

CREATING
REAL
TALKING
POINTS

McCain
Foodservice



WHAT'S HOT

from the **USA**

2018

INSIDE

CURATED FOOD HALLS

Changing the eating out landscape

THE NEW SOUTH

A cultural revival influencing menus across the pond

MODERN VEGAN

Inventive new plant-based proteins changing the way we eat



IMPOSSIBLE

CONTENTS

Curated Food	p3
The New South	p7
The New Family-Friendly	p12
The Rise of Craft Beer in the USA	p15
Modern Vegan	p18
Po' Boy	p22

*This document is a trend report that presents findings and observations from the Foodservice market.
McCain Foodservice is not endorsing any of the brands or information featured.*

CURATED FOOD

CHANGING THE EATING OUT LANDSCAPE

Today's consumers are looking for retail and dining experiences that enhance their already broad knowledge.

New mega food markets tap into all the major dining trends for choice, experience, informality and street food.

Bricks-and-mortar retail experiences are enhanced through creative and authentic foodie experiences. Across the US, traditional shopping-mall food courts are being transformed into destination dining hubs, and established restaurant brands are opening inside stores.

Food halls are bringing communities together, creating employment and providing opportunities for new food entrepreneurs to establish themselves without requiring large amounts of capital. This allows grass-roots concepts 'air time' with consumers who often over index on their social media influence.

The benefit for the consumer is a broader experience of authentic and diverse food, which is all served under one roof.



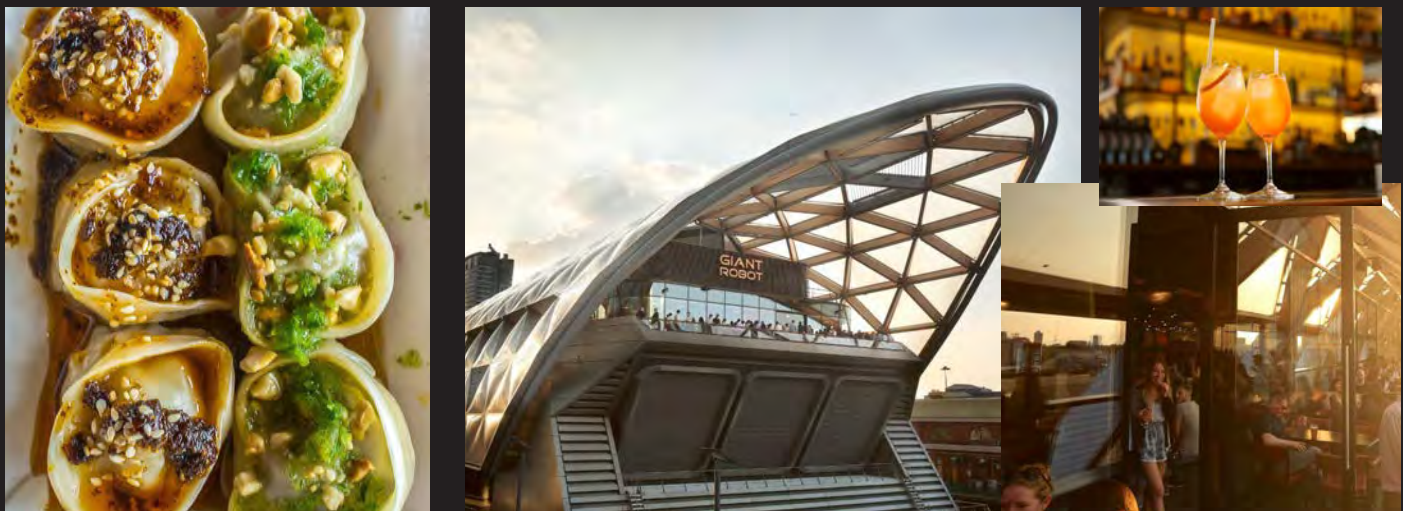
Here are some examples of the best food halls in the US:
 1. Pine Street Market 2. St. Roch Market 3. Chophouse Row

This trend has already taken effect in the UK with companies such as London Union bringing food markets to life across the capital under the Street Feast brand.

STREET FEAST



Dinerama



Giant Robot



Public

<https://www.streetfeast.com>



TREND EFFECTS HITTING THE UK

Curated food halls are giving American consumers' access to a whole host of emerging cuisines such as Vietnamese, Korean and Peruvian simultaneously. It's encouraging them to become more knowledgeable foodies and have a broader range of tastes and experiences. The diversity food halls offer has added to their demands when it comes to choice on menus. It is one of the driving forces behind the demand for modern fusion collisions we see evolving across menus in the US and UK.

