

## Trends 2024:

With the new year fast approaching, it's time to share some 2024 food trend predictions to bear in mind when planning your menus for the year ahead!



## TREND OVERVIEW:



Value for Money:  
Quality Over Quantity



Creating a Culinary Experience:  
Beyond the Plate



Technology:  
Seamless Integration



Healthy Body, Healthy Mind:  
A Holistic Approach



Flavour Fusion:  
Near and Far



Nostalgia:  
Comforts from the Past



Quality Over Quantity

With the cost of living crisis, increased inflation and consumers seeing a dip in their disposable income, there's a focus on quality over quantity. Diners are willing to pay but want value for their money, often choosing a menu option that will provide guaranteed enjoyment. Attract customers at off-peak times with promotional offers such as first-table, early-bird or mid-week promotions.



Beyond the Plate

With fewer people dining out for the sake of convenience, dining out is being used to celebrate special occasions or for a culinary experience. Having interactive dishes, unique décor such as swing seats can make your venue stand out from the crowd.



Seamless Integration

Technology is a huge part of modern day lives, even having an impact on dining out experiences. Many customers will look at your menus online before deciding whether to visit so it's important to have a seamless and user-friendly online experience for your customers. Having a QR code that links to an online version of your menu can help achieve sustainability goals by reducing the need for paper menus.



A Holistic Approach

A step away from calorie-counting and towards a Mediterranean-style balanced diet, stems from customer's desires to feel beneficial side-effects from their food. Diners are less interested in ultra-processed foods, containing chemicals and emulsifiers, and more likely to choose menu items that are closer to their natural state.



Near and Far

Travelling abroad may be unaffordable for a lot of customers but that doesn't mean they should miss out on the many different flavours from around the world! Your 2024 menus can please both the culinary adventurers and shy foodies by mixing up British classics with twists from different countries. Examples include curry-filled pies or Eton mess tiramisu.



Comforts from the Past

Still going strong, the nostalgic appeal of childhood favourites doesn't seem to be going anywhere! With the aid of social media, the British Classic pud, the crumble has gone viral, with people travelling from near and far just to get a taste of these reimagined favourites. Having traditional, old-school elements on your menus can tempt customers with fond memories, a sense of familiarity and community.