



# Culinary TRENDSCAPE 2018

*Tracking trends as they evolve through distinct stages helps us stay ahead of the culinary curve.*

## TOP FOOD TRENDS

### CULINARY HERITAGE



Move over “authentic” and “ethnic.” The new culinary buzzword is “heritage,” highlighting the people who bring culinary traditions to life and the personal stories that define our food.

### FEEL-GOOD TREATS



Nutrient-dense indulgences are driving the “healthy-ish” treats trend with next gen snacks that include fortified ice creams, vegetable desserts, mood-enhancing ingredients, protein-packed chips, fresh produce snacks and more.

### MEAT MATTERS



Meatless Mondays and plant-based diets may be grabbing the news headlines, but our chefs still see strong interest in all things carnivore, from unique butcher cuts to antibiotic-free meats to exotic game.

### ALTERNATIVES RULE



From lab-cultured burgers to cricket flour to non-dairy milks to ancient grains, this rising megatrend is just as much about today’s culinary tastes as it is about the food of the future.

### BOTANICAL BEATS



Ginger, honey, hibiscus, lavender, elderflower, mint, cardamom and chamomile are just a few of the value-adding herbs and spices bringing grown-up flavors and plant-based profiles to today’s most sophisticated sips and snacks.

### LIMITED EDITION INNOVATION



Playful twists on classic products, retro re-releases, and seasonal themes are feeding a growing appetite for exclusive flavor experiences and meaningful, Insta-friendly moments with food.

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# Culinary TRENDSCAPE 2018

*An integrated approach to understanding food trends*

Monitoring and understanding trends is an important part of the work we do at the Campbell's Culinary & Baking Institute. It's our way of anticipating what our retail and foodservice customers will want as tastes shift, so that we can deliver the next generation of iconic foods and beverages that people love.

## TRACKING TRENDS

Our methodology taps a wealth of research from our chefs and other professional sources to help us identify the year's most inspiring North American trends in food. We map these trends on the Culinary TrendScape, following each trend across six distinct stages as it evolves and expands its reach.



Discovery



Introduction



Adoption



Mainstream



Established



Expanded

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## OUR CULINARY TEAM

Campbell's Culinary & Baking Institute (CCBI) is a global network of highly-trained chefs, bakers and culinary professionals who drive a passion for food within Campbell Soup Company. Our team's vast expertise and multi-faceted knowledge make us the culinary authority here at Campbell.

### LEARN MORE

Contact us to learn more about this year's **Culinary TrendScape** report:

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## TOP TRENDS 2017

A look back at last year's trends

<i>Marine Greens</i>	<i>Food As Medicine</i>
<i>Chefs On A Mission</i>	<i>Curry Culture</i>
<i>Advanced Japanese</i>	<i>Great Grains</i>
<i>Modern Middle Eastern</i>	<i>Southern Comforts</i>
<i>Condiment Craze</i>	<i>Coconut</i>

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