



TRENDS



PLATE



2022
ANZ
FOOD
TRENDS
REPORT



Unilever
Food
Solutions

We're for U.



FOR FOODSERVICE OPERATORS,
KEEPING ON TOP OF FOOD TRENDS
AND REINVENTING MENUS IS A
CRITICAL PART OF RESPONDING
TO DINER DEMANDS AND
STAYING COMPETITIVE.

Even though there is a lot of information online and in various food publications—globally and locally—it isn't always easy to pick the trends that are gathering real momentum and those that are simply a short-term fad and unlikely to become mainstream.

HERE AT UFS, WE HAVE SCoured THE CULINARY UNIVERSE TO BRING YOU THIS SUMMARY REPORT OF THE TRENDS WE BELIEVE WILL INFLUENCE MENUS IN 2022 AND BEYOND.

To do so, we have reviewed a variety of credible sources, consulted chefs, analysed menus and evaluated each trend against the following standards:

AUTHENTIC

Included trends have received multiple mentions across our research sources.

UP-AND-COMING

Inevitably, all trends are at different life stages. What was important in finalising this list was that each trend was generating forward momentum, whether that be getting started or getting bigger.

LOCALLY RELEVANT

While some trends are global in their reach and impact, many are not. To meet this standard, included trends had to have an identifiable presence in Australia and New Zealand, and have a relevant local application.

*We have arrived at **5 MEGA THEMES**
and **29 DISTINCT SUB-TRENDS.***

Each one is detailed in this report.

For further reading on references, please see page 60.

STAY ON TOP OF TRENDS

In addition to this annual report, UFS will produce two deep-dive editions in 2022 that delve further into the detail behind each trend, explore seasonal nuances and offer specific dish ideas, recipes and techniques.

Sign up to our Trends On Plate newsletter to receive the deep-dive reports as well as regular dish inspiration, recipes and chef tips to help keep your menus on trend.



CONTENTS

MEGA THEME	:	RISE OF THE MINDFUL MENU	5
TREND	1	CONSCIOUS CONSUMPTION	7
TREND	2	TRANSPARENCY AND PROVENANCE	8
TREND	3	LOCALISATION	10
TREND	4	HEIRLOOM VEGETABLES	11
MEGA THEME	:	DINERS NOW EAT TO A DIFFERENT BEAT	13
TREND	5	TAKEAWAY AND DELIVERY	15
TREND	6	DISHES AND TIME OF DAY ARE DISCONNECTING	16
TREND	7	SNACK-IFICATION	17
TREND	8	EATING OUT FOR BREAKFAST	18
TREND	9	CREATIVE SANDWICHES	19
TREND	10	COMFORT FOODS	21
MEGA THEME	:	THE NEW FLAVOURS NOW IN FAVOUR	23
TREND	11	HOT AND SPICY	25
TREND	12	INDIGENOUS FLAVOURS	27
TREND	13	SWEET MEETS SAVOURY	28
TREND	14	REGIONAL AND HYPER-REGIONAL CUISINES	29
TREND	15	SMOKE AND FIRE	31
TREND	16	COMPLEX FLAVOURS	32
TREND	17	FUSION CUISINE	33
MEGA THEME	:	HEALTHY EATING BECOMES HIP	35
TREND	18	FUNCTIONAL FOODS	37
TREND	19	REDUCTION IN MEAT CONSUMPTION	39
TREND	20	FERMENTATION	40
TREND	21	NATURAL FLAVOURINGS	41
TREND	22	DAIRY REPLACEMENTS	42
TREND	23	BLENDS AND BULK-UPS	43
MEGA THEME	:	BACK OF HOUSE IS FRONT OF MIND	45
TREND	24	ONE-FOR-ONE PLANT-BASED SUBSTITUTES	47
TREND	25	MENU SIMPLIFICATION	48
TREND	26	WASTE REDUCTION	49
TREND	27	SPEED-SCRATCH MOVEMENT	50
TREND	28	VERSATILE FOR ALL	51
TREND	29	FLEXIBLE FLAVOURS	52

MEGA THEME :

Rise of the MINDFUL MENU





A GROWING UNDERSTANDING OF THE ENVIRONMENTAL IMPACT OF FOOD PRODUCTION IS BEING REFLECTED IN DINER PREFERENCES.

In 2022, it won't be enough for food to be tasty, nutritious and well presented. Driven by eco-conscious Gen Z and millennial diners, the matters of provenance and production are becoming as important as any other factor in the food choices being made by consumers.

Our research has found evidence that mindful values are becoming a crucial characteristic of dining out for a growing number of people, with operators encouraged to look at the ways they can address the following trends.

NO.
1

CONSCIOUS CONSUMPTION

'Clean eating' emerged several years ago as a dietary approach that shunned processed foods. Since then, the movement has evolved to include a broader set of beliefs and is now more usefully labelled conscious consumption.

Encompassing a holistic set of mindful choices, the themes within the conscious consumption trend include support for local producers, eating seasonal foods, opting for sustainably packaged goods and a tip-to-tail approach to making the most of every piece of produce.

The trend has crept up quickly, with global research showing 60% of people are making more eco-friendly and ethical choices since the start of the pandemic in 2020, and 90% of them saying they are likely to continue doing so.

TAKE OUT:

The rise in popularity of conscious consumption poses a fresh challenge for chefs—creating menus that tick all these boxes without compromising on taste, quality or profitability.

MAKE IT HAPPEN
with New and Improved Knorr Boosters:

- Made with real, natural ingredients
 - Closer to scratch taste and colour*
 - Short, nothing-to-hide ingredients list
- *Compared to previous Knorr Boosters range



No.
2

TRANSPARENCY AND PROVENANCE



As people become more mindful of the food they put in their bodies, the importance for menus to show what's in a meal—and what's not—grows.

Experts agree that transparency is now a major selling point, especially when it comes to local and ethically sourced ingredients. Research by food company ADM shows more than a quarter of people globally look for the country of origin on labels, a trend their report says is growing.

Provenance goes a step further to describe farming practices, soil types, production techniques and transportation of food.



