

Trend Flash

MONTHLY INSPIRING TREND UPDATE

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EASY ALL DAY

Quick, comforting and affordable all-day eating options are perfect for those with a busy lifestyle - which, let's face it, is the most of us! Much has been made of the shift in working arrangements that has become the new norm for many in post-pandemic times. The growth in snacking and out-of-home eating during the workweek is testament to this, as hybrid workers treat their out-of-home hours as opportunities for indulgence, perhaps eating more conservatively at home while treating commuter days as time for a treat. Though that doesn't mean long hours spent over a restaurant table at lunch, quite the opposite: convenience is paramount, with formats specifically designed to be eaten on-the-fly, at any time, showing marked growth while, once home, quick sustenance fixes via kitchen tech are a focus for new product development.



On the go

Convenience is key as on-the-go options grow in both variety and popularity. Not only is the sector growing but the way consumers are purchasing on-the-go goods is evolving. Supermarkets, high street bakeries and forecourts are all seeing a spike in custom as busy consumers seek to convenience with a twist, with choice and indulgence playing a key role.



Breakfast

It's 'the most important meal of the day' - so make it count! Breakfast is so much more than buttered toast and porridge; with a little imagination, fruit and veg take center stage in indulgent, yet nutrient-packed formats to fill up on those macros for the long day ahead. Take as an example this breakfast board with beetroot, avocado and egg with crispy chili oil.



Soup

This soup-er hot format is enjoying a moment of cool! Soup is experiencing something of a renaissance as a quick, convenient winter warmer with nearly endless flavour potential. Seasonality is central to creating the most flavourful soups, while flavours embrace world cuisine, allowing consumers to try something new without breaking the bank.

Spice in the spotlight

Did you know that every month we put a spice in the spotlight on our website? This month it's pepper, one of the most commonly used spices worldwide. It adds a sharp, spicy flavour that has proven its value in countless dishes for centuries. Read more about this versatile product [here!](#)

For this Trend Flash, we have used the knowledge of The Food People, a unique global food trends and ideas agency. With this trendy food news we would like to bring you inspiration from around the world.

