



TOGETHER LET'S FOCUS ON THE

Future of Sides



FOODSERVICE
SOLUTIONS



TOGETHER LET'S *MAKE THE MOMENT*

Right now, recovery in the market is expected to be **led by social occasions**. Consumers expect to continue to work from home more than pre-pandemic. Social dinner occasions and social weekend brunches and lunches are expected to recover better than work-related/functional occasions.*

We are also seeing **the market transition from a phase of comfortable familiarity to more long-term growth where we see demands increase for new and exciting dishes**. Intermediately this will see a growth in a rethinking of familiar favourites such as fries and sides.**

The growth of more 'social occasion eating' and this desire for more exciting dishes reveals the **perfect opportunity for operators to future plan their sides menus**.

Side dishes work brilliantly across dayparts and occasions and **can punch above their weight when it comes to 'craveability' which has been identified as a key driver**. They are **perfect for sharing** with friends and family as we all crave to make more of every moment after the pandemic.

The background of the entire image is a soft, watercolor-style illustration of a purple flower, possibly a pansy, with delicate petals in various shades of purple and magenta. Overlaid on this is a large, bold, yellow word 'Textures' in a cursive, brush-stroke font. Below the word, there is a solid black rectangular box containing white text. At the bottom of the image, there is a line of small white text providing sources.

Textures

18 months since the start of the COVID-19 pandemic in Europe, and many of those affected are reporting a loss of taste and smell. This means that the food industry needs to come up with different ways of stimulating people's senses, and nothing stimulates like **texture**.

Nathaniel Davis, a specialist flavour and fragrance lecturer based at the Universite Cote d'Azur, believes that there's scope

for the industry to develop new tastes and, in particular, textures that can potentially allow sufferers from smell and taste loss a more fulfilling and nutritious eating experience.*

Developing new tastes and textures is more important than ever with an estimated one in twenty COVID-19 sufferers experiencing symptoms for more than eight weeks.**

Crispy foods will play an increasingly important role on menus as they have a noisy and stimulating texture. Options include toasted breads, breakfast cereals, French fries and crunchy inclusions into foods like desserts.

McCain SureCrisp™ fries are perfect for delivering a crisp bite every time. Their unique clear coating ensures they stay crisp for up to 20 minutes. With their unique ridge and crinkle cut, **McCain Crispers** are great for loading with chunky textured toppings and seasonings to stimulate senses.

McCain Crispers are a deep ridged, v-shape cut and are a customer favourite for loading and seasoning. They offer chefs multiple ways to make them their own.



WHY NOT TRY



NANNY BILL'S AGGY FRIES feature **McCain Surecrisp™** seasoned with a mixture of herbs, spices and sea salt, a sprinkling of parmesan, a drizzle of garlic and herb sauce, and a dash of hot sauce topped with some spring onions for colour.

The continuing driver around plant-based foods has led to the creation of further innovation to celebrate vegetables.*

Chefs and creators will be pairing exciting plant-based ingredients with favourite flavours.

Research shows 7.2 million British adults currently follow a meat-free diet, and this figure is due to increase to 13 million by the end of 2021.** Consumers want vegan versions of their favourites that mimic the texture and experience of the traditional product.

McCain SureCrisp™ Traditional Thick Cut fries are the perfect pairing for dishes like this tofish and chips @unitydiner were serving up @thebigfeastival!



Vegan drenched fries are at festivals across the UK this summer with recipes such as Vegan Cheese & Wild Mushroom as an alternative dish to the ever-popular Poutine. The clear coating on the **McCain SureCrisp™** range makes them perfect for topping as they stay crisp even when loaded.

Greener carbs are also set to be more popular and involve texture innovation. Rice and pasta made from cauliflower, peas and other plant-based proteins will be seen more and more throughout 2021. McCain uses British potatoes grown by local farmers and so ensure their products have lower food miles compared to imported varieties.

2021 will also see the food-tech arena surging, with lab-grown beef, seafood and dairy joining the plant-based meat and dairy as alternatives to animal products.