TAKE OUT:

Including this detail on your menu where a dish has a positive story to tell, such as a cut of meat from a local organic farm, builds a stronger bond with customers.

MAKE IT HAPPEN
with Knorr Pronto Napoli:

- Each can is made from more than 6kg of Italian tomatoes
- Grown and produced sustainably in the Emilia Romagna region
- Ripe, pulpy tomato taste with just a hint of spices
- Just like fresh tomatoes – totally gluten-free

**Suitable for vegetarians who consume dairy and eggs*





LOCALISATION



According to a late-2021 research report by HelloFresh, a third of us are shopping more locally for food than we did 10 years ago, and a quarter of us are committed to buying more sustainably as we recognise the benefits — environmental, economic and security — of homegrown produce.

The pandemic and localised lockdowns fostered a renewed sense of community as people endeavoured to support businesses in their immediate area that struggled for survival. Given a shift to local, organic and sustainable food sourcing was already in motion, this sentiment will persist as mainstream

consciousness around food miles and community building grows.

The 'buy local' movement has even given rise to sub-genres, with the locally exotic and brutally local trends starting to emerge according to food futurist Hanni Rützler.

TAKE OUT:
To meet the growing demand for locally sourced ingredients, venues would benefit from evaluating the possibility of including local produce on their menus.



HEIRLOOM VEGETABLES

Industrial agriculture and automated supply chains share a small range of produce with markets, limiting our access to heritage, or heirloom, vegetables. In fact, around 75% of our food supply comes from just 12 plant species.

But efforts to rebuild the planet's biodiversity systems, as well as a creative push from chefs, is making these lesser-known varieties more accessible than they've been for decades. As media mentions increase, we see heirloom varieties becoming a more prominent fixture in 2022.

Gone are the days when heirloom vegetables were exclusively found in top end restaurants, with iconic varieties including the Queensland Blue pumpkin, Western Red carrot and Crystal Apple cucumber now more easily accessed and appearing on mainstream menus.



TAKE OUT:

Heirloom vegetables are valued by chefs for their intense flavour, unique texture and exotic appearance, not to mention the point of difference they create in dishes.



Zesty Buddha Bowl

Bright, colourful and healthy, this veggie dish jumps off the plate.

[View recipe](#)

PUT THE TREND ON YOUR PLATE



Loaded Kumera Toast

Swapping out bread for sweet potato gives this toast a big makeover.

[View recipe](#)



The Earth Burger

Make your burger a point of difference by using a charcoal bun.

[View recipe](#)

MEGA THEME :

DINERS
NOW EAT TO
**A DIFFERENT
BEAT**

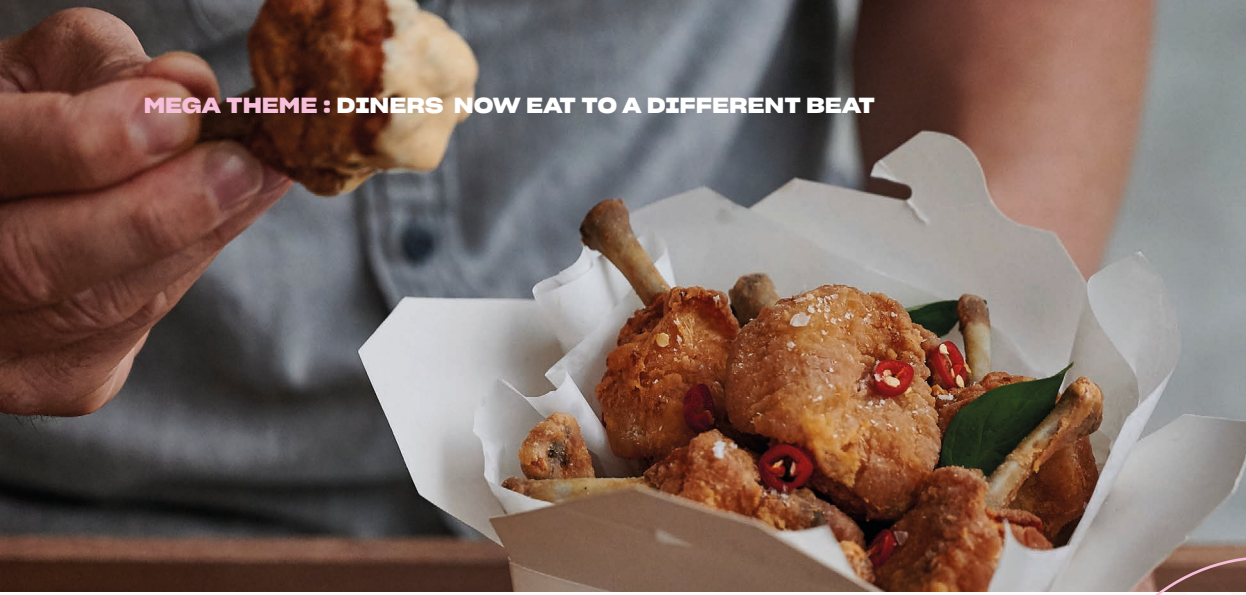
THE CHANGING WAY
PEOPLE LIVE IS CREATING
A FRAGMENTED POPULOUS.

THIS SHIFT IN DAILY
SCHEDULES HAS IMPLICATIONS
FOR DINING VENUES,
WHO CAN NO LONGER RELY
ON TRADITIONAL SITTING
TIMES TO MEET THE NEEDS
OF ALL DINERS.

Combined with the social adjustments brought about by the pandemic, the early indications are that some dining habits have changed and may become permanent. For example, research firm GlobalData expects takeaway and delivery to power the hospitality industry until at least 2025.

The good news is that venues are well set to embrace the trends that have arisen; it's simply a matter of understanding your diner and adapting or diversifying your offer to suit.





TAKEAWAY AND DELIVERY



Food delivery was booming prior to the arrival of COVID, but the forced shift to out-of-venue dining sent the channel into overdrive. In 2022, it is predicted the habits formed by consumers will persist and home dining will remain a very popular activity.

While demand for delivery and takeaway is growing among all demographics, data from Roy Morgan shows it is younger diners who are driving the greatest increases. It is expected this group will continue to underpin the popularity of out-of-venue dining.

