



**IFMA**



**Technomic®**

# **New, Now & Next: Menu Trends to Watch**

**March 26, 2024**

# IFMA Purpose, Vision, and Mission

## Purpose

### Why

To empower, nurture, and connect the FAFH ecosystem so it may thrive and responsibly meet consumer needs.

## Vision

### What

To champion an inclusive FAFH ecosystem that collaborates to build innovative solutions that advance the industry.

## Mission

### How

Be the agent of change leading a dynamic, transparent and engaged FAFH community that will help grow our members' businesses.

# IFMA Centers of Excellence

## Empower

### Insights & Best Practices

Research

Webinars

Whitepapers

IFMA Scope™

## Nurture

### Training & Education

Courses

Foodservice  
Fundamentals™

## Connect

### Connectivity

Presidents  
Conference

Chain Operators  
EXchange (COEX)

Gold & Silver Plate  
Awards

Marketing & Sales  
Conference

Next Gen Execs



# 4 Types of Members

## 1. Manufacturer



## 2. Supply Chain



## 3. Service Providers



## 4. Operator



TIER PAY-BASED MODEL

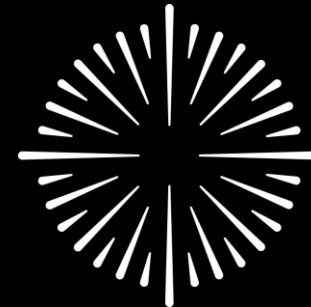
SERVICE-BASED  
MODEL



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# New, Now & Next: Menu Trends to Watch



