



Kara

FOODSERVICE BAKERS

The Krumb: Mega Trends

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Trend Wheel



Subscription Boxes



Customisation



Go Alfresco



Fire It Up



Love Your Veg



Tech-Savvy

Customisation



Customisation has increased year-on-year as consumer demand for personalisation continues.

There was an **+83% increase** in customisable dishes in Spring/Summer 2020, with **one in five dishes on menus now adaptable**.

As the consumer need for personalisation grows, alongside interest in specific diets such as vegetarianism and veganism, Kara's Brioche Style Buns are the ideal solution for customisable menus.



TOP 3 CUSTOMISABLE DISHES

1. Burger



2. Pizza



3. Salad



Go Alfresco



We appreciate the great outdoors now more than ever before. Alfresco dining has become the safest way to eat out and socialise during the pandemic.

With many restaurants having to adapt their business models and invest in their outdoor spacing to allow them to reopen in 2021, we expect to see further

growth from roof top balconies, beer gardens and car park pop-ups.

Big Hospitality found that **79% of UK diners would increase their dwell time in a restaurant if they could dine outdoors.**

16% of people will continue to have a meal outside in a public place in the future



Fire It Up



Classic Deli Roll



As year-round al fresco dining is becoming more popular, it is no surprise that cooks are getting ever more creative in the fire cooking sphere - from experimenting with types of wood and smoke (olive, chestnut, hickory, maple, oak and more) to layering 'fire flavours' over each other (think charred steak with blistered tomatoes and smoked hollandaise); and embracing global grill techniques (e.g. Japanese, Korean and Thai BBQ) to fire cooking desserts.

TOP 5 SMOKEY TRENDS

1. Applewood
2. Charred
3. Chipotle
4. Hickory
5. Oak



Love Your Veg



As plant-based eating moves into the mainstream, consumers' attitudes towards vegan products are evolving.

There is still a demand for plant-based alternatives that 'taste just like meat' but there is now a strong demand for consumers opting for dishes that are created out of all veg rather than mimics of meat.

These dishes are seen to be more 'natural' and have a smaller ingredient deck.



Brioche Style Bun



6% of all OOH occasions involve vegan food

Protein groups of main dishes -
% change Spring/Summer 2018-2020



Vegetarian
+40.1%



Chicken
+11.9%



Beef
+0.2%

Tech-Savvy



It's no surprise that COVID has left consumers more aware on safety and sanitisation.

The pandemic has accelerated technology use in the out of home market with many establishments now using, QR codes, contactless ordering, app payments and buzzers.

Vendors can no longer afford not to invest in technology and towards the end of the year we expect to see more investment in apps.

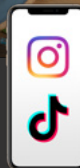


"I feel more confident when I see that a restaurant has implemented technologies such as apps and QR codes as it limits the contact I need to have with menus and staff"

39%
Agree

17%
Strongly Agree

One of the most important lessons we have learnt during lockdown is to 'support local businesses.' Small businesses should invest in interactive apps to create engagement, for this we recommend TikTok and Instagram Reels.



Subscription Boxes



Subscription Boxes are nothing new, but there is no doubt the model has thrived during the pandemic.

Growth may not be as fast as what it has been in the last 12 months but it is clear to see consumers are getting much more comfortable with subscription services; making it a key area of interest.

It is unclear how subscriptions will impact hospitality, but it could be a model used to transition into easier ways of working partially in the kitchen. But with the USA now investing in apps, such as Table 22, which offers customers a subscription service to order from their local restaurants - maybe subscription services could rival delivery in the future?

Subscriptions enhance customer loyalty



Baguettes

Flavour & Cuisine Trends

Hawaii & Spicy



Brioche Bun

Hawaiian food is a hot trend, driven by the growing popularity of poke bowls and interest in healthy 'clean' eating. Customers are also looking to be more adventurous with spicy sauces. Operators should look to combine the two for sweet hot flavourings.

Umami



Sourdough Bun

Umami is described as the fifth flavour and is taking the culinary world by storm. Originally discovered in Japan, to describe 'savoury tastes,' this trend is ramping up in 2021.

Taste of Italy



Doughballs

Classic Italian pizza has provided much comfort to customers during lockdown and will continue to dominate in a post COVID world, as it is great for sharing and also a quick dish to make in the kitchen for reduced menus.

24% of people want to try more spicy food in 2021

Tastecard, 2021

Data is collected from: Lumina Intelligence 2020-2021, The Food People 2021, Food Navigator 2021, Trail Blazer 2021



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