Supporting the ongoing demand for takeaway and delivery is data from

Accenture, which found that 69% of people intend to socialise at home or virtually for the foreseeable future.

Research also shows diners are looking for healthier versions of classic takeout dishes. From potato and asparagus pizzas to salmon-filled tacos, fresh ideas are popping up on takeaway menus everywhere.

TAKE OUT:
In such a competitive channel, it pays to stay in touch with your diners. Seek insight from them when searching for on-trend dishes to add to your menu.



MAKE IT HAPPEN
with Hellmann's Aioli:

- Made to an authentic egg yolk recipe
- An infusion of garlic delivers a real garlic taste
- 100% free range egg yolks, 100% Australian canola oil
- Balanced taste for versatility across your menu

No.
6

DISHES AND TIME OF DAY ARE DISCONNECTING

As people's work and home life schedules continue to reflect a broader shift in the way we live, traditional notions of what food should be eaten—and when—have also loosened.

Some venues are capitalising on the opportunity to turn conventions upside-down, with the popularity of the likes of breakfast burgers and after-dinner donuts proving that dishes no longer need to comply to a particular time of day.

Of course, international influences are playing their part, with Hawaiian poké bowls and scrambled egg burritos finding their way onto breakfast menus, while the North African poached egg brunch dish shakshuka is now being found on menus across all sittings.

TAKE OUT:

Reimagining dishes that were previously connected to a particular time of day gives chefs a platform for creativity and diners a delightful new experience.



NO.
7

SNACK-IFICATION

For some people, a hectic lifestyle makes eating on the go a more viable option. For others, popular new diets that dictate smaller meals to be consumed more often are the driver.

Either way, diners are becoming less attached to defined mealtimes, and this is being reflected on menus with small meals and snacks helping to satisfy the demand.

While the hospitality industry has thrived on predictability, a move towards snacking by consumers adds a layer of complexity for a restaurant or café that operates on a strict breakfast, lunch and dinner schedule. More venues are becoming agile and offering a menu that suits a wide variety of lifestyle needs.

TAKE OUT:

Snack-sized dishes are an increasingly important component of any menu as people embrace small meals and eating on the run.





EATING OUT FOR BREAKFAST

NO.
8

As more and more people choose to eat out for their first meal of the day, breakfast and brunch are considered growth opportunities not just for cafés, but also for other lunch and dinner-focused venues such as pubs and restaurants.

Much of this growth can be put down to a strong coffee culture as a precursor to consuming breakfast out of home, but pandemic-inspired discoveries of local venues are likely also playing a role in the change to consumer routines.

Our research shows restaurants and pubs increasingly muscling in on what is traditionally a café market. With ingredients for the day's first meal typically inexpensive, it's likely they are attracted to the potential for high profitability.

TAKE OUT:
With more venues offering breakfast, dish creativity is a key to differentiating from the venue next door. Especially popular are inventive takes on breakfast classics, such as eggs Benedict, and twists on a big breakfast.



MAKE IT HAPPEN with Knorr Hollandaise:

- Made with 100% cage-free eggs, gluten-free and suitable for vegetarians*
- No artificial colours, no added MSG and no added preservatives
- Exceptional performance - will not split
- Versatile: ideal for eggs Benedict, as a dipping sauce or as a base with other flavours
- Bain marie and microwave stable

*Suitable for vegetarians who consume dairy and eggs

NO.
9

CREATIVE SANDWICHES





It's possible nothing currently surpasses the sandwich as a platform for culinary creativity. Its ability to meet a variety of modern diner needs will ensure it continues to be reinvented on menus across Australia and New Zealand.

Sandwiches tick so many boxes for diners—they can be eaten on the go, travel brilliantly for home delivery, can be made as snacks or consumed as small meals for dietary reasons—and they are a classic comfort food for many people.

While they are cuisine-neutral, sandwiches offer an approachable base when exploring niche or exotic flavours—and chefs are jumping on that opportunity. From banh mi and French baguettes to katsu sando and New York bagels, sandwiches are a universal language.

TAKE OUT:

Sandwiches are the near-perfect response to modern life, and we suspect they are set to go even bigger in 2022 with reinvented offerings and dedicated sandwich menus.

MAKE IT HAPPEN
with Hellmann's Real Mayonnaise:

- Made to an authentic egg yolk recipe
- 100% free range egg yolks. 100% Australian canola oil
- Balanced taste for versatility across your menu
- Holds well in delivery and takeaway applications





COMFORT FOODS

NO.
10

Comfort can take many forms. In food, it can mean a warm and hearty meal, a family favourite or a deeply nostalgic dish that evokes childhood memories.

Food—its tastes, textures and aromas—has a unique ability to remind us of happy times and help us feel grounded. The past two years have seen diners turn to dependable classics and no-fuss meals to rekindle fond memories and take back a degree of control.

It's no wonder baked goods, curries, sandwiches, casseroles and good old-fashioned meat and gravy meals are rising on our social media feeds, a trend we expect to continue in 2022.

TAKE OUT:

Chefs can capitalise on a yearning for the dishes of yesteryear by giving a modern or creative twist to nanna's favourite recipes—think tuna mornay, zucchini slice and tea cakes.



MAKE IT HAPPEN with Knorr Gravies:

- Trusted by chefs for their high quality
- Balanced and versatile taste
- The go-to classics for steaks, schnitzels, pies and casseroles
- Big range to suit all your kitchen needs



Grass Fed Fillet Steak w/ Shiraz Onion Sauce

Add shiraz to your sauce for a depth of flavour.

[View recipe](#)

PUT THE TREND ON YOUR PLATE



Spicy Salmon Poké

A Hawaiian hero gets a Thai twist in this poké bowl.

[View recipe](#)



Eggs Benedict w/ Avo Hollandaise

Everyone loves a Benny – but here’s how we do it with an on-trend twist.

[View recipe](#)

MEGA THEME:

THE NEW FLAVOURS NOW IN FAVOUR

WITH RESEARCH SHOWING 35% OF LOCALS WANT TO EXPERIENCE MORE CUISINES, IT'S CLEAR THAT OUR TASTEBUDS ARE BECOMING MORE ADVENTUROUS THAN THEY'VE EVER BEEN.