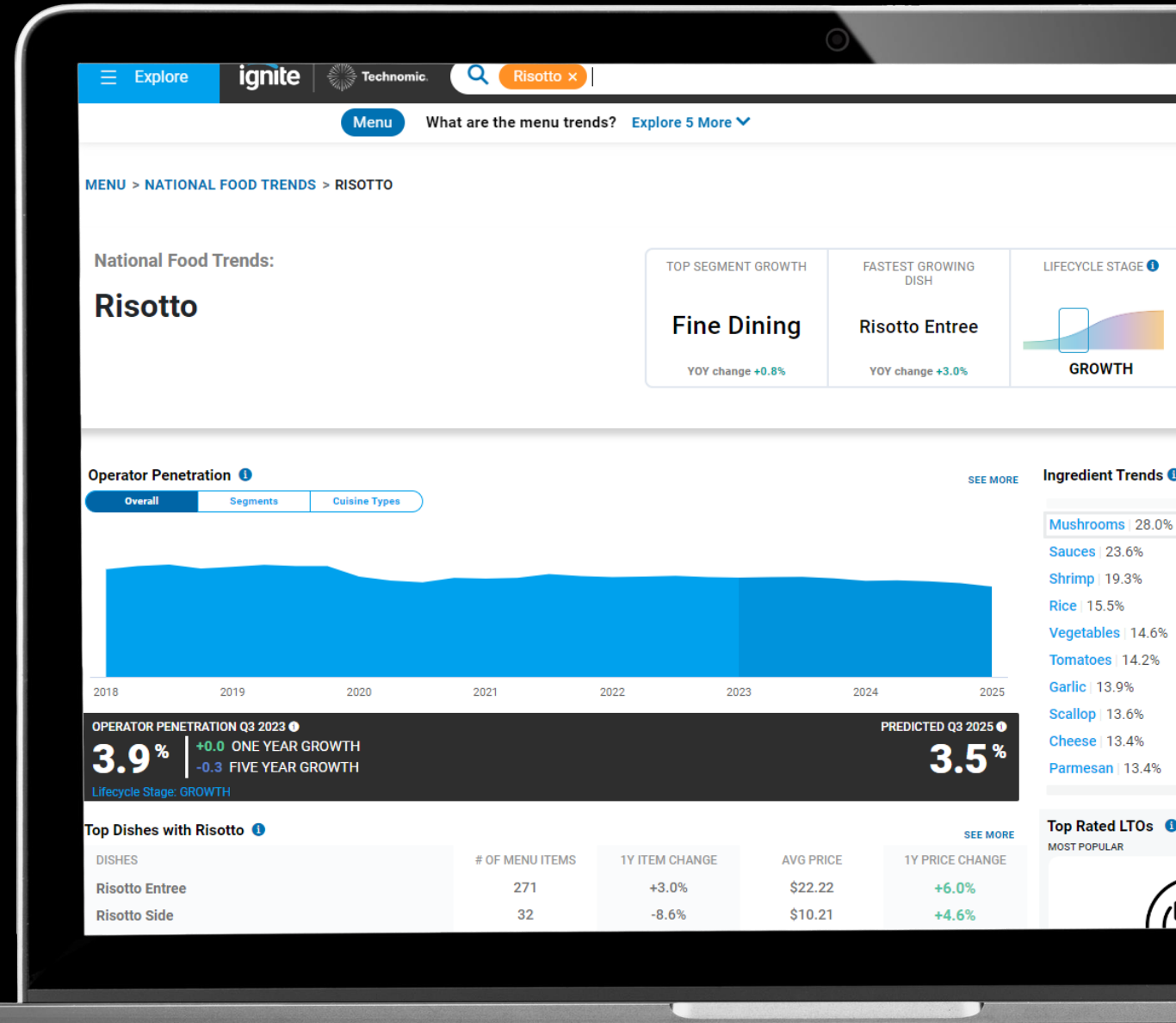
**Technomic®**

**Since 1966, we have produced  
in-depth research focused on the  
foodservice industry.**


**We provide insights into consumer, industry and menu trends  
in the U.S., Canada and 23 countries around the world. Our team of  
experts helps leaders in the industry make complex business  
decisions, set strategy and stay ahead of the curve.**

# Ignite Menu

**75%**  
of industry sales from  
**35,000**  
food and beverage menus  
**250+**  
consumer-rated LTOs  
surveyed monthly





A woman with dark, curly hair is seated at a wooden table in an outdoor cafe setting. She is wearing a light pink blazer over a black and white striped shirt. She is holding and looking at a large, orange menu. In the background, there are green plants and a blue wicker chair. A blue text box with white text is overlaid on the right side of the image.

# What's the state of menus today?

Image Source: Shutterstock

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# KEY THEMES FOR TODAY'S MENUS

## Core menus experience steady growth

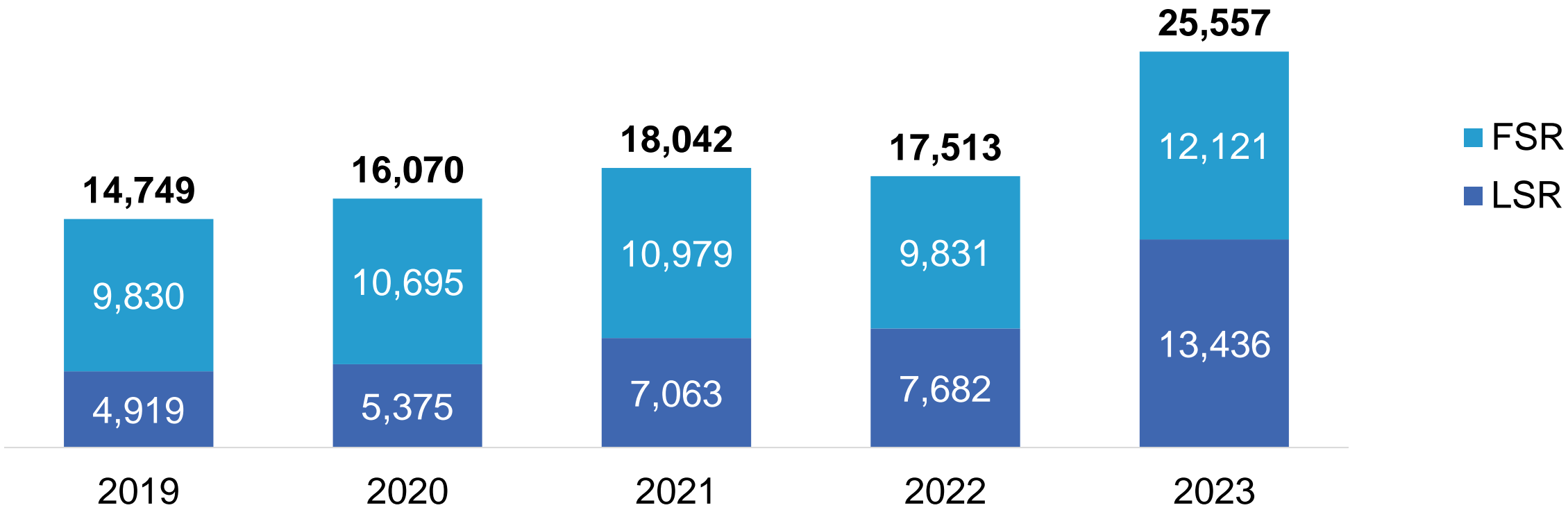
SEGMENT AND DAYPART	ITEM COUNT GROWTH YOY
LSR Breakfast	1.9%
LSR Lunch/Dinner	4.1%
FSR Breakfast	4.7%
FSR Lunch/Dinner	3.3%



Base: Q4 2022-Q4 2023  
Source: Technomic Ignite Menu  
Image Sources: Shutterstock

