# What's
HOT

2018 CULINARY FORECAST

THE NATIONAL RESTAURANT ASSOCIATION
SURVEYED NEARLY 700 PROFESSIONAL
CHEFS — MEMBERS OF THE AMERICAN
CULINARY FEDERATION — ON WHICH
FOOD, CUISINE, BEVERAGES AND CULINARY
THEMES WILL BE HOT TRENDS ON
RESTAURANT MENUS IN THE YEAR AHEAD.

NATIONAL
RESTAURANT
ASSOCIATION

Restaurant.org

TOP 20 FOOD TRENDS

Sustainable seafood

Thai-rolled ice cream
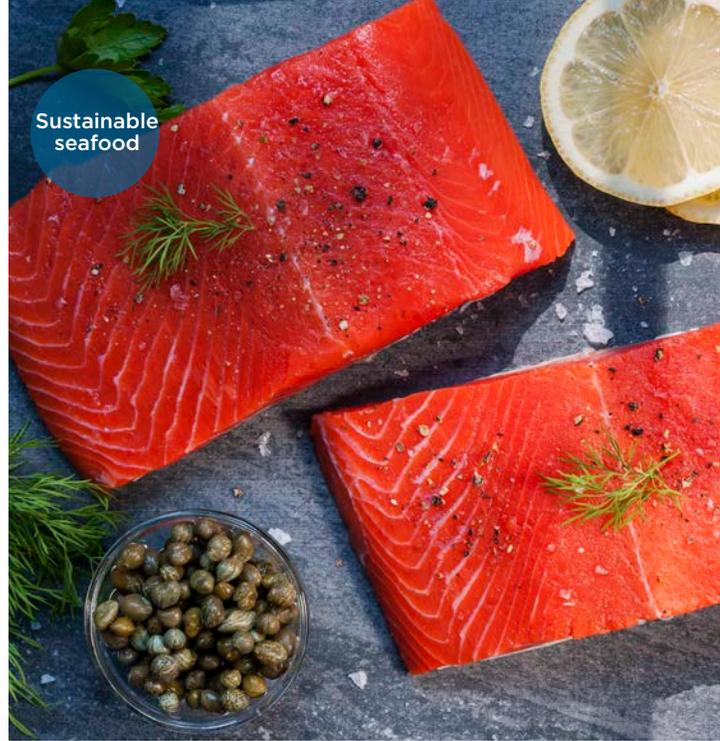
1. New cuts of meat
2. House-made condiments
3. Street food-inspired dishes
4. Ethnic-inspired breakfast items
5. Sustainable seafood

6. Healthful kids' meals
7. Vegetable carb substitutes
8. Uncommon herbs
9. Authentic ethnic cuisine
10. Ethnic spices

11. Peruvian cuisine
12. House-made/artisan pickles
13. Heritage-breed meats
14. Thai-rolled ice cream
15. African flavors

16. Ethnic-inspired kids' dishes
17. Doughnuts with non-traditional filling
18. Gourmet items in kids' meals

19. Ethnic condiments
20. Ancient grains

TOP 10 CONCEPT TRENDS

1. Hyper-local
2. Chef-driven fast casual concepts
3. Natural ingredients/clean menus
4. Food waste reduction
5. Veggie-centric/ vegetable-forward cuisine
6. Environmental sustainability
7. Locally sourced meat and seafood
8. Locally sourced produce
9. Simplicity/back to basics
10. Farm/estate-branded items

Fun Fact

Exotic fruit doesn't necessarily mean tropical. The **pawpaw,** which grows wild in 26 eastern states, is the largest fruit native to North America.

Source: Ohio Pawpaw Growers Association.

