

# Trend Flash

TREND UPDATES | NEW INTRODUCTIONS | INTERESTING CONCEPTS

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## GARDEN TO GLASS

With the holidays coming up for just about everyone, we have the latest edition of the Trend Flash here for you. And to get into the festive spirit a bit already, this time we have some upcoming trends in **cocktails** to share with you. **Savoury cocktails** are all the rage with globalisation of cuisine and culinary curiosity poised as key drivers of the trend. And they aren't just about meatiness and spice; vegetal arrangements celebrating garden to glass are also firmly on the menu.

**Veggie cocktails** not only sit under this flavour umbrella but also tick health and sustainability boxes, too. Win, win.

So get inspired by these eye-pleasing and tempting drinks, because who knows, you might get a new idea for one of the celebrations in the coming time. Or for a new product you would like to spice up in the coming year!



### Cool Carrots

With their natural sweetness, carrots are perfectly placed to compete with fruit-forward variants. Now, this beta-carotene-rich root isn't new to the cocktail scene, but it's the focus on process and flavour complexity, along with the health connotations.

Think carrot syrups, dusts and fermented carrots.



### Peas, Please

The seasonal bounty of fresh-faced peas brings a natural sweetness to the party. Pea-centric fare often takes shape in neutral spirit infusions such as vodka and gin but sugar snap pea cordials, pea syrups, and English pea tonics have also been spotted.



### Beet It

Beetroot may not be one of the newest cool kids on the block but this purple-hued root continues to be one of the most popular. Like its old-time pal, the carrot, it's the focus on process that's giving the beet a new lease of life - think fire-roasted, beetroot wine or beet jams.

## Let's spice it up!

For this Trend Flash we have used the knowledge of The Food People, a unique global food trends and ideas agency. With this trendy foodnews we would like to bring you the inspiration from around the world. We wish you very happy holidays and look forward working together with you again in the year ahead of us.

