

**TASTE!
TASTE!
TASTE!**

TREND WATCH REPORT

TASTE WHAT'S POSSIBLE

CHRISTINE COUVELIER

**Culinary
Concierge**

PASSIONATE ABOUT FOOD!



- 🍴 Global Culinary Trendologist
- 🍴 Executive Chef
- 🍴 Culinary Executive

**Culinary
Concierge**

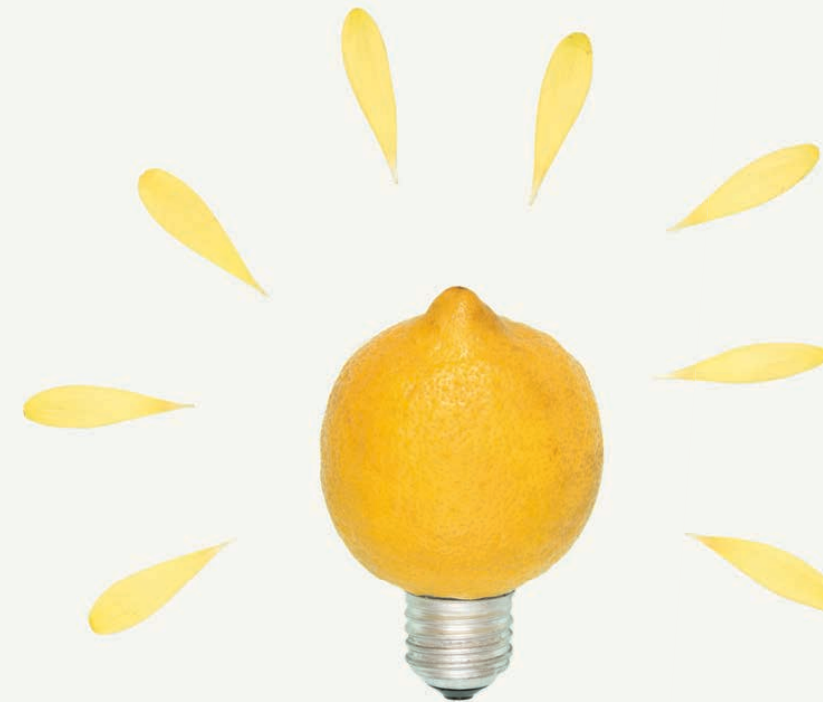
INNOVATION

= A new idea, method, or device
= The introduction of something new

Every innovation tells a story!
Let's be inspired...



Sweet or Spicy
Grilled or Smoked
Food Halls or
Farmers Markets
Plant Based or
Food Waste



GOOD FOOD GOOD MOOD

75% OF CONSUMERS BELIEVE

- ✓ good food & beverage choices
- ✓ significant impact
- ✓ gut health
- ✓ mental & emotional wellbeing
- ✓ sleep benefits



- Watermelon
- Pumpkin Spice
- Spinach
- Kimchi
- Salmon
- Chocolate
- Berries

CRUNCH

CRUNCH

CRUNCH

WHAT'S POSSIBLE WITH A SNACK?

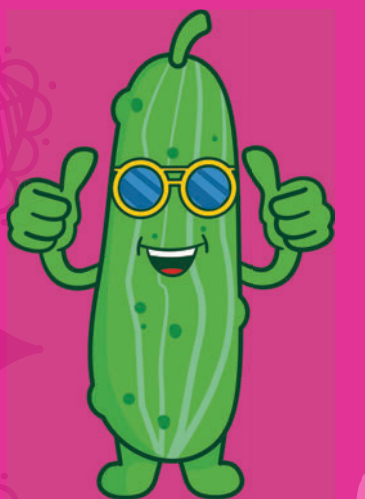
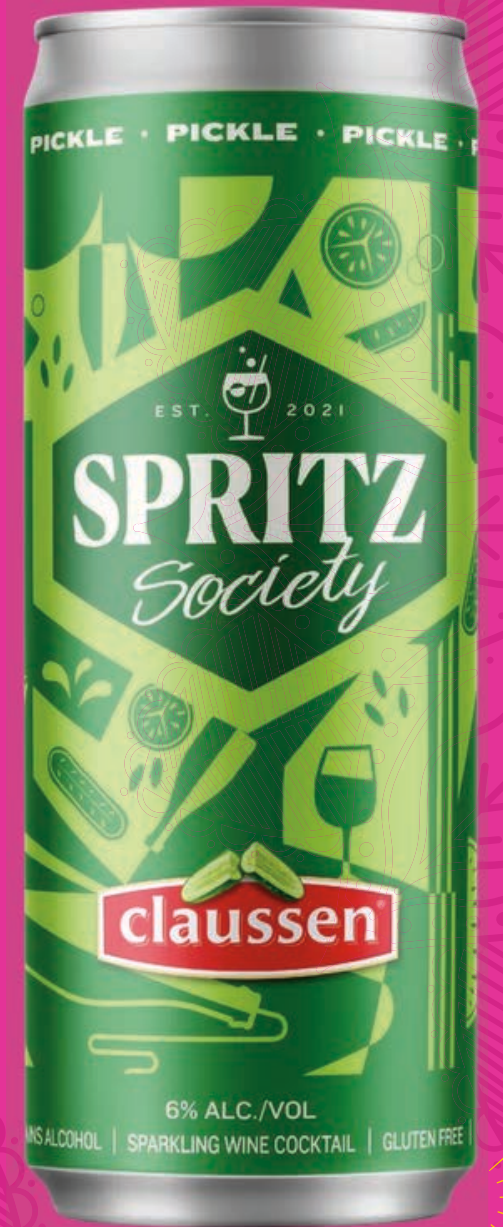