KEY THEMES FOR TODAY'S MENUS

LTOs blossom



Base: 2019-2023  
Source: Technomic Ignite Menu

## KEY THEMES FOR TODAY'S MENUS

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# Plant-based comeback

### LSR Breakfast (YOY Growth)

Oat Milk **+50.0%**

Cashew Milk **+26.1%**

### LSR Lunch/Dinner (YOY Growth)

Plant-Based Pork **+131.2%**

Imitation Meat Sandwiches **+75.0%**

Plant-Based Beef **+12.8%**

### FSR Breakfast (YOY Growth)

Veggie Protein **+6.7%**



## KEY THEMES FOR TODAY'S MENUS

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# Leaning into luxury

### LSR Lunch/Dinner (YOY Growth)

Truffles **+44.4%**

Wagyu **+19.0%**

### FSR Lunch/Dinner (YOY Growth)

Blue Crab **+75.0%**

Crab Legs **+62.0%**

Caviar **+56.2%**

Julienne **+42.1%**



Base: Q4 2022-Q4 2023  
Source: Technomic Ignite Menu  
Image Sources: Shutterstock



# KEY THEMES FOR TODAY'S MENUS

## Flavor experimentation abounds

### LSR Breakfast (YOY Growth)

Spiced **+48.3%**

Pistachio **+16.7%**

Umami **+15.0%**

### LSR Lunch/Dinner (YOY Growth)

Truffle **+44.4%**

Roasted Garlic **+21.0%**

Horseradish **+20.0%**

### FSR Breakfast (YOY Growth)

Berry **+21.4%**

Spicy **+17.1%**

Savory **+12.5%**

### FSR Lunch/Dinner (YOY Growth)

Cookies and Cream **+34.6%**

Marshmallow **+27.3%**

Red Velvet **+20.0%**



Base: Q4 2022-Q4 2023  
Source: Technomic Ignite Menu  
Image Sources: Shutterstock





**What are some  
menu trends  
to watch?**

Image Source: Shutterstock

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**52% of  
18-34 year olds**

**47% of  
18-34 year olds**

**44% of  
18-34 year olds**

**43%** of consumers are  
**more likely to  
try new/unique  
flavors now  
than 3 years ago**

**40%** of consumers are  
**more likely to  
visit a  
restaurant that  
offers new or  
innovative  
flavors**

**33%** of consumers are  
**willing to spend  
more** on a restaurant  
meal that features  
new/unique flavors

Base: 818 consumers who order food from restaurants  
Source: Technomic 2023 Flavor Consumer Trend Report  
Image Source: Shutterstock

# Complex Flavor Combinations

# 41%

of consumers say they'd like more restaurants to offer foods that feature **a combination of flavors**

Base: 818 consumers who order food from restaurants  
Source: Technomic 2023 Flavor Consumer Trend Report

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# Ingredients with Complex Flavor Combos

**Chraimeh Sauce**—Libyan **sweet, tangy, spicy** tomato-based sauce on grilled maitake mushrooms

**Awaze**—Ethiopian **spicy-herbal** spice blend of mild chiles, ginger, onions and aromatic herbs (spicy-herbal)

**Schisandra Berry**—purple-red fruit described as being **sweet, salty, bitter, pungent and sour**

**Bulldog Sauce**—**sweet, umami-rich** tonkatsu sauce made from stewed fruits and veggies with vinegar, sugar and salt

**Jeow Som**—**sour-spicy** Laos dipping sauce

# Bizarre Beverages

## Tahini Coffee Beverages

**Tahini Mocha**—tahini, chocolate and whole milk (Butcher & Bee in Nashville)

**Tahini Shakerato**—espresso, oat milk, tahini, honey, cinnamon and salt, shaken and poured over ice (Elixr in Philadelphia)



## Spicy Smoothies

**Devil Berry Smoothie**—mixed berries, banana, almond milk and **jalapeno syrup** (Five5seeds in Park City, Utah)

**Mangonada Smoothie**—mango, **Chamoy** and **Tajin** (The Human Bean)

# Pungent Ingredients and Flavor Combos



Image Source: [Gaijin Instagram](#)

**Cicchetti Martini**—Voga vodka, Carpano Bianco vermouth and olive brine, served with **anchovy-stuffed olive**, pepperoncini gran ripieno and **fresh shaved truffle** (Bar Sprezzatura in San Francisco)

**Frozen Pear Soda Espuma**—**fermented honey**, avocado leaf and sorrel (Here's Looking at You in Los Angeles)

**Steakhouse Jerky**—prime beef, green papaya slaw, **truffle horseradish** and Thai basil salsa verde (Scotch 80 in Las Vegas)

**Twice-Cooked Garlic**—shoyu, rayu and senbei crackers (Gaijin in Chicago)

# Umami Extreme





# Umami on Menus

**Mushroom Toast**—cabernet goat cheese, portobello, cremini, shiitake, arugula and balsamic glaze (The Goat's Beard in Philadelphia)

**Umami Burger**—double patty, roasted onions, sliced jalapeno, bacon bits, white American, Chow Chow pickles and sake-miso emulsion (Travail in Robbinsdale, Minn.)

**Umami Tsunami Pizza**—soy-, ginger-, sherry-, and vinegar-pickled shiitake, black garlic, Bacio mozzarella, goat horn peppers, shallot cream and Parmigiano-Reggiano and scallions (Zio Peppe in Tucson, Ariz.)

