is important for their emotional well-being.

Source: Mintel

### Top global health concerns

**Immune, cognitive, and digestive health** are the biggest health concerns for global consumers, who are increasingly recognizing the link between all three.



Source: FMCG Guru, 2022 Trends

### 'Food as medicine' takes on new urgency

33% more consumers are treating food as medicine compared to 2020.

Supporting **immune health** is a top priority, which has driven up vitamin D ahead of fiber and protein.

Consumers are also actively adding or increasing **naturally functional foods** -- or inherently healthy foods, such as nuts, seeds, and whole grains.



Source: Health & Wellness 2021, The Hartman Group

### Microbiome health has become core to wellness

For 30% of consumers globally, **'improving gut/digestive health** is among the most desirable health and wellness functions that a food or beverage product can offer.'

Now there's greater awareness that our gut microbiome impacts overall health -- from immunity and mood to obesity and diabetes.

Products with a **gut health positioning** are among the fastest growing, including probiotics, prebiotics and now postbiotics (+2,355% 2YoY).

Low-FODMAP is also gaining traction in digestive wellness.

2 in 3 consumers globally believe gut health is key to achieving holistic well-being.



Source: Innova Market Insights, TasteWise Food Trends for 2022

### Eating for the mind

Interest in longevity and mental acuity are driving the popularity of brain health products to ward off **dementia and Alzheimer's**. Other brainy foods and beverages promise to increase focus, motivation, creativity, and productivity.

This category of **"nootropics"** includes a range of added ingredients – omega 3s, botanical extracts, L-theanine, MCT oil, caffeine, creatine, choline, and resveratrol.

Consumer interest in nootropics has grown +187% during the last two years.

**U.S.**  
Mosh Brain Bar, created by Maria Shriver and her son, Patrick Schwarzenegger

**U.S.**  
Brainsy Chocolate

**Denmark**  
Clutch Cognition energy drink

**U.S.**  
TruBrain drink shots

**U.K.**  
Cogniton Functional Blend

**U.S.**  
Brainiac Brain Butter

Views on articles and meal plans related to the Mind diet are up **835%**

Source: Innova Market Insights, TasteWise Food Trends for 2022

### Sugar tops list to limit

**Avoiding sugar** is the top motivation for better health, which has sparked new innovations in 0 sugar sparkling waters with unique flavors and functional benefits.

Other actions of global consumers to improve health include **avoiding ultra-processed foods**, reducing meat and carbs, and increasing fiber and healthy fats.



**U.K.**  
Terzing Natural Energy Drink

**China**  
Genki Forest Sparkling Waters

**U.S.**  
Karma Probiotic Water

**U.S.**  
Chobani Zero Sugar filters milk to remove naturally occurring sugars

**U.K.**  
Bfree Avocado Wraps

**Tea Seed Oil**  
Emerging as new healthy cooking oil

Source: New Nutrition Business Consumer Survey 2021, US, UK, Australia, Brazil, Spain

### Renewed weight consciousness

Pandemic weight gain will be on the minds of many consumers in 2022, and the most likely approach will be **low-carb, including keto and ketogenic** (plant-based keto diet).

**Intermittent fasting** gained popularity, and now products are positioned to support the diet.

Increasing numbers are trying a **plant-focused approach** to lose weight.

**48%** have tried a specific eating approach in the past year

Diet Approach	Percentage
Low-carb diet (Atkins or other)	10%
Ketogenic or Bulletproof diet	5%
Paleo diet	4%
Vegan	10%
Flexitarian	7%
Whole foods diet (e.g., Whole30)	7%
Mediterranean diet	7%
Gluten-free	7%
Dairy-free / Lactose-free	7%
Weight Watchers / WW	3%
Juice cleanse or detox	3%
Prepared meals subscription	3%
Elimination diet	4%
Religious dietary restriction	4%
Glycemic Index (GI) diet	4%
Low-FODMAPS diet	3%
GAPS diet (Cut and...)	3%

**16%** have tried a low-carb approach

**18%** have tried a plant-focused approach

**U.S.**  
Duncan Hines Keto-Friendly Birthday Cake Cupcakes

**U.S.**  
Core Keto Plant-based Bars

**U.S.**  
Fast Bar Intermittent Fasting Bar

**U.S.**  
Fast Blast Smoothies to support intermittent fasting

Source: Health & Wellness 2021, The Hartman Group

### 'Diet' is falling out of fashion

We're moving into 2022 with a more modern approach to traditional diet culture – a greater focus on the **"real deal"** but in more mindful amounts with an emphasis on ingredients that are cleaner, simpler, more carefully sourced, more responsible, and more sustainable.

Soda makers are **de-emphasizing "diet" branding** as they steam ahead with zero-sugar offerings – and even introduce new sodas made with real sugar.

