

Kara

FOODSERVICE BAKERS

The The Krumbs



Summer Menu
& Social Trends



92% of UK
consumers have eaten
world cuisines in the
last three months.

Cuisine Trend Hotspots

Global flavours continue to add adventure to everyday eating routines. World cuisine flavours continue to offer consumers elevated taste experiences at home.



Authenticity is the most appealing factor in world cuisines for UK consumers, closely followed by adaptability (to different flavour preferences). These priorities suggest

that the taste and convenience of world cuisine retail products can generate interest in less-explored varieties and further ignite consumer excitement in new flavour experiences.

Fruity Florals

Floral flavours in food and drink have evolved in the past decade with consumer interest in botanical flavours such as flowers has grown largely due to their appeal as natural ingredients.

Floral flavours as ingredient have previously dominated the hot tea market but 2024 is seeing them embark on new categories. Interest has grown due to the appeal of more exotic and distinct taste profiles, textures and aromas, and the positive perception of mood-enhancement qualities.



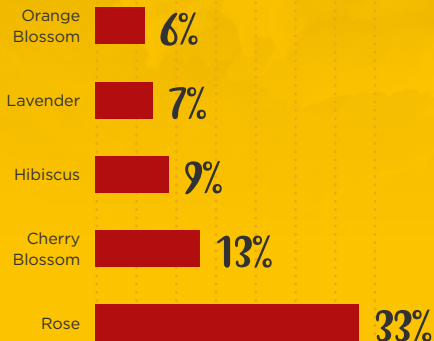
Floral flavours are now in a state of re-emergence with consumers associating them with health and wellness properties, but also certain pairings can help flavours branch into a wealth of indulgence such as fruity cocktails.

In regard to food and drink these experiences can be achieved by pairing floral (natural) flavours with a range of indulgent

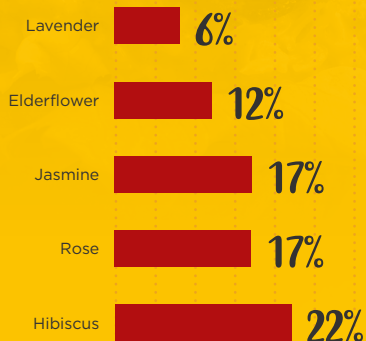
ingredients and flavours. For instance, orange blossom goes well with nuts, such as walnuts or pistachios, as well as with warming spices, like cardamom, cinnamon, anise and cloves.

In baked goods, we can see orange blossom in muffin, cake and macaroon recipes. Hibiscus can be found in cookie and loaf recipes.

Top Floral Food Flavours



Top Floral Drink Flavours



Health is Wealth

Recent pandemic-induced changes have fuelled the growth of health and wellness trends, prompting increased consumer mindfulness around dietary choices and government initiatives aimed at improving national health.

Health as a consumer trend remains key, with operators focusing new product development on healthier offerings, as consumers now have a greater awareness of health credentials.

Gut health focused wellness trends have gained traction driven by growing awareness of the gut-brain connection and its influence on mental health. Operators are responding to this trend by incorporating more gut-friendly ingredients, catering to dietary preferences and menu innovation.

29% of operators have seen an impact of introducing calorie labelling on menus...

...this is up 6% year-on-year as legislation comes to the forefront. Kara has been improving recipes within their savoury bakery portfolio by reducing salt and calories in their products where necessary, without compromising on taste or quality.



Function and Gut Friendly Foods

180g
Doughball

Lemon

Khifer Cabbage

Turmeric & Honey
Coated Chickpeas

Honey Dressing

Greens

Mushrooms

Top Tip

Our top tip to tap into this trend is to offer affordable and nutritious menu options and value led loyalty initiatives, to help those facing the cost of living troubles but wanting to maintain healthy lifestyles.

42% of consumers
very health conscious

Newstalgia

Newstalgia is the trend taking menus by storm this summer, a concept that pays homage to the past by creating something new with something borrowed.

