Signals of Change: Eating Trends Shaping the Future of Food Service

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Abstract

Food security is a problem across the world, as prices rise under pressure from climate change, geopolitics, demographics and de-globalisation. These factors, when combined, will impact on the food service sector. In this trends paper, the author identifies ten trends that reflect the changes occurring in the food service sector. The trends analysis is based upon the predictive paradigm in futures studies which draws upon evidence, facts and observational research. The ten trends are: 1) climate change diets; 2) escapist indulgence; 3) moderation mantra; 4) evidence-based eating; 5) mood food; 6) digital food; 7) sustainable dining; 8) ethnic and fusion food; 9) local food; and 10) adventurous dining. The contribution of this paper is that it clearly identifies the changes occurring in our eating patterns and food purchase decisions and provides a signal to food service operators and brands about the changes that are occurring and why?

Key words

Food service sector; trends; eating habits; food; restaurants

Introduction

After gains in global food security in the 1990s and 2000s (Hasegawa et al., 2021), trends have reversed and larger numbers of people in the world are becoming food insecure, as prices rise under pressure from climate change, geopolitics, demographics and de-globalisation (Euromoniter, 2024b). This situation is very likely to continue to worsen in the coming decades, as these underlying drivers strengthen. The question is, how do these wider trends of the global food supply chain, and food we purchase for home consumption for everyday meals, impact the food service sector? This is because "eating out of the home" is different from "eating at home", although the food delivery sector bridges the gap between both concepts in a modern society. In this paper, we look at how eating trends will influence the food service sector.

Food Security

As of 2024, the growing population of the world will increase the demand for food, even as climate change ravages growing areas, transport becomes more expensive and difficult, and labour forces shrink due to ageing populations. All of this points to a future in which food prices are significantly higher in the long term, according to Euromoniter (2024b). With food prices high, consumers will naturally seek cost-effective options, but the consumers' reaction to food insecurity will be more complex than that. For those who have more disposal income, optimising one's health will take top priority in an era of uncertainty, while small, "permissible" indulgences will play a major role. During 2023, household expenditure on food in OECD countries represents about 17.5% of household expenditure, rising from 15% in 2019 (FAO, 2024), with Europeans generally spending less than 20% of their incomes feeding themselves, while Americans spend just 7%. The situation is quite different in much of the developing world, particularly in Africa. Nigerians spend the most of any major country, at 59% of total consumer expenditure, with Kenya and Angola not far behind. This means when food prices rise due to wars, weather events or export bans, those people in developing economies are forced to spend a higher percentage of their wages buying food due to low incomes (FAO, 2024).

Consumers like to view themselves as sustainability minded but are they? According to Euromonitor International's (2024b) research, around two-thirds of participants consistently express a desire to contribute to environmental preservation through their daily behaviors. However, this commitment primarily manifests in low-cost actions such as recycling. The inclination to invest more in sustainable products is minimal and declined in 2023 due to financial constraints, which is concerning considering the anticipated long-term increase in global food prices.

Historically, one of the main benefits of globalisation to the consumer has been an explosion in choice, with products from far-flung corners of the world made available at reasonable price points for consumers (Charatsari et al., 2018; McKenzie & Williams, 2015). However, because of the reversal of globalisation, due to continued disruption, we can expect a reduction of choice and a continuation of food inflation (Euromoniter, 2024b).

Changing Eating Patterns

Looking to the future, consumers are likely to be less brand loyal, more private label driven, with a greater usage of discounter channels, stockpiling for non-perishables when they are available on promotion, and many of the exact same value-seeking behaviours that have been common in the last few years (Euromoniter, 2024b). Many consumers will still be in a position to spend on value-added attributes, although they are likely to adopt a more critical eye regarding such things. Health-related functionalities are the area in which they are most likely to be willing to spend extra. As the world grows more uncertain, the importance of maximising one’s own ability to deal with whatever life throws at one becomes more important, and that will mean increased spending on food and drink products that allow for such self-optimisation (Foresight Factory, 2023a; Kim et al., 2024; Parashar et al., 2023).