TOP TRENDS BY CATEGORY

Culinary cocktaiil

Ethnic spices

Peruvian cuisine

ALCOHOLIC BEVERAGES

1. Culinary cocktails
2. Locally produced spirits/wine/beer
3. Craft/artisan spirits
4. Onsite barrel-aged drinks
5. Regional signature cocktails

BREAKFAST/ BRUNCH

1. Ethnic-inspired breakfast items
2. Avocado toast
3. Traditional ethnic breakfast items
4. Overnight oats
5. Breakfast hash

CONDIMENTS AND ACCOUTRE-MENTS

1. House-made condiments
2. Ethnic spices
3. House-made/ artisan pickles
4. Ethnic condiments
5. Protein-rich grains/seeds

CULINARY CONCEPTS

1. Hyper-local
2. Natural ingredients/ clean menus
3. Veggie-centric/ vegetable-forward cuisine
4. Environmental sustainability
5. Locally sourced meat and seafood

Vegetable carb substitutes

Amuse-bouche

Ethnic fusion cuisine

DISHES

1. Street food-inspired
2. Vegetable carb substitutes
3. House-made charcuterie
4. Seafood charcuterie
5. Amuse-bouche/ bite-size appetizers

GLOBAL FLAVORS

1. Authentic ethnic cuisine
2. Peruvian cuisine
3. African flavors
4. Filipino cuisine
5. Ethnic fusion cuisine

KIDS' MEALS

1. Healthful kids' meals
2. Ethnic-inspired kids' dishes
3. Gourmet items in kids' meals
4. Whole grain items in kids' meals
5. Grilled items in kids' meals

Fun Fact

Did you know that Americans ate 14.9 pounds of seafood per capita last year?

Shrimp

was the most popular, at 4.10 pounds per person, almost double that of salmon at 2.18 pounds.

Source: National Fisheries Institute.

TOP TRENDS BY CATEGORY

Ancient grains

Heirloom fruit and vegetables

NON-ALCOHOLIC BEVERAGES

1. House-made/ artisan soft drinks
2. Cold-brew coffee
3. Gourmet lemonade
4. Locally/house roasted coffee
5. Specialty iced tea

PASTA AND GRAINS

1. Ancient grains
2. Non-wheat noodles/pasta
3. Farro
4. Black/forbidden rice
5. Hand-made pasta

TOP TRENDS BY CATEGORY

Plant-based burgers

Artisan ice cream

Sustainable seafood

PRODUCE

1. Uncommon herbs
2. Hybrid fruit/ vegetables
3. Heirloom fruit and vegetables
4. Exotic fruit
5. Superfruit

PROTEIN

1. New cuts of meat
2. Sustainable seafood
3. Heritage-breed meats
4. Plant-based burgers
5. House-made sausage

RESTAURANT CONCEPTS

1. Chef-driven fast-casual concepts
2. Food waste reduction
3. Meal kits
4. Small-plate menus/ restaurant concepts
5. Commissaries

SWEETS

1. Thai-rolled ice cream
2. Doughnuts with non-traditional filling
3. Artisan/house-made ice cream
4. Savory desserts
5. Smoked dessert ingredients

MOVERS AND SHAKERS

TRENDS HEATING UP

- ☞ Doughnuts with non-traditional filling
- ☞ Ethnic-inspired kids' dishes
- ☞ Farm/estate-branded items
- ☞ Heritage-breed meats
- ☞ Peruvian cuisine
- ☞ Thai-rolled ice cream
- ☞ Uncommon herbs
- ☞ Vegetable carb substitutes
- ☞ Veggie-centric/vegetable-forward cuisine

TRENDS COOLING DOWN

- ☞ Artisan cheese
- ☞ Heirloom fruit and vegetables
- ☞ House-made charcuterie
- ☞ House-made/artisan ice cream
- ☞ House-made sausage
- ☞ Meal kits
- ☞ Nutrition
- ☞ Protein-rich grains/seeds
- ☞ Savory desserts
- ☞ Whole grain items in kids' meals

