



salts of the earth



**Cocktail consultants and menu flavourologists Chris Edwards and Dave Tregenza head up Salts of the Earth as well as owning two of London's hottest bars, The Shrub & Shutter and First Aid Box.**

As consumers want to be excited more and more, Salts of the Earth have been called upon to counsel some of London's leading bar and restaurant groups in the exploration of new, interesting flavours and disruptive ingredients. They have helped to mix up new ideas for modern-day customers, challenge their taste buds and bring sensory experiences to the fore.

Salts of the Earth reveal the taste profiles and drink trends driving menus over the next year.



# FOOD TRENDS



- botany
- modern plants
- interesting plants
- sea
- land - foraged
- exciting vegan
- flexitarian

## GLOBAL FLAVOUR TRENDS

- Nordic
- Asian - Pilipino (broths, raw), POKE, Thai - hot , Taiwanese
- Central America - New Mexico
- Lesser-known south American - Peru, Columbia, Ecuador



## FUNCTIONAL INGREDIENTS - MADE INTERESTING

- health
- foraged
- eat the earth
- eat raw
- pickled
- fermented
- new food/cross food

## DELIVERY TRENDS

- fun, excitement interaction, experience, nostalgia, ritual, challenged, environmentally friendly, no waste - with: ingredients, infusion, theatre, smoke, mist, heat, essence, how it's served- vessel



## COOKING STYLE TRENDS

- roast
- burnt
- raw
- plant

# DRINK TRENDS



## ALCOHOL TRENDS

- low- or no-ABV beer and wine
- vermouth
- flavoured vermouth
- fruit wine
- in-house fermenting/distilling

## NON-ALCOHOLIC TRENDS

- Seedlip
- Bitter Salvation
- interesting non alc drinks, not just juices and smoothies

## NEW DRINKING TRENDS

- grape-based spirits - pisco, birds
- boutique gins
- new world whiskey
- mescal
- sake
- mead





#### SPECIFIC DRINK TRENDS

- double-barrelled drinking
- naked drinking - classic styles, tableside service
- classical drinking - back to basics
- clean drinking
- shrubs
- functional ingredients
- coffee
- new tea/savoury tea
- mead
- dairy/non-dairy

BROUGHT TO YOU BY



salts of the earth

INSPIRATION  
FLAVOUR  
TRENDS



— *The* —  
**SHRUB & SHUTTER**







CHOR  
100 1PM - GARDIAN  
1000 1AM - INTIVO  
1000 1AM - 2AM LIA  
1000 2PM BACK SCHED  
↓  
COURT

HELPER  
MELBA  
WASH FLOOR  
CHOOSE PLANT  
LARGE BUDGET  
CASH WORTH  
THE SIGN DOWN  
SUN DOOR  
LARGE SIGN  
LASS  
LASS

LISTS  
CASH - 100 BARE, 1000  
1000 1000 1000  
1000 1000 1000  
1000 1000 1000  
1000 1000 1000  
1000 1000 1000  
1000 1000 1000  
1000 1000 1000  
1000 1000 1000  
1000 1000 1000

Blue bag, yellow bag, red bag, green bag, black bag, white bag

Man sitting at desk, typing on laptop. Desk has water bottle, laptop, keyboard, mouse, and other items. Man is wearing black t-shirt and dark pants.

White plastic bag on the floor.