Eating Trends and Food Service

Full-service restaurants and similarly expensive options are likely to suffer in the long term from rising food (and labour) prices, while less expensive food products – both in retail and in food service – are likely to do well as ways for consumers to escape their cares for a bit, including food delivery options (Euromoniter, 2024b). Transactions in the global food service sector grew by 8.8% in 2023, to surpass US$3 trillion (Euromoniter, 2024a). While individuals eagerly pursue socialising and exploring novel experiences, the prevailing global economic uncertainty has prompted a more restrained attitude towards expenditure and mercurial consumption has come to the forefront (Ku et al., 2020; Yeoman et al., 2022). Consequently, consumers have become discerning, prioritising value when dining out (Yeoman, 2016). The food service sector's extensive range and fragmentation present a hurdle for brands aiming to stand out amidst competition. Mere provision of meals often proves insufficient to meet the heightened expectations of modern consumers, who seek satisfaction across their entire journey. Consequently, restaurants must evolve by integrating a meaningful purpose beyond food. Success hinges on the distinctive value a restaurant can provide through innovative dining encounters (Calba & Franco, 2023). So what is changing? In remainder of the paper, we discuss some of the trends and signals of change that will occur in the food service sector.

Trends Analysis

When looking to the future, one futures paradigm is prediction. This is a paradigm of evidence, facts, truthfulness, certainty, short termism and occurrence, whereas other futures paradigms such as science fiction are based on uncertainty, skepticism and ambiguity (Bergman et al., 2010). The predictive paradigm looks for factual evidence from a variety of sources including observational research, facts from surveys, or statistics, and are used in futures research to say "what is coming next" (Gilad, 2004), thus with a focus on forecasting the future. The basis of change is trends, which are the general direction in which something is developing or changing. Trends are used in futures research in order to predict or discuss the future. The evidence, is noted as signals of change which is drawn from a number of sources including Euromonitor Passport[1] and Foresight Factory Collision Survey[2], which are global surveys of sectoral trends and statistics and consumer attitudes and behaviours surveys or observational and desk research (Easterby-Smith et al., 2008). The trends identified are of the opinion of the authors based upon their extensive research and analysis of the food service sector.

Trend One: Climate Change Diets

It has to be recognised that agriculture is a major driver of climate change. Globally, food systems are responsible for up to 30 per cent of all human driven greenhouse gas (GHG) emissions. The production of animals and of crops for feed alone accounts for nearly a third of global deforestation and associated carbon dioxide emissions: it is a primary source of methane and nitrous oxide, two of the most potent Green House Gases (GHG's); and in terms of water, land and energy use it is highly resource-intensive (Jarmul et al., 2020; Wellesley et al., 2015). With the drive towards a more sustainable lifestyle (Factory, 2022d) consumers are connecting climate change with what they eat, hence, the trend of climate change diets. For example, the best-known proposal is the EAT-Lancet Diet (aka "planetary health diet"), which proposes a 2,500 calorie a day diet that the authors assert is optimal for both human nutrition and the environment (Beal et al., 2023).

Research by the Foresight Factory (2022a) suggests that in the coming years, we can expect consumers to develop a better understanding of how their food and drink choices can impact the planet and its inhabitants. This will drive individualised approaches to eating sustainably – whether that means going plant-based, choosing higher-welfare animal products, reducing food waste or choosing locally grown food. Plant-based offerings in particular will grow in popularity and accessibility as prices drop and vegan eateries and options expand. Flexitarian diets (which are primarily plant-based but allow for small amounts of meat, fish and other animal products) will be widespread (Green et al., 2022). Labelling that indicates the environmental impact of food and drink products will be adopted by more brands, allowing consumers to better quantify their dietary choices and shop for greener options (Brown et al., 2022). By 2030, cultured meat (Treich, 2021), dairy and seafood products will be readily available as guilt-free alternatives for those who want to continue eating omnivorously. In turn, we could see animal-based products repositioned as rare and premium treats – with fewer meat-eating occasions and higher prices. The Foresight Factory predict that by 2030 over 50% of consumers in the developed economies will be eating, or willing to eat, lab-grown meat.

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- In October 2019, oat milk brand Oatly[3] submitted a petition in Germany to make CO_2 labelling on packaging mandatory (Koch, 2020). The brand already includes a "carbon dioxide equivalent" on its packaging.

