

KAGOME

Trend Report Winter 2023





Photo by Dodo Bagels

The holidays are in full swing and it's the season of eating. It is a natural time to reflect on the past year and begin to think about what is coming next for 2024. We'll be talking about chicken sandwich wars 2.0, the year of the tomato according to Technomic, California tomato harvest results, tipping fatigue, and so much more. Sit back, relax, and enjoy the read!

Chicken Wars 2.0

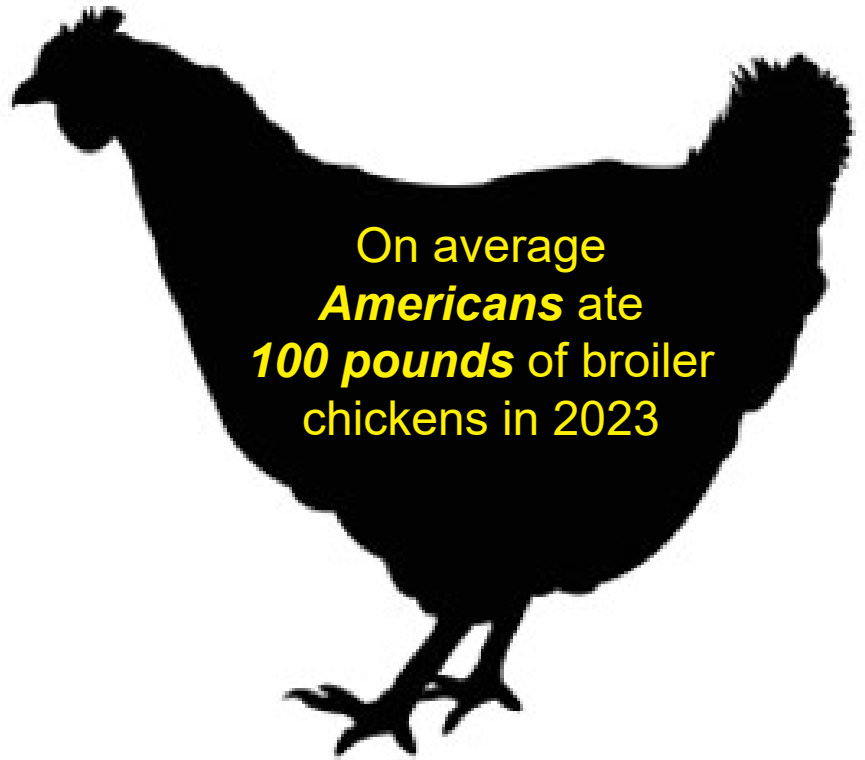
Let's recap how the Chicken Sandwich Wars all began. In August 2019, Popeyes released their red-hot chicken sandwich. Seemingly overnight American's hunger for chicken sandwiches was like a chicken chasing a bug.



Customers lined up around the block. Some customers went as far as reselling the sandwiches at a premium. Popeyes unable to keep up, eventually pulled the sandwich from the menu. They regrouped with their chicken suppliers and rereleased the sandwich in November 2019. Despite a pause in production, customer enthusiasm remained strong, and the sandwich continued to draw crowds, prompting other restaurants to respond. This ignited the

“chicken sandwich wars” and set the stage for chicken sandwich wars 2.0.

This new era places a strong emphasis on flavor, sauces, and texture; reflecting Gen Z’s growing appreciation for multi-dimensional flavors and diverse textures. While boneless chicken has long been a favorite among Gen Z, their influence is now extending to other chicken items, hinting at a potential shift in poultry preferences. Younger consumers favor portable foods and the chicken sandwich fits this narrative. What they want more than ever are sauces and toppings. Chick-fil-A responded by putting pimento on its chicken sandwich and another major chicken chain introduced a BBQ chicken sandwich. It will be interesting to observe how this trend continues and how operators will respond.