This creates an incredible opportunity for chefs to exercise their imaginations and tap into the wide variety of flavour-related trends that are emerging across Australia and New Zealand.

Fortunately, inspiration isn't hard to find, with several headline trends emerging that give chefs a fabulous toolkit of options. Let's look at some of the avenues open for further exploration in 2022 as venues look to keep their diners excited.

NO.
11

HOT AND SPICY



The appetite Australians and New Zealanders share for spicy foods shows no sign of abating in 2022, with innovations emerging in rubs, marinades and baked goods meaning there is virtually no corner of the menu left untouched by heat.

But the hot and spicy trend is much more than a one-size-fits-all proposition, with distinct global flavour profiles coming into focus, led by the Ethiopian spice mix berbere, tongue-tingling Sichuan peppercorns and the Middle Eastern spice blend baharat.



TAKE OUT:

The rising popularity of hot and spicy flavours in the likes of Asian, South American and African cuisines offers chefs plenty of room for further exploration and fiery excitement across the next twelve months.

MAKE IT HAPPEN
with Knorr Chipotle BBQ Sauce:

- A smoky, tangy and spicy BBQ sauce made with tomatoes and jalapeños
- Balanced and versatile taste
- Ideal for southern-style dishes like ribs and pulled pork
- Gluten-free and suitable for vegetarians



NO.
12

INDIGENOUS FLAVOURS

There are so many fabulous international influences on local menus that some ingredients on our own doorstep have been overlooked. This seems set to finally change as produce native to Australia and New Zealand becomes recognised for its incredible diversity and flavours.

Put simply, indigenous ingredients are opening exciting new possibilities for innovation and expression. With many traditional flavours easy to replicate by swapping in native produce instead, we expect indigenous ingredients are finally set to go mainstream in 2022.

TAKE OUT:

There are literally hundreds of interesting native ingredients to explore. In Australia, finger lime, warrigal greens, bunya nuts and gubinge are among those breaking through. In New Zealand, the flavours of horopito pepper, kawakawa mint and manuka trees are growing in prominence.



NO.
13

SWEET MEETS SAVOURY

Unexpected and creative flavour combinations can bring diverse ingredients to life, no more so than this trend of matching sweet with savoury ingredients.

The reason some quirky food matchings just seem to work is explained in 'The Art and Science of Food Pairing', a recent book by a group of Belgian food scientists. Compatibility at a molecular level reveals thousands of fascinating pairings that open rich new avenues for exploration.

Chefs are embracing this space and diners are revelling in creative new ideas that feature seemingly wild sweet and savoury fusions. Some examples include chicken liquorice tagine, avocado chocolate cake, and cauliflower and strawberry salad.

TAKE OUT:

In 2022, the idea of combining sweet and savoury ingredients is an area ripe for further imagination and invention.



NO.
14

REGIONAL AND HYPER-REGIONAL CUISINES





Once upon a time, the catch-all country name was all we needed to describe a particular cuisine. But we all know flavours and cooking methods are more nuanced than that.

The rise of regional labels has been happening for some time, but we are now seeing hyper-regional meals infiltrate menus. Typically, these are complex dishes featuring exotic ingredients that reflect geographies, ethnicities and traditions.

For example, regional Persian (Iranian) and Khmer (Cambodian) cuisines offer something fresh and different for local palates, while the New Nordic style has captured the mood for comfort cooking.

At the next level, hyper-regional cuisines provide diners with exciting, nuanced flavours and experiences, with restaurants starting to explore localised recipes from the likes of China and Italy to present diners with intriguing and unexpected new dishes.

TAKE OUT:

As diners become more familiar with international flavours and keener to be challenged by chefs, introduce them to deeper and richer culinary experiences.



MAKE IT HAPPEN
with Knorr World Cuisines range:

- Ready-to-use sauces and pastes
- 39 products
- 11 different cuisines

[Explore here.](#)



SMOKE AND FIRE



With Aussies and Kiwis spending more time at home than ever before, opportunities to experiment with BBQ cooking have been abundant. New ideas around smoke and fire have sparked the imaginations of food lovers.

While the original motivator to get back to the barbeque was America's 'low and slow' movement, inspiration from Scandinavian and Korean cooking, flavour experimentation and a general 'char-grill everything' attitude is maintaining the momentum.

What's exciting is the techniques being explored will ensure smoke and fire goes to a new level in 2022: the use of different

woods to drive flavour experimentation, the appearance of quality liquid seasonings that fast-track the process and the fact vegans and vegetarians aren't missing out, with the likes of smoked tofu now appearing.

But we also expect smoking to go big into intriguing new spaces, with butter, chocolate, fish and even salt getting a fiery flavour makeover.

TAKE OUT:
Venues can be confident that diners are keen to explore new takes on smoked dishes, and not be afraid to bring new ideas to the table.



MAKE IT HAPPEN
with Knorr Intense Flavours Deep Smoke:

- Warm BBQ profile of roasted onion and sugar smoked over hardwood for a natural, charred smokiness without a BBQ smoker
- Versatile - marinate, infuse, season, garnish or use as a sauce
- No artificial colours or added MSG



COMPLEX FLAVOURS

NO.
16

Previously niche flavours are moving into the mainstream as diners search for ever-more challenging and stimulating flavours.

McCormick Foods Australia's latest flavour forecast notes the trend for exotic tastes as a key theme, and search engine activity shows a growing interest in dishes from far-flung states including Namibia, Cambodia and Cameroon.

Becoming prominent are North African spice blends dukkah and berbere, as much for their versatility as their delicious taste. Similarly, South American flavours, such as sazón, adobo and chimichurri, are on the rise.

TAKE OUT:

Don't hesitate to experiment with new and more complex combinations as diners aren't afraid to extend their palates beyond familiar flavours.



