

# LANE FOOD & BEVERAGE BEAT 2017

SNAPPY WHITES MOROCCO **KOREA** LOWER PROOF COCKTAILS **COLLAGEN**  
**GLOBAL SPICE BLENDS**  
MADE FROM SCRAPS MEZCAL **FUNCTIONAL** COLD BREW  
DRY CANADIAN WINES FINO SHERRY TURMERIC **CONSCIOUS PRODUCTS**  
CENTRAL AMERICA **ARTISANAL VERMOUTHS** **SEAWEED**  
**CHARCUTERIE** **INDIA** **TIKI SAVORY**  
VEGETABLES **CANNED FISH** SMALL-BATCH FUNDRAISERS



**DANIELLE CENTONI**

Food Editor & Writer

Thinks the next big buzzword in restaurants will be “made from scraps”

Can't go one day without reading **Food52's website**

*Danielle Centoni is a food editor, writer and recipe developer. In her 16-year career she has worked as a staff editor and writer for the Oakland Tribune, The Oregonian, Imbibe Magazine, MIX Magazine and Eater Portland, where her work earned a James Beard Journalism Award in 2016. She is also the co-author of three cookbooks and her latest, “Portland Cooks,” will be published in fall 2017. She blogs about cooking at roux44.com.*

#### Seaweed in, super-gluttony out

I'm hoping to see more seaweed, both fresh and dried, in supermarkets and on restaurant menus. It's versatile, healthful, sustainable and delicious. As we embrace more elements of Japanese cooking, it's just a matter of time before seaweed becomes a common ingredient in American cooking too.

I'm hoping the over-the-top, super-gluttonous concoctions that seem to be made solely for Instagram purposes will go away. Case in point: Those crazy milkshakes served in glasses with frosting on the rim, rolled in crushed cookies or sprinkles, then garnished with whipped cream, sauce, sprinkles and a whole slice of cake or pie. It's everything that's wrong with the American diet in one go.

#### Bold flavors and small-batch fundraisers

Thanks to the proliferation of boundary-pushing restaurants at every price point, American's palates have changed. We crave bold flavors and surprising combinations, so we should see a lot more Indian, Korean and Thai ingredients in home cooking.

Also, more people are going to be cooking at home. Given the anxiety around the new administration, people will want to save money, connect around the table, and get back to basics by making more food from scratch. Cooking satisfies our longing for nourishment, for creating order and for a sense of pride. I wouldn't be surprised to see dinner parties being used as “small-batch” fundraisers for favorite causes they believe under threat by the incoming administration.



**ELIAS CAIRO**

Olympia Provisions  
Chef/Owner/Salumist

Can't stop eating and drinking canned fish and fino sherry

Think the next big buzzword in restaurants will be “genuine”

*Elias Cairo, Olympia Provisions' chef, owner and salumist, is a first-generation Greek-American who learned the craft of charcuterie from his father. After five years in Switzerland under master chef Annegret Schlumpf, Cairo completed a chef apprenticeship in Greece, and in Portland, Oregon, he has recreated a nearly extinct old world technique that's seldom seen in America. Olympia Provisions is Oregon's first USDA-approved salumeria, butchering antibiotic-free Pacific Northwest pork and holding cured meats in natural casings.*

#### Natural gains ground, snobbery doesn't

In trends, natural wine has been really exciting over the last decade, as its producers have been getting more attention for their work. I hope the beverage industry gives them the love they deserve! Recognition will also be given to chefs, artisans, restaurants, etc., that are thinking bigger picture – such as long-term impacts on the environment and the community. The food industry is difficult, so the few folks who are surviving and trying to make a change for the better should be celebrated. Also, I think we'll see more creativity coming out of affordable cities with lower start-up costs. I am hoping that snobbery around what we eat and drink dies off, as great food and beverages should be accessible to everyone.

#### Changes in charcuterie

In charcuterie, I think we'll see a movement away from “natural nitrates.” In terms of labels that say nitrate- or nitrite-free, awareness is growing that there is a loophole or that some sort of additive is being used to add nitrate or nitrite to the product.

