

KAGOME

TREND REPORT December 2024



“Good food is the foundation of genuine happiness.”

-Auguste Escoffier

We are fully in the swing of the holidays. Hopefully it is a time when you can be with the people you care about while eating foods that fill your belly and warm your spirits.

According to Escoffier’s post on the *Top 10 Most Searched Recipes in The U.S.*, people around the country are searching for classic recipes, little luxuries, and foods of comfort.

Consumers concerned with higher food costs still want an occasional treat and seek joy in small moments of pleasure whether it’s a salty snack or a sweet treat. According to Kerry, a few flavors and ingredients to watch are: *caramel, chocolate, mimosa, espresso martini, chocolate orange, chili chocolate, black salt, truffle mushroom, and sugar plum.*



Images by Microsoft Copilot

Top 10 Most-Searched Recipes in the U.S.

- 1. Banana Bread** -Every single month, roughly 1 in 500 Americans searches for a banana bread recipe.
- 2. Meatloaf** -Meatloaf rose to popularity in the late 1800's because the dish was comprised of relatively inexpensive leftover meat scraps and stale bread.
- 3. Chili** -A hearty entree with many variations and with broad appeal that combines heat, flavor, and comfort in a single bowl.
- 4. Pancakes** -Flavors and ingredients in the introduction stage of pairing with pancakes are: almond, black walnut, chantilly cream, coconut, and orange.
- 5. Chocolate Chip Cookies** -Chocolate chip may be the most searched cookie but gingerbread (26%), and tea-infused cookies, (17%) and berry-flavored (9%) are among the fastest growing ingredients and flavors for cookies.
- 6. French Toast** -Most experts agree that French toast dates back to ancient Rome. A similar recipe can be found in the book of Apicius from the 5th century BC. The Romans dipped slices of bread in milk (and sometimes eggs) before frying them, and called it "Pan Dulcis."
- 7. Lasagna** -Generation Z males have the highest purchase intent for this cravable pasta amongst the general population.
- 8. Alfredo Sauce** -This creamy classic is popular among cold-weather states, particularly those around the Rocky Mountains.
- 9. Margarita** -The fastest growing brand of tequila paired with Margaritas on menus is *Teremana* with an impressive +(31.8%) growth nationally since last year. A Spicy Margarita is predicted to be a top 5 cocktail in 2025.
- 10. Old Fashioned** -Here's a twist on the classic cocktail, a little Fat-Washing anyone? New York's Sam Mason back in 2000's was innovating by marinating spirits with liquid fats, such as sesame oil, melted butter, bacon fat, peanut butter. After few hours of infusion, the mix is cooled until the fat solidifies and is strained off. Mason found inspiration from perfumers techniques that used fat-washing to extract aromas from tricky compounds.

Source: Escoffier EDU To determine the most sought-after recipes, Escoffier analyzed search volume using Ahrefs; we then further explored our findings using data from Google Trends, Allrecipes, the U.S. Bureau of Labor Statistics, the U.S. Federal Reserve, and a major retailer to reveal additional insights. Technomic Menu Monitor, Tastewise, the Homecocktail.Club, Serious Eats.

WHAT'S TO COME IN 2025? FUNCTIONAL FOOD

Functional Food are foods with health benefits beyond basic nutrition, often naturally occurring or as an additive to foods. They can play a role in reducing the risk of disease and boosting mood or energy. Examples of functional ingredients are honey, a natural sweetener with various nutrients, bioactive plant compounds, antioxidants, and antibacterial properties. It is known to have positive effects on wound healing and cough suppression.



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THREE IN FOUR AMERICANS
(74%) BELIEVE THE FOOD AND BEVERAGES
THEY CONSUME HAVE A SIGNIFICANT OR
MODERATE IMPACT ON THEIR OVERALL MENTAL
AND EMOTIONAL WELL-BEING.



CONVERSELY, MORE THAN SIX IN TEN
(61%) ALSO BELIEVE THEIR OVERALL
MENTAL AND EMOTIONAL WELL-BEING HAS A
SIGNIFICANT OR MODERATE IMPACT ON THEIR
FOOD AND BEVERAGE CHOICES.

Kerry's flavors & ingredients to watch:

Amla (Indian Gooseberry) -this sour berry is round, yellow-green, and has been used by Ayurvedic healers for at least 1,000 years. High concentrations of vitamin C in amla helps the body recover from illness. Amla berries also include several flavonols, chemicals that have been linked to benefits like improved memory.



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Ashwagandha -a nontoxic herb known for its ability to regulate stress and anxiety. The herb is used in centuries-old Ayurveda, the traditional system of medicine in Indian.



Image Freepik

Turmeric-is a spice from the ginger family, the root of the curcuma longa plant. It's major active ingredient is curcumin. Recognized by its vibrant yellow coloring it has anti-inflammatory properties and can help with memory performance.

Postbiotics -are the beneficial substances produced after the digestion of prebiotics and probiotics, including vitamins B and K, amino acids, antimicrobial peptides, and short-chain fatty acids. These compounds help promote healthy bacteria while inhibiting harmful bacteria in the gut. Increasing your intake of fermented foods like kefir, tempeh, and kimchi can boost postbiotic production. A healthy gut microbiome may improve digestion, immune function, and overall health.



Image Pixels.com

EXAMPLES OF FOODSERVICE LIMITED TIME OFFERS THE “FUN” IN FUNCTIONAL FLAVORS RESONATING WITH CONSUMERS



**Hot Honey Mango
Margarita**



Kimchi Cheesesteak



Kimchi Fries

WHAT’S DRIVING THIS TREND?

- Greater consumer interest in the connection between healthier eating & well-being
- Aging population with concerns in maintaining health
- Young people concerned about becoming healthy
- Social Media, Instagram, Bloggers –broadening idea of what health is
- Rising medical costs

MORE KERRY TASTE TRENDS : ROOTS REDEFINED

This trend is about making traditional flavours more accessible while giving them new life, ensuring every bite and sip is both a comfort and a discovery.

Flavors & Ingredients to watch



GARAM MASALA

Garam masala is a blend of ground spices used extensively in Indian cuisine. The spices for garam masala are usually toasted to bring out more flavor and aroma, and then ground. The word “masala” means “spices,” and garam means “hot.” However, garam masala doesn’t necessarily constitute a particularly spicy blend, and you will need to check the label to see what spices are included.



JOLLOF (RICE)

Jollof rice, seasoned rice dish from West Africa. It is generally made with rice, tomatoes, and a variety of spices, though preparations and ingredients can differ between countries. Jollof rice likely originated in the Senegambian region (the modern-day countries of Senegal and The Gambia) before spreading throughout the rest of West Africa.



ADOBO

What adobo is exactly depends on who you are speaking to and/or where they live.

Mexican adobo like Spanish adobo is often used to marinate meat and seafood and starts with dried chiles that are rehydrated and combined with an acid such as vinegar or citrus juice along with onions, garlic, cumin and oregano.



Puerto Rican adobo traditionally refers to a marinade of garlic, an acid, oregano, salt, pepper and olive oil.

Although adobo might be the national dish of the Philippines, each regional has its own variation. Adobo is typically a braise using vinegar, soy sauce, garlic, bay leaves and black peppercorn. Some cooks add sugar to sweeten, or coconut milk for a richer version. It can be saucy to a sticky glaze pairing most commonly with pork or chicken, but works easily with seafood and vegetables such as eggplant or mushrooms.



Interested in creating your
next craveable sauce?

Contacting us today at:
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