1/3 customers say their choice of baked goods is now influenced by new flavour twists.

The desire for comfort and familiarity remains strong and an element of nostalgia continues to be a powerful purchasing factor. We are seeing many operators putting a modern twist on classics.

Tiramisu and sticky toffee pudding are among sweet bakery items making a resurgence.



65% of UK consumers
enjoy products that remind
them of their past

Hybrid Dishes

When it comes to savoury bakery we are seeing newness in the form of hybrids. Many Chefs are now blending dishes and drinks together to create fun and exciting twists on classic menus.

On sandwiches we are seeing clashes of concepts with the simple cheese sandwich being revamped to see onion bhajis thrown into the mix and burgers are being elevated by adding comforting side dishes such as creamy mac and cheese and tater tots.

Burger are even going beyond the humble cheese and bacon instead introducing mash ups of cuisines, such as tex mex and pulled pork fillings. Pickled veg is being seen on QSR menus allowing for a sprinkling of eastern flavour profiles are making their way to the mainstream with 'Korean' gochujang giving heat to fried chicken dishes or adding kimchi to amplify the flavour level.



Surging Social Media

Each new generation integrates more deeply into digital and brands need to keep pace with digital development in order to influence new consumers and further engage with existing ones.

But how can operators succeed in the digital space and keep ahead of the curve?



100% of 16-26 UK Gen Z online users went on social media in the past three months vs 98% for Millennials and 85% for Gen X and older.

Short Media

In the digital age, brands need to up their game to capture people's more limited attention spans, with Gen Alpha and Gen Z adopting short forms of video as a way to digest information faster and discover new food and drink trends quicker.

Great forms of media to capture this generation are TikTok, Youtube Shorts as well as Instagram Reels to 'challenge operators to quicken the pace.'



SHORT FORM VIDEO

76%

of Chinese Gen Zs aged 18-27 value short-form videos as the best way to obtain valuable information about their interests.

FOOD-TOK TRENDS

39%

of US Gen Z coffee fans learn about coffee trends from TikTok vs **37%** who learn from coffee chains and **21%** from retail coffee brands.

SOCIAL MEDIA DISCOVERY

64%

of 13-17-year-old Gen Z teens in UK use social media to discover new products.

Impressive Immersive Experiences

The amount of digital data has sky-rocketed since 2010, with the US leading the way.

However, the rise of AI will accelerate the volume of 'digital noise' globally. From optimising manufacturing processes, improving kitchen efficiencies and targeting staff shortages, AI is set to rapidly change the way the sector operates.

AI can help operators drive revenue by adding certain types of food to a menu, identifying growth opportunities and uncovering potential issues in operations. Predictive analysis can inform operators about the right dishes on menus and the right number of staff available.

Ways AI will change the foodservice landscape

FRONT OF HOUSE

- Phone answering technology, making reservations and adding guests to waiting lists.
- Personalisation of customer experiences through online ordering and digital marketing.
- Self-serve technology including digital payment or split bill technology.

BACK OF HOUSE

- Integrated inventory and purchasing.
- Track sales data to determine trends and patterns so that staff can be allocated as needed.
- Track food waste through bins.

'Artificial intelligence will be key to the future of foodservice'

Lumina Intelligence 2024

Vegan 3.0

The vegan movement is showing no signs of slowing down, with meat free dishes further increasing their share on menus.

Plants Plants Plants

Meat-free innovation is allowing operators to design more cost-effective dishes using vegetables as well as align with customer demand for greener eating.

Meat-free products are refocusing on “plants” this summer. Plant-based meats have been around for a while, but recent trends are focusing on the “plant” alternatives rather than complex imitation meats.

Mushrooms, legumes, and nuts are all products gaining popularity as meat-alternative proteins and are expected to be seen on menus.



