

A close-up photograph of a man with a beard and sunglasses, wearing a dark green jacket, holding a gourmet burger with both hands. The burger is on a golden-brown bun and features a thick, golden-brown fried patty, a layer of white sauce, fresh green lettuce, sliced red tomatoes, and shredded purple cabbage. The background is a soft-focus outdoor setting.

FOOD TRENDS & INSIGHTS

- 2022 -

BALLYMALOE
— FOODS —
brings living to life

A positive take for the foodservice industry in 2022 sees consumers wanting to splash out again on dining experiences and make up for lost time due to pandemic restrictions. Key trends are influenced by innovative flavours from around the world, a conscious consumer and a growing sense of curiosity to update the classics.

We hope you find this document useful in planning your strategy into 2022 and beyond. If you have any questions on any of the data or if you think we can help your business in any other way, please get in touch with Donnacha, Jane or any of the sales & marketing team at Ballymaloe Foods.

To see our latest foodservice range ***please click here.*** On this page you'll find a selection of inspiring recipes, including our seasonal recipe booklets. To keep up to date with our latest news, follow us on Instagram, Twitter, LinkedIn, and Facebook and if you use any of our products, be sure to tag us ***@ballymaloefoods*** – we love to see all your creations.

*All the best,
The Ballymaloe Foods Team*



CHANGING TASTES

1. Trending Tastes

As we start to analyse the long-lasting effects of the pandemic, condiments and sauces have been central in turning ordinary dishes into something more exciting. As this continues to be the case, the variety of flavours now available breaks up the monotony of meals and offers something new for us all to experience.

According to Bord Bia (2021 Report), Taste will continue to be the main driver for consumer food choice.

What does this mean for those of us in the foodservice industry?

We will need to offer creative menus and product innovation in order to catch the attention of our customers.

Kerry's 2021 Taste Charts from Europe & Russia, Canada and the US revealed the year's Key, Up-and-Coming and Emerging tastes. The flavours that appeared repeatedly across these regions in the sweet, savoury and savoury snack categories give us plenty food for thought on what is needed to stand out for our customers.

What can we take from the flavour profile?

- Be aware of these trending tastes when developing your menus and be ahead of the curve by including 'Up & Coming' or 'Emerging' taste profiles in your menu development.
- You don't need to tick every box but choose some of the top profiles that would work best for your customers and build an irresistible product offering based on that.

	KEY	UP & COMING	EMERGING
SWEET	Salted Caramel	Blood Orange	Pomegranate
	Coconut	Brown Sugar	Matcha
	Dark Chocolate	Kiwi	Chai
	Berry	Lavender	Espresso
SAVOURY	Chilli Peppers	Miso	Truffle Mushroom
	Tomato	Vinegar	Black Garlic
	Sea Salt	Kimchi	Fennel
	Cooking Character e.g roasted	Massala	Citrus
SAVOURY SNACKS	Garlic	Honey Mustard	Chorizo
	Sriracha	Himalayan Salt	Olive
	Smoked	Habanero Pepper	Sweet Thai Chilli
	Cheese	Pickled Red Onion	Wasabi

* Kerry Group, 2021

2. Global Influence

Indian, Italian, Vietnamese and Japanese are cuisines that have been inspiring new dishes for a long time. We now see that several cuisines can be mixed in one and this is a reflection of how connected global consumers are through travel and digitization.

Taking Japan as an example, miso, tempura and the popularity of sushi in recent years provides a snapshot of the Japanese influence here in Ireland and has gone from strength to strength. An example of this is Miyazaki restaurant in Cork, where Takashi Miyazaki is using Irish ingredients such as seaweed in his hugely popular eatery.

Chefs are now incorporating traditional methods and recipes from around the world to their menus. The Irish foodservice industry have always given a nod to authentic dishes while using the very best Irish produce. It is the perfect way to integrate new food cultures into the Irish food scene.

What can we take from the global influence?

- Keep an eye on global trends and ensure to translate them to your menu by using local Irish ingredients to create an authentic experience.