YESTERDAY'S NEWS

1. Meals in Mason jars
2. Offal
3. Bitter melon
4. Algae
5. Spiralized vegetables
6. Pumpkin spice
7. Flavored popcorn
8. Egg-white omelets/ sandwiches
9. Fried chickpeas
10. Black/forbidden rice

PERENNIAL FAVORITES

1. Shellfish
2. Barbecue
3. Bacon
4. Comfort food
5. Gelato
6. Hand-made pasta
7. Breakfast burritos/tacos
8. Mediterranean flavors
9. Juice/milk in kids' meals
10. Breakfast hash

METHODOLOGY

The National Restaurant Association surveyed 700 American Culinary Federation members in October – November 2017, asking them to rate 161 items as a "hot trend," "yesterday's news," or "perennial favorite" on menus in 2018.

ABOUT THE NATIONAL RESTAURANT ASSOCIATION

Founded in 1919, the National Restaurant Association is the leading business association for the restaurant industry, which comprises 1 million restaurant and foodservice outlets and a workforce of more than 14.7 million employees. We represent the industry in Washington, D.C., and advocate on its behalf. We operate the industry's largest trade show (NRA Show May 19-22, 2018, in Chicago); leading food safety training and certification program (ServSafe); unique career-building high school program (the NRAEF's ProStart). For more information, visit Restaurant.org and find us on Facebook, Twitter, and Instagram.

ABOUT THE AMERICAN CULINARY ASSOCIATION

The American Culinary Federation, Inc. (ACF), established in 1929, is the standard of excellence for chefs in North America. With more than 17,500 members spanning more than 150 chapters nationwide, ACF is the leading culinary association offering educational resources, training, apprenticeship and programmatic accreditation. In addition, ACF operates the most comprehensive certification program for chefs in the United States, with the Certified Executive Chef, Certified Sous Chef®, Certified Executive Pastry Chef and Certified Culinary Educator® designations accredited by the National Commission for Certifying Agencies. The American Culinary Federation Education Foundation is home to ACF Culinary Team USA, the official representative for the United States in major international culinary competitions, and to Chef & Child, founded in 1989 to promote proper nutrition in children and to combat childhood obesity. For more information, visit www.acfchefs.org. Find ACF on Facebook and on Twitter.

Watch the "What's Hot in 2018" video on the National Restaurant Association's website: Restaurant.org/FoodTrends

Join the National Restaurant Association on Facebook, Twitter and YouTube for additional restaurant industry updates and information.

www.facebook.com/NationalRestaurantAssociation

@WeRRestaurants

www.youtube.com/restaurantdotorg

www.facebook.com/ACFChefs

www.twitter.com/acfchefs

	HOT TREND
1. New cuts of meat (e.g. shoulder tender, oyster steak, Vegas Strip Steak, Merlot cut)	69%
2. House-made condiments	64%
3. Street food-inspired dishes (e.g. tempura, kabobs, dumplings, pupusas)	64%
4. Ethnic-inspired breakfast items (e.g. Chorizo scrambled eggs, coconut milk pancakes)	63%
5. Sustainable seafood	62%
6. Healthful kids' meals	61%
7. Vegetable carb substitutes (e.g. cauliflower rice, zucchini spaghetti)	61%
8. Uncommon herbs (e.g. chervil, lovage, lemon balm, papalo)	61%
9. Authentic ethnic cuisine	61%
10. Ethnic spices (e.g. harissa, curry, peri peri, ras el hanout, shichimi)	60%
11. Peruvian cuisine	60%
12. House-made/artisan pickles	60%
13. Heritage-breed meats	60%
14. Thai-rolled ice cream	62%
15. African flavors	69%

