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The world of food is spinning faster than a high-speed blender, and we're here just trying to hold on to the spatula. The collision between food experiences in real life and the digital universe? It's more epic than a 5-star chef's throwdown.

You spot a drool-worthy dish on IG, and next thing you know, it's served steaming hot on your table faster than you can say "Bon Appétit"—proof that your thumb swipe has the power to summon dinner.

Simultaneously, the reverse phenomenon is equally prevalent: we see our gastronomic adventures saturating the socials faster than a ripe Vacherin Mont-d'Or on a summer's day. This online-offline foodie fusion dance has never been more head-spinning.

Sprinkle in a dash of artificial intelligence, and we're heading straight into a sci-fi flick, complete with culinary plot twists. Some will ride this wave, carving their paths, while others might resist the changing tides. But hey, change is the spice of life, right?

In the midst of all this, we're salivating over the buffet of contrasts, opportunities, and oh-so-much creativity. And our taste buds? They're having a rave, exploring a kaleidoscope of global cuisines.

With all these vibrant evolutions stirring the pot, we felt compelled to craft a food paper that cuts into the meat of these transformations. Our food paper is filled

with enlightening insights, and zestful stories from the worldwide culinary stage.

But before we take you along in our gastronomic gazette, we'd like to spotlight an Instagram account that has kept us endlessly scrolling and double tapping while crafting our paper. Meet: Keith McNally, a New York-based restaurateur, who shares his world [@keithmcnallynyc](https://www.instagram.com/keithmcnallynyc)

You can thank us later!



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# MACRO TRENDS

**CURRENT FOOD ZEITGEIST**  
**TECHNOLOGY HAS ENTERED THE FOOD CHAT**  
**SUSTAINABILITY TASTES GOOD**  
**CLIMATE HERO INGREDIENTS**  
**FOOD FLEXIBILITY**



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## CURRENT FOOD ZEITGEIST

The current food zeitgeist is a kaleidoscope of changing tastes and trends, shaped by a growing consciousness of the impact food has on our bodies, the planet, and society. Consumers are more interested in sustainable, locally-sourced, and plant-based options than ever before. While more and more meat-lovers are considering reducing their intake due to environmental and animal welfare concerns associated with industrial livestock farming.

Consumers want authenticity, and this also applies to their food choices. They want to know the backstory behind what they eat, and the demand for small-scale and artisanal food production is on the rise while processed foods are getting the cold shoulder, with people ditching artificial additives and embracing food in its natural state.

However, the global food supply chain is under pressure. The grounding of the Evergreen container in the Suez Canal in 2021 highlighted just how much global trade relies on this critical waterway, while the Russian annexation of Ukraine emphasized our dependence on Russian energy and Ukrainian grain. Anno 2023 we need to diversify our sources, reduce our reliance on a few key players and address the mounting piles of food products in warehouses worldwide. In a world where digital interconnectedness dominates the conversation, we must not forget the urgent problem of our reliance on physical resources.

As the food industry moves towards sustainability and social responsibility, there is also a post-wellness movement taking the world by storm. The movement rebels against the wellness industry and embraces indulgence and luxury, with TikTok users showing off their fancy cocktails, glitzy rhinestones, and black satin. The trend is all about saying “screw you” to calorie counting and embracing the good life.

Thanks to social media, the food world has also never been more accessible or visually stunning. Instagram influencers have helped to spread the word about trendy foods, while also turning food presentation into a fine art. From avocado toast to poke bowls and matcha lattes, trendy food is all about visual appeal and innovation. Forget about “you are what you eat,” now it’s more like “you are what you post online.”