first  
aid  
box

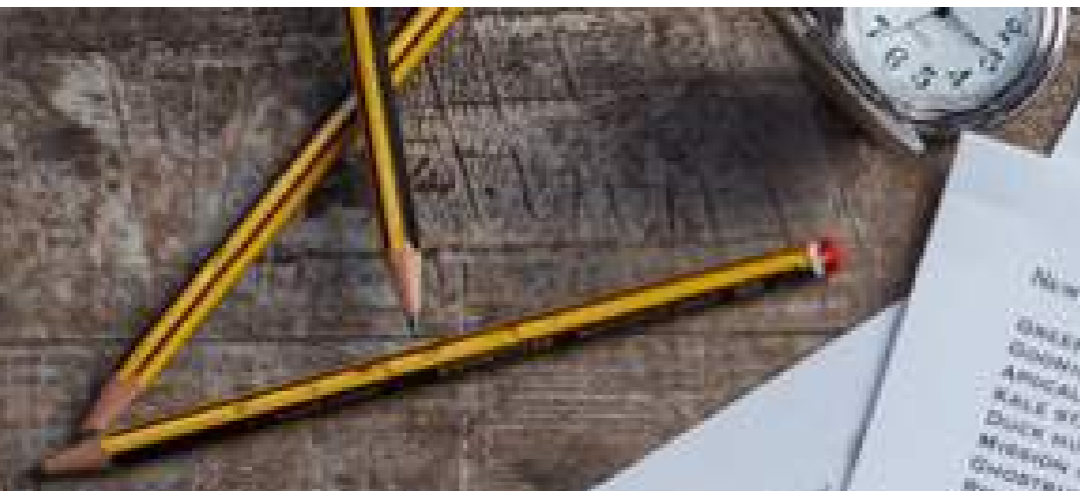


New Ideas

- GREY LAD GET ME TO THE GREEN
- SOONER
- APICALYPTIC IN SOUND EFFECT
- SALE STALLS PUMPKIN
- MISSION IMPOSSIBLE
- CHOCOLATE
- PLUMBER GO HOME
- ITALY COCKTAIL GLASS
- ORANGE
- THE SOONER - BABY BUBBLES
- LAND PEAR
- W- AND RA BODILE
- DRY ICE COASTER
- THE FOX
- WATER RIVER
- BERRY BUSH BONE
- CRACKLE DINNER
- BEAR TARIAN FISH AND PINK
- SEA SAND - BONE BARRON
- WOODLAND YEA MAN
- CARAMEL WHITING
- CHICKEN
- COFFEE LEMON
- JAPANESE BIRD
- ARM CHICKEN MARY
- COMBOY AND MOPAN
- BREAD BEAN AND LEMON COLLINS
- TOMATO BELLINI
- COATS CHEESE WILSON
- PURPLE WHITE WINE SPITZ
- SWEET BAKIN SOUP
- PURPLE BLOOD ORANGE MARGARITA - THERE WILL BE BLOOD
- A LA DRESS
- APPLE SPITZ MARTINI
- MUSKIE BURLESQUE
- CARROT & CARAMEL COLLINS
- GRANNY SMITH PUREE
- CREAM ANGLES MARTINI
- ROASTED OIL
- ONE HEART
- SWEET LEMON
- ONE APPLE TIZER
- FOREIGN CINEMA
- TANNY BRICK SCALLOP
- SLASHY MINI BEEHIVE
- PANTHERLIN
- BOTTOM OF MARTINI SLASH BARRON
- BLUNTCHED TOMATOES - FRIED GREEN TOMATOES - MUFFLE BIRD CAFE
- WHITE BALSAMIC
- BLUNT BRICK CHOCOLATE - BUTTERMILK



fruit  
let  
box



## TOP TRENDS

ADVENTURE – BOTANY, PLANT-BASE, TREE

SEA – SEAWEED, ALGAE

NO WASTE TO NEW LEVELS

INSECTS – ANTS, WORMS, CRICKETS

NEW MEAT & FISH – GOAT, DEER FAMILY, REPTILE / URCHIN, RAY, EEL, SUSTAINABLE, CROSS

HEALTH – NEW SUPERFOODS, SUPER FRUITS, HERITAGE

DAIRY V NON-DAIRY

VEGAN – FLEXITEREAN EATING

RE-INVENTING THE CLASSICS – INGREDIENTS, COOKING, DRINKING, RITUALS

RAW EATING TO NEW LEVELS : SOUTH AMERICAN, ASIAN – NEW MEXICO, NEW THAI, FILIPINO, NORDIC

COOKING STYLES – RAW, PICKLING, FERMENTING, CURING, SMOKE, BURNT, DRIED

TREATRE – INTERACTION, EXCITEMENT, WOW FACTOR, GO BIG, INSTAGRAMABLE, STORY TELLING

TO BRING ALL OF THE ABOVE TOGETHER YOU NEED FLAVOUR...IT ALL MEANS NOTHING WITHOUT IT







SEAWEED  
SAMPHERE  
SEA BUCKTHORN  
MISO  
UMAMI  
SMOKE  
LAPSANG  
BONITO  
CRAB  
SEA HERBS  
TERIYAKI  
SMOKED FISH  
CURING