	HOT TREND
16. Ethnic-inspired kids' dishes (e.g. tacos, teriyaki, sushi)	64%
17. Doughnuts with non-traditional filling (e.g. liqueur, Earl Grey cream)	64%
18. Gourmet items in kids' meals	63%
19. Ethnic condiments (e.g. sriracha, sambal, chimichurri, gochujang, zhug)	62%
20. Ancient grains (e.g. kamut, spelt, amaranth, lupin)	61%
21. House-made charcuterie	61%
22. Plant-based burgers	61%
23. Filipino cuisine	61%
24. Hybrid fruit/vegetables (e.g. kale-Brussels sprouts, pluot, broccoflower)	60%
25. Protein-rich grains/seeds (e.g. hemp, chia, quinoa, flax)	60%
26. Artisan/house-made ice cream	60%
27. Savory desserts	60%
28. Heirloom fruit and vegetables	62%
29. House-made sausage	

	HOT TREND
30. Exotic fruit (e.g. rambutan, dragon fruit, paw paw, guava)	52%
31. Ethnic fusion cuisine	52%
32. Seafood charcuterie	52%
33. Smoked dessert ingredients	52%
34. Artisan cheese	51%
36. Savory jam/jelly (e.g. bacon jam, tomato jam, hot pepper jelly)	51%
36. Superfruit (e.g. acai, goji berry, mangosteen, purslane)	51%
37. Whole grain items in kids' meals	50%
38. Middle Eastern flavors	50%
39. Non-wheat noodles/pasta (e.g. quinoa, rice, buckwheat)	49%
40. Ethnic cheese (e.g. queso fresco, paneer, labne, halloumi)	49%
41. Grilled items in kids' meals	49%
42. Imperfect/ugly produce	49%
43. Organic produce	49%
44. Extreme milkshakes	48%
45. Hybrid desserts (e.g. croissant-donut, townie, ice cream cupcake)	47%

	HOT TREND
46. Free-range pork/poultry	47%
47. Oven-baked items in kids' meals (e.g. baked chicken fingers, oven-baked fries)	47%
48. Southeast Asian flavors	46%
49. Underutilized/"trash" fish (e.g. mackerel, mullet, redfish, porgy)	45%
50. Avocado toast	45%
51. Kids' entree salads	44%
52. Fruit/vegetable side items in kids' meals	44%
53. Jackfruit	43%
54. Grass-fed beef	43%
55. Amuse-bouche/bite-size appetizers	42%
56. Bite-size/mini-desserts	42%
57. Tapas/meze/dim sum	41%
58. Latin American flavors	41%
59. Ethnic dips and spreads (e.g. hummus, baba ganoush, tzatziki, dukkah)	41%
60. Gourmet burgers	41%
61. Bibimbap	40%
62. Bone broth	40%
63. Poke	40%
64. Dark greens (e.g. kale, mustard greens, collards)	40%
65. Traditional ethnic breakfast items (e.g. huevos rancheros, shakshuka, ashta)	39%
66. Non-traditional eggs (e.g. duck, quail, emu)	39%
67. Micro-vegetables/micro-greens	39%
68. Farro	39%
69. Pho	39%
70. Black/forbidden rice	38%
71. Hand-made pasta	38%

	HOT TREND
72. Inexpensive/underused meats (e.g. chicken feet, pig ears, tongue, oxtail)	38%
73. Extra hot peppers (e.g. habanero, Ghost Pepper, Carolina Reaper, Scotch Bonnet)	37%
74. Game meats (e.g. venison, game birds, boar, rabbit)	37%
75. Sliders/mini-burgers in kids' meals	37%
76. Overnight oats	36%
77. Ramen	36%
78. Fried chickpeas	36%
79. Spiralized vegetables	36%
80. Mediterranean flavors	35%
81. Goat	34%
82. Bitter melon	33%
83. Gourmet mac and cheese (e.g. truffle, lobster, black and blue)	33%
84. Algae	32%
85. Bacon	31%
86. Quinoa	31%
87. Meals in Mason jars	30%
88. Comfort foods (e.g. chicken pot pie, meatloaf, roasted chicken)	29%
89. Cauliflower	29%
90. Juice/milk in kids' meals	29%
91. Octopus	29%
92. Breakfast hash	29%
93. Brussels sprouts	28%
94. Barbecue	27%
95. Bone marrow	27%
96. Ceviche	26%
97. Semifreddo	26%
98. Flatbread pizza	25%
99. Flavored popcorn	25%
100. Chickpeas	24%

