



# MINDFUL MENUS

**75%**  
OF UK CONSUMERS  
ARE NOW KEEN  
TO EAT  
HEALTHILY\*

# TREND FOCUS

WHEN IT COMES TO FOOD, A NEW GENERATION HAS BECOME MORE INFORMED THAN EVER BEFORE.

Consumer behaviour is changing rapidly, fuelled by better awareness of the impact of diet on health, energy, weight and appearance, as well as on our environment.

A fast-growing majority of adults in the UK (75%) are now keen to eat healthily,<sup>1</sup> with 35% eating more healthily than 12 months ago.<sup>2</sup> In addition, a record 1 in 7 people in the UK now belongs to a gym, with the number of gyms hitting an all-time high of 7,000, while a leading weight-loss organisation gained a million new members in the space of a year.<sup>3</sup>

Meanwhile, the health-conscious approach to food is also shaping consumer attitudes to meat, especially processed products. Vegetarianism/veganism is the number one factor impacting the eating out market, with 1 in 8 people following a meat-free diet.<sup>2</sup>

According to TFP's Food & Beverage Trends 2019-2020 report, pressures on agriculture and typical farming practices are also growing due to environmental and ethical concerns.

This means it's now no longer an option for foodservice outlets not to factor this into their menus.

## INFORMED AND INSPIRED

People want information. Calories, allergens and provenance are just the start in this new era of food consciousness.

With so many competing health priorities to consider, the challenge to keep consumers coming back has never been greater. Yet, with a whole world of global flavours readily available, inspiration has never been closer at hand.

CONVENIENCE  
AUTHENTICITY QUALITY  
CUSTOMISATION HEALTHY  
FREE-FROM  
FRESH PLANT-BASED  
ALLERGENS FOOD  
TO GO BALANCED  
PROVENANCE SUSTAINABLE  
FRUIT VEGETABLES 5-A-DAY  
CLEAN GREEN LOW FAT  
FEWER CALORIES ETHICAL  
LESS SUGAR GLUTEN-FREE  
VEGETARIAN VEGAN VARIED  
DIET FLEXITARIAN



# GENERATION HEALTH



### GETTING PERSONAL

Today's rise in healthy eating is a movement at societal level. 89% of adults care about the healthiness of the food they consume – and it's not just the younger generations.<sup>1</sup>

Those aged 65-74 are also conscious about eating healthily. This drive is influenced by medical and Government advice about food and nutrition, as well as the media, TV and social media.<sup>1</sup>

For some people, choosing what to eat centres around serious health issues, such as food allergies and conditions such as coeliac disease or lactose intolerance.

For others, a food choice could be based on other health aspects, such as energy levels, cholesterol or to improve function. Some may want to eat healthily for performance and others may base foodie decisions on ethical and environmental reasons.

### FACT-SEEKERS

Online searches give us an insight into consumer hunger for information about specific diets.

Interest in vegan diets shows the most dramatic rise over the past 10 years.<sup>2</sup> This is expected to grow, with 16% of adults estimated to be vegetarian or vegan in the future.<sup>1</sup>

Searches for low sugar and low fat remain relatively steady over the same period – but searches for protein-rich foods have doubled in a decade.

### WHO SAYS IT'S HEALTHY?

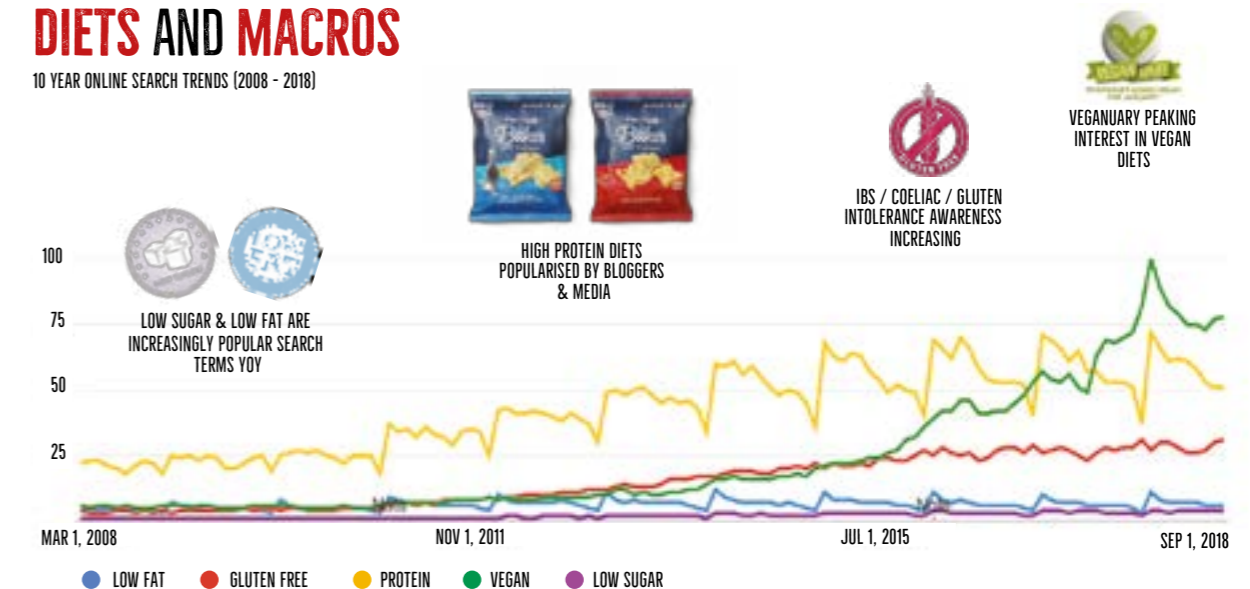
Food manufacturers and retailers commonly tap into one or more dietary desires to win customers. Advertising or packaging can tell us a product is healthy because it ticks one or more health-focus boxes, even if it might seem "unhealthy" in other aspects!

