Huhtamaki 2020 Q1 Trends Report









Food Waste

Emissions created by decaying food have become a major contributor to climate change, causing restaurants, schools and more to seek innovative ways to tackle food waste.

Around the World



More than 40% of all food produced is wasted, equaling 1.3 billion tons of edible product thrown away each year.

By 2025, that number is expected to grow to **2.2 billion tons.**



Around the World

the 3rd largest emitter of greenhouse gases.

These numbers don't include subsequent wasted resources, like







Food waste costs the restaurant industry hundreds of billions of dollars annually, though reducing the amount of waste produced could help ensure profitability.

What Restaurants Can Do:



Continuously assess inventory



Adjust portion sizes



Utilize products fully



the James Beard Foundation announced a multi-year Waste Not initiative, encouraging chefs and home cooks to adopt more full-use cooking methods.



Food organization

Consorzio del Prosciutto di Parma

——launched——

The Whole Lega training hub that teaches chefs how to fully utilize the company's prized ham.



Too Good To Go app

connects customers with restaurants so they can purchase soon-to-be-tossed foods at low prices.

In Supermarkets

44% of wasted foods are "imperfect" fruits and veggies overlooked by picky consumers.



Grocery chains are implementing campaigns aimed to help unshapely foods avoid the waste bin.

Tesco: "Imperfectly Perfect" & Asda: "Wonky Veg"



53,000 tons of food are thrown away in school cafeterias annually, totaling as much as

\$1.7 billion in waste each academic year.

Source

The University of Michigan

is doing several things to reduce waste:



Collecting kitchen scraps for compost

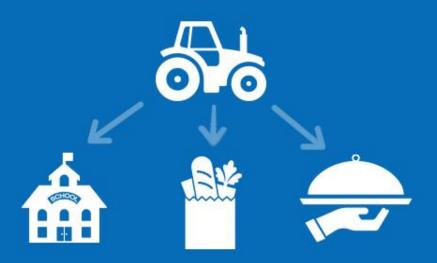


Implementing
Meatless Mondays
to reduce its
carbon footprint
linked to red meat
preparation



Distributing reusable water bottles to incoming freshmen each year

Tahoe Truckee Unified School District composts its kitchen waste and sources produce from Tahoe Food Hub, an area nonprofit that connects farms with schools, grocers and restaurants to create a successful local food system.





The **Bright Green Future Grants Program** in Austin, TX, funds gardens for schools, providing students the opportunity to learn about healthier foods and the environmental benefits of farm-to-table living.



The **Boulder Valley School District** in Colorado buys milk in bulk instead of in individual cartons, creating only 3% milk waste compared to 30%–40% in other districts.

This also makes milk self-serve, per U.S. Department of Agriculture rules.



Ghost Kitchens

As consumer preferences continue to shift to support a delivery-centric economy, front-of-house operations are beginning to fall by the wayside.

Delivery spending is growing 2-3x faster than on-site sales and is expected to outperform them in 2020.

Ghost kitchen:

An off-site cooking facility that creates food solely for online ordering and delivery.

Ghost kitchens DO:

- Have a name
- Have their own recipes & menus
- Allow for delivery orders

Ghost kitchens DO NOT:

- Have a dining area
- Allow for takeout orders



Sweetgreen, Junzi and Stone Bridge Pizza.

With the ghost kitchen's support, it is predicted these restaurants will require only 1–2 flagship locations to meet the area's demand.

DoorDash Kitchens allows the third-party food delivery company to have more control over its end product.



Wendy's, Chick-fil-A, Famous Dave's and Nando's are all incorporating off-site kitchen facilities into their near-term development plans.



Similar to ghost kitchens,

Starbucks

began utilizing a type of "third space" with the opening of an NYC location exclusively for mobile app order pickup.



Ethnic Trends

Tastes and preferences continue to evolve just as quickly as our communities continue to do the same.

30% of customers say they typically eat 5–10 different cuisines per month, according to DoorDash.

33% of customers say they want restaurants to serve more ethnic items.







25%

Almost 1/4 of Gen Z was born to immigrant parents, creating a demo of diners desiring menus that reflect the diverse flavors they were raised tasting.

Tastes From Asia



Door Dash customers ranked Thai food as the best new cuisine they tried in 2019.

Tastes From Asia

The Lao Food Movement is growing.

With bright, herbal notes, Lao cuisine is reminiscent of popular Thai flavors, minus the coconut milk and sweetness.

Concepts to watch: Khe-Yo in New York City & Hanumanh in Washington, D.C.



Tastes From Asia

Vietnamese cuisine will go beyond the bánh mì in 2020.



Look out for street foods like **bún bò Huế** (a vermicelli noodle and beef soup) and **ca phe trung**, or egg coffee (a drink including egg yolks and condensed milk).

Tastes From the Middle East

Middle Eastern cuisine combines flavors from areas like Israel, Iran, Turkey and even Northern Africa.



The University of Kansas Dining Team is using sabih (a traditional Middle Eastern street food) as inspiration for a new wrap on campus consisting of seared eggplant seasoned with coriander chutney, shredded lettuce, cucumbers, tomatoes, green onions and hard-cooked eggs – all drizzled with tahini.

Tastes From the Middle East

Jerusalem bagels

(similar to the sesame seed-topped Turkish flatbread simit) are growing in popularity.



With a softer, more bread-like texture than typical bagels, they are popular for dipping in spreads like olive oil and za'tar.

Concepts to watch: Breads Bagelry in Brooklyn & K'Far in Philadelphia

Tastes From the Middle East

Syrian foods like **kibbeh** (fried meatballs/patties), **spinach cheese pies** and **booza** (stretchy ice cream) are on the rise as food trend expert Kara Nielsen notes:

"We're understanding the plight of refugees and have an interest in supporting them and gaining a deeper understanding of their food culture."



Huhtamaki

As a foodservice provider, it's important to stay on top of the trends that are exciting employees and customers alike. From minimizing food waste and restaurant footprints to expanding ethnic cuisine offerings, there are plenty of ways to attract and retain both key groups.

Huhtamaki North America stays at the forefront of these trends to help your business navigate the ever-changing foodservice landscape.