**+2.5% Uptick of “Umami” Flavor Mentions on Menus YOY**

Base: Q4 2022-Q4 2023  
Source: Technomic Ignite menu data  
Image Source: [Zio Peppe Facebook](#)



# Savory...

## ...Sweets

**Shiitake Chip Cookie** (Oyster Oyster in Washington, D.C.)

**Pate a Coquette**—pate a choux profiterole, herbs de Provence ice cream, wood-fire roasted **foie gras ganache**, roasted pecan praline, blueberry jam, creme fraiche caramel and a baguette (Coquette in Chicago)

**Corn**—berries, **duck fat butter** and Thai basil-Key lime gelato (Jun by Kin in Houston)



## ...Cocktails

**Gray Whale Gin**—tonic, lavender sprigs, orange and **black peppercorn** (Edo Tapas & Wine in Las Vegas)

**Paris' Prize**—St. George Botanivore gin, house-pressed Granny Smith apples and **black garlic molasses** ('Plas Food and Drink in Columbus)

**Latin Quarter**—Santa Teresa 1796 rum, cane, **mole** and absinthe (Carmel in Atlanta)

Image Source: ['Plas Food and Drink Facebook](#)

# Pandemonium on the Plate

## French onion pasta

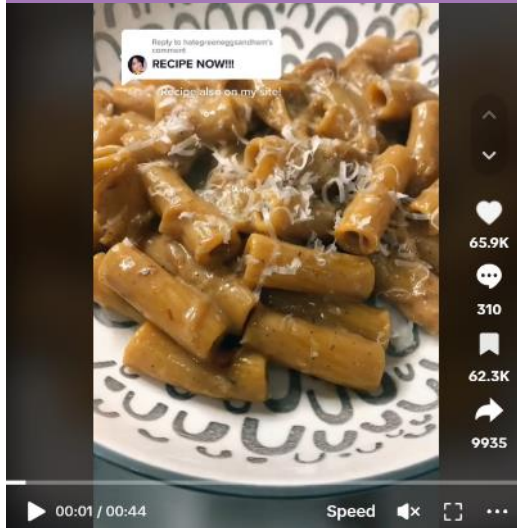


Image Source: [TikTok @carolbeecooks](#)

## Pesto eggs

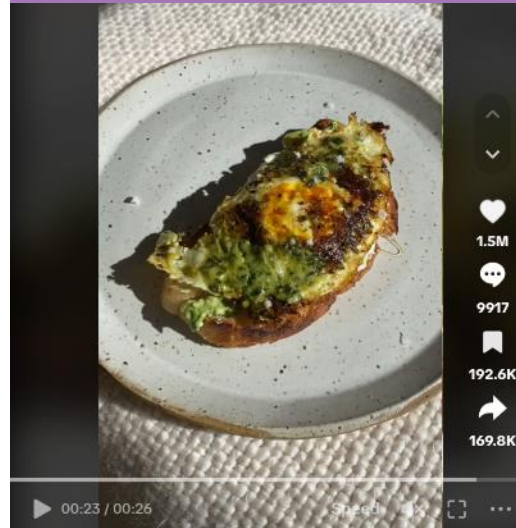


Image Source: [TikTok @amywilichowski](#)

## Jam seltzer



Image Source: [TikTok @katchaomeow](#)

## Feta pasta



Image Source: [TikTok @recipes](#)

## Yogurt toast

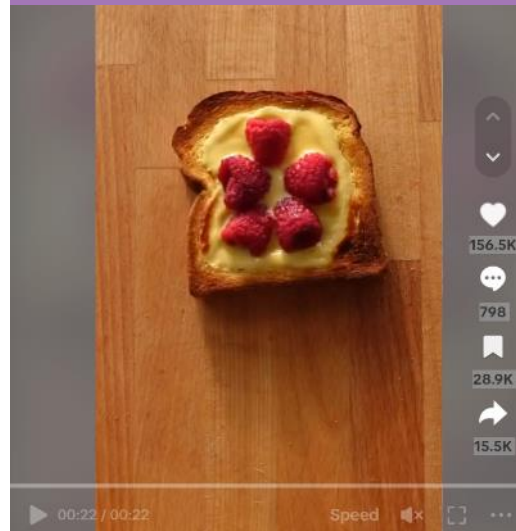


Image Source: [TikTok @cookingwithayeh](#)

## Chopped sandwiches



Image Source: [TikTok @big\\_erics\\_bbq](#)



# ACTIVITY AT LEADING CHAINS IN 2023



## Pizza Hut's Pickle Pizza

Image Source: [Pizza Hut website](https://www.pizzahut.com)



## Starbucks' Oleato olive oil drinks

Image Source: [Starbucks website](https://www.starbucks.com)

# Out-of-the-Box Preparations of Classic Dishes





Image Source: [Twisted Sheep Pizza & Brew Facebook](#)

