



Culinary Institute
of America

Food and Flavor Trends

David Kamen MBA PC^{III}



Boomers and Zoomers

Boomers

- Well into their later years
- Redefined(ing) senior living
- Still have lots of disposable income
- Still looking for experiences around food

Zoomers

- Just entering the workforce
- Culture defined by online living
- Money to spend on food
- But not necessarily at restaurants
- Also driven by experiences

Boomers

Senior Living Redefined

- Country club becomes stations and concepts
- Meals included becomes points
- Comfort foods become global delights
- High expectations
- More skill required



X'ers

- Aging up
- Holding on to traditional eating patterns
- Intrigued/ amused/ confused by the new stuff
- Still adventurous, willing to try new things



Millennials

- Parents
- Work life balance
- Enjoying the places Zoomers are taking them
- Understand the technology and not afraid to use it
- Redefining the traditions and norms of family dining



Zoomers

- “What I want, when I want it, wherever I am”
- Demanding and food obsessed
- Redefining the meal
 - Less sit-down affairs
 - No more 3 meals
 - Meals drinkable
 - Meals to “wear” and share



Overarching Themes

New York Times

- Sauces
- Savory/ micro-regional coffee (and tea?)
- Grab and go gastronomy
- Hospitality
- Protein
- Non-alcoholic booze flavors (pre-mixed cocktails in a can)

New York Times December 31, 2024

AF&Co/ Carbonate Report

- Pistachio = flavor of the year
- Simple seafood – raw bars and ceviche
- Croissants as containers
- Stuffed conchas
- Instant ramen (restaurant quality)
- Japanese sandos
- Enhanced to-go

Overarching Themes

Unilever Future Menus

- Street food couture
- Borderless cuisine
- Culinary roots
- Diner designed

Flavor Forecast

- Tropical vibes
- Charred & smoked
- Deliciously unexpected
- Aji amarillo



Culinary Institute
of America

A Quick Game of Word Association



Global



Productivity



Culture



Transaction



Stories



Transparency



Technology



Liquids +



Process



Value



THC/ CBD



Experience



Peganism



Notmeat

Meat Alternatives?

- Beyond/ Impossible losing relevance
 - Plant based, but healthier?
- Lab-grown meat still in development
 - ~5 years before scale-up is likely
- Long-term effects are only speculative

Beyond Meat Is Struggling, and the Plant-Based Meat Industry Worries

A few years ago, business was booming. That growth has slowed, with some wondering if the number of consumers has reached its limit.

<https://www.nytimes.com/2022/11/21/business/beyond-meat-industry.html>



<https://tinyurl.com/4je8jput>



Plants

Plants Are More Than Vegetables

- Grains: whole, intact
- Legumes
- Fruit





Spices



Authenticity



Coffeebeer



Gut-health



Pure



Culinary Institute
of America

"If you think everything is under control
you probably aren't going fast enough."

- Mario Andretti



Culinary Institute
of America

"I was seldom able to see an opportunity until
it had ceased to be one."

-Mark Twain