

LANE FOOD & BEVERAGE BEAT 2016

SWEET BARU NUT PINTEREST **AMARO** BEER COCKTAIL KEG PARTIES
HOUSE-MADE LIQUORS
FREEZER MEAL RECIPES BEAUJOLAIS **LOW-SUGAR**
CASHEW APPLE FRUIT PLANT PROTEINS **KOMBUCHA**
BACK TO BASICS **HEALTHY CONVENIENCE** **ICE TEA**
MICRO MEALS **FRESH** INSTAGRAM
AUTHENTIC WHITE BLENDS **FRESH MEAL DELIVERY SERVICES**



JOSÉ ANDRÉS
Chef and Restaurateur

Can't stop drinking **Virginia wines and ciders**.

Can't go one day without reading **Twitter!**

Named "Outstanding Chef" by the James Beard Foundation in 2011 and recognized by Time magazine in 2012 with inclusion on the "Time 100" list of most influential people in the world, José Andrés is an internationally recognized culinary innovator, passionate advocate for food and hunger issues, and author and television personality. He is chef/owner of the Think Food Group, which is responsible for renowned dining concepts in Washington, D.C.; Las Vegas; Los Angeles; Miami; and Puerto Rico.

Hold the Bacon

Bacon has been a big trend. I love it as much as anyone, especially a good jamon, but I don't want it with everything I eat. In the coming year, I think we will stop putting bacon on everything, and we will give vegetables greater attention. Diners are demanding more vegetables, and chefs are delivering amazing solutions at all types of restaurants, from fine dining to fast food. For instance, at my fast-casual restaurant, Beefsteak, it's all about celebrating vegetables and moving them to the center of the plate.

On the beverage side of the equation, Spanish cider is growing in popularity. It's unlike anything produced here, particularly as the Spanish apple varieties used are not cultivated in the U.S. The main production regions – the Asturian and Basque regions – have traditionally crafted ciders that are dry, still and cloudy, but newer ciders are more consistent with what U.S. consumers expect. I personally love it!

Staying Social

Diners are expressing their views about restaurant experiences and brands on social media, and I follow and read everything I can about my restaurants. While keeping up with social media offers important insights, I still love being able to interact with my guests when they are in the restaurants. I get to see what they are tasting and enjoying in the moment.



PERRI O. BLUMBERG
Nutrition-Driven Writer
and Editor

Can't wait to try **Mark Bittman's new meal kits, The Purple Carrot**.

Can't go one day without reading **NoLeftovers** on Instagram.

Perri O. Blumberg writes for Self, AAA Magazine, Bridal Guide, Hampton's Magazine, The Cheat Sheet, Brit + Co. and Eat This, Not That, as well as a slew of other digital and print platforms. Formerly, she was the food editor at Reader's Digest, where she convinced a mainstream audience that eating vegan isn't crazy, Blumberg is a recent graduate of New York City's Natural Gourmet Institute, the leading health-supportive culinary school in America.

Preferences for plant-based eating

I think more and more people are aware that "natural" is just a buzzword, and since the USDA hasn't yet defined it, it's not really worth trusting. Organic is growing in popularity as it becomes more and more readily accessible and affordable (for once: go, Walmart!), but I think plant-based eating will sweep the nation in 2016. New meal kits tailored to various dietary preferences will make it easy to experiment with a vegan diet, too, even if it's just for Meatless Mondays.

Hampton Creek, maker of a plant-based egg substitute (you read that right), is one to watch.

Talking obesity, sugar and school lunches

In the year ahead, the health-related issues of obesity will be a focus, and the situation remains a bit bleak and depressing. As consumers become increasingly aware of sugar's dangers and of how many empty calories we guzzle down – and as makers of food and beverage products fear being associated with ingredients like high fructose corn syrup – soda producers will be up against a whole lot in 2016.

School lunches will also be on the radar, but this area has shown more promise, with lots of innovative programs and game changers popping up.



BILLY POTVIN

Mixologist

Can't stop eating **truffle anything**.

Can't go without reading **Time Out New York** every Wednesday.

Billy Potvin is a New York City-based mixologist who has worked in the service and nightlife industry for nearly a decade, in roles ranging from corporate mixologist to brand ambassador. He has been featured in Zagat, Thrillist, Gotham and Downtown Magazine. Named Bombay Sapphire and Thrillist's Most Imaginative Bartender of 2013, he is always looking out for the hottest trends in the mixology and cocktail scene and taking innovative risks.



