



HORECAVA 2020 TREND REPORT

A portrait of Ariane van Mancius, a woman with blonde hair, smiling and looking towards the camera. She is wearing a dark blazer. The background is a soft, light blue gradient.

NOW I NEW I NEXT, THE FUTURE IN FOOD & PACKAGING

Led, enthused and inspired by Ariane van Mancius, Now New Next's premier specialists focus their considerable experience and efforts on the 'Future in Food & Packaging'. With Gen Next's attitudes and drivers as the starting point, Ariane assists her clients with questions on the cutting edge of marketing, innovation, sustainability and design (2D and 3D). Her presentations are renowned for their sparkling combination of facts and inspiration, where she details her vision and invites her public 'to think, invest and act now'.

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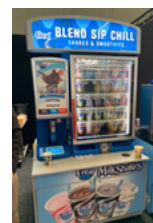
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INTRODUCTION

HORECAVA 2020

In our vision, in line with the increasing demand from consumers/guests to see initiatives that 'do it right', sustainability was closely woven into the core fabric trending at Horecava 2020. In reality you can no longer speak of a trend here, rather it is more of a new precondition. The numerous and widely varied initiatives across a full spectrum clearly demonstrated that people increasingly desire to be part of 'the solution, not the pollution'. The dynamic was almost physically palpable and it was impressed upon us that anyone and everyone really can make an impact, a difference, from the purely idealistic purpose-motored start-ups to initiatives instigated by the larger, more traditional companies.

And of course there was ample to see, smell, taste and experience! For this Now New Next Story about Horecava 2020 we distilled ten themes we think that you as a food professional should be aware of.

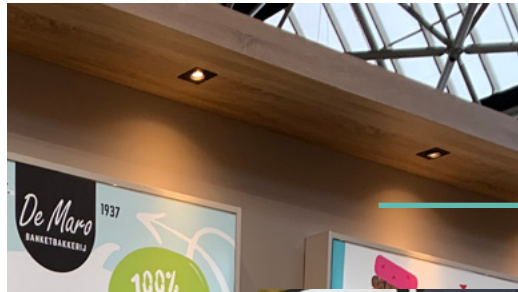


1. DELICIOUSLY VEGAN



Tostissimo

De Maro



Van Beuk

Vegan is happening! The increasing number of documentaries and influencers that eat vegan put pressure on the entire breadth of society to consume fewer animal products. To make a difference however you don't need to be a dyed-in-the-wool vegan. More people are opting for a 'plant-forward' approach; a diet which prefers - but is not limited to - plant-based foods.

What cornered our attention at the Horecava trade fair was the swelling numbers of plant-based bakery products and treats. We harbour a sweet tooth and were more than delighted to sample all the goodies, such as **Van Beuk's** vegan apple pie, **De Maro's** vegan tray bake and **Madame Cocos's** latest: vegan 'coconut balls'. **The Biococo** ice cream also was finger-licking good; made with coconut oil, coconut cream and coconut icing sugar. In the savoury section we were pleasantly surprised by the delicious vegan variety of the sausage roll by **Branbantsche Worstenbroodjes** and the vegan Dhal and Coconut cream toastie with sourdough bread by **Tostissimo**. Our conclusion: tastes decidedly moreish!



Biococo



Brabantsche Worstenbroodjes



Madame Cocos

2. NO MEAT, NO FISH, NO SOY

Fast on the heels of the meat replacement products are the fish equivalents: the (fish-free) taste of fish without a hook or net ever having parted the water's surface. Perhaps the reason fish replacement products took that bit longer to emerge was down to a combination of who wants to hug a (cold) fish and the intricacies of imitating the structure and distinct taste of fish. Notwithstanding these complexities, **Novish** and **Vegan Seastar** proudly presented their 100% plant-based fish replacement products, clearly proving it's a perfectly feasible proposition. We were truly and pleasantly surprised! And neither does both brands' success depend on soy, another recent move we also noticed informing the makers of meat replacement products. **Karma Shoarma** for example makes shawarma based on celeriac, whilst

Upton's demonstrates that jackfruit is not only the world's largest fruit, but also an excellent ingredient when used as a substitute for meat. Meanwhile **Sparc** aims at superior quality 'plant-based' burgers drawing on wheat, oats and fresh hard vegetables. **Gold&Green's** 'pulled oats' were even awarded with the Horecava's overall Innovation Award. An outstanding performance!

