

5 F&B TRENDS TO WATCH FROM THE HEART OF EUROPE



As we enter 2021, hoping for less challenging days, our eyes are set on the European market and the trends making waves. HN spoke with **Chantal Bourquin-Queva**, senior management consultant at Tricon, one of Europe and the Middle East's leading integrated foodservice hospitality management and foodservice design consultants, to get the lowdown on what's hot.

According to Bourquin-Queva, some of these trends respond to general shifts in consumer behavior, whereas others have accelerated due to the Covid-19 pandemic.

1. Consumers taking an activist approach

More than ever, consumers are turning to companies that champion sustainable practices to feel a part of the "movement." Constant pressure by consumers is being put on the industry to engage in practices that support local producers, promote zero waste and the use of regenerative production methods.

2. Non-alcoholic and low-alcohol beverages

The year 2020 saw a rise in brands releasing low-alcohol or alcohol-free beverages and spirits to allow customers a feeling of indulgence without paying the physical and mental price. Therefore, we expect to see more carefully curated and exciting mocktail lists rather than the standard sodas and juices that are more commonly offered.

3. Foods promoting good health

Consumers have always picked their foods primarily on the look, taste or smell. Increasingly, however, they are selecting foods that play a role in reducing the risk of

disease and promote good health, especially when eating for convenience. This has been evident in the rise in popularity of various plant-based milks, probiotics and raw foods.

4. Cross-cultural and hyper-regional cuisines

To provide regular diners with something different, restaurateurs will be looking for alternatives to traditional cuisines by offering cross-cultural fusions like Mexican and Southeast Asian and Chinese-Peruvian fusions. Chefs are also experimenting with hyper-regional cuisine to alleviate consumer boredom, breaking regional foods up into micro-regions, which has been very popular with Indian and South American cuisine in Europe.

5. Home delivery

Covid-19 has required more restaurants and cafés to adapt and broaden their operating model by introducing delivery, takeaway and home-cooking kits. Consumers now expect anything and everything to be delivered to their doorstep at their preferred time. The introduction of high-end restaurants to the delivery scene has also increased the quality of the home-dining experience, bringing easy-to-follow techniques into domestic kitchens.