MAKE IT HAPPEN
with Knorr Intense Flavours Roast Umami:

- Rich caramelised flavours from slow, oven-roasted onion and garlic for an aromatic umami sweetness that'll take time to create from scratch
- Versatile - marinate, infuse, season, garnish or use as a sauce
- No artificial colours or added MSG
- Suitable for vegans and vegetarians

NO.
17

FUSION CUISINE

Cuisine fusions have always been a creative way to set a venue apart, but the level of invention we are seeing is taking the trend into exciting new places. Even better, it seems our diners can't get enough of inventive cuisine combos.

Where once upon a time Asian fusions and international-meets-Western cooking were the limit of fusions, we're now seeing fascinating takes such as Mexican-Korean and Chinese-Peruvian. What hasn't really changed is the re-application of local and easily sourced ingredients that typically underpin these dishes.

TAKE OUT:

2022 will see a fusion landscape that is only limited by the imagination, so let your creativity stretch into bold new horizons.



MAKE IT HAPPEN with Knorr Mexican Chunky Salsa:

- Authentic taste – made with jalapeño chillies, tomato, onion, cumin, coriander leaves and red capsicum
- Perfect dip for nachos, tacos and other Mexican food as well as a great base for other dishes
- Gluten-free, no artificial colours, flavours or added MSG



Smoked Tofu Burnt Ends

Meet the new not-meat. Light and delicate, yet bursting with flavour.

[View recipe](#)

PUT THE TREND ON YOUR PLATE



Kangaroo San Choy Bow

Roo is bouncing borders with this take on a classic Chinese San Choy Bow.

[View recipe](#)



Pulled Pork Tacos w/ Grilled Pineapple

This is inspired by the Mexico City original called 'tacos al pastor', which is a fusion of Mexican, Caribbean and Middle Eastern flavours.

[View recipe](#)



MEGA THEME :



**HEALTHY
EATING
BECOMES
HIP**



THE MOMENTUM BEHIND EATING BETTER IS UNSTOPPABLE, AND 2022 WILL SEE A NEW SET OF HEALTHY FOOD TRENDS MOVE INTO THE MAINSTREAM.

While some of the trends we've identified are rooted in traditional ideas that are enjoying a new lease on life, such as fermentation, others are very much a product of the now, such as functional foods and dairy replacements.

But all of them are being driven by a consumer focused on a dietary regime that minimises the guilt attached to the heavier meals of years past.

NO.
18

FUNCTIONAL FOODS





The food-as-medicine movement has been bubbling away in the background for some time, but the full force of the pandemic has really sharpened the focus on eating for wellbeing.

Functional foods are dishes and ingredients that are near-to or wholly natural with minimal processing. Many also provide a flavour benefit, such as ginger, turmeric, honey, cinnamon and garlic. But the real story here is meals that are fortified, with the likes of açai, plum powder, chia seeds and quinoa beginning to appear on more and more menus.

Because the emphasis is often on the immunity boosting properties of these plussed-up meals, we expect to see elderberry, green tea, kale and citrus fruits appear in a growing number of dishes in the coming year.

TAKE OUT:

It is important for venues to be mindful of the appeal the so-called superfoods have for a growing number of diners, who view food as much for its nutrient value as its taste.

REDUCTION IN MEAT CONSUMPTION

NO.
19

According to Food Frontier, a not-for-profit think tank dedicated to a healthy and sustainable food future for Australia and New Zealand, we need to find ways to diversify our food supply in order to feed the global population in the decades to come.

And it seems we're paying heed to this advice, with OECD data showing beef consumption plummeting in Australia from 25kg per capita in 2010 to a predicted 19kgs in 2022, and in New Zealand from 17kg per capita in 2010 to a predicted 11kgs in 2022.

The climatarian, reductionism and flexitarian diets are all feeding into a new way of thinking that is driven by the twin forces of health and environmentalism.

TAKE OUT:

Re-think your menu to include meals that stretch towards 'veggies with a side of meat' concepts rather than the other way around.



MAKE IT HAPPEN with Hellmann's Vegan Mayonnaise:

- The authentic taste of Hellmann's Real Mayonnaise in a vegan-friendly recipe that is ideal for plant-based menus
- No compromise on taste or texture
- No artificial colours, flavours or added MSG*
- Gluten-free, vegan and Halal certified

*Contains naturally occurring glutamates

NO.
20

FERMENTATION

As fermented foods broaden in appeal, becoming better understood and valued for their contribution to gut health, we expect their influence to grow further in 2022.

We are seeing the likes of labneh yoghurt, amba sauce, kefir milk, miso paste, sauerkraut and tempeh cake hitting the mainstream, and these gut-friendly foods can also offer a fabulous hit of flavour. Kimchi—a tangy, fermented relish made from cabbage—and gochujang—a Korean hot chilli paste that is fortified with fermented soybeans—are incredibly flexible and becoming more familiar to local palates.

TAKE OUT:

Add variety, positive health associations and flavour intensity to your menu with in-demand fermented foods or look at fermenting a few delicacies of your own in-house.



NO.
21

NATURAL FLAVOURINGS

Diners are seeking natural alternatives to flavour enhancers, with additive-free condiments, pastes, sauces and dressings gaining in prominence.

Adobo, a Filipino fusion of garlic, turmeric, oregano and black pepper, and sazón, a Cuban mix of coriander, cumin, achiote, garlic, oregano and pepper, are exotic seasonings that offer diners exciting, natural flavours.

The fermented flavours of kimchi, tamari, chimichurri and gochujang are on the rise along with immunity-boosting botanicals such as sage, elderberry and turmeric, while the sweetening properties of sugar and artificial sweeteners are being replaced by raisins, pineapple, citrus, dates and mango.

TAKE OUT:

Constantly review your pantry to ensure the flavourings, seasonings and sauces you are using are as close to being natural as possible.