From high-end Michelin star restaurants to casual dining chains these flavour mash-ups are creating real talking points on menus:



From baby beetroot jerky with green cardamom cream, and pork hock with sprout sambal and lime-beer mustard at Chinese-Indian-Irish-Balinese-influenced restaurant, Scully. www.scullyrestaurant.com



To Korean haggis tacos at Temper City.
Photo by K. Wiercigroch



To Sushiritto – a Sushi Burrito revolutionising casual dining in the US.
www.sushirrito.com

HOW CAN McCAIN HELP?

Your customers love chips, and their universal admiration and the fact they go with almost everything makes them the perfect base for your fusion-style dishes. From starters to small plates to family sharing platters, McCain has a product that will make your fusion creation a hit.



Try buffalo chicken Crispers.

NEW McCain Menu Signature Crispers have a unique v-cut allowing them to hold toppings well and are perfect for scooping, making sure your customers really get involved with their food.



Allow customers to customise their heat levels with
Mai Thai topped Sweet Potato Rustics.

NEW McCain Menu Signature Sweet Potato Rustics are skin-on and their rich flavour is perfect for Asian-inspired flavours.

The

NEW

SOUTH





America's Southern region has seen a cultural resurgence, driven by the number of professional creative people who are relocating to the area.

The new cultural revival is a blend of Southern heritage and outside influences. High living costs in metropolitan cities including New York and Los Angeles have led to a cultural diaspora with many creatives choosing to move to the South for a sense of community and a more affordable way of life.

The "New South" already has a huge influence on global popular culture.



The McDonalds menu frequently features specific flavours from the Southern region such as "The Tennessee Stack."



As the New South influence develops we expect to see more specific flavour profiles and challenger brands shaping how we view Southern state flavours.



Lillie's Q range of Southern state sauces helps create unique and interesting flavours specifically from the regions.

Founded in Greenville, South Carolina, Lillie Q's message is simple: create a Southern-inspired BBQ experience that's true to regional traditions and reimagined into unique, authentic and delicious flavours. They believe good BBQ should have 100% natural ingredients, which is why they source as many of their ingredients as possible from local operators:

Spicy cayenne from Memphis. Black pepper from Northern Alabama. Apple and lime juices from the West half of the Carolinas, vinegar from the East and tangy mustard from the South.



As well as seeing this definition around regional flavour profiles, new Southern states menus are being given a lighter touch. Southern food is traditionally known for being classic comfort food, however a new wave of chefs are breaking the norm by reinventing dishes. Whilst staying true to the flavours of the Southern region, many restaurateurs are applying elements of New York fine dining in a contemporary north meets south composition.



Atlantas Argosy - Wood-fired pizza
argosy-east.com

Mason's in Nashville - Crab Corn Dogs with Mississippi Comeback Sauce - masons-nashville.com



Puckett's Gro
puckettsgro.com

Poutine is a growing Southern food trend with many restaurants putting a fresh spin on the Canadian curd cheese dish.

TREND EFFECTS HITTING THE UK

BBQ flavours continue to grow, however more menu airtime will be given to specific states, regional ingredients and flavour profiles than ever before. This approach boosts the authenticity and credibility of the dish.

Southern dishes will become lighter and more refined, reflecting this trend from the US.

The Blues Kitchen serving Creole crab cakes and cajun popcorn squid with burnt limes.

theblueskitchen.com



The Fat Bear serving gumbo and vegan gumbo.

thefatbear.co.uk



Flip & Dip make a feature of adding your own style gravy to your fries at their restaurants across London.

www.dipandflip.co.uk



HOW CAN McCAIN HELP?



McCain Menu Signature Staycrisp Fries are the perfect accompaniment to Southern dishes. Skinny and crispy with a unique coating that keeps them hotter for longer, giving maximum pleasure to a Southern feast.



McCain Menu Signature Gastro chips are perfect for traditional poutine with gravy and cheese curd.

[See the recipe here:](#)

www.mccainfoodservice.co.uk/recipes/poutine-chips



New Menu Signature Crispers hold poutine toppings brilliantly thanks to their unique v-cut shape and crinkle edges.