[1] https://www.euromonitor.com/

[2] https://collision.foresightfactory.co/users/sign_in

[3] https://www.oatly.com/

- In October 2020, QSR[4] *Just Salad* added carbon labelling to all items on its menu (Ho & Page, 2023). Data from the Food and Agriculture Organization released in June 2020 (FAOStat, 2020), projected that the pandemic would result in the largest drop in global per capita meat consumption since 2000. Consumption was expected to decline by 3%, largely as a result of safety concerns, financial pressures and the shutdown of the Out of Home Sector (Jia et al., 2023).

Trend Two: Escapist Indulgence

Indulgent eating refers to consuming food or drink in a manner that prioritises pleasure, enjoyment and satisfaction over strict adherence to dietary restrictions or nutritional guidelines. It often involves indulging in rich, decadent or high-calorie foods that may be considered indulgent treats rather than everyday fare. Indulgent eating can take many forms, such as enjoying a lavish multi-course meal at a fine dining restaurant, savoring a decadent dessert, treating oneself to comfort foods that evoke nostalgia or happiness, or simply indulging in favorite foods without concern for their nutritional content (Gardner et al., 2014).

During times of economic trouble, it has been noticed that sales of lipstick tend to rise, thanks to consumers desiring to treat themselves in a small, affordable way. This has given rise to the term “lipstick effect” (MacDonald & Dildar, 2020; Tura, 2022), although the trend is equally strong in the food and beverage space. Small, affordable treats tend to do well during periods of economic hardship, and, therefore, in a world of rising food prices and stressful external events, it can be said with some certainty that there will be a strong consumer inclination towards these sorts of “permissible indulgence”. What specifically counts as such an indulgence will vary by person but commonly it can include things like chocolates, foodservice coffee, meals at fast-casual restaurants, or nostalgic snack foods from one’s childhood (Euromoniter, 2024b).

Looking to the future, many consumers are re-evaluating their diets and reconsidering nutrition as a key tool for managing both physical and mental health, especially given the link with obesity. However, indulgence eating behaviours are primarily driven by aesthetic meaning of food and has lowered the importance of the health meaning of food (Bui et al., 2023). This trend is driving the emergence of exotic and gourmet burgers, which is the opposite of healthy but a mega calorie buster (Leer & Hoff-Jørgensen, 2023).

By 2030, the meaning of indulgence will expand beyond health impacts, for example, to include food and beverage products that cause ethical or environmental harm. In this context, pressure will build for indulgence to offer enough of a pay-off to be justified. Thus, we expect to see the development of more sensory elements that aim to tap into all the senses and intensify enjoyment (Wright & Schultz, 2022).

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- Regular consumption of sweet treats (such as chocolate, cake and doughnuts) has been growing across the globe (Factory, 2022b). In 2020, 70% of consumers ate sweet treats at least once a week – and this figure jumped in a number of markets between 2015 and 2020. For example, in Spain the proportion of consumers who ate sweet treats at least weekly in 2022 increased to 80% from 55% in 2015 (Factory, 2023a).

[4] https://www.qsrmagazine.com/news/just-salad-carbon-label-its-menu/

- Pâtissez[5] launched a global phenomenon when it posted images of its freakshakes on social media. Freakshakes are milkshakes loaded with cream, cake, biscuits, sauces, sweets and more – elevating the beverage to new heights of indulgence. The hashtag #freakshake has since been used over 200,000 times on Instagram (Throsby, 2023).

Trend Three: Moderation Mantra

The moderation manta trend embraces self-discipline and balanced indulgence for healthier living. This is a trend in which unhealthy choices are perceived to present multiple risks to the individual – to one's wallet, physical appearance, wellbeing and broader social reputation (Wright & Schultz, 2022). Consumers are exploring supposedly healthier (and trendier) alternatives for unhealthy actions, such as zero-proof drinks over alcohol, and social exercise classes instead of the bar. Veganism and vegetarianism are now heralded as positive lifestyle choices for both personal and planetary health. Although indulgence is an important driver of consumption, offsetting (He et al., 2023; Orlando, 2018) has emerged as one behaviour aimed at minimising the impact of perceived hedonism, even in sectors beyond food. A gaming binge is a reward for a productive afternoon; the carbon output of a long-haul work flight is balanced by a train journey for a holiday; and a calorific weekend feast is followed by a week of healthy meals. Looking to the future, regulation will expand to help consumers moderate other areas of life, such as gaming and media, in an attempt to promote a holistic healthy lifestyle (Foresight Factory, 2023c; He et al., 2023). By 2030, fully indulgent consumption will be only occasional for many. Virtual experiences that use technology to mimic taste or sensation will endeavour to replace real-life indulgence (Kim et al., 2024).