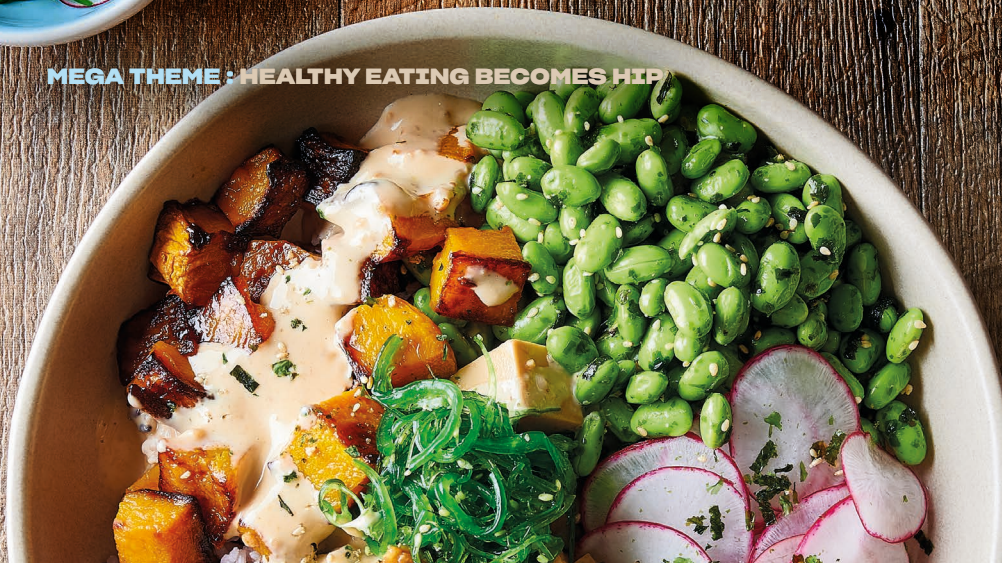


MAKE IT HAPPEN

with Knorr Intense Flavours Wild Mushroom Earth:

- Balanced richness of mixed boletus and porcini mushrooms for a complex, full-bodied earthiness that'll take shrooms-load to achieve
- Versatile – marinate, infuse, season, garnish or use as a sauce.
- No artificial colours, flavours or added MSG
- Suitable for vegans and vegetarians





DAIRY REPLACEMENTS

NO.
22

Dairy has traditionally been hard to mimic but inventive alternatives are coming fast.

In particular, it is expected that dairy-free desserts will go large in 2022 as taste and texture improves. Plant-based milks, which for so long have been based on almonds and soy, are now moving into the grain space, with oats, coconut and barley hitting the sweet spot between sustainability, price and taste.

We also expect to see more innovation in alternative methods for creating sauces and dressings that were traditionally cream-based, as plant-based combinations begin to appear in dishes like lasagne, and atop wellness bowls and chicken salads.

TAKE OUT:

A growth in allergies and intolerances, demands from vegans and supported by shifts away from animal-derived fats for lifestyle and ecological reasons, means venues should be aware there is an eager market for dairy substitutes.

NO.
23

BLENDS AND BULK-UPS

While Australians and New Zealanders are embracing plant-based diets in growing numbers, those who choose to completely forgo meat are still comfortably in the minority at around 10% of our respective populations.

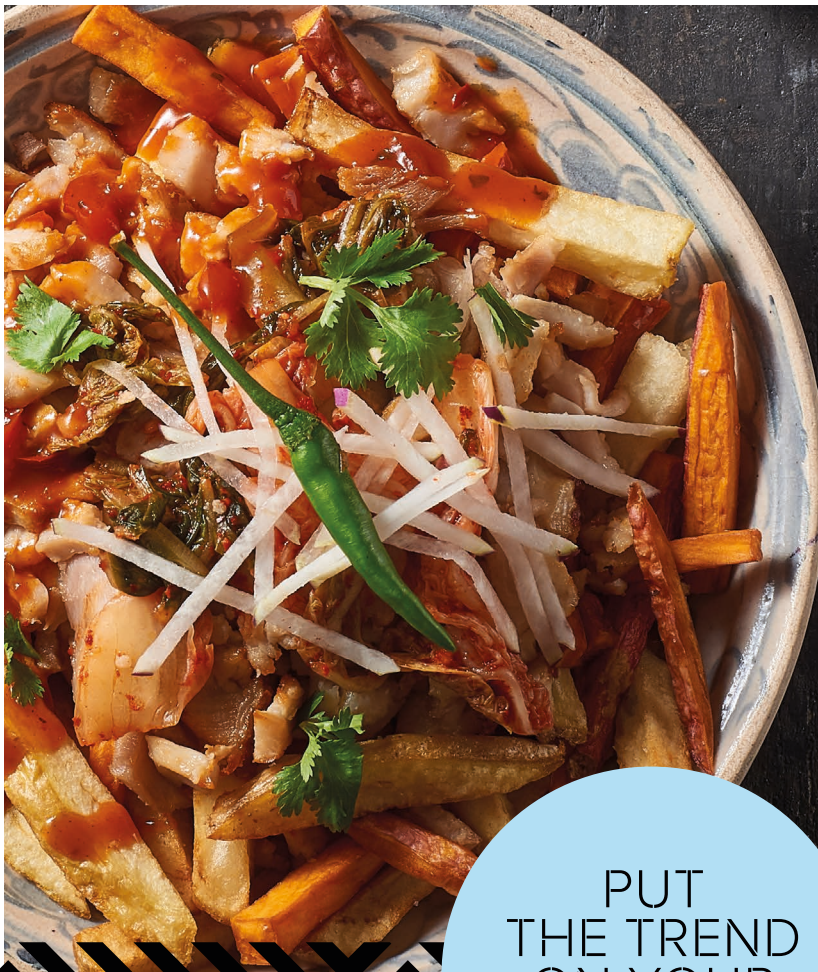
What is clear, however, is that a wider section of the community is taking steps to reduce the proportion of meat in familiar dishes, aiming for a healthier nutrient mix with no compromise on taste.

This is creating fresh demand for the likes of patties, meatballs, sausages and bolognaise that are blended and bulked-up with vegetables. Broccoli, mushrooms, cauliflower, zucchini and carrot offer substance, texture and neutral flavours, making them great choices for the job.

TAKE OUT:

Look for options to bulk up your meat dishes with veggies to appeal to the 'meat-conscious' and enjoy the additional benefits of cost reductions and environmental advantages of these dishes.





Kimchi Loaded Fries

A Korean twist with a Portuguese peri-peri kick.

[View recipe](#)

PUT
THE TREND
ON YOUR
PLATE



Vitality Egg Bowl

Healthy and packed with texture, colour and goodness.