# Mealpart Swaps

## A CLASSIC SANDWICH...AS A DESSERT

**Entremet Dessert**—roasted potato mousse, French Emmental Swiss cheese, ham jam, field of France rooibos tea, apricot glaze and butter croissant (Coquette in Chicago)

## A CLASSIC DESSERT...AS A COCKTAIL

**Tres Leches Fizz**—Gran Centenario Cristalino tequila, Uruapan charanda, banana liqueur, vanilla, tres leches mix, lemon and soda (Copal in Chicago)

## A CLASSIC DESSERT...SERVED AS AN APPETIZER

**Miso Creme Brulee**—uni roe, kura, ume and shiso (Mother of Pearl in Los Angeles)

## A CLASSIC SOUP...AS MAC AND CHEESE

**French Onion Mac and Chee**—creamy mac and cheese topped with onion soup and baked (Twisted Sheep Pizza & Brew in Naples, Flor.)

# Meal-Inspired Cocktails

**French Toast**—Grey Goose, roasted barley brioche, coconut, milk, maple syrup and egg (Double Chicken Please in New York City)

**Caprese Martini**—olive oil, tomato and basil-infused Grey Goose vodka, lustau blanco and balsamic vinegar (Jac's on Bond in New York City)

**Pizza Party**—Askur gin, Campari, sweet vermouth, Roma tomato water, basil and Castelvetro olive (Superfrico in Las Vegas)

Image Source: [Haute Living](#)

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# Classic Flavors Find New Preparations



# Let's Take Tomatoes, for Example...

## TOMATO IN DESSERT

**Upside Down Tomato Cake**—blueberry sauce and candied walnuts (Kitchen Sink Supper Club in Beacon, N.Y.)

## TOMATO AS MEAT REPLACEMENT

**Tomato**—**green tomato katsu**, cabbage, karashi mayo and Tanaka katsu sauce on milk bread (Tanaka in Portland, Ore.)

## TOMATO JAM

Duck Bacon, Egg and Cheese Sandwich—with duck bacon, scrambled eggs, cheddar cheese and **tomato jam** (Jack's Wife Freda in New York City)

## FROZEN TOMATO PREPS

**Unicorn Oysters**—**tomato granita**, celery vinegar and horseradish (Moeca in Cambridge, Mass.)

## FERMENTED/PICKLED TOMATO

**Peruvian Baby Scallops**—**fermented tomato** water and yuzu escabeche (Edo Tapas & Wine in Las Vegas)

## CLARIFIED TOMATO

**Oysters**—**clarified tomato**, horseradish and citrus (Bar Spero in Washington, D.C.)



# Some Skin in the Game

**Tapioca**—blueberries, **pineapple skin** and sesame puff (Al's Place in San Francisco)

**Calumet Sourdough Bread**—fresh butter, young garlic and **tomato skin salt** (Vicia in St. Louis)

**Fried Pickle Kakiage**—overgrown sweet potatoes, **onion skin salt**, Ugly Pickle Co. pickles and shiso ranch (Shuggie's in San Francisco)

**Bomba Daisy**—tequila, Chateau aloe liqueur, passion fruit, **pickled watermelon rind**, lemon and sparkling wine (Neng Jr.'s in Asheville, N.C.)



Image Source: Shutterstock

# No/Low Waste



# 83%

of consumers say  
**reducing food  
waste/food loss  
reduction** is an important  
sustainability issue to  
them personally

# 35%

of consumers say that the  
**promotion of recycling  
or waste reduction** is an  
important factor  
influencing their decision  
to select a foodservice  
establishment

# Waste Not

Old + broken

Nose to tail

Root to stem

Fermentation +  
other preservation  
techniques



## Kitchen Sink Burger

Patty made with organic **veggie stems, scraps, juicer bits**, brown rice and herbs (The Organic Grill in New York City)

Image Source: [The Organic Grill Instagram](#)