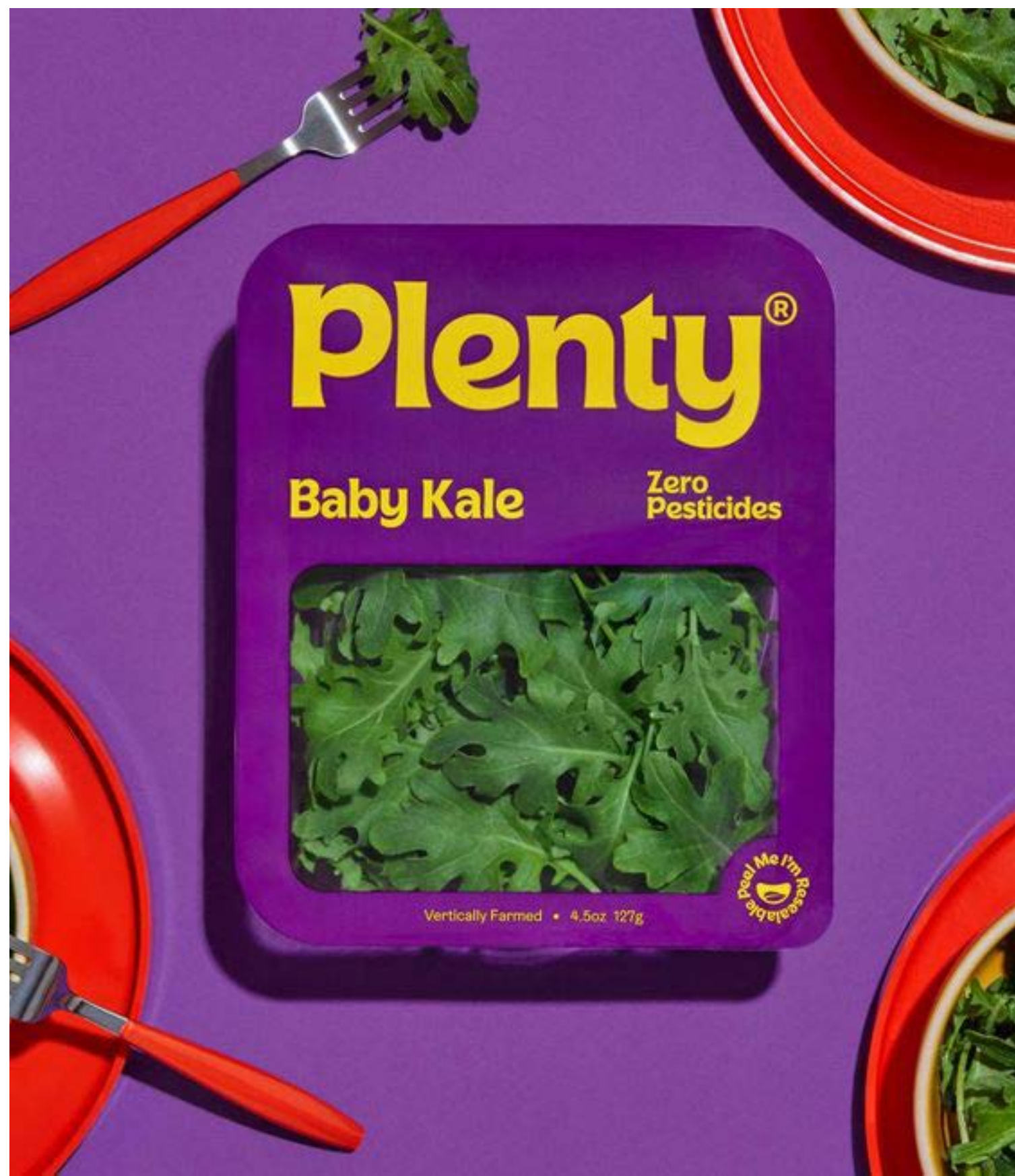
The current food zeitgeist embraces both sustainability, health, authenticity, and social responsibility, as well as indulgence, social media, and technology influences, creating a fascinating contradiction. As the food industry continues to evolve and satisfy the hunger for these values, we can expect to see even more exciting culinary creations and food trends emerge. While we indulge in our inner hedonist, let us not forget the urgent need to address the challenges facing the global food supply chain.



© Emily Hawkes

## TECHNOLOGY HAS ENTERED THE FOOD CHAT

Food trends have come a long way since the days of meat and potatoes, and the latest crazes are no exception. With the help of AI-powered culinary design, food has never looked so good. From pixel-perfect plates to mind-bending 3D creations, AI is taking food presentation to the next level. Meanwhile, TikTok continues to take the culinary world by storm, inspiring a whole new generation of foodies to eat, share, and #hashtag their way to culinary stardom.



© Agency &Walsh for Plenty

## AI AND FOOD: THE PERFECT PAIRING

The world of AI is moving at breakneck speed, and even tools like DALL-E 2 and MidJourney that were once only available to a lucky few are now being rolled out to a million people during beta testing. It seems that artificial intelligence is unstoppable, and we mere mortals are just along for the ride. The AI revolution is not only impacting the tech industry, but it's also making waves in the food industry. And let's face it, when it comes to food, presentation is everything. That's where AI comes in as a potential game-changer, providing an added value that could take food presentation to the next level.

The "Heinz Draw Ketchup" campaign is a perfect example of this. The ketchup brand that has been a household name for generations asked participants to draw a plain ketchup bottle, and many immediately associated it with the Heinz brand. And we can't blame them. Heinz has been slathering our fries and burgers for as long as we can remember.

