

What's Coming to Menus in 2020?

Give menus a refresh with trending ingredients and flavors. Here's what's picking up speed.

1 Dairy Alternatives



21%
would pay
more for it⁴

38%

of consumers say they would be more likely to purchase a dessert described as "dairy free"

Takeaway:

Operators should look to dairy alternatives such as soy, almond, coconut and other nondairy milks to build recipes with. From beverages to appetizers to desserts and more, the options are endless.

2 Plant-Based/Plant-Forward Cuisine

PLANT-BASED BURGERS WERE BIG NEWS IN 2019, AND THAT WILL LIKELY CARRY THROUGH 2020.

Top reasons consumers say they choose veggie or plant-based burgers²

HEALTHIER
69%

TASTE GOOD
57%



48%
SOMETHING
DIFFERENT

37%
BETTER FOR THE
ENVIRONMENT

Takeaway:

Going beyond burgers, consumers may be gravitating toward other plant-forward meals and snacks thanks to their desire for healthy and sustainable options. Be sure to menu several meatless or mostly meatless options such as comfort foods, sandwiches, pastas and more.

3 Fresh Spring Produce

MAINSTAY FLAVORS FOR SPRING 2020 INCLUDE:³



PEA



GINGER



RHUBARB



ASPARAGUS



SCALLION



ARTICHOKE



RAMP



ZUCCHINI

Takeaway:

Seasonal ingredient trends may share some overlap with what's in season, but these options are perfect to tie into other trends to create trending, craveable signatures. For instance, use ginger, asparagus and scallions in a tasty spring-inspired stir fry, or offer spinach-artichoke aioli as an indulgent spread for a plant-based burger.

4 Global and Asian Influences

MENTIONS OF SEVERAL ASIAN DISHES ARE UP ON MENUS YEAR OVER YEAR.¹



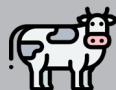
COMBO MEALS
+8.0%



CHICKEN DISHES
+3.9%



NOODLE ENTREES
+3.3%



BEEF DISHES
+3.2%



PORK DISHES
+2.7%

Takeaway:

Asian flavors are making their way into the mainstream in everything from soups to appetizers and entrees. Offer regional flavors, such as Szechuan dishes; less familiar foods such as Vietnamese pho; or fusion dishes that blend comfort food favorites with trending flavors.

For more information on creating signature items, visit campbellsfoodservice.com

Sources: ¹Ignite Menu Data, ²Technomic's 2019 Burger Consumer Trend Report, ³Technomic's Spring 2020 Season's Eatings, ⁴Technomic's 2019 Dessert Consumer Trend Report
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