**Pepsi-Cola** introduced nostalgic soda with real sugar.

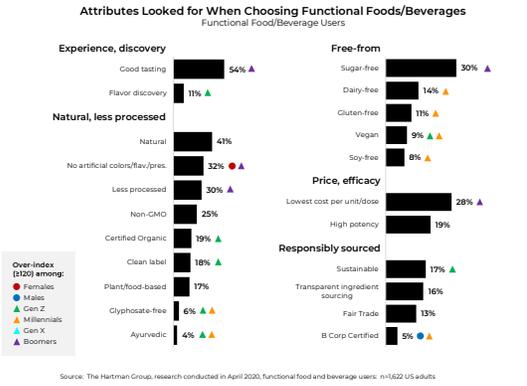
Regional soda shops like **Swig** and **Twisted Sugar** are expanding rapidly and making waves on social media.

**Chee** has been growing in popularity globally.

**Quinn Snacks** is reimaging snacks with "real" ingredients that are traced back to the source.

### Desire for taste and 'real food' cues lead consumer preferences

Even when functionality is prioritized, consumers are seeking **good taste** and **natural, less processed** attributes in the foods and beverages they're buying.



### Same but better

New foods and beverages promise to deliver the same taste and eating (or drinking) experience, but healthier – from **lower carbs** and **higher protein**, to **no added sugar** or **alcohol-free**.

Recipes are focused on making favorite foods a bit healthier.



#### Fewer, better carbs

Lower carb, higher protein pasta made from lentils, chickpeas, black beans, mung beans, edamame, buckwheat, cauliflower, and other vegetables.

#### Reinvented sweets

No-sugar added baking mixes and frosting, cookie dough made from chickpeas.

#### Low and no alcohol

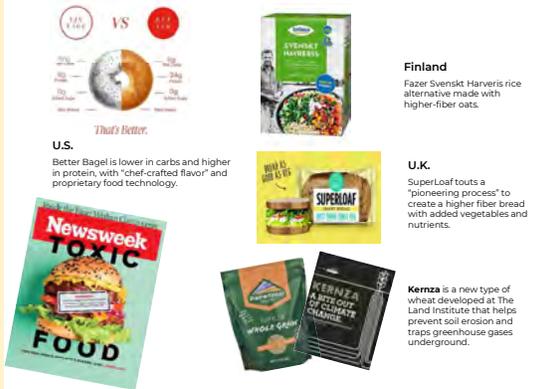
Spirits and cocktails to satisfy the growing numbers of sober curious and mindful drinkers. Some varieties include "calming" ingredients and even added nutrients.

### Closer scrutiny of food processing

Attention has turned to the problem of **"ultra-processing"** and the link to weight gain and disease risk.

Consumers are looking for cues of minimal processing – **short, "clean" ingredient list** – and new brands are touting better less processed versions, especially in place of refined, sugary grains.

Growing demand for better carbs – with provenance, sustainability and superior nutrient profile.



### Health-positioned products gaining traction

With the naturally functional trend gaining traction, inherently healthy foods like **nuts and seeds** are increasingly in demand.

Other familiar foods like **hot chocolate** are transforming into "super foods," and functional ingredients – from **moringa** to **turmeric** – are showing up in a wide range of foods, including desserts and drinks with benefits.



## Occasion-based eating and drinking

Brands are positioning their products for certain times of the day, creating specific eating and drinking occasions with **time-relevant benefits**.

Functional ingredients – from **mushrooms and adaptogens** to omega 3s, fiber and cacao – are intended to offer recovery, natural energy, calmness and rest.

**MORNING**



**Morning Recovery** claims to boost your body's response to alcohol.

**NOON**



**Noon Brew** superfood iced tea with mushrooms and adaptogens for calm after lunch.

**NIGHT**



**Night Light** hot chocolate with mushrooms and added nutrients for restorative rest.



**Good Source Foods** introduced snacks for morning, noon and night for all-day nourishment.

## Better-for-you kids' foods

Expect to see the continued growth of new food and beverage innovations focused on children – primarily **plant-based, no added sugar**, and ingredients that are important for **growth and development** – including DHA omega 3s and choline.

New childhood obesity regulations around the world will continue to limit promotion and access of products high in fat, sugar, and salt (HFSS).





**U.K.**  
The Coconut Collective dairy-free coconut yogurt pouches



**U.S.**  
Ripple Kids plant-based milk



**U.S.**  
Smart Bars with brain-supporting nutrients



**U.S.**  
Peekaboo ice cream with hidden veggies



**U.K.**  
WK Kellogg by Kids No Added Sugar Bars

## Blurring of categories

The demand for functionality in food has created a blurring of categories – **supplements that are more like food** or supplements in chocolate, gummies, and other treats.