To add a touch of modern flair to their campaign, Heinz used AI-generated visuals to show that even machines have good taste and associate ketchup with their brand. Some Twitter users disputed the accuracy of this claim, but hey, we all know that not everything on the internet is true. Regardless, the campaign was a hit, proving once again that a visually appealing presentation is the key to success. With AI-powered culinary design, the possibilities are endless. From creating new restaurant menus to coming up with fusion cuisine recipes that would make even the most discerning foodies mouth water: the sky's the limit. So sit back, relax, and enjoy the ride as AI continues to revolutionize the way we eat.



© Heinz

## FROM TIKTOK TO YOUR TABLE

Move over avocado toast, it's time for mini pancake cereal to take center stage! TikTok's viral food trend isn't slowing down anytime soon, and it's not just for the camera. Brands are now cashing in on these online sensations and bringing them to a supermarket near you. Belgian Boys is one such brand, serving up their mini pancake cereal, which took TikTok by storm, to a wider audience. The craze has even led to a new hashtag #pancakecereal with over 1.7 billion views! But it's not just pancake cereal that's causing a stir; mini-croissant cereal from L'Appartement 4F has gone viral too. And companies are smartly partnering with TikTok creators to get a slice of the action. It seems like social media has become the ultimate launchpad for new and exciting food trends, and we're all for it.



© Belgian Boys



**New Plant-based WHOPPER®\***

**New Vegan Royale\*\***

**BURGER KING**

\*The Plant-based Whopper™ is plant-based, however it is cooked on the same broiler as our original Whopper™ to deliver the same unique flame-grilled taste.  
\*\*Vegan meals are served with fries and bottled water. Any modifications could result in a non-vegan meal.  
Subject to availability. Available at participating restaurants only. TM & © 2021 Burger King Corporation. Used under license. All rights reserved.

**SUSTAINABILITY TASTES GOOD**

**Hungry for change? The world is cooking up new sustainable trends in response to the environmental impact of the food industry. From the growing demand for vegan and plant-based fast food options to the introduction of climate hero ingredients. Together, these trends are spicing up the menu and paving the way for a more sustainable food industry. So let's all dig in and do our part to save the planet, one tasty bite at a time.**

social responsibility. Hart House, located in Los Angeles, not only serves top-notch vegan burgers but also compensates its employees with a salary ranging from €19 to €22 per hour, surpassing the typical pay rates in the industry.

FROM FAST FOOD TO FAST GOOD

The fast food industry is in a bit of a pickle, as its reputation for being unhealthy and unsustainable clashes with the growing popularity of veganism and environmental consciousness. But fear not, as the vegan fast food market is a whopping €17 billion industry, projected to grow to a massive €40 billion by 2028. This presents both a threat and an opportunity for existing fast food brands. For instance, Starbucks has added plant-based milk options and a fish alternative sandwich to its menu, Domino's has launched a Vegan Basilica pizza, and McDonald's is collaborating with Beyond Meat to create the McPlant burger.

However, simply adding vegan options isn't enough. To stay competitive, brands need to go all-in on sustainability and veganism. Burger King is leading the change by opening an entirely vegan outlet in London and planning to make 50% of its menu plant-based by the end of the decade. And it's not just established chains that are getting in on the action. Actor and producer Kevin Hart has launched his own 100% vegan fast food joint, focusing on sustainability and



© Erwan Frotin

## CLIMATE HERO INGREDIENTS

Get ready to say goodbye to monoculture crops and hello to a diverse range of climate-friendly ingredients in our diets. With increased awareness of the environmental impact of our food choices, global packaged food brands are turning to underutilized ingredients like fava beans, lupin beans, and algae to add some flavor to our plates. These superfoods not only taste great but are also highly nutritious and sustainable, with drought-resistant and high abundance properties that can help restore our environments and boost biodiversity. So, let's break out of our food comfort zones and embrace these delicious and eco-friendly alternatives. Who knows, you might just discover your new favorite ingredient!



© topwithcinnamon.com





FOOD FLEXIBILITY

It's a wild world of food out there, and the latest trends are nothing short of deliciously inventive. From backstreet dining experiences that blend neon lights with plastic tables and mouth-watering grub, to KFC's mind-boggling Brainwave Bucket that challenges the notion that fast food can't be healthy, foodies everywhere are embracing food flexibility with open arms. And who says saving money can't be delicious? With new crisis cooking methods like pressure cookers and energy-saving TikTok hacks, you can have your cake and eat it too! It's a wild, wonderful world of food, and we're ready to dig in.

