

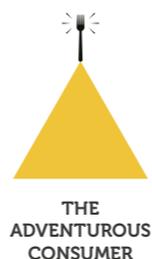
*Report #07*

# EAT 2022

## DISH YOU WERE HERE



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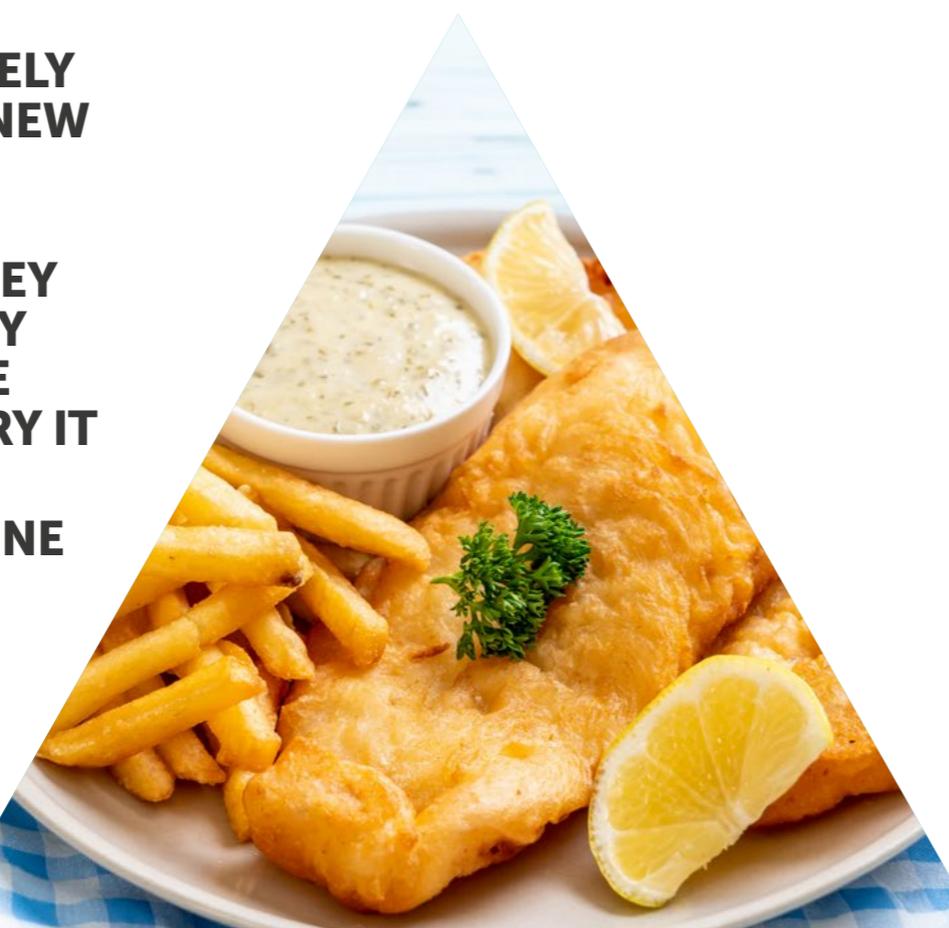
WHEN PASSPORTS WERE GATHERING DUST THANKS TO COVID, THE APPETITE FOR CLASSIC HOME COMFORTS AND FLAVOURS FROM THE FAR-FLUNG PLACES WE LONG TO VISIT WENT SKYWARDS.

6 IN 10 PEOPLE ARE MORE LIKELY TO TRY VENUES THAT OFFER NEW AND INTERESTING CUISINES

53% OF PEOPLE SAY WHEN THEY SEE A NEW CUISINE THAT THEY HAVEN'T HAD BEFORE ON THE MENU, THEY ARE LIKELY TO TRY IT

THE APPEAL OF BRITISH CUISINE IS ALSO ON THE RISE WITH 7 IN 10 PEOPLE TYPICALLY CHOOSING CLASSIC BRITISH DISHES WHEN EATING OUT

Source: Bidfood & CGA



MINDS AND MOUTHS ARE OPENING TO NEW DISHES, COOKING TECHNIQUES AND FLAVOUR PROFILES.



## PERUVIAN & LEBANESE

These Middle-Eastern cuisines share similarities as well as unique features.

Lebanese food is heavily influenced by Turkish cuisine, known for rich spices like cumin, coriander and paprika, and dishes served with rice, bread and fresh salads.

Peruvian dishes take their cues from India, with more fragrant flavour profiles that utilise fresh herbs, dried fruits and nuts.

Small dishes and sharing plates are typical of these cuisines – and when red meat is eaten, it's usually lamb or goat.



## SCANDINAVIAN

Known for keeping it simple and fresh, the Scandinavians invest time in preserving, pickling and fermenting vegetables and fish.

From hearty meals to lighter bites, bakery treats are also a key feature, thanks to the Scandinavians' fun philosophy of 'fika', which means drink coffee, munch sweet treats and chat.



## FILIPINO

There are more than 300,000 Filipinos living in the UK with a growing number of specialist restaurants popping up in major cities.

A hybrid of Spanish, South American and Asian heritage, its characteristics include salty, sweet and sour combinations with tamarind and a purple yam called ube featuring heavily in classic dishes.



## JAPANESE

TV programmes and sporting events are a great opportunity to open up the playing field for global cuisines.

Following the Tokyo Olympics, Japanese flavours piqued consumer interest. Umami – also known as the fifth taste and translating to 'essence of deliciousness' – gained attention for its rich, savoury flavour and versatility.



## KOREAN

When Squid Game blew up and became the most-watched programme on Netflix, Korean food also got its moment in the spotlight. Move over sriracha – gochujang paste is the new cool condiment.



## BEST OF BRITISH

The Platinum Jubilee in June 2022 will be a huge cultural moment, with consumers expected to lean into homegrown seasonal produce and classic dishes.

And not just because they taste good; with attitudes changing on the coat-tails of COVID, more and more of us are looking to support local farmers, producers and the British economy.

**49% OF PEOPLE FEEL USING BRITISH INGREDIENTS IS MORE IMPORTANT TO THEM NOW THAN IT WAS LAST YEAR**

**44% BELIEVE BRITISH INGREDIENTS AND PRODUCE IS FRESHER**

Source: Bidfood & CGA

## THE 'SO WHAT'

### STEP UP TO THE PLATE

- ▲ When it comes to dreaming up new products and developing menus, there's space for it all – new ideas, foreign flavours and home-cooked familiarity.
- ▲ Hero key dishes as an entry level to new cuisines.
- ▲ Adapt unusual ingredients and flavour combinations to well-known formats to broaden appeal.
- ▲ Keep tradition alive – classics done well should always be a focus.
- ▲ Utilise events and entertainment to raise awareness of cuisines. ▲



Insights within this report are gathered from proprietary Linney research, third party resources and materials in the public domain. If you'd like to know more about the source of an item, please contact [katieoliver@linney.com](mailto:katieoliver@linney.com)

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