

industry news

EXPLORING MEDIA'S INFLUENCE ON WHAT WE EAT/DRINK

A SENSE OF PLACE,

authenticity, and fermented food and drink were among the key trends highlighted at The Next Big Bite: The Media's Influence on What We Eat, Drink & Crave in 2017, sponsored by Les Dames d'Escoffier New York (LDNY), held Oct. 17, 2016, at the Institute of Culinary

Education, New York. Consumers and industry professionals discussed the media's impact on food and drink decisions, and the increasingly strong link between the culinary world and the everyday experiences of diverse cultures and communities. The top 10 trends are:



1. **Authenticity:** Consumers crave a deeper connection to food, its origins, history and location.
2. **Fermented food and drink:** Kombucha drinks, natural wine, cider and cider beer are gaining attention from consumers and professional chefs.
3. **Low alcohol/high flavor:** Beverages with low alcoholic content and big flavor resonate with the consumer focus on wellness and food and drink as medicine.

4. **Hybrid cooking:** Cooking techniques and traditions that originate from the hometowns of chefs or bartenders are reflected in restaurant menus throughout the country.
5. **Local destinations are the golden standard:** Following the diaspora of leading chefs from major cities after the financial crisis of 2008, high-quality restaurants began to appear in smaller towns across the country.
6. **A focus on terroir:** Chefs trace their roots to learn as much as they can about their heritage and create foods that tie back to those roots.
7. **Nostalgia/time travel:** Consumers and chefs are looking to recreate the past by bringing new twists to iconic food and drink items.
8. **A simpler America:** The growing focus on simplifying the restaurant experience applies to the ambience as much as the cuisine itself.
9. **Food trends are cyclical:** Classic French cuisine and signature 19th-century cocktails are among the latest revival trends continuing to impact the culinary landscape.
10. **Taking a page from major global cities:** Restaurant chefs are incorporating popular foods from cities overseas and adding their own spin to the cuisine.



industry news

EXPLORING MEDIA'S INFLUENCE ON WHAT WE EAT/DRINK

A SENSE OF PLACE,

authenticity, and fermented food and drink were among the key trends highlighted at The Next Big Bite: The Media's Influence on What We Eat, Drink & Crave in 2017, sponsored by Les Dames d'Escoffier New York (LDNY), held Oct. 17, 2016, at the Institute of Culinary

Education, New York. Consumers and industry professionals discussed the media's impact on food and drink decisions, and the increasingly strong link between the culinary world and the everyday experiences of diverse cultures and communities. The top 10 trends are:



1. **Authenticity:** Consumers crave a deeper connection to food, its origins, history and location.
2. **Fermented food and drink:** Kombucha drinks, natural wine, cider and cider beer are gaining attention from consumers and professional chefs.
3. **Low alcohol/high flavor:** Beverages with low alcoholic content and big flavor resonate with the consumer focus on wellness and food and drink as medicine.

4. **Hybrid cooking:** Cooking techniques and traditions that originate from the hometowns of chefs or bartenders are reflected in restaurant menus throughout the country.
5. **Local destinations are the golden standard:** Following the diaspora of leading chefs from major cities after the financial crisis of 2008, high-quality restaurants began to appear in smaller towns across the country.
6. **A focus on terroir:** Chefs trace their roots to learn as much as they can about their heritage and create foods that tie back to those roots.
7. **Nostalgia/time travel:** Consumers and chefs are looking to recreate the past by bringing new twists to iconic food and drink items.
8. **A simpler America:** The growing focus on simplifying the restaurant experience applies to the ambience as much as the cuisine itself.
9. **Food trends are cyclical:** Classic French cuisine and signature 19th-century cocktails are among the latest revival trends continuing to impact the culinary landscape.
10. **Taking a page from major global cities:** Restaurant chefs are incorporating popular foods from cities overseas and adding their own spin to the cuisine.