BACKSTREET DINING

In 2020, when the world seemed to be falling apart, Bompas & Parr, the leading expert in multi-sensory experience design, swooped in with their DIY Decadence guide, providing a much-needed escape from the pandemic blues. But now that we're emerging from the chaos (fingers crossed), they're predicting a surge in demand for dining experiences that are truly out of the ordinary. And by "out of the ordinary", we mean dining in backstreets and alleyways. Gone are the days of fancy restaurants and white tablecloths - it's time to embrace the neon lights, plastic tables, and finger-licking good food. Trust us; dining in a backstreet never tasted so good! So buckle up and get ready for a wild culinary ride because Bompas & Parr knows how to shake things up!



© Bompas & Parr



THOUGHTFULLY UNTHOUGHTFUL FOOD

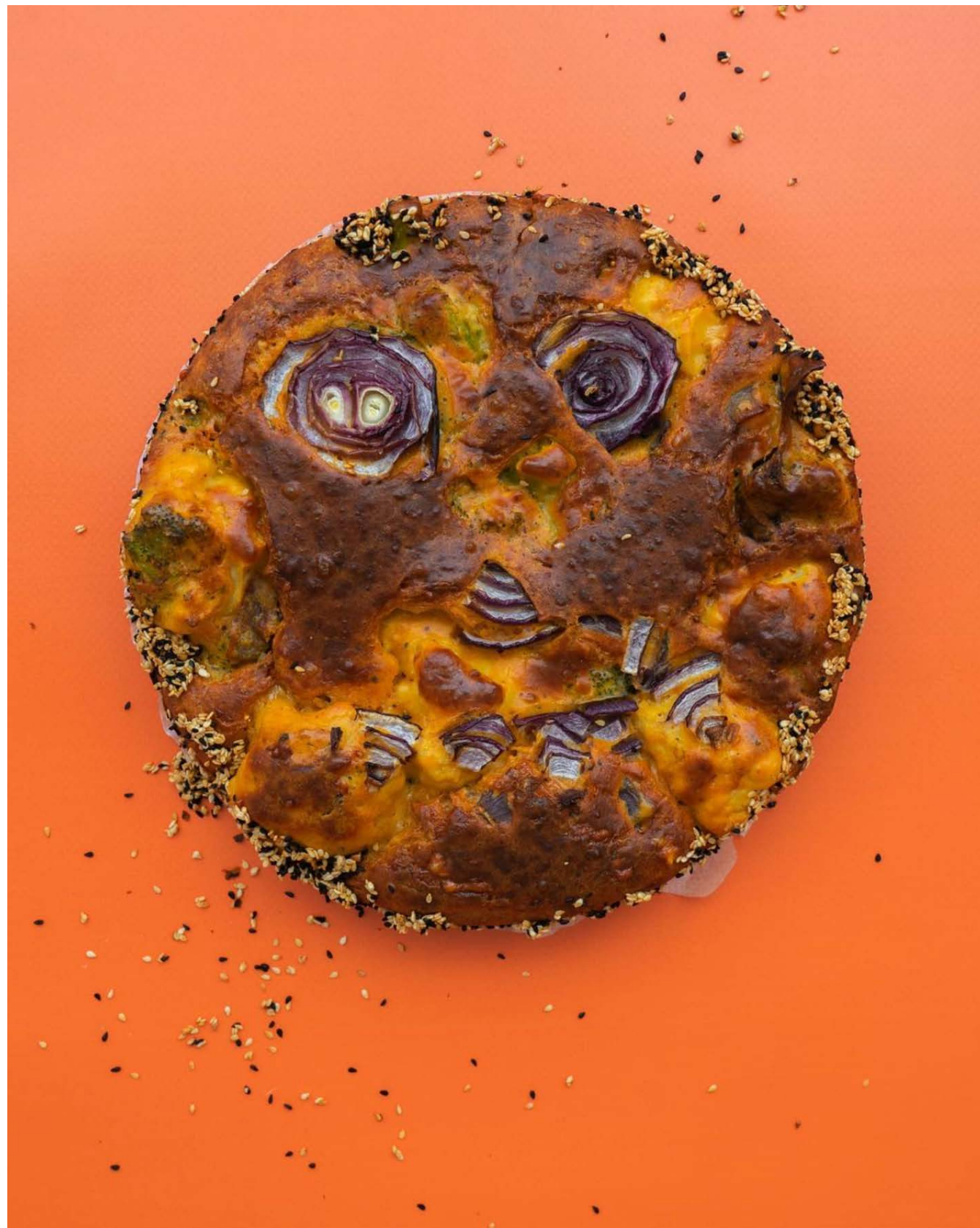
Healthy food is great, but sometimes a juicy, mouth-watering bite of your favorite comfort food is just what you need to lift your spirits. KFC in Hong Kong understands this better than anyone and is challenging the conventional idea that fast food can't be good for you with their latest campaign - the Brainwave Bucket.