The trend of **"beauty from within"** has blurred the categories of food and skin care, and increasingly foods and beverages are touting **natural alternatives to medicine**, including natural hormones for post-menopausal women.



**FOOD + SUPPLEMENTS**  
**fx Chocolate** adaptogen mushroom chocolate supplements. **GEM** real food multivitamins.

**U.S.**



**FOOD + SKIN CARE**  
**Collagen Peptide Sucking Jelly**

**China**



**FOOD + MEDICINE**  
**Moon Balance** superfood mix to balance hormones.

**U.S.**

## Healthy aging foods

The number of consumers over age 65 surpassed those under 5 globally for the first time. That shift is prompting companies to launch **new products** aimed at consumers who are increasingly interested in aging well.

Look for more **Blue Zones foods**, named for the five areas in the world where people live the longest.





**U.S.**  
Blue Zones Bush's Beans



**South Korea**  
S Mark certification for "elderly friendly foods" based on ease of eating and digesting, or a nutrition profile suitable for older adults



**South Korea**  
Hyundai Green Foods "Care Food" for older adults



**Japan**  
Kirin Holdings dairy for "super-aged" with B-lactolin for memory benefits



**Brazil**  
Danone SA introduced Fortifit Pro with whey protein to aid muscles, joints, and bones



**U.K.**  
Nutrisure SuperAge for 50+



# Sustainability

Global Food, Nutrition, and Health Trends for 2022



Global Food, Nutrition, and Health Trends for 2022



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Sustainability

## Growth of responsible eating culture

Global sustainability overtakes personal health as consumers' biggest concern. More consumers than ever want to be a part of creating a **healthier, more sustainable food system** for all.

This requires trust and transparency for brands wishing to find common ground with an increasingly educated, forward-thinking consumer.

Global Food, Nutrition, and Health Trends for 2022

"Which of these global issues concern you the most?"

2020	2021
1. Health of the population	1. Health of the planet
2. Health of the planet	2. Health of the population

**"Shared planet" is #1 top trend of 2022**  
Joint responsibility of consumers and brands.

U.K.	U.S.	U.S.
Tofurky plant-based burgers	Happy Family Farmed for the Future regenerative and organic baby food	Ariely climate-friendly snacks

Source: Innova Market Insights

Sustainability

## Tech to table

Expect to see technology play an even greater role in the foods we eat, including **cell-cultured or lab-grown meats**.

Consumers have been a bit squeamish about this technology – the idea of growing meat using animal-derived cell cultures – yet lab-grown meat is being backed by high-profile investors – from Leonardo DiCaprio to billionaires Bill Gates and Jeff Bezos – and more 100 companies around the world are working on cell-cultured technology.

USDA recently established the **National Institute for Cellular Agriculture** – the first-ever U.S. government funded cultivated protein center.

Global Food, Nutrition, and Health Trends for 2022

1 in 2 consumers globally believe cell-cultured technology can be the future of the food industry.


Source: Innova Market Insights

## Global growth of cellular technology

Regulations will finally allow lab-grown meat to hit restaurant tables and grocery store shelves in 2022 and begin competing against traditional meats and plant alternatives. For now, only **Singapore** has approval to sell Eat Just's cell-cultured chicken under its brand **GOOD meat**.

Beyond lab-grown meat, poultry, seafood, and dairy, companies are using processes like precision fermentation to make sustainable alternatives to **coffee, chocolate and peanut butter** without the bean or nut.



Cell-cultured chicken

Cell-cultured seafood

Cell-cultured dairy

Molecular coffee, chocolate and peanut butter

## Backlash brewing against some vegan meat alternatives

Critics point to **ultra-processing** and **unnecessary additives** in popular vegan meats. Now they're questioning if they're truly healthier or even more sustainable than meat.

Growing appreciation for what's real, less processed. Some plant-based fatigue may be setting in – **70% of consumers** are not interested in products simply mimicking meat. It will be important to walk a fine line between a novel experience and still recognizable.

**NewScientist**  
Are vegan meat alternatives putting our health on the line?

**Better Homes & Gardens**  
Are Meat Substitutes Healthy? What You Should Know Before Buying

**The New York Times**  
Plant-Based Food Companies Face Critics: Environmental Advocates

Source: IF Ingredients

## Reimagining food creation

Air Protein and Solar Foods are turning elements in the air into **"air meat,"** described as the most sustainable meat on the planet.

The companies are using a process of air fermentation to create these emerging meat alternatives.



U.S.

Finland

## The new carnivores

More consumers will embrace a redudeterian approach, not veganism. Or **less meat, not meatless.**

The focus will be on **better meat, but less often.** Meat will also be used differently – on the side and incorporated into plant-forward meals.

Grass-fed and "climate positive" meats are growing, and more restaurants are focusing on nose-to-tail and whole-animal butchery.