Safe Seafood

An emerging trend for operators in the vegan category this summer will be vegan seafood, a great way for this to succeed on menus is to highlight the sustainability claims on menus to show your business is helping strengthen the health of our oceans.

Dietary Requirements (2023)

28.9%	Flexitarian
13.7%	Non-drinker
5.9%	Vegetarian
4.3%	Non-gluten
2.4%	Non-dairy
1.0%	Vegan

Flexitarianism

Flexitarianism now sits at the core of foodservice consumers' decision-making process; as they account for nearly **one third of the market**.

Flexitarians are also classed as the most adventurous consumer base creates opportunities for re-imagined flavours that bring an element of surprise.

These consumers have fueled the need for 'foodie-ism' in the foodservice arena as consumers are excited to try new things, this will seriously impact operators that lack that lack menu innovation or are simply not changing menus frequently enough.

When it comes to menus, we recommend changing your menus at least 4 times a year! However, Nudja chilli, tahini, brown butter, wild mushroom and pumpkin are all key flavours spotted within the bakery category this year.

Creative Customisation

Customisation allows for a more personalised consumer experience that enables dining occasions to be tailored to consumers specific preferences and needs.

This summer we are expecting to see the inclusion of premium add-ons and tiered price points provide operators with the opportunity to upsell, driving trip spend, whilst maintaining strong value for money credentials.

Coffee shops are also tapping into the personalisation trend, with 21% of all menu items now being customisable such as indulgent coffees to cater to all preferences and brands such as Greggs allowing consumers to create their own pizza via their app.

32% of
items on menus
customisable
in 2023.

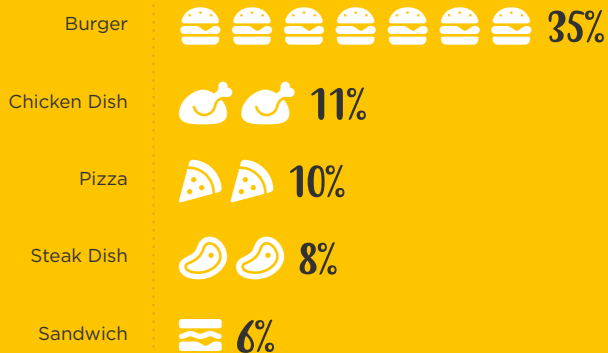


Digital

Digital menu personalisation is aiding in optimising the consumer experience, by point of purchase across drive thru, app and in-store kiosks, in an effort to ensure relevance and meet consumer demands.

Operators and delivery aggregators including PizzaExpress, Domino's and Deliveroo are leveraging 'suggestive selling' to recommend additional menu items that complement consumers' current orders. This custom targeting strategy drives basket size and spend.

Proportion of pub & bar main dishes that are customisable, with customisable dishes by dish type, 2022-2023



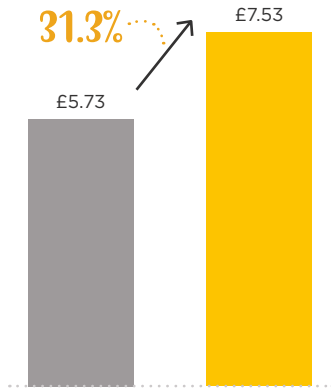
Innovative Indulgence

Treating remains an important driver for out of home. Despite high inflation and personal finance concerns, consumers continue to seek out affordable treats, known as the lipstick effect. Cafes tap into this mission with affordable indulgent food and drink items.



This summer we are set to see a boost in new desserts appearing on menus which are designed to be shared, these desserts are to be listed at higher price points and as premium options on menus to help drive consumer spend forward by increasing spend per head.