The campaign showcases a unique and unforgettable experience, offering customers the chance to enjoy KFC's famous fried chicken while wearing a special head-mounted device that monitors their brain activity. As customers enjoy their meal, the device displays visualizations of their brainwaves, highlighting the pleasure and satisfaction associated with comfort food.

## MASTERING THE ART OF CRISIS COOKING

Cooking isn't just about satisfying your taste buds; it's about keeping your wallet happy too. And we're not talking about bargain hunting at the grocery store, but being mindful of our energy usage. The pressure cooker, once forgotten, is making a big comeback, helping us cook up delicious stews while using less energy. And when we do fire up the stove, we often cook larger portions, so we can feast for two nights instead of one. Oh, and if you're looking for more ways to save energy and cash, TikTok has got your back.

© Dorothy Parker



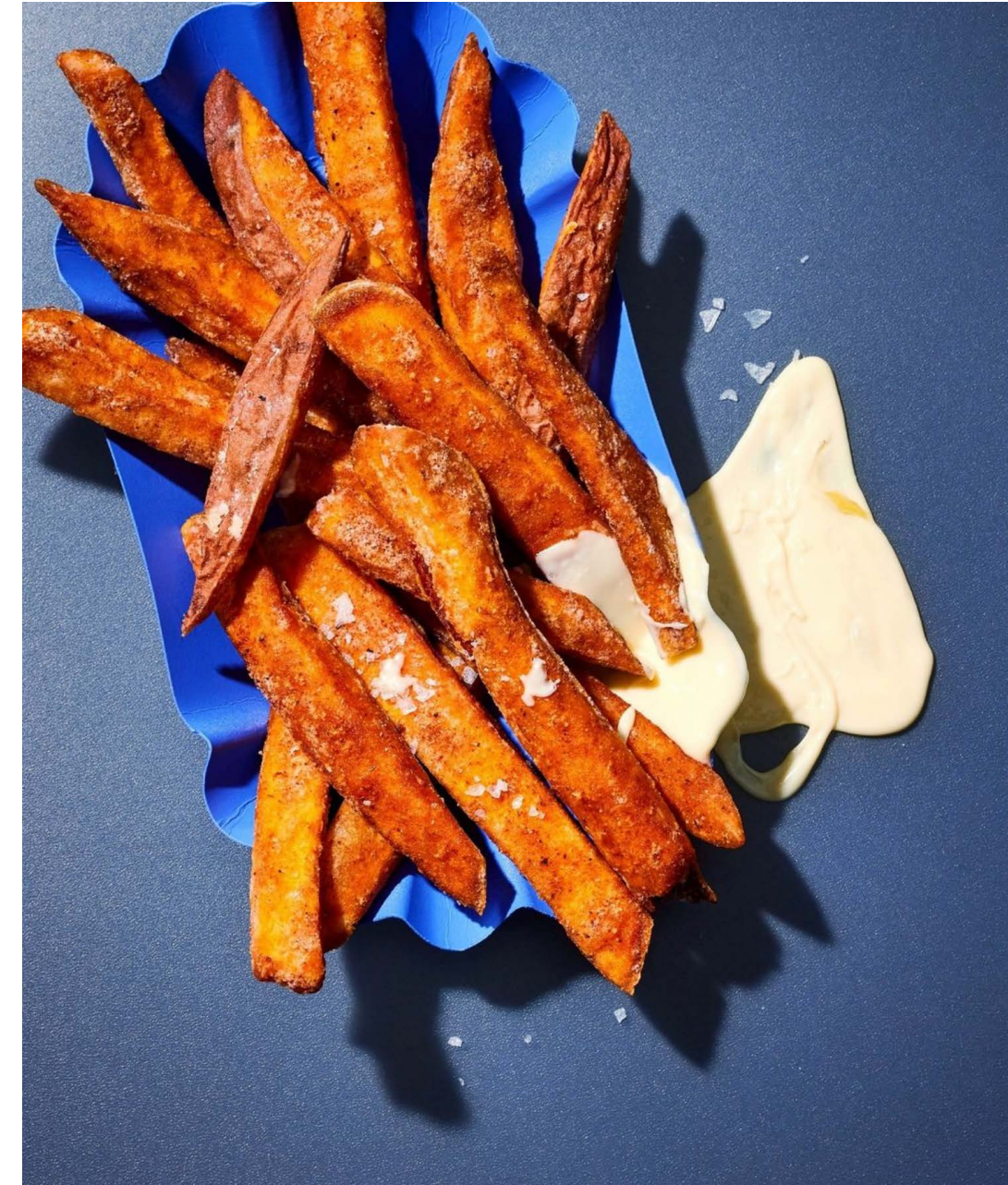


# MICRO TRENDS

**FOOD (INGREDIENTS) TO WATCH \*EAT**  
**BEYOND FOOD**  
**INDUSTRY REWIRED**  
**NEXT-GEN NOURISHMENT**



© Alex Lau



© Meneer Wateetons

## FOOD (INGREDIENTS) TO WATCH \*EAT

Take your cooking and eating experiences to the next level with these exciting ingredients that are making waves in 2023!

### DRIED LIME

Dried limes are still the life of the party, not just in the Middle East but in many culinary creations. Their charming mix of woody, refreshing, and smoky flavors is shaking things up in the cocktail scene, making appearances in bars like London's Rovi, and even in non-alcoholic refreshments such as noomi basra, an innovation by cookbook author Sara Shawkat. Just like in the world of pastry, mixologists and lemonade enthusiasts are ditching sweet tastes in favor of more complex, enigmatic, and earthy flavors.

### BEE POLLEN

It seems like bee pollen is the new kid on the culinary block! This little wonder is not just bringing its mild sweetness to the table but also a host of health benefits. From pastry to whipped cream and even butter, bee pollen is buzzing in the culinary world.



Sara Shawkat © Knack weekend



## XO SAUCE

Amsterdam's chefs are getting saucy with XO. This irresistible condiment hails from Hong Kong and takes its name from the fancy cognac industry, where "XO" means extra old and extra exclusive. But don't be fooled. This sauce doesn't require an ID to prove its age or doesn't cost an arm and a leg either. Made with dried scallops, prawns, Jinhua ham, and a bunch of other goodies, XO sauce packs a punch of umami that'll take your taste buds on a wild ride.

