



SPICEOLOGY®

2023 TRENDS WE'RE DIGGING.



**FUNCTIONAL
EATING FOR THE WIN**


**WE'RE NOT SAYING
BYE TO DRY**

**SW-ICY
FUSION FLAVORS**

**MSG FOR
YOU AND ME**

FERMENTATION FEAST

**THE RISE OF
EXPERIENTIAL EATING**





We've digested a mountain of food and restaurant trends and predictions so you don't have to, and we're spotlighting our favorites along with ways to implement them on your menu.

TREND #1

FUNCTIONAL EATING FOR THE WIN



Expect to see more menus that call out specific ingredients and dishes that add to consumers' lives. Meet "Functional Eating." What does that mean? Adding (and calling out) specific ingredients that support functional health like immune support or gut health.

“ Herbs and spices make food tastier while boosting your health. You should be cooking with herbs and spices regularly - and, if possible, using several at a time.”

— Monica Auslander Moreno, Adjunct Professor of Nutrition, University of Miami.

We agree Monica, we agree.

85%

of consumers are somewhat likely to purchase food and beverages specifically designed to improve mental health and well being.

HERE ARE THE REPORTED HEALTH BENEFITS OF SOME OF OUR FAVORITE HERBS AND SPICES.



CARDAMOM

High in zinc and magnesium, cardamom may be used to help fight inflammation.



CHILI PEPPERS

It's thought that the capsaicin in peppers boosts metabolism and helps keep blood vessels healthy.



CINNAMON

Studies show that cinnamon may fend off free radicals and help with inflammation.



GARLIC

This kitchen staple has been shown to help with high cholesterol and blood pressure.



ROSEMARY

A study found that people who just smelled rosemary performed better on memory tests. Imagine what eating it could do.



TURMERIC

Turmeric is thought to help with pain and inflammation.



GINGER

This root is packed full of anti-inflammatory properties and antioxidants.

immunity



The word "immunity" has grown on menus by 37% in the last year, according to fesmag.com



GUT HEALTH PEPPER BORSCHT

Beet Soup using black pepper and garlic.



IMMUNITY FIRE CIDER

Spicy Vinegar using Cayenne



HEART HEALTH GINGERED SALMON

“Look at East and South Asian foods that have been incorporating adaptogenic ingredients for centuries, [and] look at Indian curries (turmeric, ginger, etc.).”

— Chef Neil Doherty,
Sr Director Culinary
Development - Sysco

MENU INSPIRATION:

CREATE AN LTO MENU BASED ON FUNCTIONAL EATING BENEFITS.

TREND #2

WE'RE NOT SAYING BYE TO DRY

We know NA drink options aren't a new trend, but as their star continues to rise, consumers are increasingly expecting more complex and inventive options. So, let's make sure you have something on the menu for everyone.



Ingredient Tip

BLISTERING BITTERS

Chilis and herbs can be used to create unique, hot bitters that'll enhance any drink they're added to. Infuse, wait, then serve (with caution) to create layered, hot and sometimes smoky flavors.

“Shrubs or drinking vinegars can be used to add color, flavor and acidity to mocktails. These can also be positioned as pro/prebiotics.”

— Chef Neil Doherty,
Sr Director Culinary
Development - Sysco



SPICES AND HERBS are a great way to mimic the bold flavors of your favorite boozy beverages. In fact, many liqueurs were made with spices and herbs to begin with. Create your own zero ABV versions.

Aquavit:
Caraway and dill

Fernet:
Juniper, rhubarb, aloe, chamomile, and mint

Pastis:
Star anise, fennel, sage, lemon verbena, cinnamon, cardamom and peppercorn.

PANTRY STAPLES SHINE BEHIND THE BAR

Spices like turmeric and ras-el-hanout are popping up more on the drink menu. These pantry staples spice up mixology with color, scent and taste.



MENU INSPIRATION:

DEVELOP A TASTING FLIGHT FOR "SOBER CURIOUS" CUSTOMERS

Non-alcoholic beverages are no longer relegated to the bottom corner of the menu - highlight your NA options and develop menu pairings or even a tasting menu around them.



TREND #3

SW-ICY GLOBAL FUSION FLAVORS

What's Sw-icy? When sweet and spicy elements come together in a single entrée, dessert or side.

While this trend surfaced years ago with concepts like miso caramels, hot honey and chili dark chocolate, patrons' tastes continue to evolve beyond single-note desires like "hot" or "sweet". We're expecting the sw-icy trend to evolve and begin to incorporate more global ingredients like Yuzu and chaat masala.