Average price of new dishes and same-line – Spring /Summer 2023 – Restaurants

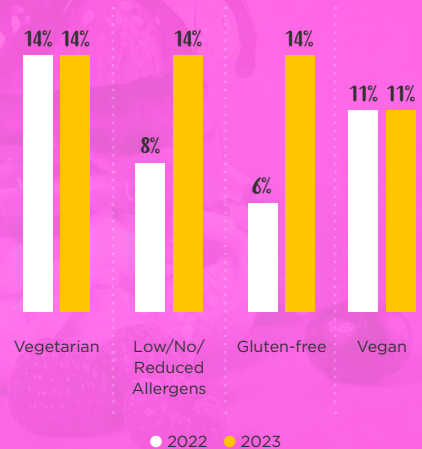


'Suitable for' claims

'Suitable for' claims are rising among launches of dessert for summer 2024.

'Suitable for' claims have notably increased among launches of dessert including low/no reduced allergen and gluten-free claims, we are seeing many operators introducing one dessert which caters for all menus and aids with less cross contamination in the kitchen.

Launches of desserts with suitable claims



Savoury Indulgence

A great way to boost sales is for limited edition menu innovation which is increasingly tapping into the trend of indulgence to encourage consumers to trade up over for a limited time.

Limited edition cross brand collaborations are focusing on indulgent and innovative flavour combinations, generating hype and driving footfall and incremental sales.

Sweet Flavours
for 2024

Coffee
Ice Cream
Caramel
Citrus
Speculoos
Ube

Brown Bread Ice Cream

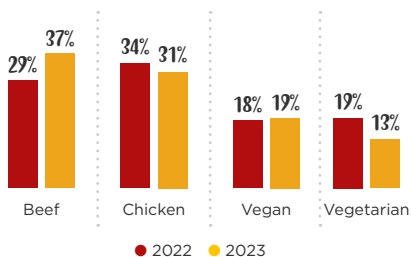


Ones to Watch

Beautiful Burgers

Burgers are universally popular, offering trade up opportunities, dietary requirement catering, and the introduction of exciting toppings and sauces aligned with consumer trends. Burger counts on menus remain static despite main course rationalisations.

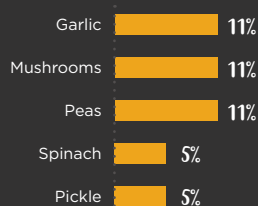
Burger main options on pub & bar menus by patty type, Spring/Summer 2023 vs Spring/Summer 2022



Popular Plants

Restaurant operators are increasingly introducing vegetable-based dishes in response to the growing interest in healthier eating, and increased awareness of dishes contents due to calorie labelling.

Top 5 growing vegetables used across menus by share growth, Spring/Summer 2022-2023



Meal Deals

Coffee and soft drinks now account for 70% of non-alcoholic drinks when drinking out of home. This has warranted many sandwich and supermarket retailers to upgrade their meal deal offering.

Many operators are now making coffees available as a 'meal deal' option paired with a sandwich or a non alcoholic beverage to cater to those tee-total consumers.





Experience Trends

The experiential dining trend continues to grow with tightened spending power leading to increased selectivity among consumers as they seek out differentiated experiences to justify spend. Young consumers and groups in particular look for more interactive and innovative out of home experiences.

Virtual Reality

With the rising popularity of competitive socialising, new concepts are emerging that look to elevate the experience further using immersive technology and virtual reality.

Consumer demand for differentiated experiences and advances in technology are key drivers of the trend which is transforming the way people socialise.



Interactive Automisation

Operators are exploring how to integrate automation technology into the dining experience as a cost-effective method of streamlining operations and minimising labour and service costs.

Many restaurants are now using monorail systems to create a fun and interactive experience.

Some restaurants are also utilising robot technology to deliver food to customers tables.

Party Dining

The sharp decline in nightclubs has fuelled the growth of late-night entertainment in premium restaurants. Consumers looking to replicate the experience of a night out are being driven towards experiential restaurants that offer DJ's, live entertainment and push the boundaries, magnified by the visibility offered by social media. Menus are small and are encouraged to be shared in group settings.



Data collected from lumina intelligence, 2023 | Mintel, 2024 | The Food People, 2024