



Kara

FOODSERVICE BAKERS

The Krumb: Menu & Social Trends



Best of British

Gourmet Brioche Bun



Opportunities to fuel the Trend:
The Queen's Platinum Jubilee
 2 - 5 June 2022

Consumers are now becoming much more educated in the subject of food and drink production, leading to a rise in artisanal, authentic and local producers and operators.

The pandemic has been particularly challenging for independents but awareness of the hardships of the last year has spurred on a desire to **support local** businesses as well as independently owned venues over chains, with restaurants being the biggest beneficiaries of this.

46% ...of consumers are now looking for **British and locally sourced ingredients** in their dishes when eating out, there is also the desire for more British cuisine to be on menus - we recommended highlighting British and local ingredients on menus to entice customers.

Consumers are more willing to spend more on a dish if it carries provenance claims.

Going Green

1 in 4
consumers choose restaurants
or pubs because they have
strong sustainability initiatives



Sustainability covers many facets of responsible consumption including carbon reduction, plastic waste reduction and food waste reduction. The pandemic led to a focus on the issues surrounding food waste and benefits of local sourcing with 72% of consumers actively cutting down on food waste.

On menus sustainability is ramping up. Almost 48% of dishes across menus featured a sustainability claim in Spring/Summer 2021, including vegan, which accounts for 39% of claims.

The sustainability-focussed consumer on average spends 9% more on a dish with sustainability claims. Operators can take advantage of this opportunity to increase average spend and improve brand perception for an increasingly sustainability-focussed customer base.

Hot trends evolving from growth in awareness of sustainability are plant-based, fermentation and drinks in recyclable packaging. This is also opportunity to drive spend.

Mindful Nutrition



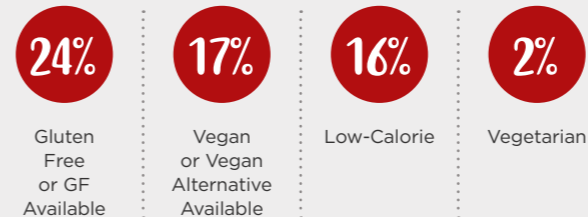
Consumers are now more educated on the foods they consume. This has led to claims on menus – including vegan, vegetarian and flexitarian terms – increasing by 5%.

There has been a strong demand for plant based alternatives in recent years with now 39% of 'mindful' out of home consumers identifying as flexitarian, vegetarian, or vegan.

This has led to restaurants reacting to this trend by introducing a sustainability/mindful claim to nearly half of all dishes in Spring/Summer 2021.



Top dietary requirements flagged on dishes



Flexitarian diets are now growing in the UK with consumers now reducing their meat consumption as consumers become increasingly conscious of sustainability.

On menus we recommend offering vegan alternatives to popular dishes and improving your burger menus by offering blended meats such as meat and veggie patties, consumers can still enjoy the taste of indulgence whilst doing their part for the environment.

Trending Cuisine



Korean
Sticky Fried Chicken



Mexican
Nacho Brioche



Scandinavian
Smoked Open Sandwiches



Japanese
Katsu Tofu Burger

Experiential



71% of UK consumers align with a set of values reflecting an experience-led attitude as consumers look to spend money on experiences rather than material things

The experiential mega trend has developed through the desire for consumers to have unique experiences.

There is a consumer desire for exciting, new experiences, with a boom in creative cocktails, competitive socialising and bottomless brunches.

Competitive socialising, or venues which offer an experience, are on the rise to offer customers an experience that they can't get from home or something unique enough so that is worth getting them to part with their pennies.

Spaces have boomed over the last few years as these social-media friendly venues attract larger groups and longer dwell times.

Experience-led consumers will spend **+3.8% more** on restaurant occasions weekly than the average.

Types of experiential venues:



Video Games



Crazy Golf



Clay Target Shooting



Darts

Indulgence



Indulgence is a mega trend throughout the UK food and beverage landscape with consumers seeking out products and experiences that are considered treats.

16% of consumers state that 'Treat' is the most common mission for eating out. Consumers are willing to spend more on a special occasion.

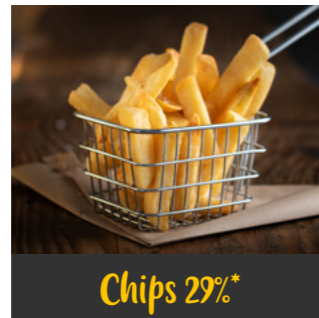
Indulgent menus are great for creating hype around your business, which can improve your online presence.

To make your menus more indulgent we recommend adding sharing platters, which are up 10% year on year.

Adding unique twists to your burgers, pizzas and desserts can really appeal to consumers unique sense of adventure.



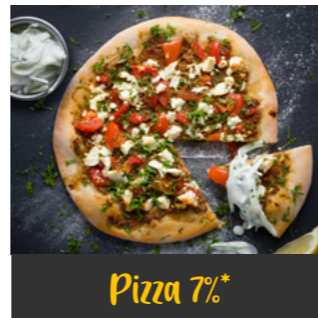
The top three food items consumed out of home are:



Chips 29%*



Burgers 22%*



Pizza 7%*

*Share of occasions

Zero Waste

Queen of Puds - created using Kara Gourmet Brioche



Zero waste eating is gaining traction as consumers become more interested in reducing food waste to support sustainability. For the kitchen, menu management is key to unlocking this trend.

Menus are now 18% smaller than pre-pandemic due to range rationalisation and supply change challenges. Operators are looking to minimise disruption to kitchens and consumers amid supply challenges.

72% of consumers are now actively looking to reduce their own food waste so there is a pressure on out of home operators to do the same.

To combat this we recommend buying ingredients for menus which can be used in a variety of dishes. For example, leftover bread can be made in to croutons for salads or be incorporated into delicious desserts - more suggestions can be found on our website.

Add dishes on menus which can be customised, such as burgers and pizzas, these dishes are affordable to buy in for operators but offer the personalised experience for consumers. Customisation has increased across menus by 38% year-on-year.



Burger is the No.1 customisable dish on menus

Digital

Digital is here to stay! The use of mobile technology and demand for home delivery are the top two most important long term trends impacting the industry, according to industry experts.

Restaurants are leveraging mobile apps either in-house or via third party platforms to deliver high end customer experiences which facilitate a 'one stop' approach to food and drink ordering.

With new legislation coming into force this year to make calorie labelling mandatory on menus we recommend operators using digital menus to communicate availability and nutritional information.

55%

...of consumers agree that it is easier to browse the menu in an app.

What are the most important long term consumer trends impacting the industry?



What is next for digital?

'Text shopping' is set to emerge in the UK, which allows customers to text the retailer with the products they want.



Hybrid Working



Flexible working has been a lasting impression from the pandemic. No longer are we constrained by structured routines, which has changed consumers eating habits.

The new hybrid way of working gives consumers more freedom with their eating out occasions, driving demand for all day menus and brunch occasions.

Many coffee shops are now adapting their business models solely for mobile order pick-ups. This is a shift from its previous strategy of operating as a third space for consumers - where consumers can mix work, leisure, social, food and drink in one place.

35%

Prefer working fully remote



Many pub chains are investing in their property and menus with an aim to target consumers working from home by opening in high street and suburban venues and developing all day brunch/lunch and Wi-Fi deals.