JULIAN ROSE

Chocolatier

Can't wait to eat at **Au Pied de Cochon** in Montreal.

Can't go one day without reading **NCA's Confectionery News**.

Chef Julian Rose is master chocolatier and the director of research and development at Portland-based Moonstruck Chocolate Co. A classically educated pastry chef and confectioner known the world over as an authority on chocolate, Rose has created a number of acclaimed new products for Moonstruck and was named one of the Top 10 Chocolatiers in North America in 2009 by Dessert Professional magazine.



BRUCE SCHOENFELD

Wine Writer and Editor

Can't stop drinking **Beaujolais**.

Can't go one day without reading **food and wine magazines in print**... a tactile pleasure.

For nearly three decades, Bruce Schoenfeld has been writing about wine, food, travel, sports and other topics for major American and British publications. A two-time winner of television's Emmy award, he spent 12 years as a contributing editor to Wine Spectator and 10 as the wine and spirits editor of Travel + Leisure. Currently the wine contributor for SAVEUR, he writes frequently for The New York Times Magazine, The World of Fine Wine and National Geographic Traveler, and he is the author of two books.

What's fresh beyond "fresh"

In terms of trends, fresh flavor is a mainstay, but beer cocktails and shandies are growing in popularity. I've been playing with beer lately, having neglected it in the past in favor of unique amari, liqueurs and vermouths. Beer comes in so many forms and flavors that it makes for a great base for many interesting cocktails, particularly when paired with other liquors, herbs, fruits and spices. The year of craft beer cocktail keg parties may lie ahead.

Another development is the consumer mixologist. Many bars are ditching their cocktail menus and relying on patrons to provide the details for their personal, custom concoctions. We could see a movement toward "choose your own adventure" bars that encourage crafting a tailored drink. Bars will still differentiate themselves, but by offering localized menus with house-made liquors and on-premise branding of products.

Craft cocktail movement expands

The craft cocktail scene has certainly spread throughout New York City, hitting every borough and neighborhood. Having worked downtown for many years, I've been trying my hand in Midtown at The Wayfarer, which has encouraged the shift of a downtown vibe in an uptown restaurant complete with craftier, yet accessible, cocktails. It's a different crowd than I'm accustomed to – business folk and out-of-towners – but they're enthusiastic about the intricate details of a mixology-driven menu.

Less is more

The theme of 2016 will be "less is more." In response to heavily industrialized everything, we'll continue to see a significant trend toward simplifying foods and beverages, starting with their ingredients and bringing out individual flavors a bit more. Consumers want less-altered, less-modified products. Overall, I think we'll still see a focus on small and craft but also more Hispanic and South American influences. In chocolate, we'll continue to see new superfruits coming out of the Amazon, such as cupuaçu fruit (closely related to cacao), cashew apple fruit and the sweet baru nut.

Collaboration assumes wider definition

Chefs are living what consumers are wanting: knowledge. People want to know where their foods and beverages come from, how they are made, how they are handled and transformed, and if they are sustainable. To provide that transparency, chefs are building closer relationships with their suppliers, growers and producers. As a result, they have a better understanding of what is available and can handpick ingredients.

Within the chocolate industry, there is a desire to explore the nutritional value of cocoa and chocolate. Consumers are embracing companies that can deliver a piece of chocolate that serves as an indulgent treat but that contributes to overall good health with real nutritional benefits. Consumers also want sustainable, rare, unique products, so it will be up to chocolatiers to bridge those demands and determine what can be brought to market.

Blends will continue to gain traction

Blends have emerged as consumer favorites. Red blends, in particular, are popular, but the same future may be in store for whites. American consumer attitudes have shifted: consumers no longer need to know every variety in a wine, and they recognize that high quality can be attained in a blend. Assuming the role of wine traveler, consumers are more interested in where a wine is from than what's in it. They are seeking out products and experiences that provide an authentic experience or connection. Regional wines should continue to find favor, as wine drinkers are seeking a taste of place that can't be replicated just anywhere. White blends from Oregon have an opportunity to shine in this space.