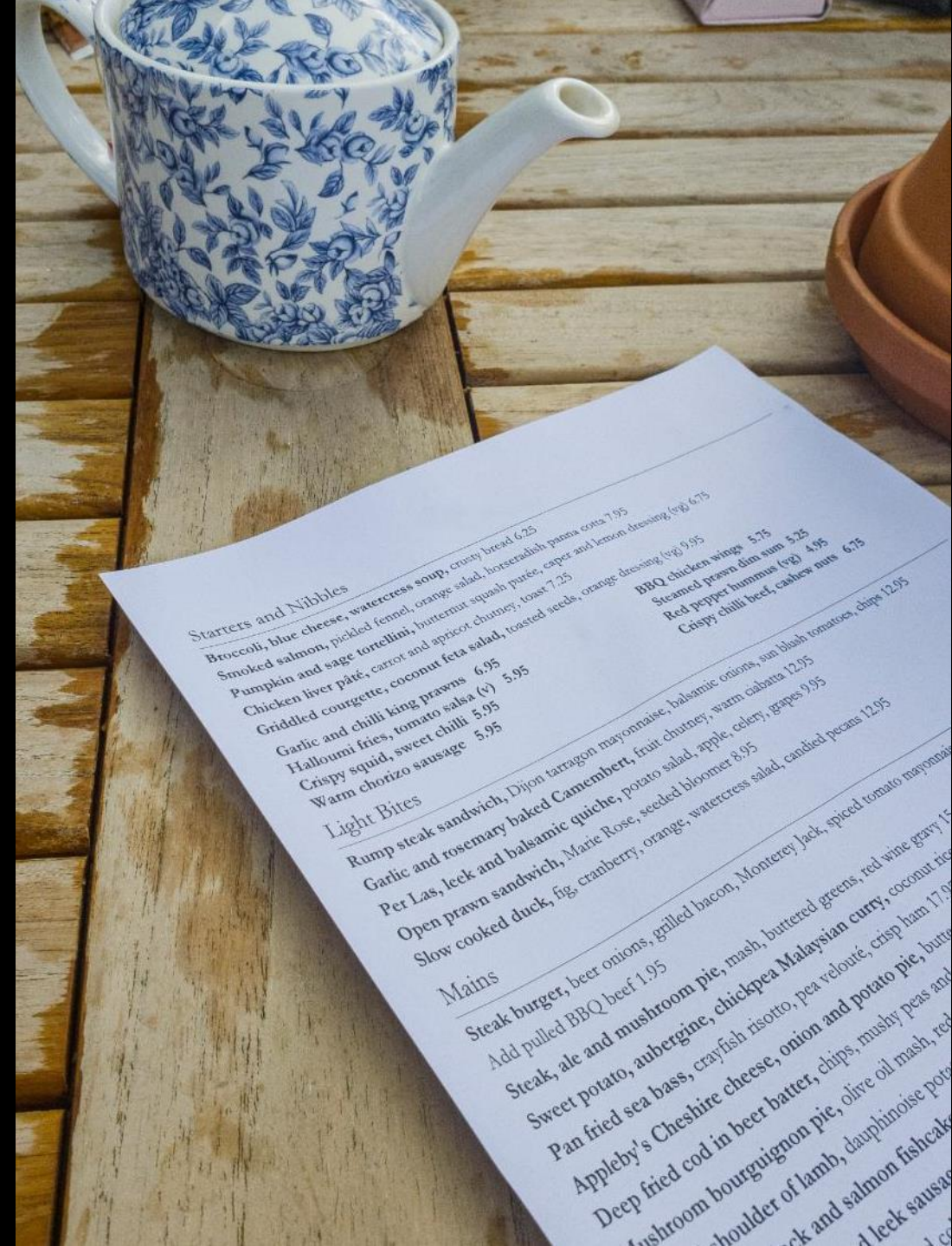
# Menus Go Granular



# 28%

of consumers say **ingredient transparency** is important when considering which foodservice location to visit (34% of 18- to 34-year-olds)

Source: Technomic 2022 Corporate Social Responsibility & Sustainability Multi Client Study  
Image Source: Shutterstock





# Specific Ingredient Varietal Types

## Not just any beef carpaccio/tartare...

**Filet Mignon Carpaccio**—arugula, pickled onions, Parmesan, horseradish, fried capers and toast (Rare Society in San Diego)

**Tenderloin Steak Tartare**—Dijonnaise and slow-cooked egg (Bavette's Bar & Boeuf in Chicago)



## Not just any apple...

**Cheshire Pork Belly**—sweet potato puree, **honey crisp apple butter**, verjus glaze and golden raisin (The Monroe in Orlando, Fla.)

**Princess of Kashmir**—Pearl Pomegranate vodka, lime, chaat spices and **Granny Smith apples** (Lehja in Richmond, Va.)



## Not just any red wine vinegar...

**Salt Roasted Chicken**—porcini, radicchio tardive and **Barolo vinegar** (Via Locusta in Philadelphia)

**Harvest Moon**—cognac, sparkling wine, cinnamon, cherry, lemon, black pepper and **cabernet vinegar** (Billy Sunday in Chicago)



# Region/Country Callouts

**Marash Ice Cream**—sour cherry, chocolate, kaymak, honey or melon and anise flavor (Dalida in San Francisco)

**Gobhi Manchurian**—cauliflower florets in a zesty soy-tomato-chile glaze (Lehja in Richmond, Va.)

**Trinidadian Curry**—chickpea, chicken leg quarter and goat shoulder (Kith/Kin in Washington, D.C.)



Image Source:  
Shutterstock



**Chilean Sea Bass**—oyster mushrooms, enokitake mushrooms, chive blossoms, **Haitian** honey and soy sauce (APT 4B in Atlanta)

