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HAPPETITE
FORUM
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THE FUTURE OF
FOODSERVICE

F&B TRENDS

10 WINNING FOODSERVICE CONCEPTS



In the latest report on the next era for the market post-pandemic, Simon Stenning, founder of FutureFoodservice, identifies five key trends for foodservice concepts in 2022 and beyond.

While a number of key F&B trends can be seen emerging and gaining importance throughout the market, there are certain foodservice concepts that typify them. In this special food development update, Simon Stenning, founder of forecasting and strategic advisory service FutureFoodservice.com, picks out five key trends about food offers and the F&B operators exemplifying them.

“In the next era it is critical that operators do everything possible to demonstrate that their dining experience is delivering something that cannot be replicated easily in the home, whether that be through value, convenience, or something premium, wild and wacky,” says Stenning of the likely food concept winners. “Consumers are looking for more for their money, not just greater value, but also from passionate, caring operators who have more purpose to their operations. The next era is exciting and challenging in equal measure.”

FutureFoodservice’s latest food and beverage report on The Next Era is available, details available at www.FutureFoodservice.com

TREND #1

WOW!

In order to win in the highly competitive and challenging foodservice market, post-pandemic, it is imperative that F&B operators develop and execute experiences that cannot easily be replicated in the home and draw consumers out to eat & drink. Delivering a 'wow!' experience is critical, especially when inflation is squeezing people's disposable income.



El&n

Labelling itself the 'most Instagrammable café in the world', El&n cafes are lurid pink, with stages and displays for selfies. The food at El&n is vivid and outrageous, including its s'mores hot chocolate, or pistachio frappe, concentrating on indulgent treats such as its cinnamon s'mores waffle. Everything is designed to look beautiful and extravagant, and to be photographed.

www.elnondon.com

The Alchemist

A cocktail bar and restaurant, whose brand strapline is 'theatre served', The Alchemist has sites across the UK in major cities and focuses on the creation and delivery of experiential food and cocktails. Its cocktails are served in chemical flasks, with nitro smoke; dishes use syringes to add further sauce kicks or are made with different ingredients such as 'Activated Charcoal-battered fish & chips'.

www.thealchemist.uk.com

TREND #2

WORTHY

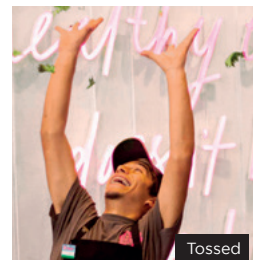
The Covid pandemic amplified and accelerated a developing trend for society to become more caring and to have more purpose. This extends to foodservice concepts, demonstrating that they deliver more to their consumers, either by providing healthier foods that boost immunity, energy or gut health, or by being better for the planet through minimising food waste or eliminating meat products for example.



Neat Burger

Neat Burger has famously gained high-profile investors including Formula One champion Lewis Hamilton and Hollywood actor Leonardo DiCaprio, but most importantly set out a stall to deliver great tasting fast food that is completely vegan while appealing to all consumers. Neat Burger describes the concept as 'the home of sustainably delicious alternative proteins' and has developed a bespoke patty in collaboration with plant-based specialist Beyond Meat, as well as an innovative fish alternative using a jackfruit patty from Jack & Bry. In essence, Neat Burger is all about attractively designed restaurants that deliver a great fast food experience while making customers feel better about themselves from reducing their meat intake.

www.neat-burger.com



Tossed

With a strapline that has changed from 'The healthier eating place' to 'Food that makes you feel good', Tossed has sought to position itself as providing foods that improve your well-being without being boring and too 'health-foody'. Tossed focuses on healthy and delicious salad-based dishes that are freshly made and tailored to suit customers' personal food requirements.

www.tosseduk.com

TREND #3

WOKE

Although 'woke' can be used as a derogatory term, the reality is that operators want to demonstrate that they are doing the right thing, and appeal to consumers who share similar concerns. Brands are seeking to limit their environmental footprint regardless of the nature of their business, especially given the rise of 'climatarians' – consumers choosing what they eat depending on the sustainability impact of the meal or the retailer.



Clean Kitchen Club

Clean Kitchen Club has only been established for two years, but has already grown to five sites, providing a plant-based food-to-go menu. The brand promise focuses on sustainability, and it is the first brand in the UK to calculate and label the carbon emissions from each of its dishes, with a range of eco labels from A to E, adding these to its Deliveroo menu listings as well as in store.

www.cleankitchen.club

Pure

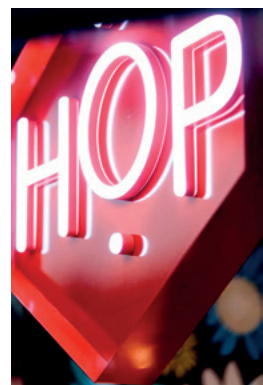
While Pure is predominately a takeaway, food-to-go business, it is taking many steps to limit the environmental impact of the brand. It is doing this through encouraging customers to use free filtered water provided on site rather than buy disposable bottles, selling re-usable coffee cups and providing discounts for their use, using recycled plastic for their packaging, and having clear recycling bins in their stores. Pure stands out from the rest of the food-to-go market.

www.pure.co.uk

TREND #4

WORLDLY

As consumers experience a greater variety of trendy food concepts and cuisines from around the world, and as they learn more about different cultures, and indeed as the population becomes more global, so we see different cuisines emerging and gaining appeal. Asian food is now mainstream, and when we can even try Shakshuka-style eggs in a Tesco supermarket café, it is easy to see that Middle Eastern cuisine is growing in appeal in foodservice concepts. Two concepts that highlight this growing trend of worldly cuisines are:



Arcade Food Hall



Arcade Food Hall



Hop

Arcade Food Hall

The second iteration of Arcade opened recently following its Covid-forced closure and has introduced a complete range of worldly cuisines into this restaurant-style food hall. Food offers include Indonesian street food Bebek! Bebek!, Nepalese street food Tipan Tapan, Middle Eastern shwarma Shatta & Toun, and a Japanese omakase experience. There is also a Southern Thai restaurant, Plaza Khao Gaeng, for a more formal dining experience.

www.arcadefoodhall.com

Hop

A food-to-go focused brand, based in the City of London, that creates authentic Vietnamese dishes delivering a more interesting lunch meal than a traditional sandwich such as the Bahn Mi baguettes. Hop is also branching out into the delivery market to reach other meal times, meeting the demand for a greater range of Asian dishes such as Pho broths and Vietnamese noodle salads. Hop has helped make Vietnamese food almost mainstream.

www.hopvietnamese.com

TREND #5

WACKY

As the key theme from the FutureFoodservice report on the next era is “A greater polarisation between value-driven social refuelling, and experiential, ‘premiumised’ dining”, the need for experiences that deliver something exceptional and differentiated is critical for food concept winners. Concepts that we would describe as ‘Wacky’ include:



Park Row & The Monarch Theatre

Based upon the Batman story, the Park Row restaurant delivers a fine dining experience with dishes given a cartoon twist. Meals can start with nitro popcorn, and starters are given names such as ‘So What if I’m Mad?’, or ‘I Am Fear’. A typical dish would be the dessert ‘Riddle Me This’ which includes an edible riddle, with the answer being part of the dish.

www.parkrowlondon.co.uk/

Only Fools & Courses

Taking inspiration from TV shows from the 1980s and 90s, this is a fine dining experience, served from a container in Brixton Market, London. A six course tasting menu is provided, including dishes such as Duck Eclairs and Lobster Doughnuts.

www.onlyfoodandcourses.co.uk