Celebrating the winemakers

We've been hearing about terroir for a long time, resulting in a perception that wine produced with less manipulation is more natural and of higher quality. As a result, winemakers haven't been getting the recognition they deserve for creating the consistency and the profiles that consumers expect. Winemakers make hundreds of decisions throughout the process, and what and where they plant is just the beginning. Winemaking requires an incredibly deft hand, and I think we'll see a greater appreciation for the art and craft of winemaking from sommeliers and industry experts.



LISA SEDLAR
Neighborhood Grocer

Thinks the next big buzzword will be **micromeal**, healthy, high-protein snacks.

Can't go one day without reading **Seth Godin's blog**.

Lisa Sedlar founded Green Zebra Grocery in Portland, Oregon, in 2013 to make eating delicious and healthy food both easy and convenient. The neighborhood store – which will be expanding to three locations by mid-2016 – focuses on local and organic growers and producers. Sedlar supports the region's food economy and is guided by her extensive experience as president of New Seasons Market and as purchasing director at Whole Foods Markets.

Hunting for healthy convenience

Consumers are getting more health conscious but not less busy. Spending hours in a big store isn't appealing. Consumers want delicious, healthy foods quickly, so they will be gravitating toward convenient items that deliver on taste and nutrition.

In addition, grocers will be making more room for low-sugar beverages that can replace sugary sodas. I think we'll see more kombucha and more iced tea brands and flavors. Like the growler fill stations that have cropped up dispensing craft beer in recent years, specialty iced tea could make its way "on tap" in the coming year.

More plants, less sugar

Sugar contributes to so many health problems, from diabetes to joint inflammation to mood swings. I think we'll see more low-sugar items promoted in the year ahead. For consumers seeking alternatives to traditional proteins, plant proteins and foods made with cricket flour should become more visible. In addition, vegetables should migrate from side dish to the center of the plate – think hearty roasted veggies like parsnips, carrots and golden beets.



JEN TILLEY
Lifestyle Guru

Can't stop eating **sushi** and drinking **coffee**.

Can't wait to try **cooking Thai food at home**.

Jen Tilley is the owner and author of and photographer for HowTo-Simplify.com, a lifestyle blog started in 2009 to share tips, tricks and recipes for simple living. A graduate of Michigan State University's School of Journalism with a specialization in photojournalism, she also works as a senior account manager at Mom It Forward Media and is the owner of and photographer at Jen Tilley Photography. You can also find Jen on Facebook, Instagram, Pinterest and Twitter.

Back to basics

It's refreshing to see people going back to the basics, and I hope that time-consuming, complex recipes fall by the wayside in 2016. For so long, it seemed as though food had to be fancy and complicated in order to taste good, but it's intimidating to try to replicate such dishes. Whether home cooks are baking, roasting, slow cooking, grilling or sautéing, they're getting excited about trying new recipes, especially if they are simple yet flavorful.

As I look through blogs, Pinterest and Instagram, I've been seeing a lot of make-ahead, slow cooker and freezer meal recipes. Busy people can plan easy meals for themselves and their families while reducing the stress associated with "what's for dinner?" Some home cooks are preparing a month's worth of freezer soups and meals in one day, and others are hosting parties to carry out the task with friends.

DIY entertaining (with help)

I think people will be opening their doors more often to house and dinner guests in 2016 in order to create unforgettable memories in their kitchens and around their tables. Everyone is busy, but sites like Pinterest and companies that offer menu planning and even fresh meal deliveries (such as Blue Apron and Hello Fresh) can lend confidence in the kitchen. People are going to get excited about preparing meals and moving outside their comfort zones with some creative menus.

I think we'll see more creativity in setting the ambience, as well. Pinterest and Instagram are flooded with images of beautiful tablescapes, and bloggers are brimming with ideas for rustic DIY decor that is approachable and welcoming.

LANE is an experienced public relations and digital marketing agency that knows how to magnify messages and elevate brands. With more than 25 years of experience in the food and beverage industry, LANE tracks trends and monitors consumer sentiments from coast to coast. With insights garnered from firsthand experience and from media, influencer and consumer circles, LANE makes creative strategies bigger than life. Our customized, multifaceted campaigns connect across social media, traditional media, stores and restaurants, and events.

www.lanep.com

LANE
PR | DIGITAL | IR