FIERY TUNA TOSTADA

Shine's Wild Irish Tuna
with Ballymaloe Fiery
Relish & Ballymaloe Mayo



3. New Era of Ingredients

The dining experience stretches beyond flavour and the need for food to be visually or texturally appealing is becoming more important for consumers. Some ingredients have these multisensorial attributes, like ruby chocolate, popping candy or pretzels, and can bring a new dynamic when used in the right dishes.

Although meat is the most widely covered food when it comes to seeking out alternatives, 2022 will see consumers continue to find dairy, sugar and grain alternatives. Common replacements for these categories include oat milk, coconut sugar and hemp flour respectively.

What can we take from the new era of ingredients?

- Have your dishes passed the visual test as well as the taste test?
- Are you catering for all consumers, including those with strict dietary requirements such as vegans, dairy-free and gluten free consumers?
- Vegans and Flexitarians expect more from their food & don't want to be limited just because they are making a conscious choice to avoid or reduce consumption of animal products. 'Meat free' or 'free from' options need to be equally as delicious as your mainstream dishes.

MACROTRENDS

We have identified the following 5 global macro trends from recent insights reports, most of these will seem like common sense but always good to keep them in mind!

1. Comfort is King

In uncertain times, consumers gravitate towards the tried and tested.

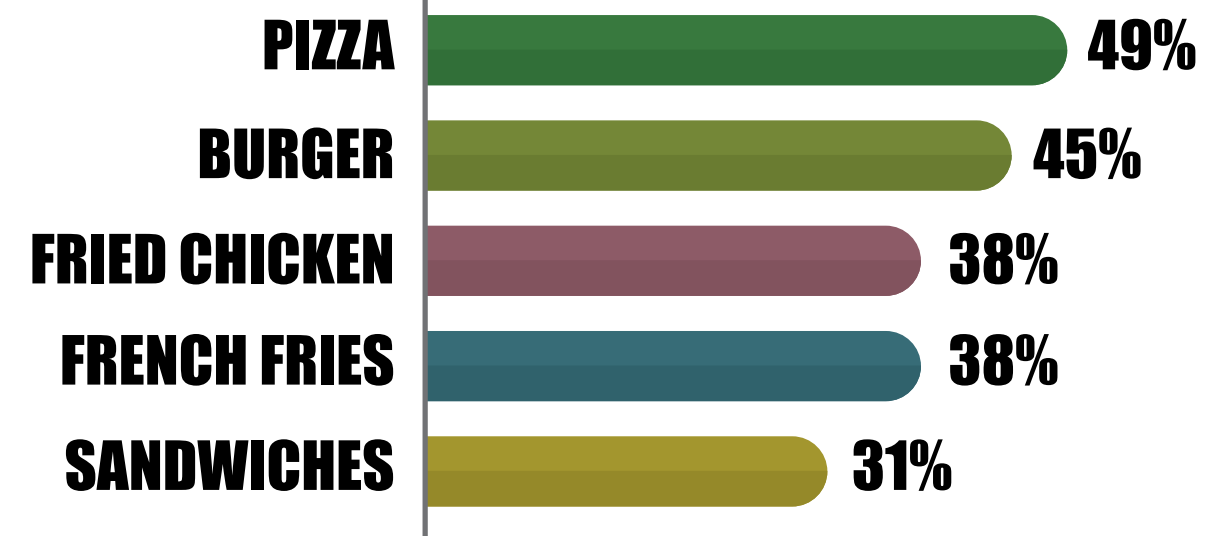
- Flavour and ingredient twists keep burgers exciting. Toppings such as cured bacon, fried eggs, pickles and cheese are the norm but additions such as fries, onion rings and even pineapple have also emerged.

Sauces are the ideal way to add a burst of flavour to a burger.

- Getting creative with relishes, flavoured mayos, spicy marinades and savoury jams can tie the burger together.
- Fermented products like pickles, pickled beetroot and sauerkraut feature heavily on burger menus, adding a tangy kick of flavour.
- For those who like spice, heat is being incorporated through chilli jams, jalapeño peppers and even spiced patties.



**% OF CONSUMERS
ACROSS GLOBAL
MARKETS WHO ARE
ORDERING MORE OF
THESE FOODS**





In recognition of Ballymaloe Foods' work towards becoming a more sustainable food producer, Ballymaloe Foods are now a certified Gold member of Bord Bia's Origin Green programme.