We'll also see greater scrutiny of co-packing. More specialty stores across America are verifying that the label on the package represents the company making the product. For some reason or other, co-packing has been allowed far too long in the meat industry.



**JENNIFER COX**  
Chef, Levy Restaurants

Can't wait to eat at **Oriole** and **Piccolo Sogno** in Chicago

Thinks the next big buzzwords in food and beverage will be "global spice blends" and "bitters"

*Jennifer Cox is a vice president and regional chef for Levy Restaurants. Her background offers the right mix of experience, allowing her to develop a culinary vision blending strategy and creativity, balancing standardization and customization, and capitalizing on Levy's restaurateur heritage. She serves on the board of Women Chefs and Restaurateurs, an international organization promoting growth for women in the food and beverage industry.*

#### Vegetables move to center

I'm excited that true, honest and delicious cooking with vegetables is catching on in a big way. It's no longer about alternative ingredients like tofu and seitan. It's about genuine, substantive dishes made with fresh vegetables using a variety of global seasonings and cooking methods. But, I also love that pie is still hot. I love pie, crust, baking, fillings...you name it, you can't go wrong! Savory pie? Bring it on!

I don't need to eat another piece of kale or a cupcake any time soon. And, although I enjoy bacon, does it really need to be part of every food conversation?

#### Influences from diverse cuisines

I think we'll see more influences from India and Morocco, and I love the diversity in both of those cuisines. In the U.S., I think we'll see more preparations emerging with a nod to the South, besides traditional BBQ.

#### Using social media to delight diners

Social media and the immediate impact it has on diners continues to change the way people choose where they go and what they expect once they get there. It's important for restaurants to develop relationships with their diners and use the available tools to the fullest. For example, don't just use OpenTable as a booking tool; use it to learn about your guests and put that knowledge into action when they walk in.



**KAREN MACNEIL**  
Wine Advisor

Can't wait to try Peruvian-Chinese fusion

Thinks the next big buzzword will be "pure"

*One of the foremost wine experts in the U.S., Karen MacNeil is the only American to have won every major wine award given in the English language. She is the author of an award-winning book, "The Wine Bible," and is the creator and editor-in-chief of WineSpeed, a digital newsletter with 45,000 subscribers. MacNeil gives speeches, seminars and presentations to wine audiences around the world and is known for her passion and unique style.*

#### Discovering new drinks, regions

In general, the U.S. wine universe is becoming more expansive, and its varied landscape is exciting. Plus, we're seeing a certain maturation of America's wine culture. I think we'll see more interest in grenache as well as in relatively snappy whites such as albariño, while among reds, pinot noir shows no sign of slowing. Creative bartenders and sommeliers have been encouraging people to discover new things, spurring a renewed interest in sherry, artisanal vermouths and bitters. In terms of regions receiving more play, I think we'll see Canada come on big with its cool climate dry wines – especially from the Okanagan Valley of B.C. and the Niagara peninsula of Ontario. Old World favorites like Spain and Germany should continue to do well, as should wines from eastern France, particularly from the Jura. There's also a movement underway to lighter, fresher reds that's riding the rosé trend, and rosé has really become a year-round wine. Also, in matters of wine, people want to learn more. I think wine book sales will be strong, digital wine newsletters will continue to get a lot of traction (WineSpeed, Wine Folly, Vine Pair), and we'll see continued growth in wine schools and the certification programs they offer.

#### New retail beverage trend

The premium beverage trend has been expanding for some time – everything from wine and beer to coffee and tea to juice and water – but there hasn't been a retailer who has brought them all together. Starbucks has been testing beer, wine and tea in their premium stores, but coffee remains their strength. I think we'll see a retailer bring these parallel streams under one roof and do it well, so that when you go out with friends, you won't have to choose between going to a brewpub, wine bar or coffee shop.