	HOT TREND
101. Egg-white omelettes/sandwiches	24%
102. Gelato	22%
103. Broccoli rabe	22%
104. Breakfast burritos/tacos	22%
105. Greek yogurt	21%
106. Shellfish	20%
107. Offal (e.g. heart, tripe, liver, sweetbreads)	20%
108. Chicken and waffles	20%
109. Pumpkin spice	18%

Fun Fact

The lowly spud

has a long history. The Andeans began cultivating it around 500 BC in South America. Today, more than a billion people worldwide eat potato, and more than 4,500 varieties exist, mostly in Peru, Boliva and Ecuador.

Sources: National Potato Council, International Potato Center

ALL CONCEPT TRENDS

CULINARY CONCEPTS	HOT TREND
1. Hyper-local (e.g. restaurant gardens, onsite beer brewing, house-made items)	74%
2. Natural ingredients/clean menus	69%
3. Veggie-centric/vegetable-forward cuisine (e.g. fresh produce is star of the dish)	67%
4. Environmental sustainability	66%
5. Locally sourced meat and seafood	66%
6. Locally sourced produce	65%
7. Simplicity/back to basics	63%
8. Farm/estate-branded items	62%
9. Grazing (e.g. small-plate sharing/snacking instead of traditional meals)	60%
10. Nose-to-tail/root-to-stalk cooking	58%
11. Nutrition	54%
12. Vegan cuisine	45%
13. Vegetarian cuisine	44%
14. Gluten-free cuisine	44%
15. All-day breakfast	38%
16 Sodium-conscious cuisine	37%
17 Eatertainment (restaurants with board games, arcades, etc.)	35%
18 Molecular gastronomy	22%

RESTAURANT CONCEPTS	HOT TREND
1. Chef-driven fast-casual concepts	70%
2. Food-waste reduction	68%
3. Meal kits (e.g. pre-measured and prepped raw ingredients for home preparation)	62%
4. Small plate menus/restaurant concepts	55%
5. Commissaries (e.g. shared commercial kitchen space)	55%
6. Pop-up/temporary restaurants	55%
7. Food trucks	49%
8. Dog friendly	48%
9. Tasting menus	47%
10. Prepaid tickets	38%
11. Food halls	38%

ALL BEVERAGE TRENDS

NON-ALCOHOLIC BEVERAGES	HOT TREND
1. House-made/artisan soft drinks	56%
2. Cold-brew coffee	55%
3. Gourmet lemonade (e.g. house-made, freshly muddled)	55%
4. Locally/house roasted coffee	55%
5. Specialty iced tea (e.g. Thai-style, Southern/sweet, flavored)	46%
6. Specialty teas	46%
7. Mocktails (e.g. non-alcoholic cocktails)	45%
8. Kombucha	44%
9. Grazing (e.g. small-plate sharing/snacking instead of traditional meals)	60%

ALCOHOLIC BEVERAGES	HOT TREND
1. Culinary cocktails (e.g. savory, fresh ingredients, herb-infused)	68%
2. Locally produced spirits/wine/beer	67%
3. Craft/artisan spirits	66%
4. Onsite barrel-aged drinks	64%
5. Regional signature cocktails	59%
6. Food-beer pairings	58%
7. House-brewed beer	56%
8. Food-liquor/cocktail pairings	55%
9. Non-traditional liquors (e.g. soju/sochu, cachaca, pisco)	54%
10. Organic beer/wine/spirits	50%
11. Wine on tap/draft wine	49%
12. Spicy cocktails	43%
13. Growlers/crowlers	38%
14. Anise-flavored cocktails	26%
15. Egg-whites in cocktails	22%