

What's HOT

2018 CULINARY FORECAST

THE NATIONAL RESTAURANT ASSOCIATION SURVEYED NEARLY 700 PROFESSIONAL CHEFS – MEMBERS OF THE AMERICAN CULINARY FEDERATION – ON WHICH FOOD, CUISINE, BEVERAGES AND CULINARY THEMES WILL BE HOT TRENDS ON RESTAURANT MENUS IN THE YEAR AHEAD.



TOP 20 FOOD TRENDS



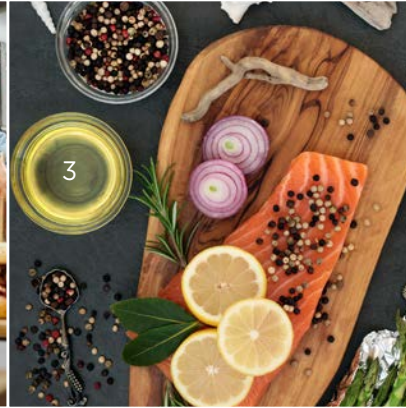
Thai-rolled ice cream



Sustainable seafood



1. New cuts of meat
2. House-made condiments
3. Street food-inspired dishes
4. Ethnic-inspired breakfast items
5. Sustainable seafood
6. Healthful kids' meals
7. Vegetable carb substitutes
8. Uncommon herbs
9. Authentic ethnic cuisine
10. Ethnic spices
11. Peruvian cuisine
12. House-made/artisan pickles
13. Heritage-breed meats
14. Thai-rolled ice cream
15. African flavors
16. Ethnic-inspired kids' dishes
17. Doughnuts with non-traditional filling
18. Gourmet items in kids' meals
19. Ethnic condiments
20. Ancient grains



TOP 10 CONCEPT TRENDS



- 1. Hyper-local
- 2. Chef-driven fast casual concepts
- 3. Natural ingredients/clean menus
- 4. Food waste reduction
- 5. Veggie-centric/vegetable-forward cuisine
- 6. Environmental sustainability
- 7. Locally sourced meat and seafood
- 8. Locally sourced produce
- 9. Simplicity/back to basics
- 10. Farm/estate-branded items

Fun Fact
 Exotic fruit doesn't necessarily mean tropical. The pawpaw, which grows wild in 26 eastern states, is the largest fruit native to North America.

Source: Ohio Pawpaw Growers Association.

TOP TRENDS BY CATEGORY



Ethnic
spices



Culinary
cocktail



Peruvian
cuisine

ALCOHOLIC BEVERAGES

1. Culinary cocktails
2. Locally produced spirits/wine/beer
3. Craft/artisan spirits
4. Onsite barrel-aged drinks
5. Regional signature cocktails

BREAKFAST/ BRUNCH

1. Ethnic-inspired breakfast items
2. Avocado toast
3. Traditional ethnic breakfast items
4. Overnight oats
5. Breakfast hash

CONDIMENTS AND ACCOUTRE- MENTS

1. House-made condiments
2. Ethnic spices
3. House-made/artisan pickles
4. Ethnic condiments
5. Protein-rich grains/seeds

CULINARY CONCEPTS

1. Hyper-local
2. Natural ingredients/clean menus
3. Veggie-centric/vegetable-forward cuisine
4. Environmental sustainability
5. Locally sourced meat and seafood



TOP TRENDS BY CATEGORY

DISHES

1. Street food-inspired
2. Vegetable carb substitutes
3. House-made charcuterie
4. Seafood charcuterie
5. Amuse-bouche/ bite-size appetizers

GLOBAL FLAVORS

1. Authentic ethnic cuisine
2. Peruvian cuisine
3. African flavors
4. Filipino cuisine
5. Ethnic fusion cuisine

KIDS' MEALS

1. Healthful kids' meals
2. Ethnic-inspired kids' dishes
3. Gourmet items in kids' meals
4. Whole grain items in kids' meals
5. Grilled items in kids' meals

Fun Fact

Did you know that Americans ate 14.9 pounds of seafood per capita last year?

