



THE FUTURE OF FOOD

EXPLORING FOOD INNOVATIONS OF TOMORROW

The foodservice and hospitality industry has always been characterized by advances that keep in step with—and are often ahead of—customer demands and the over-arching needs of a changing world.

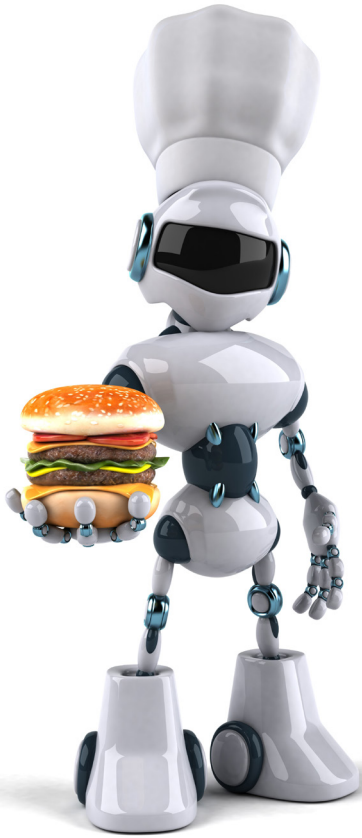
With environmental issues looming and the global population rising, it's more critical than ever for the food world to bring new ideas and innovations to the table. What food professionals will do about it in the next decade and beyond has become vitally important.

So what does the future of food look like? How will menus—and the food and beverage choices on them—be different? How will the food retail market adapt? How will we deal with changing consumer demands? Perhaps most important, what do you need to learn to be ready for the innovations to come in the professional food world? Let's take a brief journey forward in time and have a look...



RESTAURANTS

Digital is here to stay. *Nation's Restaurant News* suggests that by 2020, restaurant architecture and design will continue to feature both high-tech advancements and low-tech hospitality, but what about even further into the future?



- There will be more pop-up restaurants and food trucks than ever on the culinary landscape.
- Speaking of “pop-up,” kiosks are already popping up as the main tool for ordering in popular restaurants. On-screen ordering is a trend that will likely continue to evolve with the technology.
- Techie events have showcased automated robot kitchens that are like something right out of a sci-fi movie—coming soon to a restaurant near you! Many future kitchens will feature smaller, more efficient equipment; high-speed ovens; and water baths.
- Keep that smartphone or watch close by; it’s likely going to completely replace credit cards as your method of payment.
- Your phone won’t be the only thing that’ll be “smart” at dinner—smart tables will display your menu and allow you to swipe the surface of the table to browse, order, and even pay for your meal.
- Restaurants will take advantage of emerging technologies to be even more eco-friendly, creating new ways to recycle or compost all waste.

It all points toward restaurant owners and chefs having to be more innovative and tech-savvy than ever, or at the very least surround themselves with employees who are.

FUTURE JOB TITLES?