**Nems: Egg Rolls**—five pieces of **Senegalese**-style chicken egg rolls (Kabba's Kitchen in Portland, Ore.)

**Egusi Dumplings**—crab, **Nigerian** red stew and pickled pearl onion (Tatiana by Kwame Onwuachi in New York City)

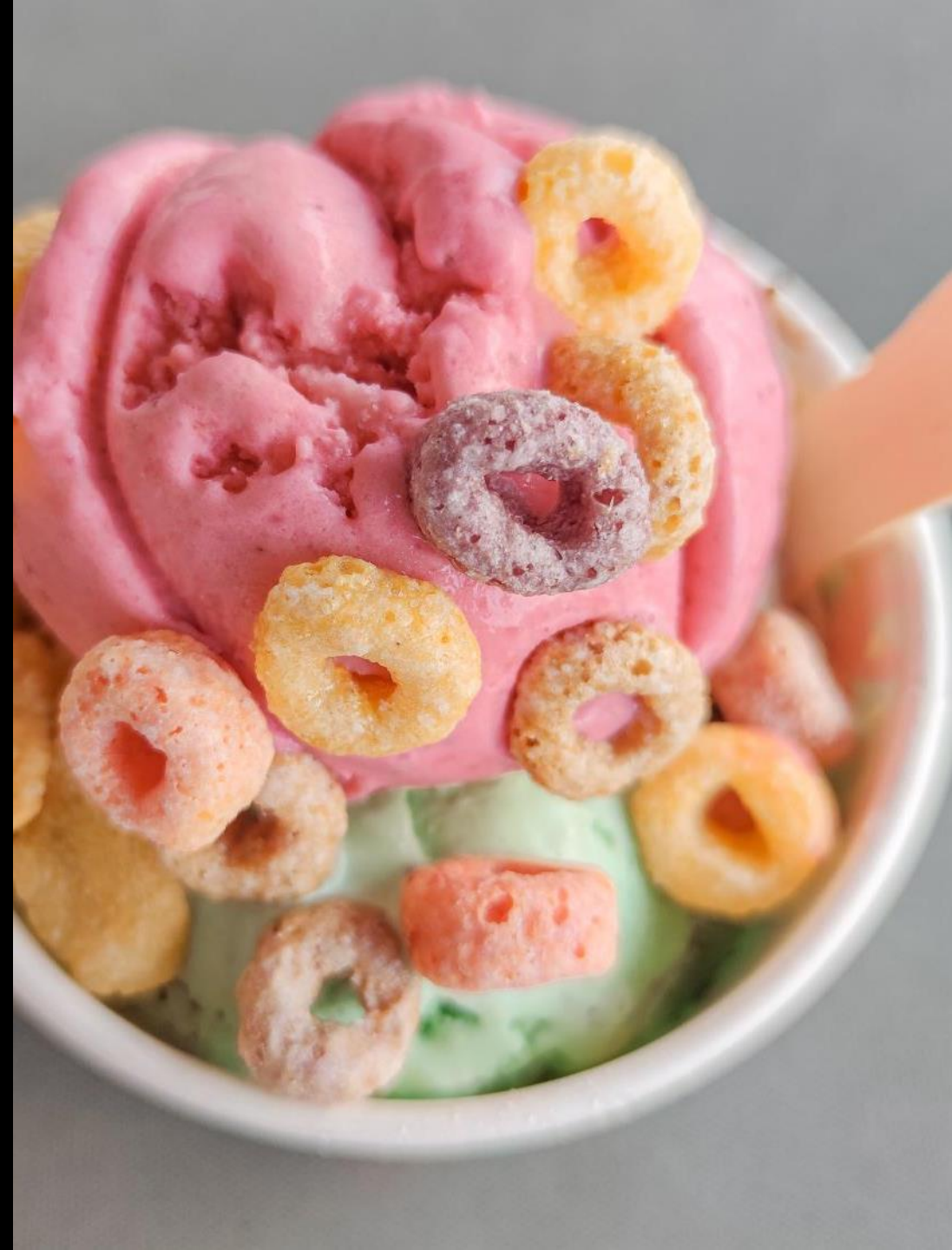


# Nostalgia

# 40%

of consumers would like  
restaurants to offer more  
**nostalgic items or flavors**  
(51% of 18- to 34-year-olds,  
up from 43% in 2021)

Base: 818 consumers who order food from restaurants  
Source: Technomic 2023 Flavor Consumer Trend Report



# Nostalgic Flavors

**Cotton Candy Martini**—Three Olives vanilla vodka, heavy cream and coconut, topped with **cotton candy** (JoJo's Shake Bar, multiple locations)

**S'Mores Black Cold Brew** (Corner Bakery)

**I Got U-Bae**—Fino sherry, Cocchi Smericano, ube and **Froot Loop** coconut milk (The Monroe in Orlando, Fla.)

**Sexy Shroomy Hot Pocket**—mushroom stems and split caps, sun-drenched greens, castelvetranos and chimichurri (Shuggie's in San Francisco)

Image Source: [JoJo's Shake Bar website](#)





# Recommended Actions

Recommended Action for 2024

# Menu extensions go a long way

- Work products into new mealparts/ dayparts or find new, innovative preparations for these items
- Lean into unique flavor and mealpart combinations

Image Source: Shutterstock

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## Recommended Action for 2024

# Get specific

- Menu items with highly transparent descriptors drive cravings with consumers
- Detail exact portion sizes or preparation styles, define lesser-known items directly on menus, etc.