[See some modern twists on poutine here:](#)

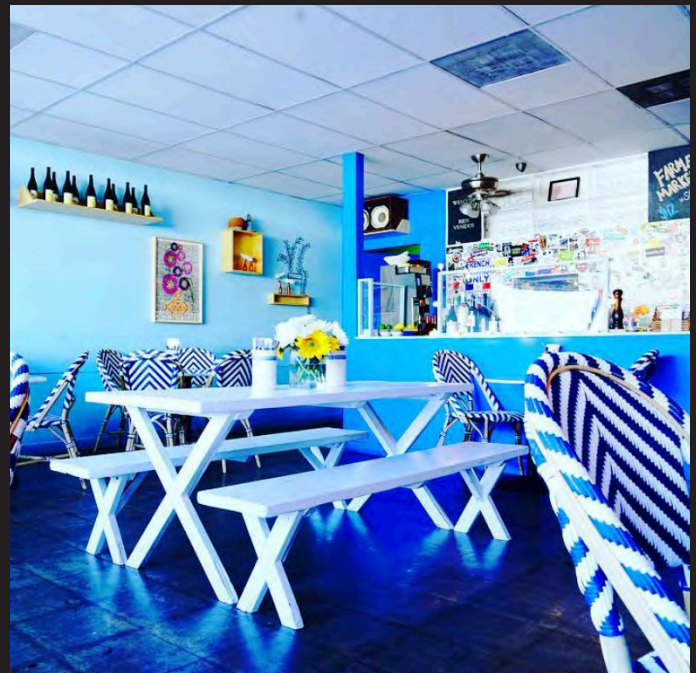
mccainfoodservice.co.uk/content/50-ways-0

The **NEW** family-friendly

Beet tartare tostada, cornichon, lime, avocado milk from Trois Familia.

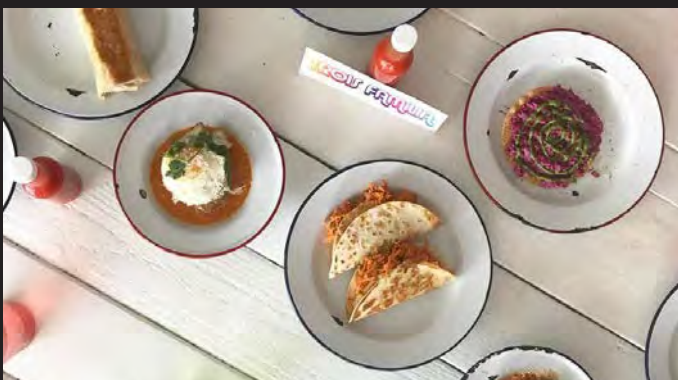
Evermore multigenerational families are fuelling the growth of family-friendly eating. From adult Disney holidays to creative multigenerational holiday accommodation, brands are racing to modernise and cater for people of all ages.

- As families are increasingly living together, multigenerational residential designs with alternative doorways, annexes and shared common spaces are becoming a new normal to home the 3.8 million adults who will still be living with their parents by 2025.*
- These multigenerational families travel together too, leading to a changing hospitality market as companies like Disney offer redesigned villas/apartments suited for adults, children and the elderly.
- Restaurants are offering creatively healthy menus which children, parents and grandparents can all enjoy, alongside creative entertainment ideas that can be loved by all the family.



LA restaurant Trois Familia

TROIS FAMILIA



LA restaurant Trois Familia

It looks likely that children's menus will be coming under the spotlight as restaurants increasingly recognise children's more developed palettes. It's not just the menus becoming more inclusive either, as establishments look to entertain guests in exciting and creative ways.

- LA restaurant Trois Familia by celebrity chefs Ludo Lefebvre, Jon Shook and Vinny Dotolo serve family-friendly Mexican/French food in a vibrant and stimulating youngster-friendly setting.
- In Melbourne, Florida, Birdie Num Nums have installed a dedicated play area and sandpit for children alongside a modern and sophisticated menu. Family feasts are more and more engaging for all ages.**



Birdie Num Nums

*Source: <https://www.bbc.co.uk/news/business-36391621> **Source: WGSN insight report – Food 2017

TREND EFFECTS HITTING THE UK

Times are changing, so it may be time to adapt your outlet – your menus need to evolve for this multigenerational shift too. As an operator you may want to incorporate something for everyone. Gone are the days of a children's menu that has the options of fish fingers and a burger; more families are choosing to eat out which means menus should be able to cater for this change! Look at including more sides and sharing platters so there is a broad range for the whole family to share and customise.