Ultimately, it's the consumer who decides – as long as they have the choice and information to do so.

FOR 3 OUT OF 4 CONSUMERS, HEALTHY EATING IS "REALLY IMPORTANT" - MORE SO THAN REGULAR EXERCISE.<sup>2</sup>

## INCREASING INTEREST IN SPECIFIC DIETS AND MACROS

10 YEAR ONLINE SEARCH TRENDS (2008 - 2018)



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MCA | FSF debrief © 2018

Source: Google Trends

1. MCA, 2018 2. Food Strategy Forum debrief - Top of Mind Report by MCA & HIM (2019)  
3. 2018 State of the UK Fitness Industry Report, The Leisure Database Company.

1. Food Strategy Forum debrief - Top of Mind Report by MCA & HIM (2019) 2. MCA, 2018



# DIETARY DESIRES

HALF OF UK ADULTS PLAN TO EAT MORE VEGETABLES IN THE NEXT 12 MONTHS<sup>1</sup>

The appetite for healthy food and the rise in meat-free meals come at a time when there is more choice than ever in the variety of foods and flavours available.

As a result, it's now simple to create dishes that meet a variety of health requirements and which are also full of tantalising flavour, rich in aroma and enticing for anyone who loves great food.

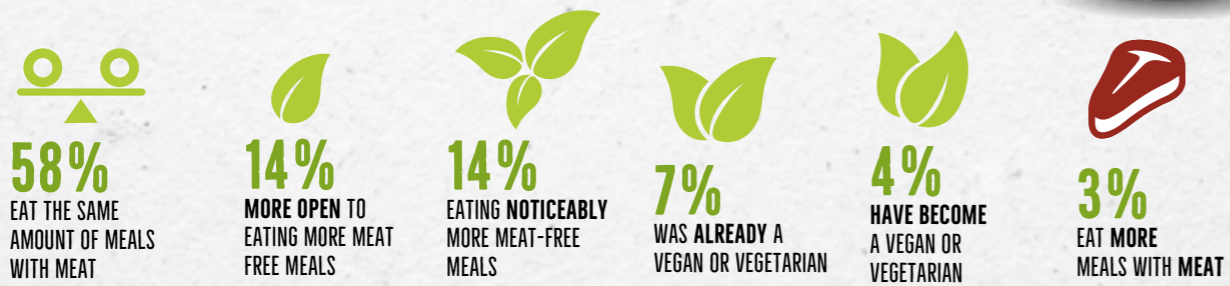
## BEST OF BOTH WORLDS

Fresh vegetables, more fibre and lean protein are hot property, but consumers still want to feel they're having a "treat" when they eat out. Using sauces inspired by the world's favourite cuisines makes it easy to merge good, wholesome produce with the key flavours of top trends.

## AMAZING GRAZING

2018 saw grazing tables earn their position as the latest decadent dining trend, especially for weddings and other large social occasions.<sup>2</sup> Stylishly presented works of art, grazing tables are the buffet's classy cousin: a feast for the eyes as well as the tastebuds, evoking the decadence of Ancient Roman banquets.