TRENDING:

SAVOURY TEA, COCKTAILS, UMAMI



EARL GREY CURED & SMOKED SALMON



*branding cura, amoko*

# FISH FOR TEA

PISCO, EARL GREY TINCTURE,  
FRESH LEMON, AGAVE, AGUAYANA,  
EARL GREY CURED SALMON

TREND:  
FOOD MATCHING,  
SOUTH AMERICAN,  
VEGAN DRINKING

TREND : COCKTAIL PAIRING/  
TEA FISH CURE / TEA PICKLE





*hay smoked duck,  
earl ginger bread,  
cranberry*

*blend:  
meadow,  
smoking,  
curing  
sweet & savoury*



TREND - WINE BASED DRINKS,  
RAW FOOD, PICKLED



# WILD MUSHROOM, ARTICHOKE T

THYME GIN, CYNAR, WILD MUSHROOM, SOY,  
MISO REDUCTION



TREND: SAVOURY DRINKING, FUNGI, TEA

## strawberry cream T

whitley neill (babab) gin, strawberries, tomato cordial, vanilla shrub, yoghurt powder, tonic

trend: superfood, shrub, bag, food & drink on the

go



# RHUBARB SOUR

RHUBARB GIN, SWEET EARL GREY,  
RHUBARB CITRIC SOLUTION, AMARANTH, RED VEIN  
SORREL, EARL GREY SOIL, RHUBARB, GARDEN  
BREEZE # SUNSHINE

TREND : GARDENERS WORLD, GROW YOUR OWN, SERVE

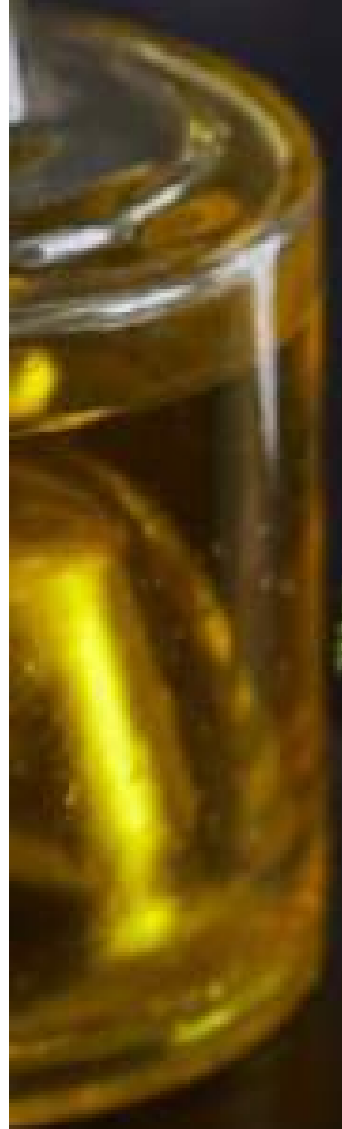


TREND : HOW DOES YOUR GARDEN GROW

TRENDING: INSECTS, HIGH PROTEIN, LOW CAL,  
FLEXITEREAN

## SPECIES

EARL GREY MESCAL  
SWEET SEA BUCKTHORN SHERBET  
RAISIN TINCTURE  
CHILLI  
ALMOND MILK  
FRESH MINT  
INSECTS



SMOKED BEETROOT RISOTTO  
TREND - SMOKED,  
KALEIDOSCOPE  
EARTH FLAVOUR,  
THEATRE



TREND - NEW PROTEIN, CLASSIC COOKING





TREND - SOCIAL EATING, RAW



RAW & SEED



TREND - COFFEE, SMOKE, NEW SPIRITS



# foghorn leghorn



trend: pickle, fermented,  
food match, nordic

TREND:  
TROPICAL, NEW MEXICO,  
SUPEFRUIT, PUNCH



APOCOLYPTO

trend : kale

spinach

mushroom

aubergine

hemp

wheatgrass,

seaweed,

algae,

forage, sea foraging,

eat the earth, rustic eating

SMOKE THE WEED





FORAGE, WILD FOOD, BOTANY



TREND - GREENS & GRAINS



# BLUEBERRY & RHUBARB COLLINS

BLUEBERRIES  
EARLY GREY SYRUP,  
ROSE & HIBISCUS SHERBET  
SAGE,  
SKINNY TONIC  
TREND :  
MOCKTAIL, SHERBET,  
SKINNY, SUPER FRUIT, TEA