HOW CAN McCAIN HELP?



Consider using McCain Menu Signature Sweet Potato Rustics or Crispers as a base for topped sharing dishes. They can even have different topping zones and sauce pots served as one platter for a real WOW factor for the whole family.

THE RISE OF CRAFT BEER IN THE USA

The US now has more beer styles (150+) and brands (20,000+) than any other market in the world.

In 1990, there were fewer than 300 craft breweries in the United States. But by 2016, the industry counted more than 5,000 breweries, with a combined US \$24bn in revenues; together, they held an impressive 22% share of the overall US beer market.*

The boom reshaped how the nation's consumers perceived the segment. Within a generation, beer aficionados journeyed from settling for familiar light lagers at a sub-premium price point to identifying first with a beer's origin or a particular style (e.g., IPA, stout, or pilsner) before considering the brand.

Average beer prices have grown nearly 50%, so while Americans are drinking less beer than they did in the 2000s, they're paying more for craft.

In the U.S, what began as a cottage industry run by a handful of enthusiasts just a few decades ago has truly come of age.

Brewers have retained their authenticity and credibility (traits that are hugely appealing to millennials) by drawing beer drinkers into the breweries themselves. Here, customers can admire the steampunk beer-making technology, sample fresh brews in adjacent taprooms and enjoy carefully crafted menus that expertly match flavour profiles and beer styles.



*Source: Euromonitor, Brewers Association Picture: <http://dbbrewingcompany.com/>

Here are just a few of the outstanding examples of beer and food collaborations



Dogfish Head brewery pairs its beers with duck poutine made with Chicory Stout gravy, Alpine Idyll pizza made with 60 Minute IPA-braised mushrooms, the 'Indulgence Burger' and crispy vegan chickpea falafel.

KARBACH BREWING CO



This Texan brewery's on-site restaurant serves both lunch and dinner, and the menu is chaotically beautiful. Korean fried chicken, gulf shrimp and heirloom grits, and 'Pineapple Express Pizza' (smoked pork belly, charred pineapple, mozzarella, onion, togarashi and bonito).



Virginia brewery Devils Backbone serves its range of dishes with perfectly matched beers while also using them as drunken mussels steamed in Trail Angel Weiss. This is served alongside some seriously premium bar food such as pork rillettes, fried pickles and lamb meatballs.



Cigar City has food trucks that regularly visit their brewery serving specialties such as swordfish tacos, gulf oyster po'boy, black bean Benedict, and crème brûlée French toast, all paired perfectly with a selection of their craft tipples.

TREND EFFECTS HITTING THE UK

Over the past decade the outlook for pubs was gloomy with 31 pubs closing every week and UK alcohol consumption declining. But, a new generation of grassroots beer fanatics have painted a very different picture.

The past few years have seen a huge surge of excitement around creative brewing and outlandish new beer styles. In 2017 GCA Strategies estimated craft beer would grow at 79% a year.

It's safe to say Britain is now firmly in the grip of its own craft beer revolution with over 2,000 breweries in the UK (vs 5,000 in the US) serving an ever-growing and demanding client base who seek out interesting flavours and noteworthy backstories.

This 'thirst' for flavour and new experience will lead to a growing popularity not only in craft beer but in well-crafted food pairings across menus.



HOW CAN McCAIN HELP?



Our exclusive HOP brochure and video guide have been developed in partnership with the Beer & Cider Academy. They aim to give you knowledge and understanding around craft beer profiles and the individual components of your classic pub dishes to create the very best food and beer combinations that will delight your customers and keep them coming back for more.

Discover the craft at www.mccainfoodservice.co.uk/craft-beer



Modern

V

Inventive new plant-based proteins such as bleeding burgers, tomato-based sushi and mung bean-based scramble will make veganism more accessible – spreading across the US and over the pond to the UK.

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CLOSE UP: THE IMPOSSIBLE BURGER



Lab-grown meat may soon be a regular feature on our UK menus as it is in the States. Since 2011 Impossible Foods in the US have been developing lab-grown burgers scientifically, by extracting heme from plant-based sources. The Impossible Burger is the first plant-based burger which “bleeds” and is now available in over 1,000 outlets in the US.