Screen Server

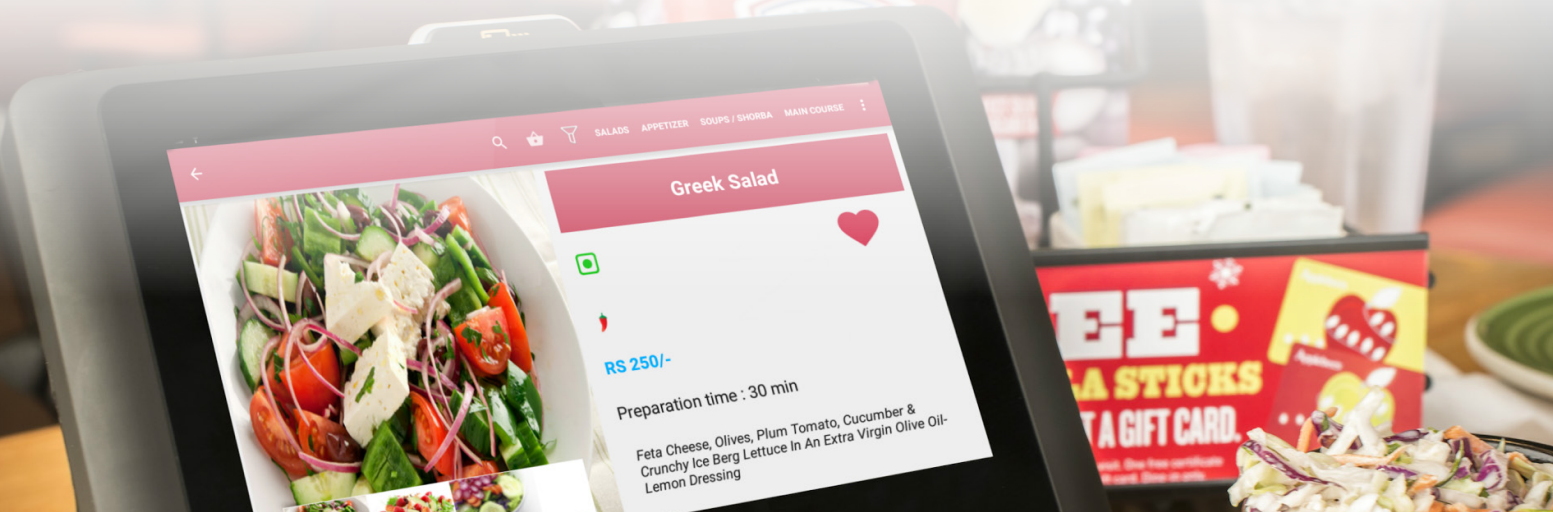
Dining Room
Systems Operator

Tech-xecutive Chef



“We need to constantly get better at what we do, and we need to be constantly searching for ways to make our clients happier and more fulfilled.”

Charlie Palmer '79
Chef, Restaurateur, and Founder,
The Charlie Palmer Group



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MENUS

We're already reading menus online, but a customer base raised on smartphones and tablets will soon expect to order and pay for their food exclusively from a kiosk or handheld device. Customization will be key with these menus, and à la carte ordering will have a larger role. So what are the advantages?

- It'll be a lot easier to track nutritional value, so offering healthful, flavorful choices will be more essential than ever.
- Menus will be nonlinear and more personal. Rather than progressing from a traditional beginning, middle, and end, guests will be able to navigate according to their wants and needs, potentially cutting down ordering time.
- They'll be more up-to-date. Product costs change on a near-daily basis, and digital menus make it easier for restaurants to adjust their prices and selections in real time.
- With Internet and media advances making the world an increasingly "smaller" place, menus will trend toward more specific cuisine-focused themes.

The technology is exciting, but it will be important to remember that great plate presentation and outstanding hospitality will continue to be important to the overall dining experience.

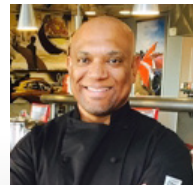


FUTURE MENU INTERFACE?



"We are really focused on being innovative and creating products that enhance your life in a better way."

Calvin Harris '95
Director of Global Product Innovation,
Johnny Rockets



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FOOD & DRINK

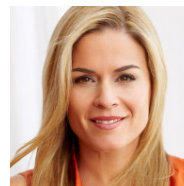
Changes in climates and population growth make it critical for foodservice professionals to know how to best use our planet's limited resources when making food, beverage, and ingredient choices. How will these choices affect what's available to us as consumers in future dining venues?

- Not surprisingly, food choices will include more plants and vegetables, with a little bit of fish and less meat. Local, sustainable ingredients and dishes will dominate as people insist on knowing where their food comes from, and how it's prepared.
- Consumers will be treated to a multisensory experience, with foraged ingredients and more bright colors on the plate offering flavorful health benefits.
- The heightened awareness regarding health and wellness will also lead beverage companies to diversify and provide better diet, fortified, and organic drinks for health-conscious consumers.
- The future of cuisine lies with... insects? It's possible, according to the Food and Agriculture Organization of the United Nations, which has been exploring topics on edible insects. They contain high-quality protein, vitamins, and amino acids for humans, and leave a much smaller carbon footprint than livestock.

The opportunity is there to adjust the mindset of the general public to crave plant-based options (and maybe even insects) as much as, if not more than, traditional meat-featured dishes.

“Culturally, vegetable dishes are becoming the new normal. Vegetables are moving to the middle of the plate.”

Cat Cora '95
Iron Chef, Author,
Media Personality

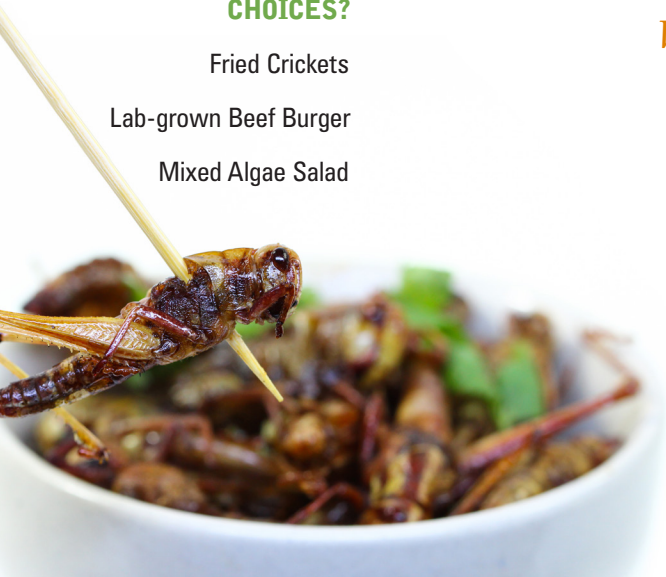


FUTURE FOOD CHOICES?

