

Kara

FOODSERVICE BAKERS

The Krumb

Summer Menu Trends



Cost of Living

The cost of living crisis has led to consumers being increasingly value conscious and prioritising cost above other credentials.

Operators will need to ensure value is at the core of their offer in order to stay competitive and relevant to consumers during this financially difficult time.

What are the most important long term consumer trends – *according to industry experts* – impacting the F&B industry?

- Squeeze on household budgets
- Value consciousness

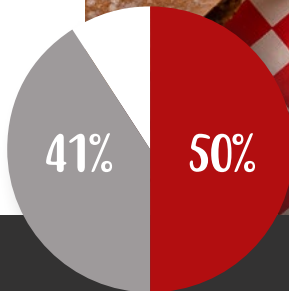
Long term predictions...

Heightened prioritisation of spending in low ticket channels such as coffee shops and fast food will continue.

Consumers to cut back on more expensive occasions such as lunch and dinner.

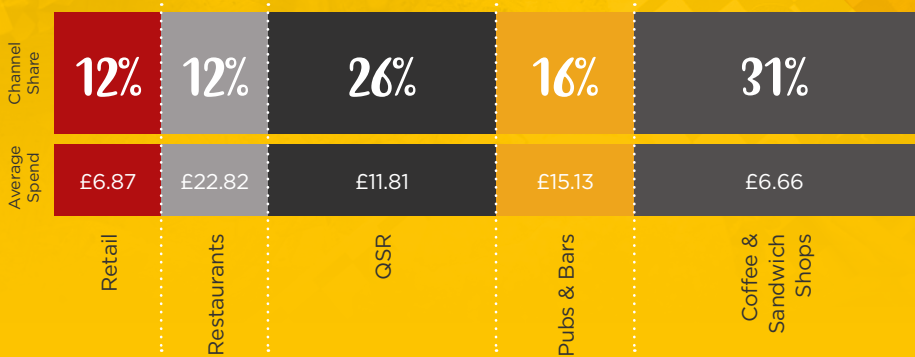
There will be an increase in footfall for Food to Go and snacking missions.

78% of consumers are being more price led this year



Soaring Sectors

Channel share of eating and drinking out occasions with average spend.



Coffee and sandwich shops have seen an **increase share of 5%** of occasions in the past year, as consumers look to cheaper channels to minimise spend. Vendors can capitalise on value for money by offering meal deals, or more premium sandwich carriers such as **Kara bloomer breads**.

Pubs and bar occasions have **grown by 3%** and restaurant occasions have **declined by 3%** in 12 months, suggesting consumers are trading down from the more expensive channels, to pubs and bars for meals out. Pubs should adapt and focus on family meal deals and offer quick serve menu options, such as burgers and pizza.

Conscious Consumer

44%
of consumers are
health conscious
when eating out

Kara
Petit Pain



Health is wealth

Healthier consumption continues to be at the forefront of government, business and consumers' minds. Policy has enforced calorie counts to be on large business menus to try and encourage consumers to make healthier choices.

This shift is leading to a decline in impulse purchasing and an increase in purchases of lighter dishes.

This switch reduces cost to operators by allowing for smaller portions and utilising less expensive ingredients.

Kara petit pains or **baker's basket** are great to accompany side salads or soup options.

Go green

Strategies to mitigate carbon emissions and improve operators' sustainability credentials continue to widen.

Technology is helping to reduce food waste through apps and AI, while businesses are now starting to explore eco labels.

67% of consumers are sustainability conscious when eating out

Ways business are aiding sustainable practices:

- Eco labels
- Buying British
- AI waste technology
- Honest farming
- Food waste apps



72% of consumers agree they prefer buying food that has been grown or produced in the UK

Vegan Trending Dishes

Seafood

66% of consumers are now sustainability and environmentally conscious when eating out, this has driven an increase in vegan seafood, such as fishless scampi, squid and tuna.

Eggs

Vegan diets when eating out have **increased +11%** and vegan eggs, made from chickpea protein, are becoming more popular as a scrambled egg on toast alternative.



NEW
Seeded Brioche
Style Buns

Did you know?

Dishes that can be amended to offer alternatives for those with dietary requirements offer price premiums.

Average dish price of dietary requirement alternative dishes:

GF

£14.54

Gluten Free

V

£10.63

Vegetarian

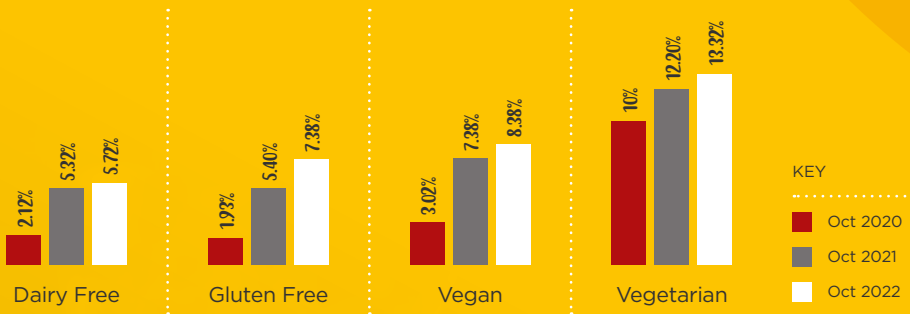
VE

£12.49

Vegan

Dietary Requirements

Percentage share of flagged dietary requirements on menus.



