

FOODSERVICE & MILLENNIALS: FLAVORS & FOODS TRENDING NOW



*Millennial menu flavors:
What patrons really want*

BOLD FLAVORS

spicy, strong, and daring, like ginger beer, chiles, mustards, horseradish, and anything with a strong flavor, in ample measure



UMAMI BOMBS

miso, mushrooms, yeast, fish sauce, soy sauce, and aged cheeses



ETHNIC FLAVORS

Korean, Filipino, Peruvian, Nordic, Indian, German, Middle Eastern cuisines, Italian, Mexican, Chinese, Asian Island cuisine



UNIQUE INGREDIENTS

bone broth, artisanal vinegars, filé powder, seaweed, harissa, kuza root starch, daikon radishes, unusual mushrooms, ghost peppers



Beverage flavors for Millennials



Better-for you blends, like those that contain probiotics (kombucha, kefir), energy-boosters, immune-system boosters, alternative juices (e.g., coconut, aloe), or green tea. Plain and sparkling waters. Dairy is out; plant-based milks are in.



Bitter flavors

hoppy craft beers, bergamot, smoke seasonings, coffee



Sour flavors

passionfruit, lime, tart cherry, quince, tamarind, yuzu, pickle brine



Botanical flavors

chamomile, cilantro, elderflower, jasmine, juniper, sage, thyme, lavender, rose, and violet



Spicy hot flavors

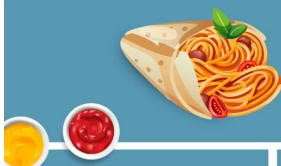
piri piri, chilies, habanero, cayenne, sriracha

Beyond flavor: Millennials also crave...



FOOD WITH A CONSCIENCE

Organic, sustainable, environmentally friendly foods and packaging. They respond to issues like non-GMO, animal rights, fair trade, respectful workplaces, transparent sourcing and green waste management practices. They expect transparency.



Culinary mash-ups

meatloaf lasagna, spaghetti tacos, cheeseburger soup, moo shu sloppy Joe, or spanakopita mashed potatoes

Handcrafted and from-scratch foods, condiments, signature sauces, relishes, hand-cut fries

Build-your-own options

Continually reinvent the food adventure. Build-your-own bowls are trending now. They're easy and portable.

Convenience: grab 'n' go, heat-and-eat, meal kits, online ordering



www.integrativeflavors.com

Sources: Technomic, CBD Food, Food Navigator, FoodService Director, Forbes, International Food Information Council, Nation's Restaurant News, Packaged Facts, Progressive Grocer, QSR