## A moderation mindset

Increasingly consumers are adopting the philosophy of not letting perfection be the enemy of progress.

The focus is on **small steps** and being **more flexible** vs. an all-or-nothing approach to a healthy lifestyle – including eating more plant-based foods.

The flexitarian style of eating is paving the way for more **hybrid foods** that combine meat and vegetables.



**U.K.**  
Birds Eye introduced Canary campaign to celebrate small steps and doing what you can for the popular Veganuary



**U.K.**  
Debbie and Andrew's Flexilicious "reduced meat" sausages



**Canada**  
Maple Leaf 50/50 Burgers



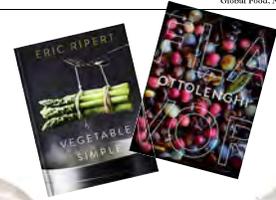
**Denmark**  
Danish Crown's 50/50

## Vegoumets

A new style of eating has put plants at the center of the plate – and **elevated in innovative, sophisticated ways** – not simply as a meat substitute.

Chefs are creating unique plant-forward menus with an array of vegetables, fruits, mushrooms, grains, and legumes.

Gone are the days of just one vegetarian option on the menu. Now restaurants are giving **vegetables the gourmet status** once bestowed on meat. Not simply for vegans, elegant vegetable options are being created to cater to vegoumets.



**Tian in Vienna**



**Gauthier Soho in London**



**Eleven Madison Park in NYC**

## Cheese rises as alternative protein source

Cheese is experiencing new life as a **protein source**. Many varieties of cheese are trending on restaurant menus, especially **halloumi** and **paneer**.

Cheese has also become a popular **keto-friendly snack** – fresh cubes, crisps, and curds.

Additionally, the **dairy-free category** is booming – more creative and better tasting than ever.



Hailing from Cyprus, **halloumi** became popular grilled as an appetizer. Now it's being transformed into burgers and fries.



**Paneer** may be the new halloumi; this fresh cheese from India is being featured in range of recipes beyond the traditional Indian dishes. Domino's in India serves pizza with paneer.



**Whisps cheese crisps** are 100% dairy cheese; the company says they're on a mission to put real cheese back in snacking.



A wide range of new **dairy-free vegan cheeses** are now available – from hard and soft cheeses to sliced and grated.

## Everyday seafood

People will turn to seafood – fresh, frozen, canned and pouched – for **everyday meals**. The options are expanding to make seafood dinners more **convenient, accessible, and flavorful**.

The big new opportunity is with **seafood snacking**, and innovative ready-to-eat offerings.

**Affordability and sustainability** remain important factors to attract seafood consumers.



**Norway, U.S.**  
Salmon Hot Dogs



**Canada**  
Raincoast Tuna



**U.S.**  
Ocean's Light Tuna Snack Kit



**U.S.**  
Wild Planet Wild Tuna, Bean & Corn Salad



**U.K.**  
The Saucy Fish Co. Fish with Sauce Packets



**U.S.**  
My Fish Dish Scallops



**Air Fryer Lobster Tail**

## Plants from the sea

Plants from the sea are being hailed as a **sustainable, nutrient-rich food source** and are showing up in a lot more foods beyond the nori sheets used to wrap sushi.

Now you can find seaweed, dulce and kelp in **salads, snacks, salsa, pasta, and cubes** for adding to smoothies, soups, sauces and dressings. Microalgae protein is also being used as a plant-based meat and dairy alternative.

The Seagrass Zostera Marina, known as the **"rice of the sea,"** is eaten as a grain and it's being lauded as the next big superfood.



**U.S.**  
GimMe Roasted Seaweed Snacks

**U.S.**  
Blue Evolution Seaweed Pasta

**U.S.**  
Atlantic Sea Farms Kelp Cubes

**U.S.**  
Akua Kelp Burger

**Spain**  
Zostera Marina

## Dairy-free milk reimagined

Oat milk ruled in 2021 but expect to see the category of dairy-free milks explode – especially milk from **grains, seeds, vegetables, and nuts beyond almond.**

Unexpected nuts are now available as dairy-free milks, including pecans, cashews, macadamias, and pistachios.

Look for other plant-based milks made from tiger nuts, hemp, flax, sesame, millet, and quinoa – including some versions in powdered form.



**Sweden**  
DUC potato milk

**U.K.**  
Bright Barley barley milk

**U.S.**  
Take Two Barley Milk made from upcycled barley from the beer-making process

**U.K.**  
Rude Health Tiger Nut milk made from a tuber, not actually a nut

**India**  
PiliK made with cowpeas and mung beans

**Canada**  
Hope and Sesame sesame milk

## Carbon neutral

Look for more products touting some type of **carbon emission labeling**, which has increased 56% year-over-year globally. **Carbon miles** are the new calories – and consumers want to cut back on both in 2022.

