



### BUTTER THAT SHINES

Budge up, peanut and almond. Sunflower butter is stepping out of the shade.

Made from sunflower seed and safe for people with nut allergies, just one tablespoon of this golden spread provides a healthy dose of protein, iron and nearly a quarter of your daily vitamin E.

Ice cream giants Ben and Jerry's are already fans – four of their non-dairy flavours are made with sunflower seed butter.



### MORE MORINGA

Billed as the next big superfood, the market for moringa products is expected to hit £2.85 billion by 2025.

Also known as the drumstick or horseradish tree, moringa is native to India and widely grown across Africa and Asia.

Almost all of the tree can be eaten, but its leaves are said to have seven more times vitamin C than oranges and fifteen times more potassium than bananas.

Expect to see it as an alternative to matcha in smoothies and snacks.

Source: Technavio



### YAY TO YUZU

This lesser-known tangerine-sized fruit hailing from East Asia is both tart and sour with a unique lemon-lime-grapefruit flavour profile.

Gaining attention for its versatility, yuzu provides a tasty accent to soups, dressings, dips, fish and vegetable dishes.



### BRING ON BREAKFAST

With hybrid working models causing a shift in commuter patterns, the most important meal of the day is getting a rethink.

From vegan bacon butties to breakfast burritos and beyond, look out for breakfast menus being revamped and reframed as an all-day event.

# FOOD FOR THOUGHT IN 2022



### HIBISCUS IS HAPPENING

It has a long, colourful history in the world of tea and now hibiscus is set to take root in even more food and drink.

The calyx of the hibiscus plant is high in vitamin C and antioxidants, making it a welcome ingredient in an increasingly health-conscious world.

Expect the sweet, tart flavour to start blossoming in a range of spreads, dairy products and snacks.



### A CELEBRITY APPETITE

Fast food brands remain hungry for celebrity partnerships as they work hard to reach younger audiences, drive engagement and promote products and app downloads.

Celebrity endorsement is a tried and tested marketing technique but getting the right fit is essential.

From Megan Thee Stallion Hottie sauce at Popeyes, to rapper Nelly's Keep It Real Meal at Burger King, the right celeb profile can be big business for brands.



### SIMPLIFIED MENUS

The combination of COVID-19 and Brexit continue to cause supply chain issues, rising food costs and labour shortages, so don't be surprised to see more of the trend for reduced menus.

Food retailers worth their salt will be getting creative with simple and reliable ingredients, with plenty of room at the table to pioneer new products and hero dishes.



### POPPING OFF

No longer just a cinema staple, popcorn has been a star in the snacking market for several years now, with attractive low-calorie options and more indulgent product developments.

The rise in at-home entertainment has increased the popularity of shop-bought popcorn, and we've seen the moreish snack come into its own as a versatile canvas for all sorts of imaginative flavour combinations.