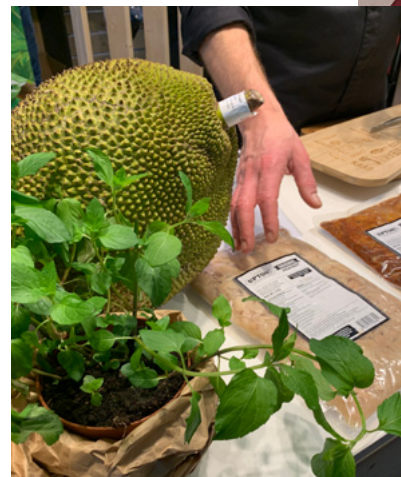
Karma Shoarma



Novish



Sparc



Upton's



Vegan Seastar sashimi



Pulled oats compared to beef



TEN composting

Fresh Pod



3. WHERE'S THE WASTE?



Donny Craves



De Tweede Jeugd



Vélosophy



Lucky Cup

Directly behind this shift towards more plant-based foodstuffs (see trends 1 and 2), preventing waste is another key pillar in reducing the impact on the environment of what we eat and drink.¹ The entire chain, from the farmer's field to your plate, generates a great deal of waste. This refers both to the food that gets lost, as well as the raw materials utilised to produce the food in the first instance.

The notion that you can redirect waste flows to create fantastic products was something that **Wild-Catch** clearly made evident. They produce fish snacks from fish caught as bycatch. Other good examples included **Donny Craves** who bakes brownies based on residue vegetables and **De Tweede Jeugd** who creates super toasties from unsold bread. In line with **GRO** where they grow oyster mushrooms from coffee grinds, **Oerei** showed how they breed and multiply insects on fruit and vegetable leftovers which they then harvest as a basis for sustainable chicken feed. In the non-food section our eye was drawn by among other things **The Lucky Cup** made from coffee waste, the **Vélosophy** bike made from Nespresso cups, **TEN Composting's** compact composting machine and by the **Fresh Pod**, which protects fresh products against premature ripening.

4. TAP, TAP, TAP

When considering any kind of drink, the best choice for the climate and the environment is a simple glass of tap water. The impact of 1 glass of bottled water (with or without a flavour) is comparable to 100 to 200 glasses of tap water.² So well done to **Join the Pipe** for turning the spotlight on their concept of **City Water** during Horecava. As well as a number of Dutch towns and cities, international cities including London, Paris, Dublin, New York, Houston and Sao Paulo have now joined the scheme. In our view, the **MERKKwater** and **BRITA** taps we saw at the fair demonstrated that restaurants can now serve local tap water with every confidence! And if you find tap water a shade dullsville, the natural cordials and syrups (no longer just for the kids!) by **Soof**, **Agroposta** and **Sir.Up** quickly transform the wet stuff into something much more exciting, refreshing and attractive.



City Water



BRITA

MERKKwater



Sir.Up



Soof



City Water

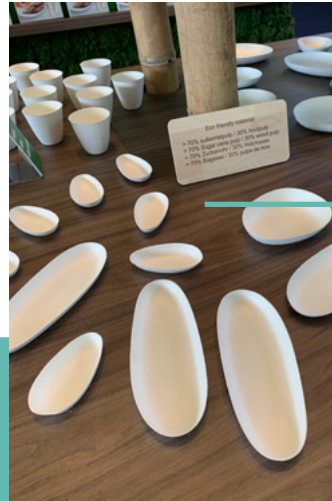


Agroposta

5. SINGLE (USE)LESS PLASTICS



Straw by Straw



Tableware made from cane sugar and wood (Sier)

The anti-plastic popular front is growing by the day. After years of lobbying by climate organisations and scientists it seems that the penny has finally dropped with governments, industry and the consumer. The particular focus is on the reduction of single-use plastic (SUP). SUPs are made in seconds, used for a few moments, and require hundreds of years to degrade.