## PANISSE

From hummus to socca: chickpeas captured our hearts (and taste buds) many moons ago. But recently, another chickpea superstar has gained momentum - panisse! This snack, straight from the sunny south of France, is made from chickpea flour and will guarantee you a flavorsome extravaganza you will remember. With its crispy exterior and fluffy interior, panisse is the perfect springtime treat, especially when paired with a glass of rosé.

XO Sauce © broadsheet.com



Panisse © Kristin Teig





## UNI

Sea urchins, step aside; your orangey uni is taking over, and conquering the culinary world in 2023. Gone are the days when uni was exclusively reserved for extravagant fine dining experiences. Nowadays, this sea urchin delicacy is making appearances in packaged goods and fusion dishes, proving that it's no longer just a luxury for the elite. Thanks to some foodie innovators, we can now indulge in affordable uni-flavored products like tofu, butter, pastes, and sauces. And who can resist a frozen uni cream croquette? Not us! Even superstar chef René Redzepi is getting in on the action with his uni-centric pop-up restaurant in Kyoto. But uni isn't just delicious, it's also good for the environment! Organizations are promoting uni as a food that can help restore damaged coastal ecosystems.

## BELPER KNOLLE

Belper Knolle cheese is here to spice things up! Made with raw milk from Swiss Simmental cows and infused with garlic, onion, Himalayan salt, and a generous dose of black pepper, this creamy delight is here to stay. Chefs are going wild for its unique and addictive flavor. And speaking of flavor, seasonality is also becoming a big deal in the cheese world. In Switzerland, winter means it's time to indulge in Mont d'Or cheese, and we're expecting to see more seasonal cheese delights popping up in other regions soon.

Sea urchin uni © yumymummykitchen



## BEYOND FOOD

**There's more to food than just flavor...Get ready to dig into the newest culinary trends that go beyond our taste buds!**

## TELEPATHIC MENUS

Artificial intelligence is playing psychic through Spotify and predicting our music preferences with alarming accuracy. And who knows, restaurants might soon join in on the mind-reading game and use similar algorithms to suggest food options that'll blow our taste buds away. It's all part of the hyper-personalization craze sweeping the food and beverage industry. From solo dining to microbiome-specific apps like ZOE, we're discovering that our gut bacteria is just as unique as our fingerprint.

## CHEFS AS ACTIVISTS

It's time to update the old notion that chefs are the new rock stars. While they may have once sought fame and glory, today's top chefs are less interested in feeding their egos and more committed to being eco-conscious. They consider the impact of their food on the environment, climate, and society, recognizing that making a difference is far more important than making a name for themselves. In other words, real fame comes from changing the world, not just cooking a mean dish.