punch bowl - mozeley tea service 1918-  
1939

prosecco  
campari  
strawberry  
bay

trending - reinvention of a classic



TREND : EXPERIENCE, THEATRE,  
CLASSIC REINVENTED, FUN

SMOKEY OLD FASHIONED

SCOTCH,  
DEMARARA,  
ANGOSTURA,  
ORANGE,  
CIGAR SWEETS  
SMOKE



TRENDY - SEAFOOD, SHELLFISH, SEA FORAGE



FRUIT:  
RASPBERRY  
STRAWBERRY  
MANGO  
BLUEBERRY  
PAPAYA  
PINEAPPLE  
PASSION FRUIT  
KIWI  
KARLUDU PLUM  
SEA BUCKTHORN  
FINGER LIME  
BAOBAB  
ACIA BERRY  
MAQUI BERRY



TREND :SUPERUIT, SUPERFOOD,  
THEATRE, INTERACTION, PLAYFULNESS



# GREY STOKE

TREND WOW, FEED THE FIRE  
DOUBLE BARREL  
DRINKING



PINK COOKIES IN A  
PLASTIC BAG  
GETTING CRUSHED BY BUILDINGS

TREND : TAKEAWAY  
ON THE GO, POP CULTURE



TREND : DAIRY V NON DAIRY

MILK :

COCONUT  
SUMMER TRUFFLE  
CACAO  
WHITE CHOCOLATE  
EARL CHOCOLATE  
SALTED CARAMEL  
ALMOND  
SOY  
GOAT  
MACADAMIA  
PISTACHIO  
OAT  
SEED





*charcoal negroni*

*dark rum.*

*angostura amaro.*

*demerara.*

*charcoal.*

*banana.*

*orange.*

*trend:*

*burnt.*

*bbq.*

*amaro*





herbarium

Mint

afternoon delight

rose vermouth

lavender,

strawberry shrub,

wild strawberry,

crumble

strawberry &

earl grey jelly



trend :low abo, tea cocktails, team dessert,

sharing food

CARBON FOOTPRINT

DARK CHOCOLATE EARL  
GREY PERCOLATION,  
ACTIVATED CHARCOAL,  
MILK,  
SMOKED SALT

TREND:  
MINERAL  
TEA  
PROCESS



TRENDING: EAT THE EARTH, CHARCOAL ENVIRONMENT

poppycock

pink peppercorn gin,

poppy,

sesame,

blood orange,

soda



trending: low abv,  
vessel

*Handwritten notes on a notebook page, including a smiley face and illegible text.*