The various suppliers of disposables (including **Conpax, Paardekooper, Bunzl, Sier, Duni, Disposable Discounter** and **Fonkels**) showcased a wide array of single-use cutlery, cups, plates and food containers made from green materials such as paper, cardboard, CPLA, wood, bamboo, cane sugar (bagasse) and palm leaves. **Straw by Straw** introduced us to reed straws and package-free honey for your tea. The ‘return your coffee-tin’ concept, which **Santas Koffie** launched in 1988(!) ensuring the company ditched its plastic and foil packaging, ‘suddenly’ attracted a good deal of attention this year. Other things that caught our imagination were **Zero Waste Cup’s** ‘reverse vending machine’ and **Homint’s** circular furniture made from waste chain plastic.



Santas Koffie

Pop-Up Cup (Fonkels)



Straw by Straw Honey Balls



Paper ice scoops (Disposable Discounter)



Zero Waste Cup

6. THE MOCKTAIL MOVEMENT

Ditching alcohol for January is gaining traction as a New Year's resolution. One initiative we recently visited that complements this notion well is the alcohol-free Bar 0.020 pop-up bar in Amsterdam. Extending the idea to consuming less alcohol throughout the year is also rising in popularity. Various statistics point to a growing tendency towards responsible drinking.³

Horecava set out a large selection of 'low and non-alcohol' drinks. **REAL Kombucha** let us taste three varieties you approach as if they were a Prosecco, Sauvignon Blanc or red wine. **The Duchess** pack design did not only look sophisticated but the non-alcoholic gin & tonic also tasted very sophisticated and elegant. **LOOPUYT** really pushed all the right buttons with their 'virgin' presentation,

as did **Fever-Tree** with their 'ultimate G&T pairing wheel'. There were also tasting sessions featuring 'adult soft-drinks' such as **Nix and Kix** with a cayenne pepper kick and **TRIP** 'infused' with CBD. And how about Skinny Prosecco by **Thomson & Scott**; not lower alcohol, but a considerably reduced sugar content.

Fever Tree



REAL Kombucha



Nix and Kix



LOOPUYT



Thomson & Scott



TRIP



The Duchess



Tasty Lockers

FastFryer



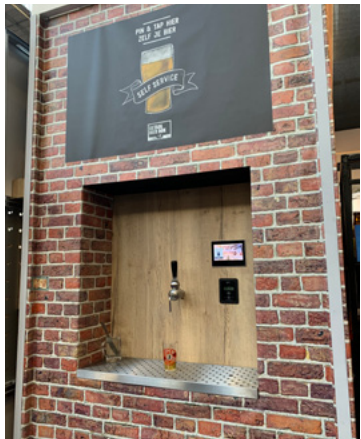
7. GRAB 'N' GO



AKE-Ideal NordCap

One of Gen Next's main drivers is to wring everything they can out of life. The combination of pressure on time, hard work and the 'now economy' have instilled a ratcheting up of expectations in consumers/guests. Everything we could ever wish for should be available/obtainable and oh, by the way, what's a queue? Voilà! The 24/7 economy!

AKE-Ideal NordCap presented an excellent example of how to combine cooling and heating units in a single Grab 'n Go piece of furniture. The **FastFryer** chips vending machine amazed us by producing delicious chips within a minute. With a cup of ice cream, steam and a bit of alchemy, we managed to make our own milkshake using the **F'real** milkshake machine. We pulled our own beer (after having of course paid contact-less first) at **Van Duijnen's** self-tap. **Tasty Lockers** and **Health Food Walls** showed us that the concepts of 'take-away' and 'healthy eating' need not be irreconcilably incompatible. And similar to the other examples, giving your order to **QV Technologies'** digital waiter is also contributing towards growing staffing issues.



Van Duijnen



F'real



QV Technologies

8. IT'S ALL ABOUT EXPERIENCE

The younger generation in particular is seeking more than just food and drink. They want an experience, one that checks-in with all the senses. An experience not just sought for the larger things in life.