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- Half of global consumers say they eat in moderation to maintain a healthy lifestyle. This figure has been declining since 2016, but it remains one of the top actions consumers take to stay healthy. Research by the Foresight Factory (2023c) shows that many consumers are striving to eat healthier foods: 32% of global consumers (41% of Southeast Asians) say they stay healthy by eating low fat/low calorie food, and 31% of global consumers (46% of Spaniards, up from 38% in 2016) say they do so by avoiding processed foods.
- Two in five global consumers believe that a "sugar tax" should be placed on foods with a high sugar content (Chatelan et al., 2023). Some governments around the world are already doing so. As of January 2022, around 60 countries and jurisdictions have implemented a tax on sugar-sweetened beverages, with Spain and Poland the most recent additions (Morrow et al., 2023).

Trend Four: Evidence Based Eating

This trend describes how consumers are seeking verifiable claims around ingredients and dietary choices. Consumers are naturally left unsure about where the truth about a particular dietary choice lies, and whether the snack or meal they are eating is healthy or sustainable. As more claim space within the wellness and eco spheres, this lack of clarity is only set to grow (Factory, 2022c). Post COVID-19, the pandemic has boosted trust in experts, particularly scientists, among many consumers at least, so the consumers are turning to experts for reference (Parashar et al., 2023; Sestino et al., 2023). Increasingly, consumers will receive curated recommendations of what to buy and eat, with filters set according to the specific values and needs each individual prioritises (Euromoniter, 2023). Personalised auto-replenishment of products will further take the need to evaluate and select out of consumers'

[5] https://www.patissez.com/

hands. Ultimately though, we expect a combination of evidence-based and intuitive eating to take hold. Consumers will assess the evidence and take into account personalised recommendations, but they will also continue to heed the altogether more human and emotional factors that drive food and drink choices (Anderson, 2023).

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- Foundation Earth[6], an organisation supported by the UK Government and backed by brands including Nestlé and Sainsbury's, has been established to issue front-of-pack environmental scores on food products. A study by Boone et al. (2023) of labelling systems piloted colour-coded tiers to show how eco-friendly products are.
- A comprehensive ranking system for food called the *Food Compass*, which is based on the healthfulness of individual food items, has been developed by researchers at Tufts University (Mozaffarian et al., 2021). The researchers used the latest scientific evidence available to assess the health benefits and harms of over 8,000 foods in order to rank them from 1 (least healthy to 100 (healthiest). Lead author Dariush Mozaffarian explained that they wanted to create a science-based ranking that took a holistic view.

Trend Five: Mood Food

This trend describes how eating and cooking can meet emotional needs and support mental wellbeing. During the pandemic, cooking and baking became key tools for reducing anxiety, and for some, food itself became an emotional crutch (Cappelle et al., 2023; Meikle, 2022). Comfort eating was boosted, and we saw a return to the nostalgic foods of childhood. An increased focus in recent years on mental health more generally has seen consumers seek out functional food and drink solutions to manage their mood, with innovation having a particular focus on calming ingredients. Cannabidiol has been a major player, and adaptogens, mushrooms and nootropics are following fast (Factory, 2023b; Seaman, 2022). The range of emotions being targeted by mood-managing foods will expand, with consumers seeking serotonin-boosting ingredients to promote happiness, arousal-inducing properties and food and beverages that improve social interactions. Cooking and food therapists will be more commonplace, helping consumers understand how to manage their mood and emotions through both the act of cooking and their everyday nutritional choices (Borawska & Naliwajko, 2023; Lee et al., 2023).