27%
**OF THOSE SURVEYED
 ARE WILLING TO
 PAY MORE FOR
 FOOD WHICH IS
 SUSTAINABLY
 PRODUCED**

* Bord Bia Study

BALLYMALOE
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 brings living to life

2. Conscious Consumer

Consumers want transparency from companies in how they produce and label their products and there is an acceptance that the 'fresh is best' mantra may lead to unnecessary food waste.

What does this mean?

- Shorter ingredients lists to create less processed, clean label products
- Product traceability right back to our producers.
- Greater acceptance and use for ambient and frozen products
- A Bord Bia study revealed that 27% of those surveyed are willing to pay more for food which is sustainably produced.

3. Growth in Off-Premise Dining

A direct result of the lockdowns and restrictions has been the rise of 'off-premise eating'. Businesses had to quickly adapt to offer click and collect services and at-home meal kits.

- The rise of the food truck was so apparent across Ireland at the same time. This looks like a trend that is here to stay with some businesses now adopting a dual food offering of food truck and indoor dining.
- The popularity of street food was already established pre March 2020, but the range of options available has grown exponentially with a huge variety of cuisines joining the food truck scene. Having a mobile premise allows movement to heavily populated areas, festivals, outdoor events and a chance to engage with new customers without the need to source a permanent bricks and mortar location which was a huge barrier for many looking to start out in the industry.
- Key insights from Bord Bia's 2021 Foodservice seminar strongly advise business owners that we will likely not see a return to pre-pandemic patterns; the industry has changed.



- Food market halls are fast becoming the new casual dining. It is not only new businesses that are setting up in food halls as we also see established businesses popping up at these and offering a reduced or different menu, tweaked to suit the market setting. We see examples of this already in Cork with Marina Market, in Dublin with Eat Yard and Dinetown, and in Belfast with Common Market.



THE INDUSTRY HAS CHANGED FOREVER. THE BEST CHANCE OF GROWTH AND RECOVERY WILL HAPPEN FOR SETTINGS THAT ADAPT TO THIS NEW WAY OF FOODSERVICE AND OFF-PREMISE DINING WILL BE A KEY PART OF SUCH RECOVERY PLANS.



** Bord Bia Foodservice Seminar, 2021*

4. Prioritising Health

- COVID-19 continues to make consumers more health-conscious. According to Bord Bia (2021), 64% of Irish consumers said they “are making an effort to eat more healthily” when compared to 2020 data and indicated an increased consumption of fruit and vegetables throughout the year.
- With busier lifestyles, consumers have also referenced the need for convenience to be coupled with healthy food products to make better food choices. As a result of this, Bord Bia reported continuous strong growth of the functional food sector, with 23% of surveyed consumers agreeing that “the health benefits of a food are more important than how it tastes”.

64%

of Irish consumers said they are making an effort to eat more healthily.

23%

agree that the health benefits of a food are more important than how it tastes.



Key Motivators of Food Choice for Consumers*

- Foods which are low in salt, sugar and fat
- Shorter ingredients lists
- Foods that are free from additives and preservatives
- How natural the food is.

* Bord Bia Thinking House (2021) Dietary Lifestyles

Sources

- Bord Bia (2021) 'Rebuilding of UK Foodservice & Hospitality 2021'
- Bord Bia (2021) 'Outlook on the Irish Foodservice Industry Post-Pandemic'.
- Bord Bia Thinking House (2021) 'Dietary Lifestyles'.
- Dublin Inquirer, 2021
- Technomic – Global Foodservice Navigator, Comfort foods reign supreme [graph]
- Kerry Group (2021) 'Europe and Russia Taste Chart 2021'
- Kerry Group (2021) 'US Taste Charts 2021'
- Kerry Group (2021) 'Canada Taste Charts 2021'
- TFP, Food Watching August - Burger Trends, September 2020
- TFP, Hot Trends, July 2021
- TFP, Condiments, Sauces and Seasoning, July 2021

INTRODUCING OUR UPDATED FOODSERVICE RANGE

Please get in touch if we can help you with your recipe development in 2022. Our development chef would be delighted to assist.



For more information please contact Jane Walker Jane.Walker@ballymaloefoods.ie or Donnacha Ryan donnacha@ballymaloefoods.ie