*Source: <https://www.wgsn.com/fd/p/article/92048#page1>

**Source: <https://trulyexperiences.com/blog/veganism-uk-statistics/>

COLOURS

"We eat with our eyes and so if it looks good, we expect it to taste good too," observes Nathalie Pauleau, global product manager for natural colours at Givaudan. **The mental bond created by food colour is very strong.** Different colours have different connotations: *"In 2020 blues and greens were very popular as they have strong connections with health, vitality, relaxation and wellbeing and have long been associated with nature. As major disruption continues worldwide, we expect this colour trend to remain strong in 2021,"* she explains.*

Psychology can be used by those in the food industry to connect with consumers on a deeper level and colour is a great way to do this. **It is predicted that vibrant colours such as yellows and oranges could be popular in 2021 as they are associated with energy and immunity.** **McCain's Menu Signatures** Sweet Potato Fries are a truly vibrant side. Try topping them with Moroccan spiced sour cream, fresh coriander and tangy pomegranate for the ultimate colour splash.



McCain have teamed up with Fink who run a social enterprise street food business serving the most vibrant and sustainable street food whilst promoting positive mental wellbeing.

Check out their colourful take on a classic with Sumac-spiced Halloumi Fries with Harissa Tomato Houmous, Garlic Tahini Yogurt, Jalapeño Chimichurri, Chilli Sauce, Crumbled Feta and Pickled Red Onions.

With social media being more popular than ever (in fact, user numbers have jumped by more than 13% between July 2020 and July 2021), colours help foods to become more 'Instagrammable'. Vibrant colours attract attention and lead to more shares.

Sides are a great way to experiment with colour, texture and flavour, while commanding a premium.

Try Only Jerkin's recipe of **McCain Crispers** tossed in a dry jerk seasoning with black beans, red onion, chilli mango aioli, coriander and chillies.



We also know it is possible to change the flavour of food as you eat it, by altering its colour.

Charles Spence, an Oxford experimental psychologist who helped Heston Blumenthal develop his boundary-pushing menus, places vision in parallel with smell when it comes to distinguishing flavour.

“ *Half the brain capacity is visual which is why the colour of food can help determine whether a food is appetising and help define its flavour.* ”

CHARLES SPENCE



1/2

**OF THE BRAIN'S
CAPACITY IS
VISUAL**

This shows the importance of visually pleasing foods and how restaurants need to be brave and innovative to keep consumers interested and happy.



New FLAVOUR

DIMENSIONS / INGREDIENTS

Taste sensations are created by something called entropy; this is the measure of the number of possible arrangements atoms in a system can have. It is a measure of uncertainty and randomness. We experience entropy in the mouth when we eat. Food ends up in a state of disorder within the mouth as flavours make their way across the palate of the tongue.

It is predicted that chefs will use the science of entropy to rearrange food atoms within the mouth to produce new textures, flavours and even more from sweet to savoury within a few bites.*

The trend for entropy will continue to evolve in the area of umami and is due to become even more extreme and prevalent across menus over the next two to three years.

*Source: <https://greenseedgroup.com/food-trends-2021/>

FLAVOUR Fixers

Sides are the perfect transporter of flavour, especially those with skin-on rugged textures that grip spice blends and seasonings. Discover a whole new world of flavour with our own expert flavourologists map exploring botanicals, flavours of the sea and botanical flavour combinations that will elevate your sides to the next level!

There is a **need for multisensory experiences after a sustained period of lockdown, and this had led to a raft of experimental dishes.***

WHY NOT TRY



McCain mozzarella sticks topped with fondue and parmesan.

ANYTHING *Wild & Wacky*


It is predicted that we will see more vehement foods in 2021.* **Vehement foods explore food becoming the spectacle, and experts imagine a future where food becomes dynamic, moving around the plate and changing its hues to evoke flavours and feelings for the diner.**

A great example of this is Tom Kerridge's hot pork scratchings that pop on the bar as they are served, or Da Fish Ting's dehydrated tuna-topped fries. Watch the tuna flakes dance on the surface of the dish [here](#).



Da Fish Ting's dehydrated
tuna topped fries

*Source: http://bompasandparr.com/images/files/FoF21_Report_BP.pdf




This trend is set to see further integration of social media platforms et al as we see apps that allow you to see your chips dancing on your fork, or a burger that evolves to music or a dessert that changes colour as you eat it based on temperature. **Take a look** at 'Mirage', a new app by City Social. It's the World's First Augmented Reality Cocktail Menu using VR to bring cocktails to life.