The Bear

## SUPER SNACK CULTURE

The current snack scene is hotter than a jalapeño! This industry is exploding faster than a bag of microwave popcorn, with no signs of slowing down. And the secret ingredient? Innovation! Potato chips are making room for snacks made from water lily seeds, cauliflower, cactus, and mushrooms. Sweet tooths, fear not - functional sweet snacks are on the rise, with chocolates designed for specific hormonal conditions, allergy-friendly options, and even snacks enriched with collagen. But wait, there's more! Beverages are also getting in on the game, with drinks marketed to help you sleep, calm your stomach, or boost your energy levels.

© Robert Billington



## INDUSTRY REWIRED

**The food industry as a whole is also experiencing a major shake-up and taking things to new heights, leaving us with a menu of exciting changes to savor.**

### CLUBBING CANAPES

Clubs are stepping up their snack game and taking it to the next level. They're not just serving any appetizers. These snacks are carefully crafted to enhance the feeling of euphoria and complement your body's movements. It's like having a culinary partner in crime on the dance floor with you!

### RADICAL BREWING

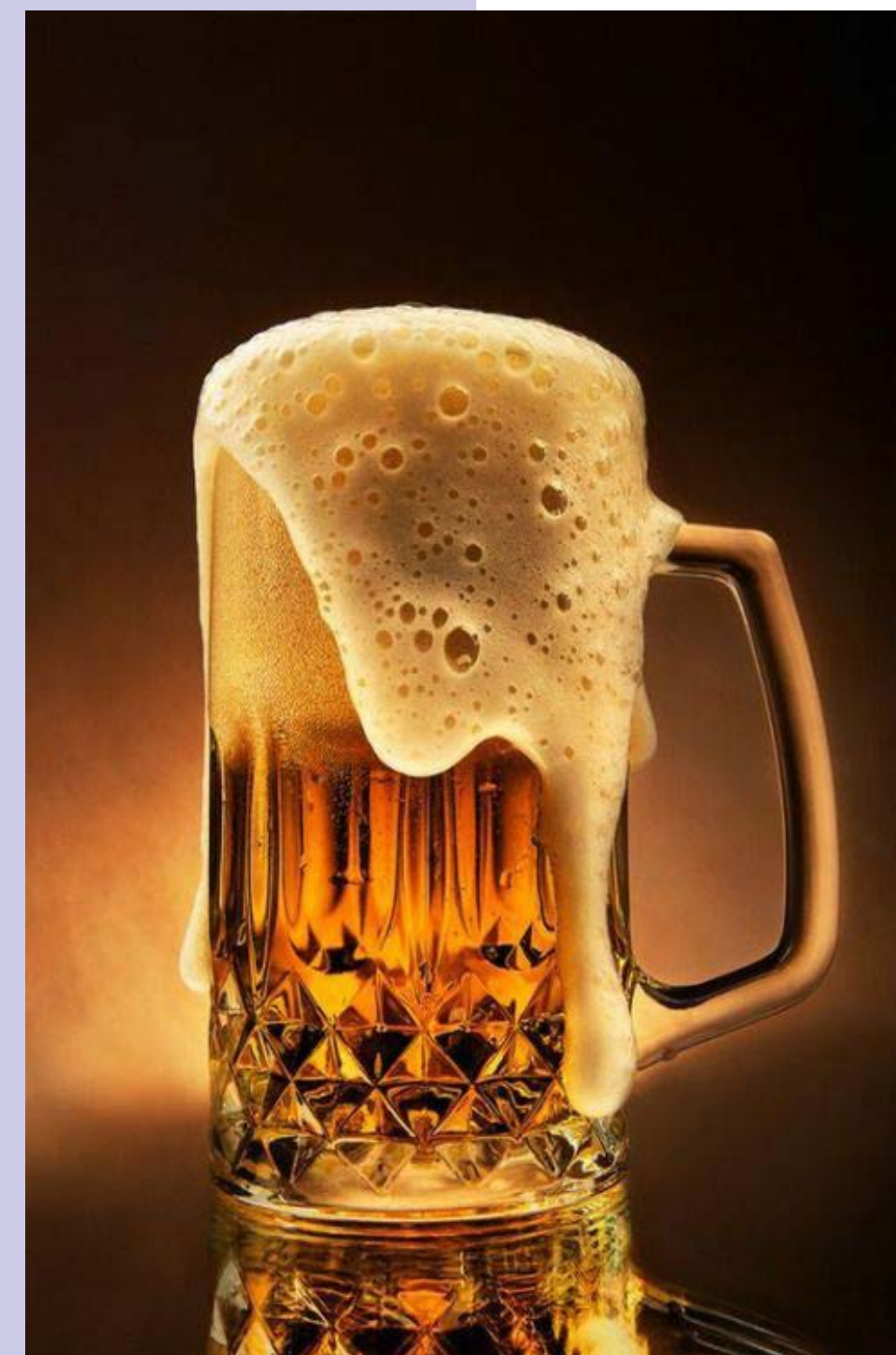
Some beer prophets are predicting the end of the craft beer revolution, and a return to simpler, more medieval styles of brews. We're talking about some serious Game of Thrones-style drinks here. Botanicals may even replace hops, as people turn to the medicinal properties of herbs to create unique and unconventional beers.