Also referred to as **"net zero,"** carbon neutral means emissions are still being generated but they're offset by the same amount elsewhere.

Trouble is, there's not been a consistent way to communicate or evaluate these environmental labels, and carbon along the supply chain is difficult to measure. **Certified Carbon Neutral** is one group providing guidance for food companies and offering certification of labels.



**U.S.**  
Neutral Foods Carbon Neutral Milk

**Brazil**  
NoCarbon Carbon Neutral Milk

**U.K.**  
Respectful Carbon Neutral Eggs

**U.K.**  
Cauldron Foods Carbon Neutral product line

**France**  
Mondelez International SnackFuture's NoCoe

Source: Innova Market Insights

## Zero waste

A third of the food produced in the world is never eaten and now this wasted food is firmly on the climate change radar. Stuningly, the carbon footprint of food waste is greater than that of the airline industry.

Expect to see more companies making commitments to fight food waste, including the promotion of **"ugly" produce** and products that use **all parts of a plant or upcycled ingredients** – a growing category of food products made from would-be wasted ingredients.

**35%** of consumers globally say, "a product that contains upcycled ingredients is more appealing to me than other products."



**U.K.**  
Odd Box Home delivery of imperfect produce

**U.S.**  
Rind snacks use peel and rind of fruits

**U.S.**  
Blue Stripes uses the whole cacao fruit in granola, water, and other products

**U.S.**  
Pulp Parity rescues pulp leftover from cold-pressed juices for chips



**Upcycled Food Association** is rolling out the world's first mark certifying upcycled foods



**U.K.**  
Souptologie Rescued Veg Soup



**U.S.**  
CalPao rescues parts of the cacao fruit that would be wasted during cocoa production



**U.S.**  
Seconds crackers made with upcycled carrot peels and pulp

Source: Innova Market Insights

## The producer as star

Farmers are celebrated more than ever, and they'll continue to be a major part of food storytelling as **provenance** and **local sourcing** become even more important.

The demand for local sourcing not only comes out of necessity, as certain products have not been available due to supply chain issues, but also because shoppers are looking to feel connected to their community.

Restaurants, retailers, and food companies are not only **profiling their producers**, but they're also helping to support **small farms** and the **next generation of farmers**.

## Food inflation

**Food prices have skyrocketed globally** because of disruptions in the global supply chain, adverse weather and rising energy prices—increases that are imposing a heavy burden on poorer people around the world and threatening to **stoke social unrest**.

Increased focus on **“democratized nutrition,”** or providing convenient, affordable and nutrient-dense food solutions.

Food media will look for content on **affordable nutrition meal planning**, food budgeting, cooking less expensive cuts of meat, and sprucing up rice and beans.



## Social Justice

## Global rise of food sovereignty

Food sovereignty is the right of all people to healthy and **culturally appropriate food** produced through sustainable methods, and their **right to define their own food and agriculture systems**.

This global movement is also fighting **injustice in the food system**, including food and land justice for Black, Indigenous and People of Color (BIPOC).

Donate to Black Food Sovereignty Coalition to Support Food Justice

All Bob's Red Mill, one of the most important values is giving back to the community. Now we're making it easy for you to join us with our ongoing "Time to CUP" campaign, where you can round up your dollar purchases of the featured choice to donate to one of our partner organizations we support. We're proud to temporarily shut our eyes! That's CUP (give us like a cup of community)!

Bob's Red Mill is raising funds to support the Black Food Sovereignty Coalition.

Ben & Jerry's supporting Emergency Relief for the Farmers of Color Act to help Black farmers and address inequity in agriculture.

### Food elitism and shaming

A groundswell of critics are pushing back against the plant-based, organic and natural movement—claiming that it's elitist and racist. They're raising concerns about food shaming and the promotion of diets that eliminate affordable animal protein products, such as meat, dairy and eggs, which offer valuable nutrients that could be lacking in vegan diets.



**PUSHING VEGAN AND NEAR-VEGAN DIETS IS ELITIST AND HARMS BILLIONS OF PEOPLE WHO DON'T HAVE THE PRIVILEGE TO PUSH AWAY HEALTHY FOOD**

Unlike urban elite reporters, perhaps, many people don't live within immediate vicinity of expensive gourmet grocery stores and vitamin shops. The majority of people on the planet do not have access to the variety of exotic produce, volumes of raw grains, expensive ultra-processed plant-based protein foods and dietary supplements required to make vegan or near-vegan diets nutritionally adequate.