### FOOD CONSUMPTION PREFERENCE CHANGES OVER THE PAST 6 MONTHS



= 39% EATING LESS OR NO MEAT

## START WITH A "CLEAN SLATE" APPROACH TO MENU CREATION, TO KEEP THINGS SIMPLE IN THE KITCHEN:

- Choose vegan-first products such as Lion Premium Vegan Mayo, which has been created without any common allergens (such as mustard) and developed to appeal to vegans and non-vegans alike.
- Make GF your BFF: Stock as many gluten-free products as possible, from ready-made sauces to flours, wraps, pastry and stocks.
- Make meat and fish the addition, rather than the starting point, for stir fries, soups, pizzas or pies.
- Does it need egg or dairy? If a dish doesn't necessarily need egg, cream or milk, consider doing without, to widen its appeal to more customers.
- Colour code: Use differently coloured plates for sharing options, and make sure everyone's on board with what each one means.



# CONVENIENCE: BE CLEAN AND CLEAR

"From breakfast to dinner, a new generation of modern convenience food and drink is emerging as manufacturers respond to rising healthy eating priorities."

Mintel 2019 Global Food and Drink Trends

When it comes to healthy eating out of home, convenience is key for consumers. Fast food is moving away from fried and processed, and 'fast healthy' is rising as a concept.

Speed of service is crucial however consumers want to be confident their choice fits their dietary requirements. Nutritional values, ingredients and allergens need to be displayed clearly and concisely on both menus and labels, so they can be accessed quickly.

'FAST HEALTHY' IS RISING AS A CONCEPT



## TRANSPARENCY TALKS

As part of a Diabetes UK Food Upfront survey, 61% of adults have admitted they struggle to find the nutritional content of food out of the home. Of those who took part, 90% believe clearer food labelling would help them make healthier food choices. This ties in with MCA research stating that 29% of people want to see calorie labelling on all items of the menu.<sup>1</sup>

Research by the Food Standards Agency (FSA) revealed 41% of young people with food allergies or intolerances don't feel confident at all or only feel a little confident to ask serving staff for allergen information. In September 2018, the FSA launched Easy to ASK, a campaign designed to empower young people to ask about allergens when eating out, so safe choices can be made.

There are also Government proposals for new labelling laws, which will give the UK's two million food allergy sufferers greater reassurance in the safety of their food.

## BUT WHAT CAN CHEFS AND OPERATORS DO TO SUPPORT THIS? >>>

1. MCA Healthier Eating Debrief 2018

## START FROM SCRATCH

Chefs and operators are now taking a closer look at ingredients. They are mindful that consumers want information – and they want it quick. They are switching some of their kitchen staples, such as dressings, sauces and carriers, to multi-functional, widely allergen-free items that can be used in dishes spanning a wide variety of diets and needs.

Ready-made ingredients that have clear labels give chefs confidence in what they are serving, which can be clearly communicated to customers. This is why Lion is rolling out on-pack nutritional labelling on products.

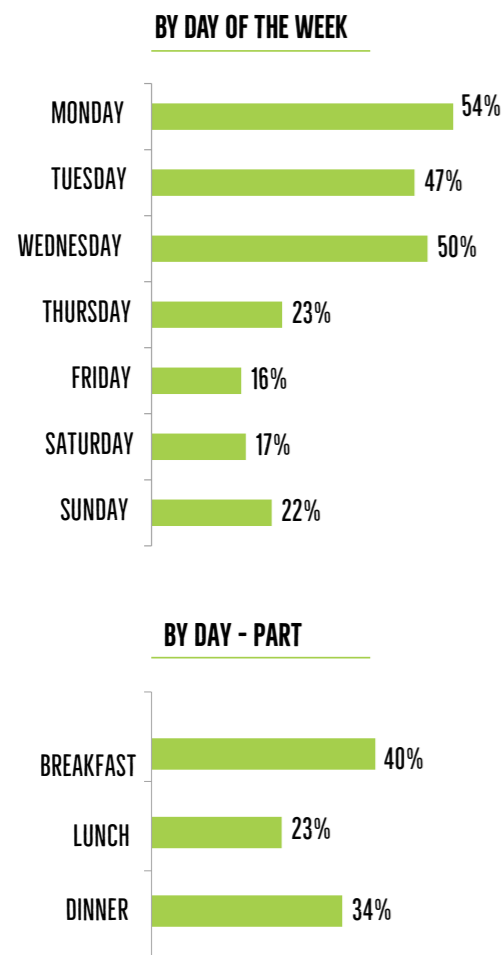


1. Food Strategy Forum debrief - Top of Mind Report by MCA & HIM (2019) 2. Good Housekeeping, 2019: <https://www.goodhousekeeping.com/uk/food/a25801252/grazing-tables-wedding-food-trend/>

# CATER FOR THE HEALTH KICK

CUSTOMERS WANT TO SEE AN EXPANDED RANGE OF HEALTHIER OPTIONS, AS WELL AS PROMOTIONAL OFFERS AROUND THEM.