Vehement foods are expected to increase and provide a spectacle for the diner as we see a growing demand for more 'elevated experiences'.

Further reading:

http://bompasandparr.com/images/files/FoF21_Report_BP.pdf



Upcycled food is also set to be a 2021 food trend with a report produced by Future Market revealing that the upcycled food market is worth \$46.7 billion with an expected CAGR of 5% over the next 10 years.

A 2021 study published in Food & Nutrition Sciences revealed that **only 10% of consumers are familiar with upcycled food products, but the great news is that once educated about them, 80% say they would seek them out.***

Some great upcycled side-dish options include blended excess carrot and beetroot tops made into a delicious pesto to garnish roasted vegetables or banana peel bacon, where raw banana peels are marinated in a mixture of vegan Worcestershire sauce, liquid smoke, garlic and onion powder and then seared in a hot pan until crisp and dark.**

McCain are committed to being zero waste to landfill and 100% potato utilisation by 2025 with products such as their skin-on fries.***

“ use of ingredients that otherwise would not have gone to human consumption, are procured and produced using verifiable supply chains, and have a positive impact on the environment ”

*Source: <https://www.forbes.com/sites/daphneewingchow/2021/05/31/upcycled-food-is-the-coolest-trend-you-probably-never-heard-of/?sh=59fa3a562f0a>

**Source: <https://www.realsimple.com/food-recipes/cooking-tips-techniques/banana-peel-bacon>

***Source: <https://documentcloud.adobe.com/link/review?uri=urn:aaid:scds:US:67d671d9-6b4a-41d3-b04b-4c06b08e59ba>

Our RANGE

Like you, we're **passionate about bringing people together over food to create truly memorable moments**. It's our ambition to help keep customers coming back with exciting ideas, future trend predictions and product solutions that help you bring them to life on your menu. Here at McCain Foodservice Solutions we are **dedicated to future innovation and sustainability**.

Our potatoes are grown in Britain by our network of 250 farmers who work with us on using sustainable irrigation systems and renewable energy. Our unrivalled consumer insight when it comes to fries and sides helps us create ranges that your customers will love.



Surecrisp Traditional 4 X 2.27kg
Surecrisp Gourmet 4 X 2.27kg
Surecrisp Skin-On Thin Fries 4 X 2.27kg
Surecrisp Skin-Off Thin Fries 4 X 2.27kg
Surecrisp Skin-On Julienne 4 X 2.27kg
Surecrisp Skin-On Medium Chips 4 X 2.27kg



Our Menu Signatures Gastro Chunky Chips 4 X 2.27kg
Our Menu Signatures Skin-On Julienne Fries 4 X 2.27kg
Our Menu Signatures Rustic Skin On Chips 4 X 2.27kg
Our Menu Signatures Sweet Potato Fries 4 X 2.5kg



Our Original Choice Saute Potatoes 6 X 2.27kg
Our Original Choice Chippy Chips 4 X 2.27kg
Our Original Choice Medium Cut Chips 4 X 2.27kg
Our Original Choice Thin Cut Chips 4 X 2.27kg
Our Original Choice Thick Cut Chips 4 X 2.27kg
Our Original Choice Steak Cut Chips 4 X 2.27kg



Our Chef Solutions Quick Cook Delights Thick Cut 6 X 2.49kg
Our Chef Solutions Quick Cook Delights Medium Chips 6 X 2.49kg
Our Chef Solutions Oven Chips 6 X 2.5kg
Our Chef Solutions Jacket Potatoes 3 x 1.62kg

When it comes to potatoes, McCain uses British grown by local farmers ensuring lower food miles compared to imported varieties.

For further future insight inspiration visit
www.mccainfoodservicesolutions.co.uk

[For a full range of products covering all dayparts and snacks click here](#)





LinkedIn @McCain Foodservice (GB) **Instagram** @mccainfoodserviceuk
W: mccainfoodservice.co.uk **Twitter** @McCainFoods_B2B

For more advice and support contact your local McCain representative