<p><b>GFA</b></p> <p>WHILE PRIVILEGED PEOPLE IN WESTERN COUNTRIES SIGHT ABOUT HOW NUTRITIOUS THEY ARE FOR ELIMINATING MEAT FROM THEIR DIETS AND TRY TO PUSH POLICIES RESTRICTING MEAT TO ALL OTHERS.</p>	<p><b>GFA</b></p> <p>MANY CHILDREN IN LOW- AND MIDDLE-INCOME COUNTRIES ARE SUFFERING FROM NUTRIENT DEFICIENCIES.</p>	<p><b>GFA</b></p> <p>SO AS MANY SOCIAL MEDIA INFLUENCERS PROMOTE THEIR DIET AS EATING ONLY PLANTS, IF THESE ADVISORIALS THAT SUGGESTING NUTRIMENT DEFICE FOOD CAN ONLY HAPPEN IN HEALTHY AREAS.</p>
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### Support for refugees

The food industry is increasingly involved in programs to help support the 30 million people from around the world fleeing their homes as a result of violence, war, and persecution.

UNSTUCK, an initiative of the Tent Partnership for Refugees founded by Chobani CEO Hamdi Ulukaya, creates job opportunities for refugees by working with brands to develop products made with ingredients that are sourced from suppliers helping refugees. Their first product is Chobani & Unstuck Greek Yogurt Mango & Cream, made with mangos sourced from suppliers in Colombia and Peru hiring Venezuelan refugees.



### Sensory exploration

The pandemic created a newfound appreciation for our senses, not least because loss of taste and smell are well documented COVID side effects.

Now dishes are elevated with big, bold flavors—especially sour, spicy and umami. The new umami may be kokumi, the recently discovered 6th sense that dominates fermented foods, aged cheeses and long-simmered stews.

Brands will play with the sense of smell, using scents to transport us to 'happy places.'

1 in 2 consumers globally say "Post COVID-19, I want to be more adventurous with my food and beverage choices."

	<p><b>Umami</b> 5<sup>th</sup> taste</p> <p>U.K. Umami Paste</p>	<p><b>Kokumi</b> 6<sup>th</sup> taste</p> <p>Indonesia Kokumi Bubble Tea</p>	<p>U.S. Koku Cafe, Japanese-inspired soul food highlighting culinary concept of kokumi</p>
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Source: Innova Market Insights

### Florals and flavor fusions

Floral flavor profiles are on trend, experiencing +89% two-year growth in consumer interest. The fastest rising edible flowers include **Osmanthus** +38% 2YoY, **Chrysanthemum** +36% 2YoY, and **Cherry Blossom** +21% 2YoY.

Fusion flavors are also on the rise, especially sweet combined with other flavors including sweet and spicy (**swicy**) and sweet and salty (**swalty**).



**Floral**  
Cherry Blossom is one of the most popular floral flavors  
Cherry Blossom Cheesecake from H Cafe Japanese Café in Canada



**Sweet + Spicy**  
Swicy +34% 2YoY  
Hot Honey +37% 2YoY  
NeNe Swicy Fried Chicken in South Korea



**Sweet + Salty**  
Swalty +29% 2YoY  
Swalty Kettlecorn in Arkansas, Salted Caramel +100% globally in last 5 years

Source: TasteWise, Food and Beverage Trends for 2022, Fona International

### Booze infused

Even though alcohol-free drinks are trending, there's a counter trend of **booze showing up in some surprising places**.

New product launches include booze-infused whipped cream, ice cream, and other desserts.



Cardi B released vodka-infused flavored whipped cream called **Whip Shots**



Topsy Scoop alcohol-infused ice cream parlours  
**Haagen Dazs Spirits** ice cream



Coors released orange cream pop ice cream with alcohol based on its popular hard seltzer flavor (available at Topsy Scoop)

### Vibrant, intense color

In the current environment, consumers are looking for moments of fun and optimism.

Food technologists believe consumers will gravitate toward **bolder, brighter food colors** that bring joy and reflect their desire for a fresh start.

Social media sharing is also driving the popularity of vibrant, naturally sourced colors.

#### Ube Filipino Purple Sweet Potato



Chinese Bing Fen "Crystal Jelly"



"Purple Seoul" Burgers at Burger King Indonesia

Ube is featured in a wide range of foods, from yogurt and ice cream to drinks and baked goods.

#### Yuzu Japanese Citrus



Yuzu is popular in condiments, drinks, ice cream and other frozen desserts.  
Yuzu +26% 2YoY

Source: TasteWise, Food and Beverage Trends for 2022

### Elevated DIY

Cake baking has turned into a celebrated art form with **gravity-defying tiers, 3-D and bubble cakes** - one of the top Pinterest trends of 2022.

At-home baking gets an upgrade with premium sprinkles and other elaborate decorations.



**U.S.**  
3D cakes +60%



**U.S.**  
Bubble cakes +55%



**U.K.**  
Pink Gin Drip Cake, Chocolate Drip Cake, and Jelly Art Cake



**U.S.**  
Fancy Sprinkles

Source: Pinterest Predicts 2022

### The 'Squid Game' influence

Squid Game on Netflix became a global craze, and it made the South Korean honeycomb treat **ppopgi**, or **dalgona candy**, go viral on social media.