According to 2023 data by the USDA

Tomatoes Take Center Stage in 2024

Prepare to be tantalized by the vibrant versatility of tomatoes in 2024. This humble ingredient, often taken for granted, is set to shine as a culinary star, captivating palates worldwide with its diverse applications, irresistible flavors, and impressive health benefits.



Next year, expect to see tomatoes venturing beyond their traditional roles, gracing desserts with their sweetness and replacing meat in hearty dishes. Creative chefs will explore the endless possibilities of tomatoes, transforming them into jams, fermented delights, frozen treats, and even clarified concoctions.

And let's not forget about beverages. Tomatoes will blossom in the world of adult drinks, inspiring caprese-inspired vodka cocktails and Chavela beer cocktails. These refreshing creations will showcase the versatility of tomatoes beyond the realm of traditional bloody marys.

So, brace yourself for a culinary revolution in 2024 as tomatoes take center stage, proving that they are not just a versatile ingredient but a culinary gem waiting to be enjoyed!



Distilled tomato water cocktail

Did you know your Tomato-Based Sauces and Dips?

Tomato sauce is a versatile ingredient that can transform any dish with its rich and tangy flavor. But did you know that you can use it for more than just a condiment or a topping for pasta and pizza? How many tomato-based sauces are you familiar with? Tomato salsa and barbeque sauce may be obvious but



Yum Yum Sauce



Sikil Pak



Chraimeh-Sauce

how about Yum Yum sauce, a creamy sweet and tangy Japanese steak house dipping sauce, or Mayan Sikil Pak, a pumpkinseed, pepper and tomato dip? Global tomato-based sauces and dips will gain prominence in the coming year, according to research firm Technomic. Global sauces you may see more of are Chraimeh and Chermoula sauce. Chraimeh is a spicy, sweet, citrusy sauce from Libya, brought to fame by Yotam Ottolenghi in his influential cookbook Jerusalem. Chermoula is an aromatic Moroccan sauce made from traditional spices. Calabrian Red Pesto is made with roasted red pepper and ricotta cheese, sometimes with the addition of sun-dried tomatoes and almonds or pine nuts. Another version is pesto alla Siciliana, or Sicilian pesto, which features tomatoes and ricotta cheese. These are known as pesto rosso (red pesto) for their beautiful red color. There are endless iterations for tomato-based sauces and as tomato is in Kagome's DNA, we're excited to contribute to the innovation yet to come.

TOMATOES FACTS

While rounds and Romas remain the most popular with shoppers for their versatility and consistent flavor, **tomatoes with a more robust taste are also capturing retail dollars as consumers look for healthy snacks.**

Like the brown Kumato introduced 20 years ago, Yoom was developed in Spain by Syngenta Seeds. The award-winning, deep purple cocktail tomato is packed with nutrients, including higher concentrations of antioxidants.



Americans Love to Eat Tomatoes
Americans eat about
30 pounds of tomatoes
a year, typically canned or in
sauces (especially pizza).

“Consumers are migrating to tomatoes with fuller flavor, so that’s what is driving a significant portion of the growth in the category.” -Mastornardi Produce LT.