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- In 2023, 41% of global consumers say they wish they were more sociable, a figure that is higher among younger consumers, 47% of Gen Z agree, and 46% globally would like to be calmer, and again younger consumers are more likely to agree (Factory, 2023b).
- Launched in December 2018, Kin Euphorics[7] is a beverage brand aiming to replace alcohol with a new category it calls "euphorics". One drink, described as a "nightlife beverage", is designed to be consumed at parties and dinners to "relax the body to open the spirit". The brand also offers a sleep-inducing drink and in May 2021 launched Lightwave[8], an alcohol-free "wind-down" beverage to help users relax at the end of a stressful day.

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[6] https://www.foundation-earth.org/

[7] https://www.kineuphorics.com/

[8] https://www.kineuphorics.com/products/lightwave

Trend Six: Digital Food

With mobile internet connectivity reaching 87% of the population by 2023 (Calba & Franco, 2023), it is only natural for restaurant operators to enhance the value of their services by digitising the dining experience. Meeting consumers primarily online is crucial, as they increasingly demand a seamless integration of digitalisation into the food service industry. As consumers embrace digital platforms, emerging technologies, such as artificial intelligence, are poised to streamline customer interactions, potentially elevating experiences to a level akin to in-person interactions. Considering the cost implications remains essential,however, with the rise of start-up food tech companies, technology is becoming more accessible and cost-effective, offering benefits to restaurant operators and expanding possibilities for engaging experiences. This innovation extends to virtual restaurants and ghost kitchens, where despite a return to normality, many struggle to maintain profitability (Erickson, 2023). Additionally, delivery platforms like Uber Eats[9] are optimising their apps by eliminating duplicate listings, intensifying competition and emphasising the need for effective differentiation of offering.

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- Described as a "culinary matchmaking app", Fooder[10] enables users to browse through images of individual dishes from local eateries, assisting them in selecting their dining destination. Upon selecting a dish, users can access the restaurant details and make table reservations directly through the app.
- Kakao Talk[11], a messaging app, has collaborated with numerous restaurants across South Korea to offer real-time queue tracking and table reservations. Through this partnership, users can receive updates on current wait times, their queue position and available booking slots directly via Kakao Talk.

Trend Seven: Sustainable Dining

Restaurants are adapting their sustainability practices to reap the benefits for their business and for the environment. Consumers are increasingly looking for ways to interact with and verify sustainability concerns. Consumers do not want to be passive bystanders to an environmental and social decline. Research by the Foresight Factory (Factory, 2022d) confirms that many are eager to personally protect the environment and consume in ways that are compatible with their eco-ethical values. But sustainability considerations can fall by the wayside when other matters come into focus, such as price and purpose. Restaurants need to clearly signpost their eco-ethical credentials in ways that the consumer can verify. Furthermore, given the scale of the challenges facing the world, it can be difficult to convince consumers that seemingly insignificant individual behaviours and consumption choices can truly benefit the collective good (Kock et al., 2020{Li, 2020 #3323)70(Savadori & Lauriola, 2022)}. Empowering messaging that emphasises how everyone can contribute to a greener, fairer and more optimistic future will resonate. Restaurants will increasingly weave sustainability into their restaurant concepts in a consumer-facing way to create a positive image (Lévesque et al., 2023).

[9] https://www.ubereats.com/

[10] https://www.uplabs.com/posts/fooder-food-ordering-app

[11] https://www.kakaocorp.com/page/service/service/KakaoTalk?lang=en

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- In February 2022, the restaurants inside 12 Ovolo Hotels[12] pledged to serve 100% vegetarian menus for the second year running. This comes after Ovolo's initial Year of the Veg[13] initiative, launched in October 2020, which saw its properties across Asia and Australia going vegetarian for the entirety of 2021.
- In 2022, Kotipizza launched a dynamic climate counter[14] on its website. The counter shows the share of raw materials, packaging and overall carbon footprint of a product changing when toppings are added or deleted. Consumers are showing a growing interest in engaging with and validating sustainability practices. This climate counter seamlessly integrates the brand's sustainability efforts into the customer experience, appealing to both environmentally-conscious shoppers and those seeking interactive engagement. For Kotipizza, customers who utilise the counter feature on its website demonstrate a higher likelihood of making a purchase compared to those who do not. This has positively impacted sales, underscoring the synergy between technology and sustainability in engaging environmentally-aware consumers.
- Nögen[15] offers several varieties of dishes, created by chefs from surplus goods. There is no fixed menu available as chefs create minimalistic dishes depending on the ingredients available that day that may have otherwise been disposed of even though they were still usable.

