

Foodservice Digest

Leading trends for
foodservice and retail

Old favourites – fresh flavours

Combining the comfort of nostalgic foods with modern twists, the 'newstalgia' food trend brings a fresh spin to classic dishes – and is set to grow in 2025.

From gourmet takes on childhood favourites to reimagined retro recipes, newstalgia is serving up memories with a contemporary flair that delights diners of all ages.

Consumer demand for nostalgic foods will be a significant driver for flavour and product development.

Source: Lumina Intelligence UK Eating Out Market Report 2024

Comfort foods re-imagined

The demand for comfort foods rises in winter as consumers seek warmth and familiarity in their meals. Dishes like creamy soups, buttery mashed potatoes and oven-baked casseroles take centre stage in winter menus, while retail consumers gravitate towards ingredients that make preparing these at home easy. This is an ideal time for foodservice operators and retailers to offer products and ingredients that bring the flavours and textures associated with home-cooked comfort food to life whilst delivering a twist.

Chefs are encouraged to blend tradition with innovation, catering to consumers' desires for familiar yet updated dishes. Use our vast range of sauces and your imagination to simply bring this trend to life...

- Why not add Mint Sauce and Very Hot Chilli Sauce to creamy mash and serve with roast lamb?
- Drizzle roast potatoes with Medium Piri Piri Sauce before roasting
- Add Habanero Hot Sauce to classic stews for a hot twist!

The Sunday Roast Revival:
Sunday's share of eating and drinking out market occasions increased +3.7ppts from May 2022 to May 2024.



Check out our Lion Sauces range at www.lionsauces.co.uk

Source: Datassential Foodbytes
2024 Food Trends report

Reinventing *Retro*

Reinvention has never been easier. With the right products and ingredients, you can put a contemporary spin on these beloved dishes, aligning with modern tastes and dietary preferences.

We'll show you how ...

Return of the Mac

A spin on mac n cheese

Elevate beloved mac and cheese by infusing it with contemporary ingredients and unexpected flavours. Adding elements such as crispy shallots, or even plant-based proteins like lentils can enhance both the flavour and nutritional profile. Furthermore, toppings inspired by world flavours, such as Maple & Bourbon BBQ Sauce, Cajun & Tomato Sauce or Garlic Piri Piri Sauce, can add a further twist.

Make it plant-based! Chefs can create a vegan mac n cheese using a vegan cheese and replacing butter with our butter alternatives. Swap the vegan cheese with artisanal cheeses like aged cheddar and Gruyère for a vegetarian version. Our butter alternatives deliver a rich and satisfying taste to this dish and many more – without dairy!

6.4 million Brits planned to adopt a meat-free diet in 2024 – meaning the UK could have 15 million people eating meat-free by 2025.

Source: Finder.com <https://www.finder.com/uk/stats-facts/uk-diet-trends>

You can find everything you need to deliver this trend and more across your menus and product ranges from AAK Foodservice and our leading brands



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Back with a Bang Bang

How to elevate chicken in a basket

For a fresh take on the 70s pub grub favourite 'chicken in a basket', incorporate bold flavours and premium ingredients. Swap the basic fried chicken for buttermilk-brined, crispy-coated chicken thighs or wings, seasoned with herbs like rosemary or smoked paprika – and fry in a high-performance oil for that perfectly-crisp exterior.

Serve with the classic sauces such as Sticky BBQ Sauce, Blue Cheese Dressing and Medium Buffalo Sauce, or offer a twist and incorporate global flavours like Thai Honey Sticky Sauce, Korean BBQ Sauce or Chipotle Mayo. Instead of the traditional chips, add a side of sweet potato fries or polenta fries for a contemporary take. Ensure you're using the right frying oil to produce perfect fries that are crisp on the outside and fluffy on the inside!

The Comeback King

A modern twist on a prawn cocktail

Whether you're a chef or experimenting in your kitchen at home, bring a modern twist to the classic prawn cocktail by experimenting with new textures, flavours and presentation. Start by swapping traditional iceberg lettuce for microgreens or crispy seaweed for an Asian twist. Mix a Thousand Island Dressing with Habanero Hot Sauce to tie in with the current trend of heat, or elevate the flavour profile with a drizzle of Asian Ginger, Garlic & Chilli Sauce, aligning with ever-growing global taste trends.

For a more contemporary presentation, serve the prawns chargrilled or lightly smoked, offering a gourmet edge while maintaining the nostalgic feel of this beloved dish. Pairing it with artisanal tortillas or baked sourdough sticks can also heighten the appeal for modern diners.



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