Other nostalgic candies from around the world are expected to make their way into shopping carts and recipes – including haw flakes made from the fruit of the Chinese hawthorn and creamy **White Rabbit candy** from China – which is making waves in ice cream, cookies, cakes, and cocktails.



### Life imitating art

The **beloved biscuits** in the award-winning Apple TV+ show **Ted Lasso** inspired copycat recipes and became a trend on TikTok and featured in food media.

Acclaimed baker **Christina Tosi** developed her own recipe and gave away pink boxes of the shortbread at her Milk Bars in NYC and LA for the season 2 finale.



### Other global trends that are traveling

Social media has fueled the popularity of **global street foods**, which are popping up in cafes and menus around the world.

**K-Dramas** from South Korea fueled global interest in Korean Hot Dogs and Egg Drop Sandwiches.



**Avocado Coffee, Jus Alpukat**  
Indonesia > Berlin, Australia

**Taiwanese Breakfast Sandwiches**  
Taiwan > New Jersey, California

**Egg Drop Sandwiches**  
Korea > Singapore, Philippines

**Korean Hot Dogs**  
Korea > Seattle, Chicago

### Potatoes take center stage

The humble spud has taken a global and upscale turn on **restaurant menus**, at-home **snack boards** and **new product innovations**.

The popularity of the **air-fryer** has made French fries nearly an everyday food.

**French fries** were the most popular food ordered from DoorDash in 2021, including cilantro lime fries (+341%) waffle fries (+178%) and garlic fries (+127%).



**Global Fries**  
Oven-baked Za'atar Fries by PICKLED PLUM  
Beef Tallow Furikake Fries by Girl Carnivore

**Frycutter Boards**  
Fries dominate charcuterie boards for entertaining

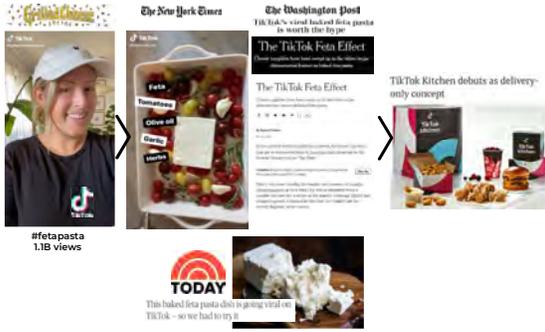
**Gourmet Chips**  
on the menu and in the bag

**Accordion Potatoes**  
became popular hack on TikTok

### TikTok continues to be a dominant driver of food trends

What happens on TikTok doesn't stay on TikTok. With 3 billion downloads, TikTok has penetrated one-third of all social media users (60% Gen Z). **Viral food trends** are regularly picked up in traditional media and have driven sales for products – dubbed the TikTok effect.

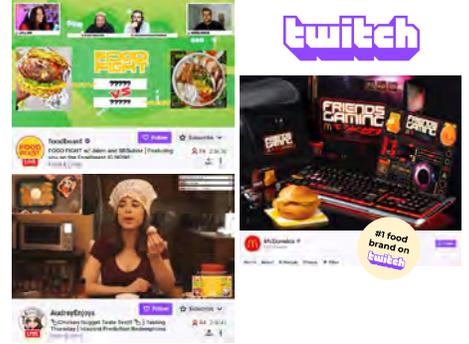
The food trends became so popular that **TikTok Kitchen** has launched a delivery-only concept to bring these viral favorites to your door.



### Social eating and livestreaming

Twitch, an interactive livestreaming platform and social network owned by Amazon that became hugely popular with gamers, has emerged as a food platform, with creators doing **live food demos, taste tests, or simply eating (mukbang)**.

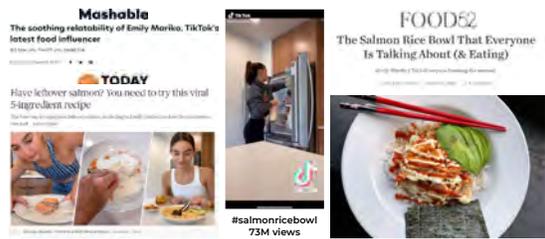
Food brands are increasingly activating on Twitch – with McDonald's, Doritos, KFC, Subway, and Chexes leading food brand chat mentions.



### Simple hacks to level up everyday cooking

The TikTok food approach is influencing other platforms. Recipes are simple and videos are short – emphasizing **simple hack-like techniques** that hit the senses of sights, taste, and sounds.