Trend Eight: Ethnic & Fusion Food

Fusion cuisine is a cuisine that combines elements of different culinary traditions that originate from different countries, regions or cultures. Cuisines of this type are not categorised according to any one particular cuisine style and have played a part in many contemporary restaurant cuisines since the 1970s. Fusion cuisine emerges as a symbol of cultural integration, reflecting the interconnectedness of today's global society (Stano, 2017). Moving from plain fare to fusion food is how one might argue Britain's food has changed this century (Oddy, 2003). One example is the British Empire and India, in which curry became the UK's favorite dish as British food changed from traditional fish and chips to a range of exotic cuisines from all over the world. Filipino cuisine is sometimes characterised as the "original Asian fusion cuisine", combining native culinary traditions and ingredients with the very different cuisines of China, Spain, Malaysia, Thailand and Mongolia, among others, due to its unique colonial history (Florendo, 2019). Italy has contributed pizza and China and their sweet and sour chicken. Even in the Netherlands, the humble Bitterballen, once made from veal and the national snack dish of the country now, has an Italian version with salami and cheese[16]. The fusion of food is about the fusion of cultures in society through immigration, as immigrants tend to start restaurants with cuisine from their country of origin (Varman, 2017), and historic examples include the USA.

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- Between 2023 and 2028, expected growth in the Netherlands full-service restaurants will come from Asian and American themed restaurants rather than Dutch or European themed

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[12] https://ovolohotels.com/

[13] https://ovolohotels.com/plantd-by-ovolo/

[14] https://kotipizzagroup.com/wp-content/uploads/2023/06/Sustainability-at-Kotipizza-2022.pdf

[15] https://www.restaurantnoegen.dk/

[16] https://www.ah.nl/producten/product/wi516205/dr-oetker-pizza-bitterballen-salami

restaurants. These sectors are expected to grow by 4-6% per annum for the next four years (Euromoniter, 2023).

- In 2023, 36% of consumers said that they enjoy dishes that combine two or more global cuisines or flavors into one dish, up from 32% in 2020. Though both Gen Z and Gen Xers are interested in fusion foods, Millennials take up the lion's share, with 60% seeking out innovative and unique flavor combinations (DataEssential, 2023).
- Reports show that Filipino cuisine will be the next big thing in US restaurants. The concept of a melting-pot cuisine clearly applies to the Filipino kitchen, where an east-meets-west sensibility incorporates elements of Spanish, Malaysian, Chinese, Indonesian, Japanese, Indian and American cuisine (Kruse, 2022).

Trend Nine: Local Food

There has been a growing trend within the hospitality sector to locally source foodstuffs, with the benefits of this being conceptualised in debates surrounding freshness and taste, as reflected in the work of the slow food movement (Tresidder, 2015) and in explorations of the relationship between food and the tourism experience and place (Yeoman, 2015). Food is highly symbolic and generates meaning because food, cuisine and food traditions have their roots in local agriculture and are expressions of regional culture and identity. Thus, food tradition and heritage gain added value through the symbolic process of tourism activities that objectify the intangible localness, broaden its meaning to the cosmopolitan domain and create new types of social encounters (Kim et al., 2024). At the heart of local food is authenticity, as consumers aspire to an alternative to the perceived *homogenisation* of contemporary culture, food and leisure experiences. The consumer's search is for the "real" – which is defined as Authenti-seeking (Boyle, 2005; Hall, 2007; Jolliffe, 2019; Paulauskaite et al., 2017).

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- An average of 21% of consumers globally are actively looking for locally produced food products, nearly twice the proportion of those looking for imports (Euromoniter, 2024a, 2024b).
- Delli[17] allows restaurants and home chefs to sell "drops" of their products to local and national customers. The hope is that small batches and limited-edition runs will create hype among customers but also help small businesses manage cashflow and avoid waste. The platform aims to be a community space for buyers and producers that allows them to interact with one another. The brand explained in a statement that Delli "wants to dive deeper than just talking about ingredients and shifting product; taking the time to share the fascinating stories and concepts that exist within the food and drink world" (Coghlan, 2022).
- The Casa di Langa[18] hotel in Italy's Piedmont focuses on sustainable luxury and local natural habitat. Nestled in the rolling hills near some of Italy's best winemaking regions, the hotel offers a range of immersive nature and culinary experiences. Truffle hunting is one such offering: guests can forage right on the property alongside expert truffle hunters and specially trained Lagotto dogs. A truffle concierge will then look after the found treasures, storing them, cleaning them and shipping them onwards if a guest requests. Guests can also sign up to the on-site wine academy for an introduction to the local wine culture and bespoke tastings and take professionally led cooking classes. The hotel website invites visitors to "reconnect with the land" and "learn new skills", suggesting that it is looking to attract travellers with an appetite for new

