

## Food trends 2023: TheFork and NellyRodi unveil the upcoming evolutions

TheFork, leading platform for restaurants booking in Europe, presents the 2023 Food trends study in partnership with NellyRodi, international innovation and creativity agency.

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The past few years have been ones marked by societal changes due to the impact of the pandemic that have profoundly transformed people's behavior. However, after a long-awaited return to normality, society has kept confronting a number of geopolitical, economic, environmental, and identity-led challenges. These challenges, along with the uncertainty of which path is the right one to take, have been translated into a bi-polarization between those who wish to take back the old know-how seeking reality and those who are looking to disrupt with new codes and impatience for change. TheFork, in partnership with NellyRodi, reveals the trends that we believe will mark 2023 and the impact on the food & restaurant industry and that are defined by 4 major postures:

- **Looking to reconnect:** the willingness to reintegrate old know-how and belief that customs are worth being saved
- **Looking to share:** the stories beyond the food become important for diners that want to know who is behind these creations
- **Looking to disrupt:** provocation in the plates, in the models and in new hybridization as a result of the radicalization of the movements
- **Looking to perform:** kitchen has the spotlight as health science, unbelievable experience, precision service.

### LOOKING TO RECONNECT

Learning from the past becomes a motto for next year's trends. If last year we went back to the origins with different ingredients, this year we are going further with four main behaviors: preservation obsession, original places, sovereign independence and culture celebration. In this world with plenty of challenges, individuals are willing to reconnect with people and patrimony transferred via food.

#### Preservation obsession

Past traditions and techniques are back with the aim of saving the know-how from our ancestors and will bring back primarily cuisine methods such as fire cooking and interest in spirits.

- **Primal-fire cooking:** The return of very primal fire cooking is one marker of the interest in tradition. Primarily fire cooking is expanding in Europe with more

restaurants implementing this technique. Besides, the valorization of indigenous cuisine also underscores this trend of preserving traditions. Braise in Paris, or Brat in London are taking back primal-fire cooking techniques to offer their diners a different experience based on the most primitive traditions.

- Indigenous cuisine: The return and valorization of indigenous cuisine also underscores this trend of preserving traditions. North American Traditional Indigenous Food Systems like Food Lab or Wahpepah's Kitchen in Oakland are some of the examples that are taking back the glorification of indigenous food traditions in the US.
- Back to spirits: After the trend of natural wines, and mixology, it is the spirits that are put at the front of the stage. Consumers are now taking a dedicated look at all their different characteristics by valuing their soil, technicality, and typicity.

### **Original places**

After the great comeback of bistros, brasseries, and broths in town where traditional and friendly dishes are honored, inns and country houses are the new places for sharing, vacations, tastings, culture and observation.

- Home table & auberge: No longer reserve your table but your chair, this is the promise of these new big unique tables that bring their guests together. A restaurant in a hidden house in town, an auberge as a place to escape & to discover... In Europe, these rural places are becoming more and more popular as Le Doyenne in France, welcoming urban or foreign tourists in search of authenticity. Their interest is also focused on the farm and vegetable garden parts where they discover the raw products they will taste. Faced with the various crises and an uncertain future, the human aspect, conviviality and sharing are more than ever prioritized values. Nhome, a restaurant in Paris, is one of the examples of restaurants with the philosophy: "Book your chair, not a table".

### **Sovereign independence**

The trend of neighborhood life opens up to country life, following in parallel the trend of urban agriculture that values and embodies this quest for local, self-sufficiency but which especially allows to preserve and educate on this agricultural know-how.

- Agricultural know-how in town: The boundaries between town and country are blurring, giving way to a daily life where individuals no longer wish to make choices but require agility, flexibility and access to the right thing.
- Authenticity: By bringing this agricultural know-how and crafts back to the heart of cities and daily life, the idea is for everyone to have easy access to these fresh and well-made products that are the result of traditional know-how. For instance, La Laiterie La Chapelle is an artisanal cheese production in the heart of Paris. The milk used comes from a small dairy farm located in the French Vexin regional nature park, only 35 km from Paris.

### **Cultures celebrations**

In this time of complete globalization, ideas and culture are traveling fast. Consumers attached to their patrimony and traditions are happy to celebrate and connect with the ones of others.