Founded by Patrick O. Brown, M.D., Ph.D., Impossible Foods is a Silicon Valley start-up on a mission to make the global food system more sustainable. The first product is the Impossible Burger.

They started in 2011 with the simple question of “Why does meat taste like meat?” They then spent the next five years researching every aspect of the unique sensory experience of meat, from how it looks raw to how it sizzles and what happens when we sink our teeth into a burger. Compared to a burger made from cows, making an Impossible Burger uses about 1/20th of the land, 1/4 of the water, and produces 1/8th of the greenhouse gas emissions.



impossiblefoods.com

The Impossible Burger is made from simple ingredients found in nature, including wheat protein, coconut oil, potato protein and heme.

Heme is responsible for the characteristic of taste and aroma of meat. It is exceptionally abundant in animal muscle, and it's a basic building block of life in all organisms, including plants.

AIR NEW ZEALAND

Air New Zealand has become the first airline in the world to serve passengers the Impossible Burger.

Recent research from Mintel* reveals that taste is the leading reason that US consumers opt for plant-based proteins. In fact, the data shows that more than half of people in America choose plants over animal protein for taste purposes.



Nutrition Facts

Serving Size (85g)

Servings Per Container about 85

Amount Per Serving

Calories 220 **Calories from Fat** 120
Calories from Saturated Fat 100

	% Daily Value*
Total Fat 13g	20%
Saturated Fat 11g	55%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 380mg	16%
Potassium 250mg	7%
Total Carbohydrate 6g	2%
Dietary Fiber <1g	4%
Sugars 1g	

Protein 19g

Vitamin A 0%	•	Vitamin C 25%
Calcium 2%	•	Iron 10%
Thiamin 1260%	•	Riboflavin 15%
Niacin 20%	•	Vitamin B6 10%
Zinc 15%	•	Vitamin B12 50%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

		Calories:	2,000	2,500
Total Fat	Less than	65g	80g	
Saturated Fat	Less than	20g	25g	
Cholesterol	Less than	300mg	300mg	
Sodium	Less than	2,400mg	2,400mg	
Potassium		3,500mg	3,500mg	
Total Carbohydrate		300g	375g	
Dietary Fiber		25g	30g	

<https://www.sundried.com/blogs/news/impossible-foods-create-the-impossible-burger>

*Source: Plant-Based Proteins - Us - January 2018

TREND EFFECTS HITTING THE UK

Veganism will continue to grow in terms of numbers and share of voice with consumers across social media.

Vegan dishes will see an uptake by non-vegan diners as with the growth of non-meat dishes and flexitarian eating.

There will be an increase in "dirty vegan" dishes that are not necessarily healthy but high in flavour, comfort and indulgence.



HOW CAN McCAIN HELP?



Sweet potato fries are a great way to add colour, texture and more veg power to this ultimate vegan treat.

Try sweet & salty fries

www.mccainfoodservice.co.uk/recipes/sweet-salty-fries

PO BOY

Creole flavours are increasingly making appearances on menus across the US. Po' Boy (from 'poor boy') sandwiches are a staple from New Orleans.

They are best served in crusty French bread smothered in butter and remoulade sauce fillings such as shredded lettuce, tomatoes, seafood – fried shrimp, oysters, soft shell crab, crawfish. Topped with remoulade sauce or Creole mayonnaise.

1. HANK'S PO' BOYS
2. Red Fish Grill
3. Dickie Brennan's Bourbon House



TREND EFFECTS HITTING THE UK

Get ahead of the game by offering Po' Boy on your menu, a relatively easy concept to conduct but one which will bring excitement. Create great talking points with consumers and feed their appetite for fusion dishes and Instagram-ready food.



Try making your own remoulade as a dip or topping

- 1/4 cup mayonnaise
- 1/4 cup mustard (Creole mustard if possible)
- 1 tbsp sweet paprika
- tsps Cajun or Creole seasoning
- tsps prepared horseradish
- 1 tsp pickle juice (dill or sweet, your preference)
- 1 tsp hot sauce (preferably Tabasco)
- 1 large clove garlic, minced and smashed

HOW CAN McCAIN HELP?



McCain Menu Signature Staycrisp fries have a unique coating that keeps them crispy for longer, making them the perfect fry to add toppings and sauce as they are less likely to go soggy, remaining crisp to the last bite even when loaded with remoulade.



www.mccainfoodservice.co.uk

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