[17] https://delli.market/

[18] https://www.casadilanga.com/it/

and educational nature-based experiences. It should appeal to the 65% of global consumers who say that the most important part of a holiday is experiencing the authentic culture of a place (Foresight Factory, 2023b).

Trend Ten: Adventurous Dining

The experience economy is core to many dining experiences (Kılıç et al., 2021; Pine & Gilmore, 2011) and is the desire to enrich our daily lives by experiencing new things and undertaking activities which deliver a sense of improvement, enjoyment and rejuvenation. Consumers prefer aspirational and experiential types of consumption that are based on the concept of sampling new and unique experiences (Flinn, 2021{Yeoman, 2019 #1142)}. Research tells us that consumers want to engage in a whole range of different dining experiences, and this is what Yeoman (2010) calls fluid identity in which middle class consumers seek novelty, adventure and to sample different experiences. McEntee et al. (2017) also describes the adventurous diners as those who eat exotic and scary food or, to some, food that is disgusting. Driving the trend of adventurous dining is conspicuous consumption, hedonistic behaviour, risk, experience seeking, novelty, competitive consumption and social capital, which results in food thrills.

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- Noma[19] is a three-Michelin-star restaurant run by chef René Redzepi, and co-founded by Claus Meyer, in Copenhagen, Denmark. Noma offers a luxurious dining experience, and it moves from the sensuous to the visceral by creating a challenging cuisine which tests our modern conceptions of food by utilising and presenting dishes that are not usually in Western cuisines (Tresidder, 2015)

  You've probably heard the restaurant name "Noma" which blends the words Nordic and mad (food). However, managing to eat there is another matter entirely! Getting a table at the World's Best Restaurant is not so easy.

  Dining at Noma is an adventure that pushes the boundaries of normality.

  Noma's most recognised dishes, the live ants, are not used as a prop to shock or to gain publicity. In Denmark, there are no indigenous citrus plants; so traditionally ants were eaten to provide the sharp citrusy flavour our palate craves and to cut through the richness of the fish and mayonnaise that is an important part of Danish diets

  Noma's signature dish is live ants in mayonnaise and ebelskiver (doughnuts) with sardines. Now in 2024, the focus is on food experiments through their food lab in which they take novelty and adventure foods to a wider audience.

- As of the start of 2023, only one country - Singapore - allowed the sale of cell-cultured food for human consumption, and the product (Eat Just's[20] cell-cultured chicken) was only available in very limited amounts, and the only restaurant selling cultured chicken was 1880[21] (Ho et al., 2023; Mohammed et al., 2022).

[19] https://noma.dk/

[20] https://www.ju.st/

[21] https://www.1880.com.sg/

- The Wild Food Festival[22] in Hokitika, New Zealand owes its success to the exotic range of foods on offer from huhu grubs, locusts and mountain oysters (Downes, 2023).

Concluding Thoughts

As the world changes due to concerns about food security, trends are changing what we eat. Prices are rising, geopolitics is determining supply, ageing populations emerges as a dominatinging trend and climate change reshapes what we can grow and our access to food. What we eat at home is not necessarily what we will eat when dining out as the motivations and behaviours are different, however they do have an influence. A number of trends, such as climatarian diets, sustainable diets and local food, are influenced by climate change. Whereas, mood food, adventurous dining, ethnic and fusion food, escapist indulgence and adventurous dining represent our desire for something different and reasons for dining out. The contribution of this paper lies in making explicit the series of trends identified in this paper which can be used for exploration, menu design, new food service sector products and restaurant concepts.

[22] https://wildfoods.co.nz/

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