There has been an overall increase of menus flagging dietary requirements. **Gluten Free has increased on menus by 5% since 2020**, with many operators now incorporating free from options into the main menu.

Vegan menus have also increased by 5%, as there is now as many as 3.5 million vegans in the UK - which would be over 7% of the population. In a large party, vegans are the main decider on where to eat.

Dairy free options have also **increased by 3%** which ties into the vegan trend.

Additionally, there's a predicted 22 million flexitarians in the UK and **49% of Brits are now limiting their meat intake** or choosing not to eat meat at all, operators will benefit from one such as **Kara's brioche style bun range**.

Top Cuisine & Lifestyle Trends

	Lifestyle Trends	Cuisine Trends	Product Trends
Warm	<ul style="list-style-type: none">• Retro home comforts• Solo dining• 'Dinneractive' experiences	<ul style="list-style-type: none">• Cuban• Sri Lankan• Afghan	<ul style="list-style-type: none">• Retro foods• Vegan eggs• Pea protein
Hot	<ul style="list-style-type: none">• Plant based fish and seafood• Robot delivery• Meal boxes• Masterclasses	<ul style="list-style-type: none">• Authentic Mexican• Caribbean• West African	<ul style="list-style-type: none">• Premium sandwiches• Foraged foods• Mushrooms
Emerging	<ul style="list-style-type: none">• Dog friendly venues• Gut friendly foods• Buying British• Immersive dining• Experience led	<ul style="list-style-type: none">• Austrian• Filipino• Swiss	<ul style="list-style-type: none">• Vegan seafood• Palm oil free• Fermentation



Create **experience led** dining moments easily
with Kara's new brioche bun range

Retro Indulgence

*Created
using Kara
Doughballs*



Treating remains an important driver for out of home and convenience missions.

Despite decade high inflation, consumers continue to seek out affordable treats, known as the lipstick effect. Indulgence will always be core to shoppers purchasing out of home.

Nostalgia

With millennials now becoming adults, they are looking back to the nineties with a touch of nostalgia. Tapping into the indulgence trend, retro foods are seeing a rise across the market as consumers look to enjoy old school classics.

Reliving our past can evoke some of our fondest memories and this is often translated through flavours and ingredients to create the impression of a big food hug.

In bakery we are seeing more borrowed nostalgia, from peanut butter and jelly, apple crumbles, blonde caramel chocolate and triple chocolate pies.

Jammy
Bread
Pudding



All about the icons

It's all about the classic treats in bakery this year to evoke the familiarity. We are seeing classic chocolate being used as a whole, sprinkled on top or as a filling.

Brioche
Baked
Alaska



Mainstream operators are also introducing British classics on their menus, with Harvester offering a treacle sponge, and Costa coffee selling simple classic chocolate cornflake cakes.

Customisable

There has been a 20% increase in the share of customisable dishes from 2019 to 2022.

Consumers want to be able to customise their dishes to suit their dietary preferences such as healthier eating, gluten free and veganism.

Customisation also benefits operators through streamlined menus allowing for cost efficiencies while still offering customers choice. Listing items separately also masks total dish calories which gives customers the ability to control the overall calorie content of their dish.

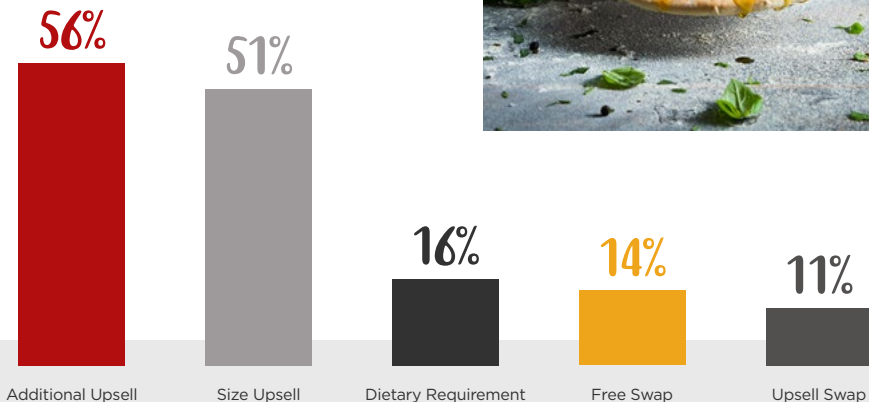
46% of items on menus are customisable with burgers and pizza the most popular



Variations of dishes present operational challenges for operators, especially with the current difficulties around staffing. These challenges are being reflected in the price point of dishes, in pubs and bars **customisable dishes are 28% more expensive than the average dish.**



Customisation type.



Additional and size upsell are the most popular customisation types, allowing outlets to keep base prices low while offering customers trade up and more premium options, such as **Kara's brioche and sourdough burger buns.**



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Doughballs*

Data from Lumina Intelligence 2023 and The Vegan Society 2023