- Grandma's trends: Gastronomy is one of the main representations of a culture and people are more willing than ever to explore and try all of them. As the most

knowledgeable people of traditions and know-how, grandmas become the best guides and are put in the spotlight in books like *Merci Mamie pour les recettes* by Jean Imbert, and social media accounts like Nonna Dora and Pasta Grannies.

- Supportive cuisine: The restaurant & associations involved the new migrant communities to understand and highlight their culture. The kitchen is a great way to support and integrate other cultures and people into our lives. Imad's Syrian Kitchen in London is a perfect example of this trend. Also, new migrants and refugees from places like Hong Kong, Ukraine, Russia and Poland may bring more access to these cuisines in 2023.

## LOOKING TO SHARE

After some years of imposed social distancing, people are more willing than ever to retake human contact, willing to share, to discover and to experiment. Society is sensible to the world around them, but mostly to the people they live in. People will focus more and more on others rather than closing in on themselves. Now it's time to share and be opened through decomplexed tables, farm storytelling, sharing and wild interest.

### **Decomplexed table**

In an increasing desire to share and continue this quest for authenticity, meals are now more than ever a way of connecting and meeting new people. Food is finding back its second main value (after survival) bringing people together.

- Chefs with stories: More and more, chefs are trying to bring high-quality food to every table and for every wallet. They are removing high gastronomy complexes and turning it into a fun experience to be lived as a group. On the other hand, consumers want to know who are the people behind the plate looking for storytelling, increasing the "starification" of chefs.
- Restaurants can also play a role by trying to create an atmosphere and places for people to meet and talk. Therefore, we will see a return of the banquet of picnics, with chefs sharing the storytelling with small dishes. For example, Gijang Waveon in South Korea, is a restaurant with a special terrace for guests to meet and interact. Also, coffee shops are booming as the new restaurants where people won't be pushed into a seven-course tasting menu, and there will be simple, chef-free dishes to suit the hunger level of the client.

### **Farm storytelling**

People are tired of all the subterfuges, and embellishments the world is offering. They are looking for authenticity, realism and real lives. Storytelling about the farm, the producers, the restaurants, or the districts becomes an interest for individuals. From the ground to the plate, people want to know where the food they eat comes from.

- Caring for the producers: People are more willing than ever to know who the producers are, meet them and learn about their work and daily life. Producers are more on the stage now along with chefs. They've always been in the background, but now we can finally know who they are and put a face to them. Many initiatives are heading this way. For example, farm tourism is booming, allowing people to understand the complexity of agriculture and the lives of the ones that are feeding them. Rhézome, in Paris, gathers chefs and producers in residence, in a participative kitchen in connection with the associations and the inhabitants of the district. The institution wants to be a ground of experimentation and

implementation of a holistic vision of food, social and united, rich in taste as well as responsible and sustainable.

- Crave of reality: On social networks, the analysis is the same: sincerity, realism, genuineness and legitimacy. Having all the filters available on social media platforms, people don't want to see pictures with filters on them anymore, they are looking for raw and pure content. For instance, content producers who tell their stories and how they feel doing that are becoming the most appealing ones. This is the case of Eugenia Diaz who shares her daily farm life explaining the work of a year growing her vegetable garden, recreating a farm, and building her tiny house.

### **Enlightening sharing**

Nowadays people are not only expecting chefs to serve them sustainable and ethical dishes, but they also want to understand it, to know why it is good. Therefore, the role of chefs and producers will be to pass on their knowledge of what is called Cuisine to educate.

- Dish the Dirt Presenting a multi-sensory tasting experience, the installation featured soil and food side by side through a six-course tasting menu that evoked the smell, taste, sound and feel of soil. Alongside the menu, ceramic plates inspired by different traits of soil guide the eating experience. The Digging Deeper plate encourages diners to have a conversation around no dig policies, which allow soil's ecosystem to heal and grow better food. Aiming to reconnect food, agriculture and sustainability, the installation is designed to educate and empower people with the knowledge of why living soils are vital, and how farming and dining can have an enormous impact on soil degradation and perpetuating systemic problems with the food system.
- Educating about the use of local products in culinary schools or doing workshops with children in associations will make the next generations able to understand the food and products they eat.