An attractive 'small' example were **Heaven's** fresh herbs. These are served in a small pot you have to pick yourself before brewing your tea with them. Or the 'Moments & Mindsets' coffee blends by **Canigó** who blend premium coffee with the botanic extracts of for example artichoke, rosemary or lemon balm. **SpiceKix** offered a 'fiery' experience; they presented a 'pain box' with 3 espresso shots infused with hot peppers that you have to drink within 3 minutes; a sort of masochistic challenge. We shared a 'homey' experience at artisan-made **Kaasfondue in Blik**, where the tin

immediately served as a fondue pot. A bit trickier to get our head around was **Omnigen's** DNA-based dining. DNA dinner guests are served dishes based on their DNA, which assesses the required amounts of fat, carbohydrates, proteins and vitamins.



Omnigen



Canigó



SpiceKix



Kaasfondue in Blik



Heaven



Moyee Coffee



9. THE COFFEE STAGE



Giraffe Coffee Roasters



Boot Koffie

The Dutch are reducing their coffee intake, however what they continue to drink is improving in quality.⁴ Consumers make better quality coffee at home and demand excellent stuff when away. Good enough reason for the Horecava organisation to create 'The Coffee Stage', where small scale and specialist knowledge and inspiration could be shared.

Boot Koffie has been relating their coffee growers' stories since 1973. The business ties with some of these farmers, from whom they purchase their coffee direct, stretches over decades. The **Giraffe Coffee Roasters** pull out all the stops to ensure they source the highest quality beans, electing only arabicas of exceptional character.

Moyee Coffee not only pays its growers an improved price for their produce, they also roast the beans in the country of origin, ensuring that 50% of the eventual value (and not the usual 15%) remains in the country. Just some great examples of 'storytelling'.



The Coffee Stage

Giraffe Coffee Roasters

10. BOLD GRAPHIC

Feminine forms, colours and themes are markedly increasing in both 2D and 3D food packaging design, stimulated by 'female' trends in food (natural, plant-based, botanical, etc). However, as how it always leans towards with trends, there are counterrevolutionary moves afoot. In this instance there were also complementary rugged, male, 'bold graphic' designs to be spotted.

Both with its stand design and packaging, we thought **Tribes** markedly 'more robust' than the other coffee brands. As the name would suggest, they view themselves as a tribe, with their own language, rules, rituals, stories and symbols. **Future Farm** also showed how to make a splash by being bold. **The Mayo Sisters** told us that their starting point when thinking about a design for their new vegan mayonnaise

was not to have something soft green. So they chose Hermès orange ;-)

Mayo Sisters



Tribes



Future Farm



Tribes



Mayo Sisters

gro

TOGETHER



IN A NUTSHELL

As far as we're concerned, Horecava was chock-full with innovations, sustainability and positive, forward-thinking entrepreneurship. Catering and hospitality have become millennial-proof; noticeable by the catering and foodservice sector once again outperforming the supermarket sector over the past 12 months.⁵ There was something for everyone and most categories demonstrated a high level of maturity, surely raising the bar for the years to come. So onwards and upwards to Horecava 2021!



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Company activities:

Strategy, Trend Reports, Style Guides, Brand Positioning, Food and Packaging Innovation, Millennials, Sustainability, Lectures and Talks.

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[please click on icons](#)

1. Babette Porcelijn. (2016). De verborgen impact alles voor een eco-positief leven.

2. Milieu Centraal, <https://www.milieucentraal.nl/milieubewust-eten/drinken/kraanwater/>

3. Nederlandse Brouwers, <https://www.nederlandsebrouwers.nl/biersector/verantwoorde-bierconsumptie/positieve-trend-alcoholconsumptie/>

4. NOS, <https://nos.nl/artikel/2318428-nederlanders-zijn-minder-koffie-gaan-drinken-maar-van-betere-kwaliteit.html>

5. Food Service Instituut Nederland in Distrifood, <https://www.distrifood.nl/branche-bedrijf/nieuws/2020/01/foodservice-groeit-weer-snel-er-dan-supermarkten-101130825>