THE BIG DILL

73% OF CONSUMERS

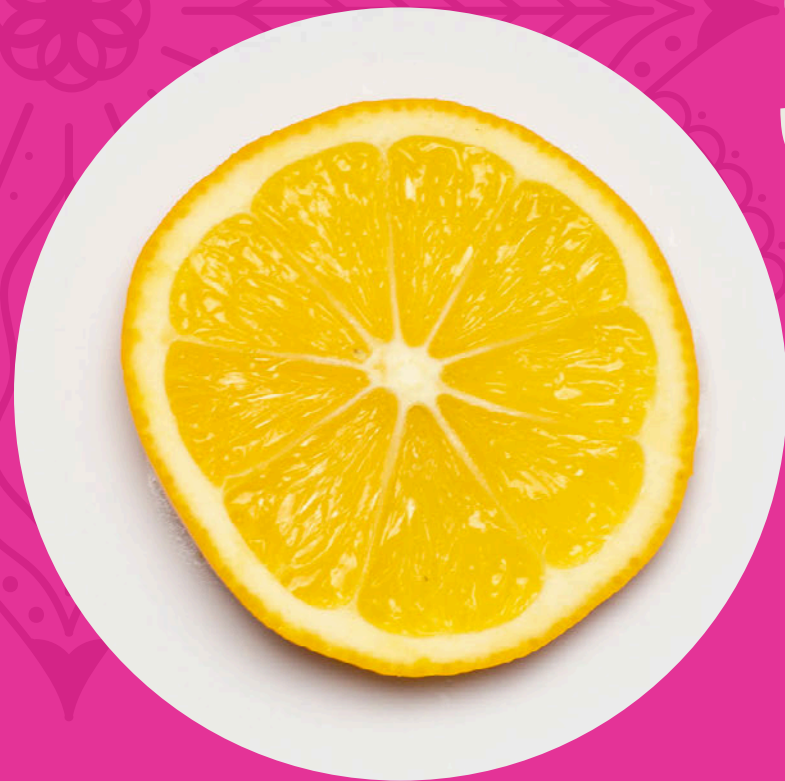


PICKLES



SOUR POWER

PUCKER UP BUTTERCUP



LEMON



BALSAMIC



PICKLED



FERMENTED

- ✓ Yuzu
- ✓ Sumac
- ✓ Sour Orange
- ✓ Coconut Vinegar



TAMARIND = FLAVOUR OF THE YEAR

PUTTING THE PLANT BACK IN PLANT BASED



TASTE! TASTE! TASTE!

There is no compromise
on taste in this category



THE ONLY WAY IS UP = UPCYCLED

FOOD WASTE
X Trend
X FAD

CANADA

- 58% of food goes to landfill
- 35.5M tonnes
- 32% or 11.2M tonnes is edible

USA

- 38% food goes to landfill
- 80M tonnes
- 149 Billion Meals



FOOD WASTE IS A WASTE

TO DO LIST...



#1 Gather around
the table to eat

#2 Taste! Taste! Taste!

TO COOK WHAT'S NEW
TO EAT WHAT'S BEST
TO INSPIRE WHAT'S NEXT



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www.culinaryconcierge.ca
taste@culinaryconcierge.ca