[View recipe](#)



Cream of Chicken Soup

Soup with a fresh Asian flavour influence of ginger, shallot and turmeric.

[View recipe](#)



MEGA THEME :



**BACK
OF
HOUSE**
IS
FRONT
OF MIND

IT'S ALWAYS BEEN NECESSARY TO BE AN AGILE OPERATOR AND WE SEE THAT BEING MORE VITAL THAN EVER IN THE UPCOMING 12 MONTHS, WITH A WIDE RANGE OF TRENDS INFLUENCING MEAL PREPARATION AND INGREDIENT SELECTION.

Drivers include disrupted supply chains, difficulties in attracting experienced kitchen staff and a shift in diner preferences towards healthier and less emissions-intensive foods.

This is seeing fundamental changes in the way kitchens work as we keep abreast of a quickly evolving dining landscape.

No.
24

ONE-FOR-ONE PLANT-BASED SUBSTITUTES

One-for-one plant-based ingredients act and taste like the animal-derived ingredients they are replacing.

Some of these products are now so good, they behave like the real thing in cooking and feature the same texture and mouthfeel as the ingredients they are replacing. Even previously difficult to replicate foods, such as eggs and fish, are improving significantly.

One-for-one ingredient replacements are in a rapid growth phase and have the tremendous benefit of helping chefs quickly and easily convert practically any meal into one that suits the dietary needs of, in particular, vegetarians and vegans.

TAKE OUT:

Change the game in your busy kitchen by considering one-for-one plant-based substitutes for your vegan and vegetarian diners that allow the simple swapping out and swapping in of a single ingredient.





MENU SIMPLIFICATION



Venues are turning their backs on bloated menus, choosing to strip back their offer to focus on core dishes. The benefits can include reduced waste, fewer errors and greater food consistency.

Plus, for any business that has endured staff turnover, a simplified menu can be more straightforward for new staff or a smaller crew to execute, which in turn will improve kitchen efficiencies and drive down wait times for hungry customers.

Top tips include shifting to allergen-free ingredients, using fewer ingredients in more innovative ways, considering a few frozen or high-quality convenience products and rigorously applying *mise en place* principles.

TAKE OUT:
A simplified and easy to execute menu will be an essential consideration for doing better business in 2022.



MAKE IT HAPPEN with Knorr Tomato Powder:

- Made by dehydrating 100% sustainably-grown tomatoes
- Delivers rich, pulpy and well-balanced tomato sauce in just 1 minute
- Gluten-free, Halal and vegan certified
- Great for pasta napoli, pizzas, butter chicken, braises and stews



WASTE REDUCTION



One in five Kiwi kids live in households experiencing moderate to severe food insecurity, and 1.2m Aussie kids are constantly hungry, meaning there is important work to be done in this space.

Opportunities for the foodservice industry to make a difference include tighter inventory management, the donation of excess food, a dedication to composting and provision of containers to diners for leftover food.

But venues are increasingly delving into other useful waste-reducing ideas, including the use of high-quality shelf stable or frozen convenience ingredients where possible, preserving or fermenting excess food and creating menu items that use all parts of produce.

TAKE OUT:
The drive for reducing waste will be emphatic and undeniable in 2022, so your kitchen should be asking if it can do more to minimise the loss of edible food.



[CLICK HERE FOR IDEAS AND TOOLS](#) that will help you reduce waste and put excess food to good use.



SPEED-SCRATCH MOVEMENT



Once upon a time, speed scratch was considered a sneaky move but, increasingly, venues are realising the creative and labour-saving benefits of using high quality prepared bases.

Even celebrated chefs such as Yotam Ottolenghi freely admit to building famous dishes and flavours off reliable and cost-effective convenience foods.

In contrast, the focus is turning to adding signature touches that elevate ready-to-innovate products into a new,

personalised realm. Better still, waste is reduced when exact portions can be used, and the remainder is safely stored in the freezer or pantry until it's next called upon.

TAKE OUT:
Adopting a few speed-scratch principles could help improve consistency, food safety, cost-efficiency and possibly even creativity on your menu.



MAKE IT HAPPEN
with Knorr Jus:

- A gluten-free, refined sauce with caramelised notes from quality Australian beef
- Rich, meaty and indulgent flavours to add an authentic, premium touch to your finest creations
- Delivers a dark and intense sauce to complement premium cuts and dishes
- Made in Australia

*Voted Best Jus at Australia Chefs Decision Awards 2021 (n=240).



VERSATILE FOR ALL

NO.
28

Preparing dishes that meet every dietary need—whether due to health, culture or lifestyle—is a huge challenge, but one that, increasingly, chefs are embracing.

One way to broaden the appeal of individual dishes is to adopt universal ingredients where possible. These are ingredients that won't trigger allergy responses and do not come from animals. They include fruit and vegetables, grains that are non-glutenous, legumes, and herbs and spices.

Benefits of universal ingredients include a dramatic simplification of kitchen operations, while positioning venues for the widest possible audience and maximum profitability ... all of which are appealing propositions in 2022.

TAKE OUT:

Create universal menus and a more efficient kitchen by using ingredients that meet the needs of the broadest range of diners.

No.
29

FLEXIBLE FLAVOURS



The twin shifts towards a simplified menu and a consumer desire for functional food has elevated some ingredients and flavours above others due to their incredible versatility.

Perhaps the most obvious ingredient in this space is lime, which is not only a hero flavour in countless appetisers, snacks, main meals and desserts, but is much valued among the wellness set for its immunity boosting properties.

Beyond lime, we are seeing increasing mentions of a concentrated set of other flexible flavours, including ginger, honey, cranberry and mushroom, as many foodservice operators begin to appreciate the value of ingredients that are adaptable across the menu.

TAKE OUT:

The key here is versatility and switching to ingredients that can play multiple roles in multiple dishes on your menu.

MAKE IT HAPPEN

with Knorr Intense Flavours Citrus Fresh:

- Zesty freshness from mandarin, Tahitian lime and yuzu juices for a balanced citrus profile that's difficult to blend from scratch
- Versatile – marinate, infuse, season, garnish or use as a sauce
- No artificial colours, flavours or added MSG
- Suitable for vegans and vegetarians





Citrus Poached Salmon Salad

A zesty tang to your salmon salad.