**Emily Mariko's Salmon Rice Bowl** that featured 5 ingredients and an ice cube to microwave leftover rice went viral – and now she's one of the biggest food influencers on TikTok. She uses ASMR and lets her easy recipes speak for themselves.



### Easing stress of weeknight meals

As the world becomes more mobile post-pandemic, consumers won't have the same time that was available during lockdown and will be looking for products that will help them **continue to cook at home** – but in **less time and with less effort**.

Winning products will show how they can take the stress out of cooking without any tradeoffs.

Many new innovations go straight from freezer to **sheet pan, air fryer, or wok**.



**U.S.** Easy meal options that tap into the culinary trend of sheet pan dinners

**U.S.** New frozen foods are designed specifically for the popular air fryer – from entrees to sides

**U.K.** ToFOO Straight to Wok for simple plant-based meals

### New respect for salad

Salads have surpassed previous expectations and are now viewed as a **legitimate dinner** – often combining vegetables, grains and protein for **super salads**.

Global salad recipe searches are **up 600%** during the last year.

**Green Goddess Salad** was a viral trend on TikTok, modernized to eat as a dip.

**BuzzFeed**  
I Finally Tried The Viral "Green Goddess Salad." And It Has Officially Raised My Salad Standards

**7 LAYER SALAD**  
WITH HOMEMADE DRESSING

**THE DEPARTMENT OF SALAD**  
EAT MORE SALAD FOR A HAPPIER LIFE!

The nostalgic **7 Layer Salad** was top salad recipe search in U.S., as a "breakout" +5,000%.  
40 Aprons

Salad recipes in demand, heavily searched and the star of a popular Substack newsletter.  
The Department of Salad

#greengoddess 74M views

### Health meets comfort

The trend of **"permissible indulgence"** is changing the approach from the occasional super indulgent treat to a more habitual smart consumption.

**Little luxuries** are built into the day – keeping portion sizes in mind. Or desserts are touting **functional benefits**, especially chocolate, ice cream and other frozen desserts.

**U.K.**  
Little Moons Mochi Ice Cream

**U.K.**  
Leone Alive Energy Drops with guarana, fiber, and other nutrients

**India**  
Fresh Pop Prebiotics Ice Cream

**Australia**  
Good Vibes Probiotics Ice Cream

### Global snackification

Snacks are capturing share from traditional meals, including at breakfast, high-protein, and healthier snacks. 64% of global consumers say they prefer to **eat many small meals** throughout the day, as opposed to a few large ones.

Any **single-serve food or mini-meal** is now considered a snack, – which are popular on TikTok, from mug pizza to the folded tortilla hack.

**85% of global consumers** eat at least one snack for sustenance and one snack for indulgence each day.

**U.S.**  
Erin Baker's Breakfast Cookie

**U.S.**  
Hillshire Farms Snacked! on-the-go snack packs featuring meat, cheese, and a treat

**#mugpizza 1.2M views**

Source: State of Snacking 2021 Global Consumer Snacking Trends Study, Mondelez International

### Rise of regional global cuisine

"Ethnic" and generic "Asian" and "Middle Eastern" will be purged from culinarians' vocabulary. Replaced by foods from very **specific regions around the world**.

The concept of "authenticity" has changed, so expect to see more **borderless cuisine** that marries global influences from different regions.

The top five regions influencing restaurant menus in 2022.

<b>Southeast Asian</b> Vietnamese, Singaporean	<b>South American</b> Argentinian, Brazilian, Chilean	<b>Caribbean</b> Puerto Rico, Cuban, Dominican	<b>North African</b> Moroccan, Algerian, Libyan	<b>West African</b> Nigerian, Ghanaian, Western Saharan
Jeremy Bringardner's spin on Southeast Asian Khao Soi	Empanadas	Shrimp Mofongo	Vegetable Tagine, Jamie Oliver	Kith & Kin's Jollof Rice

Source: National Restaurant Association What's Hot 2022 Culinary Forecast

### Food and flavors to watch in 2022

A few of the latest ingredients to hit pantries and restaurant menus this year – big on **flavor** and **global influence**.



Chili Crisp or Crunch



Brazilian Cheese Bread Pao de Queijo



Shaved Ice Desserts



Laska Slurpable noodles from Singapore and Malaysia



Pierogi



Hearts of Palm Seafood replacement, pasta and Latin-inspired dishes



Yuba Noodles Made from tofu skin



Indian Pizza



Sikil Pak Mayan Pumpkin seed dip (the new hummus?)



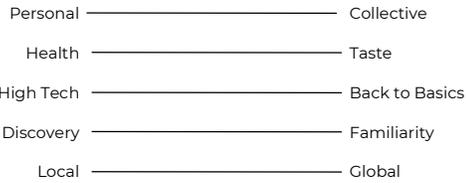
Black Salt



# Let's discuss

In conclusion...

### Duality of modern food culture



# Thank you!