### **Wild interest**

People immersed in a challenging world context are looking for solutions to heal themselves and the world with them. Naturality, naturopathy, and our environment are great sources of inspiration and also a source of solutions for many issues.

- Rediscovering nature: When it comes to that many turn to mother nature. Though we are starting to know a lot about our environment, there is still a lot to be discovered and a lot to offer. Mushrooms, plants, spiruline, kombucha... There are so many ingredients that can be used to boost our energy, to improve our lives and make us healthier. We are far from knowing all the benefits, those can have, and it is time we try to find them all.

## **LOOKING TO DISRUPT**

The acceleration of the digital boom has been one of the main takeaways of the pandemic. Now we have explosive consumers who want to have everything immediately and keep always connected. Social networks and video meetings were the main winners of the lockdowns. Everything is moving forward and it is bringing a lot of opportunities with it. TikTok, Food & Art and Web 3 are some of the examples that will shine in 2023.

### **Voracious wishes**

This digitalization of society increased the need for speed. Nowadays, consumers are looking to have what they want the fastest possible. This came with new ways of discovering and consuming goods.

- Tik Tok: Food industry is taking over social media. 5 in 10 of millennials have ordered food or visited a restaurant after seeing it on TikTok, 38% of people are traveling a long distance from their homes to try TikTokrecommended food, and 28%, on the other hand, are spending half of their pay on trying new foods\*. Besides, it has to lead to a new way of consuming by people getting wild to have what they are seeing: recommendations from influencers or random people or just crave of what is broadcasted on the app. Among the tens of thousands of videos posted on TikTok every day, those featuring recipes or food tastings of any kind are phenomenally successful and have also landed in the food delivery business such as the TikTok Kitchen in the USA.

### **New codes**

Technology, new generation, new ways of life...all of these are the perfect ingredients to create a cocktail of new codes.

- Web 3: Blockchains are bringing a lot of new opportunities for entrepreneurs and consumers. If last year it was still a mystery, it is entering every day a little bit more into our lives. For instance, organizations like DAO are opening their own Web3 restaurant like FriesDAO.
- Food and fashion: fashion catches the opportunity to shine thanks to gastronomic partnerships such as Dior & Jean Imbert, Patagonia Provisions or Gucci Osteria & Massimo Bottura.

### **Esthetic mindset**

Making food in a certain esthetical way to provoke the emotion of clients by a combination of the ingredients with hints of design and art.

- Designer table set: The way the table is set, which plates are used, how the food is presented, all of this can say a lot about the brand or the restaurants offering the food and becomes very important when food is more shared than ever on social networks.
- Artistic mindset: Food becomes a work of art on Instagram and sometimes gastronomic creations are so perfect that it's almost impossible to know if they're photos or 3D productions. Extraordinary colors and decorative details will be on the center stage to stimulate artistic sensibilities.

### **Opened perception**

- Art & Food: the introduction of restaurants in galleries and exhibitions in restaurants accelerated during the pandemic, partly out of economic necessity; but it also reflects the fact that, like art, food transcends language to connect people.
- With a decrease in international travel due to economical and ecological reasons, people are seeking to travel around the world through eating experiences. Counter of Joy invited diners to "travel through your taste buds from the mountains of China to the coastlines of West Africa, city bakeries of Turkey, and country pastures of the British Isles." In London, people could book the seven-course tasting

experience for a culinary trip around the world, prepared by Michelin-starred chefs as part of the Great Feast festival at the Old Selfridges Hotel.

## **LOOKING TO PERFORM**

More aware than ever of the repercussions of climate change, people are looking for effective solutions for their health and for the environment: food is not just food, they want to seek the origin of the ingredients. If in 2022 people were using alternative medicines and new ingredients to solve their issues; today, technology is coming to the front stage.

### **Opposite direction**

Some people like to go against the tide. By ideological beliefs, because of reason... they are seeing how far the world went and decide to go the opposite way.