Shrimp was the most popular, at 4.10 pounds per person, almost double that of salmon at 2.18 pounds.

Source: National Fisheries Institute.

TOP TRENDS BY CATEGORY



Ancient grains

NON-ALCOHOLIC BEVERAGES

1. House-made/artisan soft drinks
2. Cold-brew coffee
3. Gourmet lemonade
4. Locally/house roasted coffee
5. Specialty iced tea

PASTA AND GRAINS

1. Ancient grains
2. Non-wheat noodles/pasta
3. Farro
4. Black/forbidden rice
5. Hand-made pasta

Fun Fact

Which countries produce the most

dry chili pepper,

a critical ingredient to many dishes around the world?

India, with 1.5 million tons;

China, 300,000 tons;

Thailand, 243,452 tons;

and Peru, 147,786 tons.

Source: Food and Agriculture Organization of the United Nations.



Heirloom fruit and vegetables



PRODUCE

1. Uncommon herbs
2. Hybrid fruit/vegetables
3. Heirloom fruit and vegetables
4. Exotic fruit
5. Superfruit

PROTEIN

1. New cuts of meat
2. Sustainable seafood
3. Heritage-breed meats
4. Plant-based burgers
5. House-made sausage

RESTAURANT CONCEPTS

1. Chef-driven fast-casual concepts
2. Food waste reduction
3. Meal kits
4. Small-plate menus/restaurant concepts
5. Commissaries

SWEETS

1. Thai-rolled ice cream
2. Doughnuts with non-traditional filling
3. Artisan/house-made ice cream
4. Savory desserts
5. Smoked dessert ingredients

MOVERS AND SHAKERS

TRENDS HEATING UP

- Doughnuts with non-traditional filling
- Ethnic-inspired kids' dishes
- Farm/estate-branded items
- Heritage-breed meats
- Peruvian cuisine
- Thai-rolled ice cream
- Uncommon herbs
- Vegetable carb substitutes
- Veggie-centric/vegetable-forward cuisine



TRENDS COOLING DOWN

- Artisan cheese
- Heirloom fruit and vegetables
- House-made charcuterie
- House-made/artisan ice cream
- House-made sausage
- Meal kits
- Nutrition
- Protein-rich grains/seeds
- Savory desserts
- Whole grain items in kids' meals



YESTERDAY'S NEWS

1. Meals in Mason jars
2. Offal
3. Bitter melon
4. Algae
5. Spiralized vegetables
6. Pumpkin spice
7. Flavored popcorn
8. Egg-white omelets/sandwiches
9. Fried chickpeas
10. Black/forbidden rice



PERENNIAL FAVORITES

1. Shellfish
2. Barbecue
3. Bacon
4. Comfort food
5. Gelato
6. Hand-made pasta
7. Breakfast burritos/tacos
8. Mediterranean flavors
9. Juice/milk in kids' meals
10. Breakfast hash

METHODOLOGY

The National Restaurant Association surveyed 700 American Culinary Federation members in October – November 2017, asking them to rate 161 items as a “hot trend,” “yesterday’s news,” or “perennial favorite” on menus in 2018.

ABOUT THE NATIONAL RESTAURANT ASSOCIATION



Founded in 1919, the National Restaurant Association is the leading business association for the restaurant industry, which comprises 1 million

restaurant and foodservice outlets and a workforce of more than 14.7 million employees. We represent the industry in Washington, D.C., and advocate on its behalf. We operate the industry’s largest trade show (NRA Show May 19-22, 2018, in Chicago); leading food safety training and certification program ([ServSafe](#)); unique career-building high school program (the NRAEF’s [ProStart](#)). For more information, visit [Restaurant.org](#) and find us on Facebook, Twitter, and Instagram.