[View recipe](#)

PUT THE TREND ON YOUR PLATE



Tangy Coleslaw, Lime Mayo Dressing

Fresh seasonal vegetables make a great coleslaw.

[View recipe](#)



Lentil and Cauliflower Dhal

A versatile dish using different vegetables.

[View recipe](#)





LOOKING AHEAD:

8 TRENDS TO KEEP AN EYE ON BEYOND 2022

Before we know it, 2023 will be on our doorstep and we'll be considering a whole new set of emerging trends. Already, we're seeing a wave of progressive ideas being driven by innovative chefs and discerning diners who are on a constant search for the next big thing.

We won't know for some time whether any of the following topics gain traction and become fully blown trends but, chances are, it's likely we'll be talking seriously about several of them as 2022 comes to a close.

OCEAN HARVESTING

Australia and New Zealand are home to hundreds of edible species of seaweed, yet this incredibly healthy and sustainable food source remains largely untapped. Could this be about to change?

With its natural saltiness and textural variety, ocean flora is versatile but, so far, relatively limited in its use.

As our understanding of the roots, fruits and leaves that inhabit the sea floor increases, we'll likely see more algae, eelgrass and seaweed on our menus.

1



AUTOMATION

Machine automation and artificial intelligence continue to be spoken of as industry game-changers. In theory, both could have a massive impact on the efficient working of kitchens in the near future.

Benefits include reduced costs and wastage, with the likes of predictive ingredient ordering taking the guesswork out of inventory management.

Quality control and universality provided by robotics have the potential to prepare meals with meticulous nutritional accuracy—especially useful in aged care settings.

2



3

THERAPEUTICS

In a possible sign of things to come, the Amazon-stocked Psychedelic Water, a carbonated fruit-flavoured beverage described as mood-boosting and hangover-free, features a blend of kava root, damiana leaf and green tea leaf extract.

But this movement is not just about fun, with a range of natural ingredients increasingly being explored in various foods as aids to better sleep, reduced anxiety and improved mental health.



PLANT-BASED MILKS



A movement successfully initiated with oat milk is expected to expand with a range of other crops set to enter this space. Global food researcher Spoonshot nominates the likes of barley, quinoa and millets to contend in what it calls the alt-milk sector.

With plant-based milks designed to address health as well as environmental considerations, it's likely there will be plenty of action among new alternatives in the coming years.

4



SOLO DINING

As singles become more comfortable with the idea of dining alone, venues are also getting more accustomed to meeting their needs. For so long a social stigma, more and more diners are ignoring convention and sitting down for a partner-less meal if it so suits them.

Data shows breakfast as the most popular solo dining meal of the day, while dining alone in a vehicle is also experiencing rapid growth. For chefs, share plates and banquets may soon no longer demand a place on the menu.

5



6

CARBON TRANSPARENCY

In recent years, the topic of carbon emissions has dominated newspaper headlines. Initially it was high profile carbon emitters—miners and airlines, for example—who were coerced into carbon offset programmes.

Food producers will come under increasing pressure to improve their environmental performance. Being transparent with carbon footprints and labelling will become an inevitable part of doing business.

7 VEGOURMETS

Jamie Oliver once said plant-based foods were destined to take over menus. While that seems some time away yet, the plant-based movement is growing rapidly and successfully addressing hurdles as they arise.

Food futurist Hanni Rützler predicts a sharp increase in creativity and choice around vegetable-based dishes as venues realise innovative, sustainable and more diverse meals are a new expectation. A key part of this transition will be plant-based dishes that have a lower impact on the planet, are accessible and taste good.

FUTURE
50
FOODS

Get inspired to create positive change with the Knorr Future 50 Report, which identifies 50 foods we should all be eating more of.

[Check it out here](#)



LOW-CARB

Dinner box company HelloFresh is noticing a swing towards rice and noodles as local diners embrace Asian dishes in ever-greater numbers. Similarly, tortilla bread is surging in popularity.

However, of more interest may be the unmistakable move away from carbohydrates altogether, underlined by the remarkable popularity of the keto diet. With major supermarkets in Australia and New Zealand now giving over dedicated space to keto, this looks like one dietary movement with real staying power.

8



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The bank of knowledge at UFS is built upon the collected experience of our chefs, interviews and conversations with fellow industry hands, product testing and development, research and recipes.

The sources that help build our knowledge include:

- Market research reports
- Consumer surveys
- Chef predictions
- Trend spotter blogs
- Restaurant menus
- Foodservice articles
- Product news

For the 2022 Trends Report, we've called upon this know-how as well as the following sources to inform our predictions:

RISE OF THE MINDFUL MENU

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[Read article](#)

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[Read article](#)

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[Read article](#)

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[Listen here](#)

Flavor trends for food and beverage (Article)

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THE NEW FLAVOURS NOW IN FAVOUR

Spice Up Your Range: Our Top 10 Hot And Spicy Flavour Trends (Article)

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9 food and drink trends to watch for in 2022 (Article)

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[Read article](#)

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[Read article](#)

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[Read article](#)

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[View chart](#)

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[Read article](#)

What's at stake? (Article)

[Read article](#)

The Top 21 Food Trends of 2021 (Article)

[Read article](#)

9 Food Trend Predictions For 2022 & Beyond (Research report and article)

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Making a splash: An array of dairy alternatives broaden their scope for today's menus (Article)

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BACK OF HOUSE IS FRONT OF MIND

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Top 10 new and rising trends, The Food People (Article)

[Read article](#)

Universal Meals makes it easy to offer delicious recipes that work for almost every type of diet (Article)

[Read article](#)

PUT THE TRENDS INTO ACTION

KEEP AN EYE OUT FOR OUR FIRST
DEEP DIVE REPORT IN APRIL 2022,
PUTTING TRENDS INTO ACTION,
WITH HOT ON-TREND RECIPES,
EASY COOKING HACKS AND
TECHNIQUES TO APPLY STRAIGHT
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PLATE



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