**MATT MOUNT**  
Craft Cocktail Expert,  
Merit Badge

Can't stop drinking Mezcal

Can't go one day without reading **PUNCH's website**

*Merit Badge owner Matt Mount has over 20 years of combined experience in the worlds of bartending, commercial distilling, cocktail classes and spirit education. With his roots now in the Northwest, he focuses on Oregon products and ingredients in his teachings.*

#### Fruit and spice make nice

Make way for more tequila in 2017! The options, brands and types available now are driving the category to front and center. It'll be exciting to see what tequila drinks will be popping up on cocktail menus. Also, expect to see whiskeys from small distilleries hitting store shelves; they've been aging spirits in-house and preparing to bottle up their barrels.

In terms of cocktails, look for fruit and spice to take the lead. Tiki and tiki stylings have been on the rise and play well together in any season. Also, with the release of more domestic fernet brands, we will be seeing this earthy liqueur placed on plenty of cocktail menus, and I think sweetly flavored spirits will be dropping off.

#### Shifting attention

The East and West coasts have amazing bars, bartenders and bar owners, but both areas have experienced tremendous growth. I think we'll start seeing mixologists in the Midwest and Southwest flexing their muscles in the coming year.

On menus, lower proof cocktails will remain popular and increasingly be seen. The importance will be placed on flavor, not the buzz. Sugary sweetness will also be reined in, which means seeing more of drier cocktails.



## NATHANAEL MAY

Director of Coffee, Portland  
Roasting Coffee

Can't wait to eat at **Chesa PDX**

Thinks the next big buzzword will be "savory"

*Nathanael May is the director of coffee at **Portland Roasting Coffee** in Portland, Oregon. He spends the majority of his days assessing coffee, both green and roasted. From time to time, he makes his way to coffee growing regions of the world and learns the true meaning of sacrifice and hospitality. When not drinking coffee or traveling, he plays board games with his family and hikes around the beautiful Pacific Northwest.*

### Savory leads the way

I think we're headed in a savory direction. Cutting-edge craft producers are – and have been – introducing interesting and unexpected flavors into traditionally sweet things. Savory flavors feel healthier somehow, like they're balancing the decadence of sweets. That movement should only get bigger in the coming year.

With coffee, cold brew has gone from being a fad to becoming the next major growth opportunity in the industry. Brewed as a concentrate, cold brew can be used in so many applications in which traditional coffee simply doesn't work. Expect to see cold brew overtake energy drinks as the choice beverage in the next decade.

### Look south for influences

It may just be where my focus is and the restaurants that I see opening to great success, but Central and South American cuisine is killing it right now all over town. It is strongly in my consciousness at all times. The ingredients are simple, inexpensive and perceived as healthy. Mexican cuisine provided the U.S. with an introduction to that type of food; as we look farther south, we'll find more unique and interesting things.



## PEGGY KOTSOPOULOS

Registered Holistic Nutritionist and  
Culinary Consultant

I can't stop drinking Steaz Cactus Water with cucumber & green tea

Can't go one day without reading **Well & Good NYC**

*Peggy Kotsopoulos is a Registered Holistic Nutritionist whose energy and passion is infectious. She authored "Kitchen Cures" (Penguin) and hosted television show "Peggy K's Kitchen Cures" on Veria Living Network. Coined as the "New IT girl of Alternative Health" by Dr. Oz himself, she has been featured on his show and has been a returning guest on NBC's "Today Show," "The Talk" on CBS, Access Hollywood Live, KTLA and "The Insider" on CBS. Her work inspires and educates others around the globe on living a healthier, happier and more vibrant life.*

### Beverages with functional ingredients

Functional beverages are ready to take off in 2017. We've already seen the rise of exotic waters (coconut, watermelon, cactus), but functional ingredients will take them to a whole new level. Look for additions such as turmeric for inflammation or collagen for beauty.

### Clean and transparent

Consumers are increasingly health conscious, and in the coming year, clean ingredients will be a focus. Consumers are becoming more educated, more vocal about where they spend their dollars, and more selective about the quality of the products they purchase. It is important for them to know what they are putting into and onto their bodies, and from where any ingredients are sourced.

That said, transparency will be a concern for producers. Manufacturers are under pressure to provide more information and education to their buyers, particularly about ingredient sources, carbon footprint, GMO-free certifications, etc. It's not just about manufacturing products any longer, but rather manufacturing conscious products.

LANE, a Finn Partners Company, 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.

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