Image Source: Shutterstock



Recommended Action for 2024

# Look to LTOs

- LTOs will drive excitement for your brand
- Suppliers should aim to find ways to attach their products to recurring LTOs

Image Source: Shutterstock

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Recommended Action for 2024

## Experiment with new flavors and presentations

- Experimentation with unexpected flavors, as well as seasonal and less-mainstream global flavors, is driving excitement with consumers
- Find ways to trial new and unexpected flavors and presentations



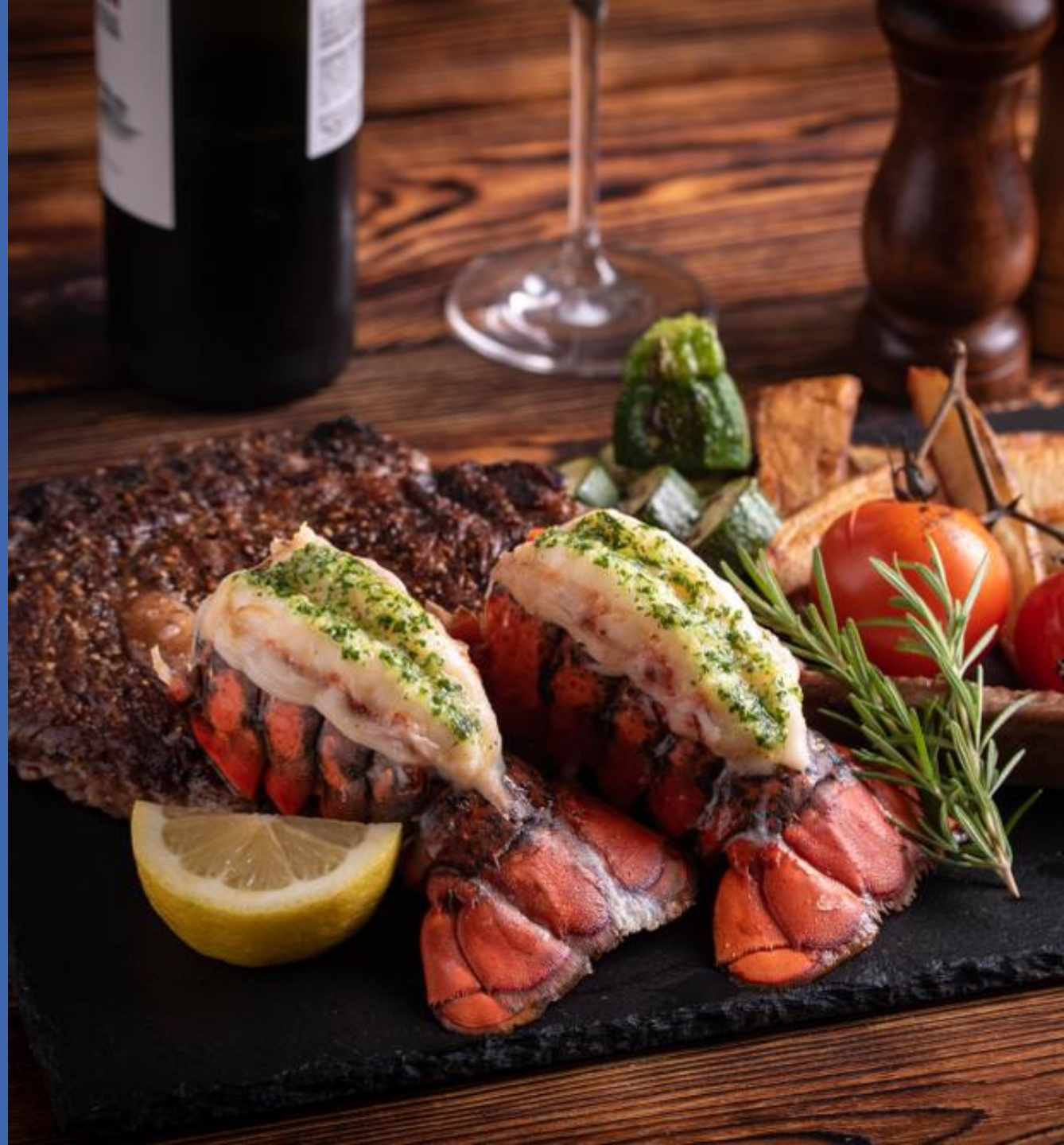
## Recommended Action for 2024

# More is more

- Consumers are making the most of their foodservice visits by leaning into luxury, such as surf and turf
- Follow their lead and give them “more”—whatever that may mean for your brand

Image Source: Shutterstock

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# Questions?



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Our team of experts helps leaders in the industry make complex business decisions, set strategy and stay ahead of the curve.

**Have questions?**  
Reach out to us today.

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