SO, WHEN ARE CUSTOMERS EATING MORE HEALTHILY?



MCA | FSF debrief © 2018

MCA reports that customers are trying to eat more vegetables, fruit, fish and salad in their diets, which is being reflected in menus. Tie this in with the demand for exciting, enticing global flavours to create healthy dishes.

## BREAKFAST

Give eggs at breakfast global flavour, by baking with veggies such as tomatoes, onions and peppers, and a dash of Middle Eastern Hot Sauce, to make shakshuka.

## LUNCH

Reinvent a simple grilled salmon salad by marinating the meat in an on-trend Korean BBQ sauce and adding kimchi, strips of pickled cucumber and a scattering of sesame seeds for a Pan Asian twist.

## DINNER

Go vegan by replacing a beef burger with a lentil and beetroot patty – top with pulled jackfruit and a dollop of Premium Vegan Mayo.

## PUNCHY PROMOS

### BOTTOMLESS BRUNCH:

Tempt customers to take their healthy eating into the weekend with delicious and nutritious offers, such as all-day breakfasts with free juice and smoothie refills.

### FRIDAY NIGHT TAKEAWAY:

Make customers feel as though they are in for a treat, with a healthier spin on the traditional takeaway. Replace deep-fried, high-fat meats with lean, grilled alternatives, with irresistible dips and sauces on the side, and swap the usual chips for baked sweet potato wedges or baked plantain fries.

### LIGHT LUNCHES:

Saturdays often mean a lie-in and a late breakfast. Catch the crowd looking for a light lunch with a dedicated menu. Offer snack-filled grazing boards to share and protein-packed superfood salads, with options to suit different dietary requirements.

## LION WORLD FLAVOURS SAUCES SUITABLE FOR VEGANS

- MIDDLE EASTERN HOT SAUCE
- MEXICAN ADOBO HOT SAUCE
- HABANERO HOT SAUCE
- KOREAN HOT CHILLI SAUCE
- SOUTH CAROLINA MUSTARD BBQ SAUCE
- LOUISIANA BBQ SAUCE
- ASIAN GINGER, GARLIC & CHILLI STICKY SAUCE
- MAPLE & BOURBON BBQ SAUCE
- JAPANESE TERIYAKI BBQ SAUCE
- CHINESE CHAR SUI BBQ SAUCE
- KOREAN BBQ SAUCE

## READY-MADE: A RECIPE FOR REASSURANCE

Good-quality ready-made sauces created with dietary desires in mind make it easier for chefs to give customers clear information. After all, it's easier to tell people what their meal contains when it's the same recipe and list of ingredients every time. Changes of technique or recipe between different chefs bring inconsistencies to menus, and additional utensils and multiple prep surfaces increase the risk of contaminants.

At Lion, we're making life easier for chefs. Our NPD now has a vegan-first, free-from focus, ensuring our sauces span multiple menu items. We are also revisiting old favourites and making improvements. Salt and sugar levels are being carefully monitored to ensure our sauces not only have premium taste but comply with ever-changing dietary needs and requirements.

## IMPROVED RECIPES

LION BUTTERMILK RANCH DRESSING AND PRAWN COCKTAIL SAUCE:

FREE RANGE, REDUCED SUGAR AND FREE FROM UNNECESSARY PRESERVATIVES.

## PREMIUM VEGAN MAYO:

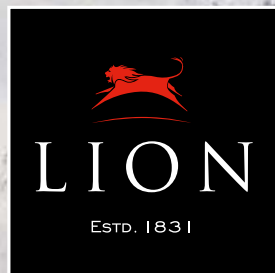
IN ADDITION TO THE 27 EXISTING VEGAN PRODUCTS ACROSS OUR LION WORLD FLAVOURS AND CORE RANGES, WE'RE WORKING TO DEVELOP MORE PRODUCTS THAT ARE SUITABLE FOR VEGETARIANS AND VEGANS, AS WELL AS BEING FREE FROM GM INGREDIENTS, SOYA, GLUTEN, AND ARTIFICIAL COLOURS AND FLAVOURS.

For ideas and inspiration to make your menus more mindful, visit [www.lionsauces.co.uk](http://www.lionsauces.co.uk) and sign up to our e-newsletter for FREE recipes and new product news.



OUR PREMIUM VEGAN MAYO IS MUSTARD FREE!





# MINDFUL MENUS

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