



salts of the earth



# 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



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.





#### 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

# SALTS OF THE EARTH FLAVOUR MAPPING

- FLORA & FAUNA    ■ ingredients
- HEALTH    ■ ingredients
- SCENERY    ■ ingredients
- LANDSCAPE    ■ ingredients
- SUPERFRUIT    ■ ingredients
- SEASONS    ■ ingredients
- COCKTAILS    ■ ingredients
- REINVENTING FLAVOUR
- WILDLIFE    ■ ingredients
- TRAVEL    ■ ingredients
- BOTANY    ■ ingredients
- EXCITING INNOVATIVE FLAVOURS
- POP CULTURE