Fried Crickets

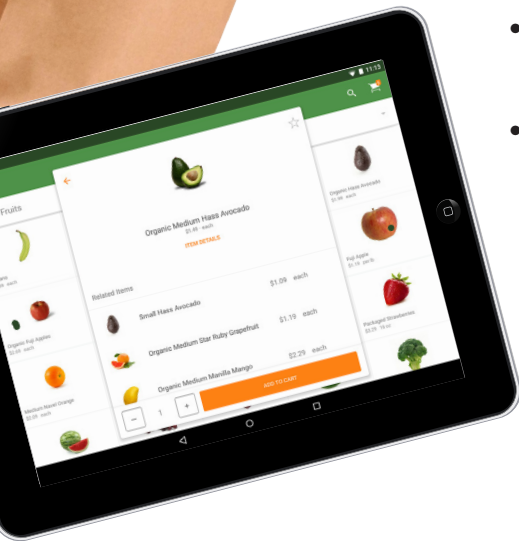
Lab-grown Beef Burger

Mixed Algae Salad



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RETAIL



The retail segment of the foodservice industry has responded to the changing consumer landscape with expanded product offerings (including more organic and natural foods), new store designs, and innovative in-store technologies. Industry experts have forecasted even more changes to the retail food shopping experience in the future:

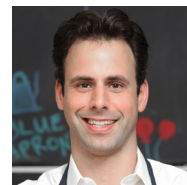
- Stores will be smaller, and contain only quality products that customers really want, and want *now*. Many day-to-day items like soap and toilet paper will be sold online and delivered to homes.
- More stores will look like cafés or lounges as they seek to entice shoppers in a highly competitive market. This might be as simple as couches and free coffee, or as ambitious as wine bars and beer pubs.
- Store signs and price tags will be exclusively digital. Smart shopping carts will be the norm. You may even be able to swipe an ID card that tells the store your allergies, food preferences, and dietary needs.
- Grocery stores will follow the restaurant model of offering delivery of prepared meals and/or advance order and pickup. Customer convenience will be king, with companies like Stop & Shop Peapod, Blue Apron, and graze already leading the way in home food delivery.

The retail experience of the future will be both more personal and more technological, and the good news for consumers is that it likely will lead to more—and better—choices.

FUTURE STORE MODELS?

- e-Grocery Shopper
- Mobile Grocery Truck
- Café Grocer

“Our mission is to make great home cooking accessible. A big part of our ethos is learning and sharing, including what it means to cook together. People really embrace it.”



Matthew Wadiak '99
Chef and Co-Founder, Blue Apron



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CONSUMERS

The “new” restaurant patron is active, socially responsible, racially and ethnically diverse, and not afraid to try new things. It’s important for food professionals to pay close attention to these consumers over the next decade, especially Millennials. There are some interesting forecasts in the *Nation’s Restaurant News* special report, *2020 Vision*:



- Today there are 86.5 million Millennials, but by 2020 that number will grow to as much as 90 million, partly because of immigration.
- Younger consumers will be even more diverse. By 2060, no single group will be in the majority.
- The earning potential of female Millennials will continue to rise by 2020, which is especially important since women continue to be primary decision-makers when it comes to choosing restaurants.

Consumers are demanding more quality in their food, technologically enhanced experiences, and more visual stimulation. Industry innovations—such as personalized latte makers that produce images on top of the drink—are advancing customer satisfaction.

A study by RBC Capital Markets suggests Millennials, with \$1.3 trillion of spending power, are key to future gains in the food industry. If their current choices—higher-quality ingredients, better food value, entertaining casual restaurants, and a preference for digital—are any indication of future behavior (a good bet at this point), food professionals will need to anticipate the significant changes that are ahead.

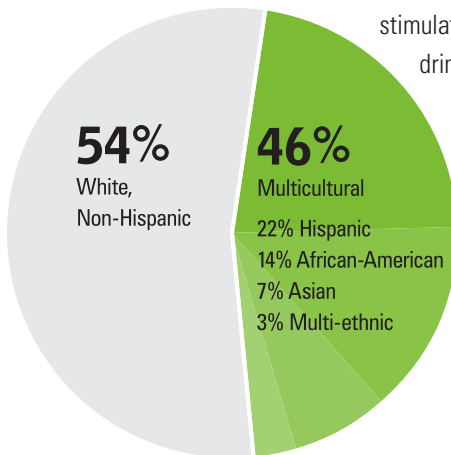
“Bay Area Millennials are so knowledgeable about wine. They expect a lot more from their dining experiences, which inspires me to continue learning.”



Amy Racine '11

Sommelier, Beverage and Wine Director,
Sons & Daughters, San Francisco

FUTURE CONSUMER DEMOGRAPHICS? Millennials in the year 2020



Source:
U.S. Census Bureau



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