© Agency JUST CREW



## SMALLER MENUS

Like everyone else, the restaurant industry is feeling the heat of the current crisis. With all the chaos going on, restaurants are shaking up their menus faster than a bartender shaking a martini. There was a brief moment of à la carte offerings, but now it seems like smaller menus are back in town. Customers can simply indicate the number of courses they want and voilà! This approach allows restaurants to be more selective in their purchasing and keep prices relatively stable.







© Nikki To

## SELF-SERVICE

With fewer employees to go around, restaurants are turning to self-service options to keep up with the demand. Top chef Alain Ducasse is leading the way in Paris with his wine vending machine. No need to wait on your sommelier when you can just push a button and get your drink on! And let's not forget about the rise of digital technology in the food industry. Customers can now place orders via mobile apps, even when dining in a restaurant.

## NEXT-GEN NOURISHMENT

**As the world spins faster than a rotisserie chicken, our food is keeping up with the times. Step right up to the plate of 2.0 foods, where sustainability is the new black and taste meets health in a beautiful dance.**

### PLANT BASED MILK 2.0

From sustainability to superfoods, there's no shortage of new recipes and health claims to sink our teeth into. Take US company Hope and Sesame, for example. They're turning sesame oil production waste into sesame milk, making their product not only delicious, but sustainable too. It's like drinking liquid gold - except better for the planet. And let's not forget about Malibu Milk's flaxseed milk, a vegan and nutritious superfood loaded with omega-3s that will satisfy both your taste buds and body. Even the American beer giant Coors is embracing milk alternatives with their Golden Wing barley milk. Kid-friendly options have also expanded, and milk products now come in eco-friendly packaging like concentrated powder, paste, or frozen forms.

### VANILLA RENAISSANCE

Vanilla - the flavor we all know and love, but at what cost? With prices soaring higher than a rocket ship, it's time to find a more sustainable solution to satisfy our sweet tooth. Vanilla is currently the second most expensive spice in the world after saffron, with prices reaching dizzying heights of 1500€/kg. And it's all due to its slow-growing nature, making it one precious commodity. But fear not, because researchers are on the case. They've successfully replicated

83% of vanilla's genome, which means we could soon have an alternative solution to the problem of supply and demand. Enter Vanilla Vida, an Israeli start-up that's revolutionizing the natural flavors game. They're here to democratize the vanilla industry and reduce manufacturers' dependence on synthetic flavors. Their product promises to deliver five times more vanilla per square foot, 80% aroma, and a shorter growth cycle.



© Sally's baking addiction

## DRINKS WITH BENEFITS

What does the future hold for our happy hour habits? It looks like we'll be drinking smarter, not harder. First up, natural wines are still all the rage. Who doesn't want to feel like they're sipping on liquid gold straight from the vineyard? And the trend of alcohol-free drinks is not going anywhere either, with more and more restaurants concocting their own signature mocktails to satisfy our thirst without the buzz. Move over, headache-inducing and calorie-packed drinks, because now we're all about drinks that pack a punch of relaxation or stimulation. Think CBD for chill vibes and adaptogens for a mental boost. It's like drinking your way to enlightenment!

## FROM ROOT TO FOLIAGE

It's time to clean up our act and start making every part of our meals count! The zero-waste movement is still going strong, and it's not just about reducing our carbon footprint - it's about getting creative in the kitchen. Gone are the days of chucking out perfectly edible parts of our meals. Now, we're all about using every last bit of the animal and fish, from nose to tail. And why stop there? Vegetables are getting in on the action too, with innovative solutions like extracting oil from fig leaves, whipping up pesto from radish greens, and even boiling up a broth from potato peels.

© Chelsie Craig/WWD



© Ana Domínguez



© Elisabeth Tijssen for Venusian Kitchen

## INSPIRED OR WANT TO GRAB A COFFEE TO TALK SOME MORE?

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## SOURCES

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[Bompas & Parr, Imminent Future of Food 2023](#)

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