10 YEARS AHEAD OF ITS TIME.

Smoky Honey Habanero was the blend that started it all. And it's a perfect blend of heat and sweet

Hot and sweet ingredients of 2023:

**HABANERO MARINADE* /
NASHVILLE HOT* / HOT HONEY*
/ CHAMOY* / PERI-PERI SAUCE* /
MANGO-HABANERO SAUCE***

***** = we got you covered

MENU INSPIRATION:

**DEVELOP SIGNATURE DISHES THAT
ARE BASED ON TWO OR MORE FLAVOR
PROFILES WITH GLOBAL FLAIR.**



SMOKY HONEY HABANERO CHICKEN SANDWICH

The classic chicken sandwich enters the sw-icy era with smoked paprika, habanero, and honey granules with our Smoky Honey Habanero Blend.



FIERY SWEET SALMON BOWL

Flavorful bowls like this remain an excellent option for health-conscious customers or lunch menus.

**JET TILA'S
FIERY SWEET**
Chili peppers,
tamari granules
and brownulated
sugar pack
balanced flavor
in this bulgogi-
inspired blend from
Chef Jet Tila.





Photo Credit: Bonnie's in New York City

TREND #4

MSG FOR YOU AND ME

MSG (Monosodium glutamate)

is a concentrated form of glutamate with roughly one-third of the sodium found in salt. It adds a depth of flavor and savoriness to food.

It's derived from a naturally occurring amino acid, and has an umami flavor, which creates that "mouth-watering" taste.

PUT MSG TO USE. YES, CHEF!

Calvin Eng, the James Beard-nominated chef behind Bonnie's in NYC is such a proponent of MSG in his dishes, he even got it tattooed in a heart on his arm. The MSG party continues with Bonnie's most famous offering - the MSG Martini made with olive brine, Shaoxing wine and MSG.



“ The evidence is complete... data in multiple studies conducted multiple different ways with human subjects has never found any evidence for toxicity of MSG.”

— Tom Sherman, Biochemist at Georgetown University

A FLAVOR ENHANCER!

“ MSG is my favorite – it's a Jedi lightsaber of umami. It thrives in savory dishes, but you can put it into sweet things, as well – MSG is that backbone you don't know you need.”

— Chef Christian Gill



TREND #5

FERMENTATION FEAST

While part of the functional eating trend, fermentation deserves its own moment in the spotlight. We'll continue to see global cuisine brought to life with fermentation, especially since it gives health-conscious consumers an almost scientific level of insight into their food.

“Not only do these preparations promote ingredient preservation and health connotations, but they also allow for unique culinary experimentation.”

— 2023 Foodservice Industry Trend Report from Technomic



Photo Credit: @hanchic.la

“I got into fermentation because I like the science aspect of it. And then I learned about my personal heritage - Korean people have been mastering fermentation forever. Most people don't understand fermentation, they just think of it as pickling. It's similar but way different; I'm making a vinegar pickle without the vinegar. There's a beauty to recreating a flavor, and the cool thing is as it ferments longer and longer it keeps changing - it's alive.”

- from Chef Kyungbin Min of Hanchic in Los Angeles



Photo credit - @jessehsu

MENU INSPIRATION:

RETHINK TRADITIONAL DISHES TO SEE WHERE FERMENTED FLAVORS CAN BE INCORPORATED.



Like Chef Kyungbin Min did with his Bulgogi Risotto - served at Hanchic in Los Angeles.

Photo Credit: @hanchic.la

TREND #6

THE RISE OF EXPERIENTIAL EATING

As we all know, it's been three years since the start of the pandemic and restricted social interaction. Diners are hungry (excuse the pun) for interactive experiences that bring excitement to the meal - but we're not talking Medieval Times. Rather, dishes that bring forward experiences that can't be recreated easily at home or with takeout.

“A trend that has been refashioned!... Chef Counters are a great way to set an experience. It is, however, important that the Chef is trained in customer engagement and how to read the room. Have as much possible information on the dishes and ingredients to craft a great storytelling session along with Culinary flare.”

— Chef Neil Doherty,
Sr Director Culinary
Development - Sysco



MENU INSPIRATION:

CREATE A SIGNATURE EXPERIENCE.

No, you don't have to create dinner and a show, but a cocktail with a tableside smoke finish, flaming dessert or badass, old school dining-room trolley will fit the bill nicely.

THE BAKED ALASKA IS BACK, BABY

Af & Co's annual trend report called it - party like it's 1855 with the revival of this cake and ice cream dish, served with a side of theatrics.

Ingredient Tip

MOLECULAR GASTRONOMY?

Is Molecular Gastronomy cool again? Some, like Chef Alvin Cailan, say it never left.