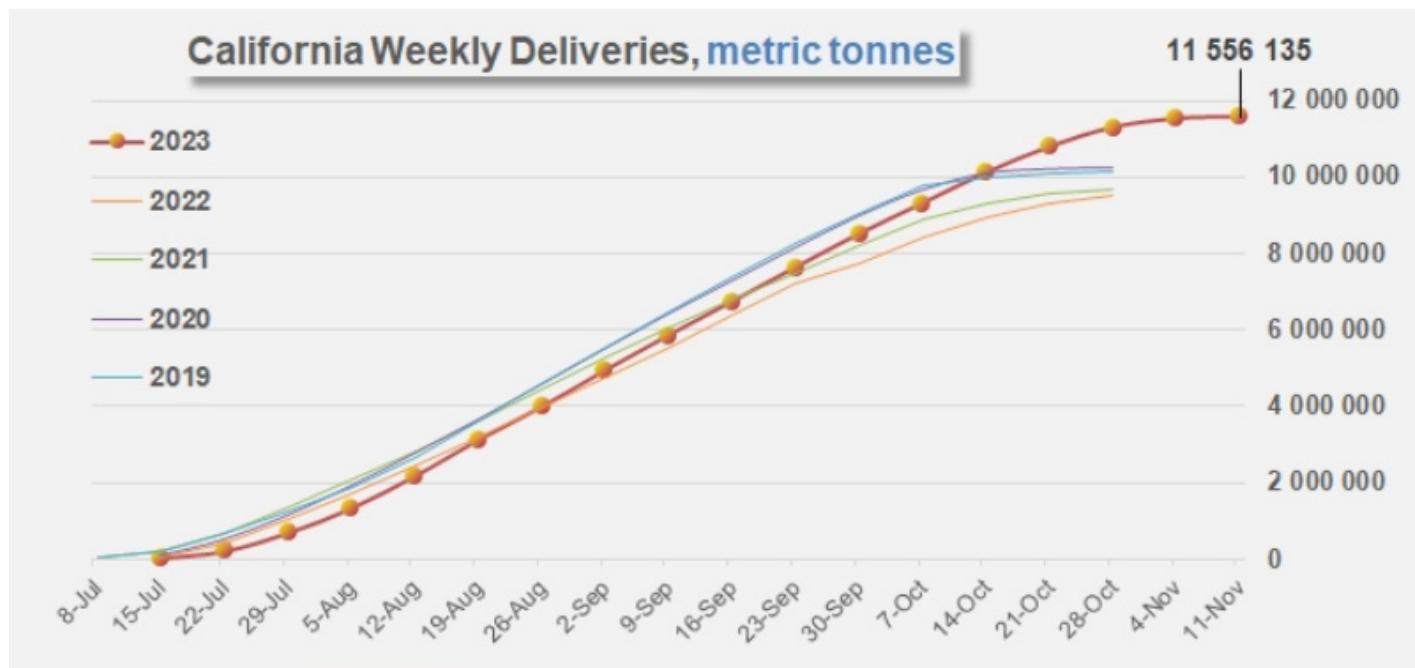
“Heat processing actually enhanced the nutritional value of the tomatoes by increasing the lycopene content that can be absorbed by the body, as well as the total antioxidant activity.” -The Journal of Agriculture and Food Chemistry

Research dispels the popular notion that processed fruits and vegetables have lower nutritional value than fresh produce.

Tomato Harvest News Week ending November 4th, 2023

According to the latest and final figures collected by PTAB, the California's 2023 processing tomato harvest actual tonnages for week seventeen (ending November 4th) and eighteen (ending November 11th) respectively amounted to 231,143 t (metric tonnes) (254,791 short tons) and 42,488 t (46,835 short tons); this brings the 2023 season result to 11,556,135 t (12,738,458 short tons).

California 2023 result is 12% higher than the past five year average (10.35 million t).



Tipping Fatigue

The rise of digital checkouts have led to a surge in tip requests, particularly in industries consumers don't ordinarily expect to tip. This, coupled with the impersonal nature of digital tipping, can make customers feel pressured to tip.



- ***70% of surveyed consumers say they're being asked for tips too often, a strong indicator of tip fatigue.***
- ***26% of surveyed consumers are tipping a higher percentage on checks now compared to last year, and 23% are tipping more frequently.***
- ***50% of surveyed consumers have felt manipulated into tipping on a checkout screen.***
- ***In the past year, 53% of surveyed consumers have encountered a tip screen at a business that didn't previously ask for tips.***
- ***53% consumers don't feel like it's their responsibility to pay employees.***
- ***33% consumers are confused if they should tip for the service provided.***



*Interested in creating your
next craveable sauce?*

Contacting us today at:
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