SOCIALISING

WHITE SPIRITS

MESCAL/ TEQUILA - SMOKE, FRUIT, FLORAL

VODKA - TEA INFUSION, FRUIT, FLORAL, SPICE

GIN - TEA SPICE, FRUIT, FLORAL, SMOKE, CITRUS

DARK SPIRITS

RUM - TEA SPICE, SWEETNESS, MOLASSES

BOURBON - SWEET TEA, STEWED FRUIT

WHISKY- SMOKE, PEATY, WOOD

BRANDY - STEWED FRUIT, CITRUS

WINES/ VERMOUTHS

FORTIFIED/ INFUSED/ AGE

GRAPE BASED SPIRITS

PISCO/ BIRDS SPIRIT - RAW, FRUIT, CITRUS

GRAPPA - SMOKE

ZERO PROOF DRINKING / DESIGNATED DRIVER

SUPEFRUIT

SUPERFOOD

COFFEE- NEW WAYS

TEA LATTE

FRUIT TEAS

BLENDED

SAVOURY TEAS

SWEET + SAVOURY SHAKES

SAVOURY DRINKS - VEG

SHRUBS

PICKLE

FERMENTED DRINKS/ CORDIALS

FRUIT TONIC

EXCITING FRUIT SODAS

BONE BROTH

DAIRY

NON DAIRY

FIZZY DAIRY

CHAMPAGNE  
STRAWBERRY VERMOUTH,  
STRAWBERRY PAINT



T BELLINI

TRENDING = SIMPLICITY, LOW ABV

violette,  
lavender,  
bergamot,  
tonic fizz



WALK ON THE WILD SIDE

TREND — AUTUMN, WOODLAND,  
FOREST, TERROIR, WILDERNESS, THEATRE,  
INTERACTION, EXPERIENCE







## PUSH PINEAPPLE SHAKE A T

EARL GREY INFUSED JAPANESE WHISKEY,  
SMOKED MAPLE,  
YUZU,  
FRESH PINEAPPLE

EARL GREY & NUTMEG DUST,  
BLOWTORCHED PINEAPPLE

TRENDING : CHARRED, BURNT

TREND - SEASIDE



CLARIFIED EARL GREY MARTINI

GIN, BERGAMOT INFUSED DRY VERMOUTH,  
TEA POT BITTERS,  
NASTURTIUM PICKLE, OLIVES, CAVIAR,  
CHILLI

TREND : SAVOURY, NAKED, CLASSIC  
REINVENTED, FOOD MATCH



# beside the sea

harris sweet kelp gin sea rosemary,

sea buckthorn, seaweed, samphire,

Chlorella, settler, oyster, tomato

vinegar



Trend - environment, sea forage, blue planet, seaweed, algae

TREND: NEW WORLD SPIRITS,  
EXPERIENCE, INSTAGRAMABLE

TEAS THE NEW CWOFFEE ?



# TEA BREAK

RYE, ST GEORGES ABSINTHE,  
PECHAUYDS, MAPLE, EXPRESSED LEMON

trend : drink frozen / 2 concepts become 1  
takeaway, festival



## Miami vice

rum, pineapple, coconut,  
macadamia cereal  
blended with  
tequila rum, strawberry, fresh lime

trend - coffee, cacao,  
takeaway





## GREEK SALAD MARTINI

TREND: FOOD INSPIRED DRINKS,  
NOSTALGIA, MEMORIES, SALT V SUGAR





TREND : NO WASTE,  
SAVOURY DRINKS, VEGETAL

FISH & CHIP - MARGARITA

ACKEE & SALTFISH

TREND : SALTED FISH,  
VEGETABLES, SAVOURY, FOGMATIC



## BEETS BY WRAY

TREND :EAT THE EARTH, ROOTS,  
MINERAL, POP CULTURE, INTERACTION





TREND – FOOD MATCH, DESSERT DRINKS



CROCODILE DUNDEE

TREND: SWEET/ SAVOURY  
UNUSUAL FOOD BEER COCKTAIL



DEER HUNTER

TREND: FOOD MATCH, HUNTER/ GATHERER,  
TREE SAP,  
SMOKE, MEMORIES, NOSTALGIA



# PIVING FOR THE FJORDS

AQUAVIT,  
NORDIC PINE

FRESH LEMON, BIRCH

DILL SUGAR

PINE LEAF, SALT CURED VENISON, PINE SMOKE

TREND: WILD FOOD, TREE, SEASON



WEREWOLF IN LONDON

TREND : FUN, STORY TELLING,  
OLD INGREDIENTS RE-INVENTED







TREND - SERVE, THEATRE





YOU CANT HANDLE CHARTREUSE...



TREND - VESSEL, SERVE,  
TEXTURE

TREND : BAG, VESSELS, SOCIAL



EASTER EGG DROP

CHOCOLATE

PISTACHIO & CHARTREUSE SPONGE

RASPBERRY

MERINGUE

TREND – REINVENTING  
THE FESTIVE SEASON,  
INTERACTION



TREND - WOOD, TREE



TREND - SPICE, RITUAL





TREND — DRINK & FOOD PAIRING



TREND - TROPICAL, SPICE, SUPERFUIT/ VEG



BLINDER

TREND:  
TV, POP CULTURE



TREND - WOODLAND, FOREST  
BARK, TREE, BOTANY



TBC