- Real aesthetics: On Instagram is emerging a new trend of sharing raw daily dishes.. Another magazine called the change "lo-fi food," focusing on "minimal presentation and great flavor." It is made to put more reality in life. Instead of comparing our food with unrealistic, overexposed, sensational dishes, that only incredible chefs could make, we can now actually see what regular, but still delicious, recipes look like. Generation Z drives this trend which has abandoned the organized flow in favor of becoming weird, and unfiltered.
- Extreme meals: Some people are also seeking out-of-the-box places to eat, volcanos, during low tide, alone in what appears like a box. Dinner can be taken outside a restaurant for the pleasure of consumers who are looking for wild adventures. Alula Moments and Bompas & Parrr are examples of this movement offering multi-sensory experiences that often revolve around food and drink, hosted dinner on a volcano in march 2022, serving dishes cooked over molten lava.

### **Health geek**

- Metabolism focus: With the evolution of science and technology, we are now able to know, a lot more, about what is good or bad for our metabolism. For instance, in the Netherlands, the Deeply Personal Vending Machine that scans consumers and offers them just the food that is good for their health.
- Superior diets: Natural medicines, naturopathy and astrology are definitely still a hot trend, but some people are taking their body care a bit further. Relying on science experiments and studies, they are deep into new regimes or new analyses to be in the shape of their life.

### **Expertise fixation**

- Giving the best: With more and more knowledge being accessible more easily than ever, consumers are expecting the best. This is why a fleet of new chefs are going far to achieve total mastery of their art specializing in only one cuisine or product. FatFace Coffee is just beers and coffee in this naked environment for the consumers to focus on the product and the product only.

### **Gain ground**

The protection of the environment has undoubtedly become a priority. Technology and science have never been more advanced, which leads to a context of innovation in the gastronomy industry.

- New usages: New ways of using ingredients, such as mushrooms, new fermentations, new technologies, and new solutions are found every day to reduce

the food industry's environmental impact. Californian startup Air Protein has created a meat alternative titled Air Meat, made from microbes that turn recycled carbon dioxide into protein. The product aims to replicate the flavour and texture of real meat products.

- Innovations: Some scientists and searchers are already looking for solutions to produce food, once no more lands will be cultivable. Central Saint Martins graduate Arina Shokouhi invented an avocado alternative named Ecovado, designed to break people away from purchasing resource-intensive imported food.

## About TheFork

TheFork, a Tripadvisor® company, is the leading online restaurant booking platform in Europe & Australia. At the forefront of championing restaurant culture, TheFork harnesses technology to foster real life connections between diners and restaurateurs and set them up for success. With a network of approximately 55,000 partner restaurants across 12 countries, nearly 40 million app downloads and more than 20 million verified reviews, TheFork stands as the go-to platform for all food lovers to enjoy unforgettable restaurant experiences. Through TheFork, users can easily find restaurants according to their preferences, check real-time availability, instantly book online 24/7, benefit from special offers and pay directly on the app.

For restaurateurs, TheFork's technology empowers them to thrive, thanks to TheFork Manager, a software solution to optimize reservation management and occupancy rate, increase bookings & visibility, fight no-shows, manage payments and streamline operations, while connecting to the broadest community of loyal diners.

## About Tripadvisor

Tripadvisor, the world's largest travel guidance platform\*, helps hundreds of millions of people each month\*\* become better travelers, from planning to booking to taking a trip. Travelers across the globe use the Tripadvisor site and app to discover where to stay, what to do and where to eat based on guidance from those who have been there before. With more than 1 billion reviews and opinions of nearly 8 million businesses, travelers turn to Tripadvisor to find deals on accommodations, book experiences, reserve tables at delicious restaurants and discover great places nearby. As a travel guidance company available in 43 markets and 22 languages, Tripadvisor makes planning easy no matter the trip type. The subsidiaries of Tripadvisor, Inc. (Nasdaq: TRIP), own and operate a portfolio of travel media branAds and businesses, operating under various websites and apps.

\* Source: SimilarWeb, unique users de-duplicated monthly, March 2023

\*\* Source: Tripadvisor internal log files

*\* Source MGH / Nelly Rodi is a consulting agency for business strategy and creativity. The NellyRodi methodology is based on detailed and exhaustive observation of consumer, societal, marketing and creative trends in order to allow our customers to better understand the world in which they evolve. For TheFork, the agency has deciphered the major changes that are disrupting the lines of the food industry. Thanks to the conversational analysis enabled by social networks, and listening to the signals announcing the food disruption, we have identified the new drivers of desirability for a committed, re-enchanted food industry.*

TheFork 