ABOUT THE AMERICAN CULINARY ASSOCIATION



The American Culinary Federation, Inc. (ACF), established in 1929, is the standard of excellence for chefs in North America. With more than 17,500 members spanning more than 150 chapters nationwide, ACF is the leading culinary association

offering educational resources, training, apprenticeship and programmatic accreditation. In addition, ACF operates the most comprehensive certification program for chefs in the United States, with the Certified Executive Chef, Certified Sous Chef®, Certified Executive Pastry Chef and Certified Culinary Educator® designations accredited by the National Commission for Certifying Agencies. The American Culinary Federation Education Foundation is home to ACF Culinary Team USA, the official representative for the United States in major international culinary competitions, and to Chef & Child, founded in 1989 to promote proper nutrition in children and to combat childhood obesity. For more information, visit [www.acfchefs.org](#). Find ACF on [Facebook](#) and on [Twitter](#).

Watch the “What’s Hot in 2018” video on the National Restaurant Association’s website:

[Restaurant.org/FoodTrends](#)



Join the National Restaurant Association on Facebook, Twitter and YouTube for additional restaurant industry updates and information.



www.facebook.com/NationalRestaurantAssociation



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www.youtube.com/restaurantdotorg



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ALL FOOD TRENDS



| | | HOT TREND |
|-----|--|-----------|
| 1. | New cuts of meat (e.g. shoulder tender, oyster steak, Vegas Strip Steak, Merlot cut) | 69% |
| 2. | House-made condiments | 64% |
| 3. | Street food-inspired dishes (e.g. tempura, kabobs, dumplings, pupusas) | 64% |
| 4. | Ethnic-inspired breakfast items (e.g. Chorizo scrambled eggs, coconut milk pancakes) | 63% |
| 5. | Sustainable seafood | 62% |
| 6. | Healthful kids' meals | 61% |
| 7. | Vegetable carb substitutes (e.g. cauliflower rice, zucchini spaghetti) | 61% |
| 8. | Uncommon herbs (e.g. chervil, lovage, lemon balm, papalo) | 61% |
| 9. | Authentic ethnic cuisine | 61% |
| 10. | Ethnic spices (e.g. harissa, curry, peri peri, ras el hanout, shichimi) | 60% |
| 11. | Peruvian cuisine | 60% |
| 12. | House-made/artisan pickles | 60% |
| 13. | Heritage-breed meats | 60% |
| 14. | Thai-rolled ice cream | 62% |
| 15. | African flavors | 69% |

| | | HOT TREND |
|-----|---|-----------|
| 16. | Ethnic-inspired kids' dishes (e.g. tacos, teriyaki, sushi) | 64% |
| 17. | Doughnuts with non-traditional filling (e.g. liqueur, Earl Grey cream) | 64% |
| 18. | Gourmet items in kids' meals | 63% |
| 19. | Ethnic condiments (e.g. sriracha, sambal, chimichurri, gochujang, zhug) | 62% |
| 20. | Ancient grains (e.g. kamut, spelt, amaranth, lupin) | 61% |
| 21. | House-made charcuterie | 61% |
| 22. | Plant-based burgers | 61% |
| 23. | Filipino cuisine | 61% |
| 24. | Hybrid fruit/vegetables (e.g. kale-Brussels sprouts, pluot, broccoflower) | 60% |
| 25. | Protein-rich grains/seeds (e.g. hemp, chia, quinoa, flax) | 60% |
| 26. | Artisan/house-made ice cream | 60% |
| 27. | Savory desserts | 60% |
| 28. | Heirloom fruit and vegetables | 62% |
| 29. | House-made sausage | |

| | | HOT TREND |
|-----|---|-----------|
| 30. | Exotic fruit (e.g. rambutan, dragon fruit, paw paw, guava) | 52% |
| 31. | Ethnic fusion cuisine | 52% |
| 32. | Seafood charcuterie | 52% |
| 33. | Smoked dessert ingredients | 52% |
| 34. | Artisan cheese | 51% |
| 36. | Savory jam/jelly (e.g. bacon jam, tomato jam, hot pepper jelly) | 51% |
| 36. | Superfruit (e.g. acai, goji berry, mango-steen, purslane) | 51% |
| 37. | Whole grain items in kids' meals | 50% |
| 38. | Middle Eastern flavors | 50% |
| 39. | Non-wheat noodles/pasta (e.g. quinoa, rice, buckwheat) | 49% |
| 40. | Ethnic cheese (e.g. queso fresco, paneer, labne, halloumi) | 49% |
| 41. | Grilled items in kids' meals | 49% |
| 42. | Imperfect/ugly produce | 49% |
| 43. | Organic produce | 49% |
| 44. | Extreme milkshakes | 48% |
| 45. | Hybrid desserts (e.g. croissant-donut, townie, ice cream cupcake) | 47% |

HOT TREND

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| 46. | Free-range pork/poultry | 47% |
| 47. | Oven-baked items in kids' meals (e.g. baked chicken fingers, oven-baked fries) | 47% |
| 48. | Southeast Asian flavors | 46% |
| 49. | Underutilized/"trash" fish (e.g. mackerel, mullet, redfish, porgy) | 45% |
| 50. | Avocado toast | 45% |
| 51. | Kids' entree salads | 44% |
| 52. | Fruit/vegetable side items in kids' meals | 44% |
| 53. | Jackfruit | 43% |
| 54. | Grass-fed beef | 43% |
| 55. | Amuse-bouche/bite-size appetizers | 42% |
| 56. | Bite-size/mini-desserts | 42% |
| 57. | Tapas/meze/dim sum | 41% |
| 58. | Latin American flavors | 41% |
| 59. | Ethnic dips and spreads (e.g. hummus, baba ganoush, tzatziki, dukkah) | 41% |
| 60. | Gourmet burgers | 41% |
| 61. | Bibimbap | 40% |
| 62. | Bone broth | 40% |
| 63. | Poke | 40% |
| 64. | Dark greens (e.g. kale, mustard greens, collards) | 40% |
| 65. | Traditional ethnic breakfast items (e.g. huevos rancheros, shakshuka, ashta) | 39% |
| 66. | Non-traditional eggs (e.g. duck, quail, emu) | 39% |
| 67. | Micro-vegetables/micro-greens | 39% |
| 68. | Farro | 39% |
| 69. | Pho | 39% |
| 70. | Black/forbidden rice | 38% |
| 71. | Hand-made pasta | 38% |

HOT TREND

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| 72. | Inexpensive/underused meats (e.g. chicken feet, pig ears, tongue, oxtail) | 38% |
| 73. | Extra hot peppers (e.g. habanero, Ghost Pepper, Carolina Reaper, Scotch Bonnet) | 37% |
| 74. | Game meats (e.g. venison, game birds, boar, rabbit) | 37% |
| 75. | Sliders/mini-burgers in kids' meals | 37% |
| 76. | Overnight oats | 36% |
| 77. | Ramen | 36% |
| 78. | Fried chickpeas | 36% |
| 79. | Spiralized vegetables | 36% |
| 80. | Mediterranean flavors | 35% |
| 81. | Goat | 34% |
| 82. | Bitter melon | 33% |
| 83. | Gourmet mac and cheese (e.g. truffle, lobster, black and blue) | 33% |
| 84. | Algae | 32% |
| 85. | Bacon | 31% |
| 86. | Quinoa | 31% |
| 87. | Meals in Mason jars | 30% |
| 88. | Comfort foods (e.g. chicken pot pie, meat-loaf, roasted chicken) | 29% |
| 89. | Cauliflower | 29% |
| 90. | Juice/milk in kids' meals | 29% |
| 91. | Octopus | 29% |
| 92. | Breakfast hash | 29% |
| 93. | Brussels sprouts | 28% |
| 94. | Barbecue | 27% |
| 95. | Bone marrow | 27% |
| 96. | Ceviche | 26% |
| 97. | Semifreddo | 26% |
| 98. | Flatbread pizza | 25% |
| 99. | Flavored popcorn | 25% |
| 100. | Chickpeas | 24% |

HOT TREND

| | | |
|------|---|-----|
| 101. | Egg-white omelettes/sandwiches | 24% |
| 102. | Gelato | 22% |
| 103. | Broccoli rabe | 22% |
| 104. | Breakfast burritos/tacos | 22% |
| 105. | Greek yogurt | 21% |
| 106. | Shellfish | 20% |
| 107. | Offal (e.g. heart, tripe, liver, sweetbreads) | 20% |
| 108. | Chicken and waffles | 20% |
| 109. | Pumpkin spice | 18% |

Fun Fact

The lowly spud
has a long history. The Andeans began cultivating it around 500 BC in South America. Today, more than a billion people worldwide eat potato, and more than 4,500 varieties exist, mostly in Peru, Bolivia and Ecuador.

Sources: National Potato Council, International Potato Center

ALL CONCEPT TRENDS



| CULINARY CONCEPTS | | HOT TREND |
|-------------------|---|-----------|
| 1. | Hyper-local (e.g. restaurant gardens, onsite beer brewing, house-made items) | 74% |
| 2. | Natural ingredients/clean menus | 69% |
| 3. | Veggie-centric/vegetable-forward cuisine (e.g. fresh produce is star of the dish) | 67% |
| 4. | Environmental sustainability | 66% |
| 5. | Locally sourced meat and seafood | 66% |
| 6. | Locally sourced produce | 65% |
| 7. | Simplicity/back to basics | 63% |
| 8. | Farm/estate-branded items | 62% |
| 9. | Grazing (e.g. small-plate sharing/snacking instead of traditional meals) | 60% |
| 10. | Nose-to-tail/root-to-stalk cooking | 58% |
| 11. | Nutrition | 54% |
| 12. | Vegan cuisine | 45% |
| 13. | Vegetarian cuisine | 44% |
| 14. | Gluten-free cuisine | 44% |
| 15. | All-day breakfast | 38% |
| 16. | Sodium-conscious cuisine | 37% |
| 17. | Eatertainment (restaurants with board games, arcades, etc.) | 35% |
| 18. | Molecular gastronomy | 22% |

| RESTAURANT CONCEPTS | | HOT TREND |
|---------------------|--|-----------|
| 1. | Chef-driven fast-casual concepts | 70% |
| 2. | Food-waste reduction | 68% |
| 3. | Meal kits (e.g. pre-measured and prepped raw ingredients for home preparation) | 62% |
| 4. | Small plate menus/restaurant concepts | 55% |
| 5. | Commissaries (e.g. shared commercial kitchen space) | 55% |
| 6. | Pop-up/temporary restaurants | 55% |
| 7. | Food trucks | 49% |
| 8. | Dog friendly | 48% |
| 9. | Tasting menus | 47% |
| 10. | Prepaid tickets | 38% |
| 11. | Food halls | 38% |

ALL BEVERAGE TRENDS



NON-ALCOHOLIC BEVERAGES HOT TREND

| | | |
|----|--|-----|
| 1. | House-made/artisan soft drinks | 56% |
| 2. | Cold-brew coffee | 55% |
| 3. | Gourmet lemonade (e.g. house-made, freshly muddled) | 55% |
| 4. | Locally/house roasted coffee | 55% |
| 5. | Specialty iced tea (e.g. Thai-style, Southern/sweet, flavored) | 46% |
| 6. | Specialty teas | 46% |
| 7. | Mocktails (e.g. non-alcoholic cocktails) | 45% |
| 8. | Kombucha | 44% |
| 9. | Grazing (e.g. small-plate sharing/snacking instead of traditional meals) | 60% |

ALCOHOLIC BEVERAGES HOT TREND

| | | |
|-----|---|-----|
| 1. | Culinary cocktails (e.g. savory, fresh ingredients, herb-infused) | 68% |
| 2. | Locally produced spirits/wine/beer | 67% |
| 3. | Craft/artisan spirits | 66% |
| 4. | Onsite barrel-aged drinks | 64% |
| 5. | Regional signature cocktails | 59% |
| 6. | Food-beer pairings | 58% |
| 7. | House-brewed beer | 56% |
| 8. | Food-liquor/cocktail pairings | 55% |
| 9. | Non-traditional liquors (e.g. soju/sochu, cachaca, pisco) | 54% |
| 10. | Organic beer/wine/spirits | 50% |
| 11. | Wine on tap/draft wine | 49% |
| 12. | Spicy cocktails | 43% |
| 13. | Growlers/crowlers | 38% |
| 14. | Anise-flavored cocktails | 26% |
| 15. | Egg-whites in cocktails | 22% |