

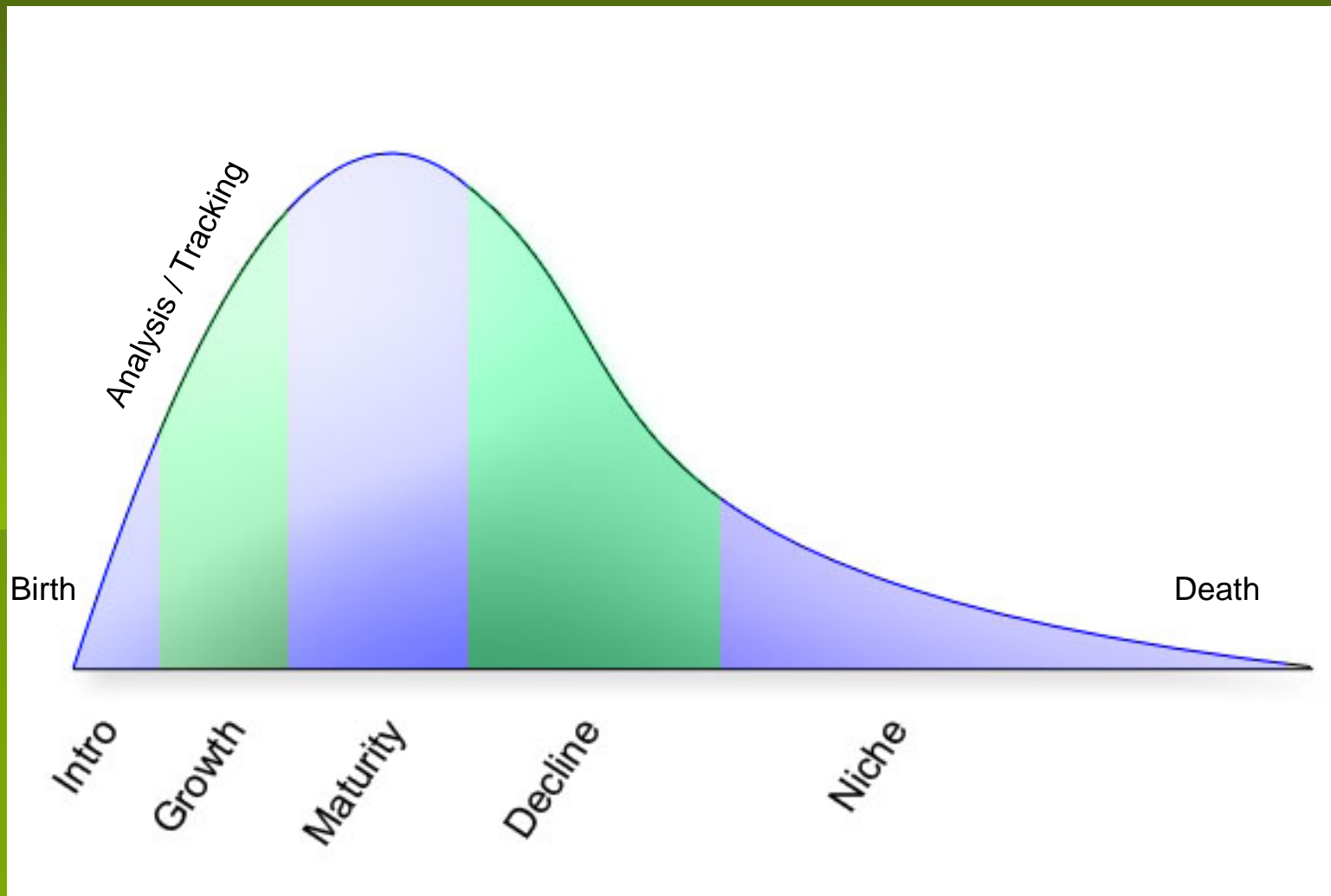


# Trend Profiling: Resetting the stage for trends forecasting in the food industry

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Culinary Tides

# Trend Lifecycle



# Chaos, Blips, Shadows, Trends

- Chaos

- Birth



- Blips



- Shadows



- Trends

- Tracking



# Myths: Lifecycle & Forecasting

- Myth #1: Trend Lifecycle
  1. High end restaurants / cutting edge chef
  2. Food Network / Culinary media
  3. Family style restaurants
  4. Coffee table mags
  5. Fast food restaurants
  6. Grocery stores (manufacturers)
- Myth #2: Trend Forecasting
  - “Yearly “Top 10” trends lists will allow me to be current for the coming year”
  - “A yearly study (consumer, product release, etc.) will allow me to be current for the coming year.”
- Myth #3: Trend Lifecycle
  - Trends move slowly

# Trends Birth & Death

## ■ Birth

- Champion
- Links to other existing trends

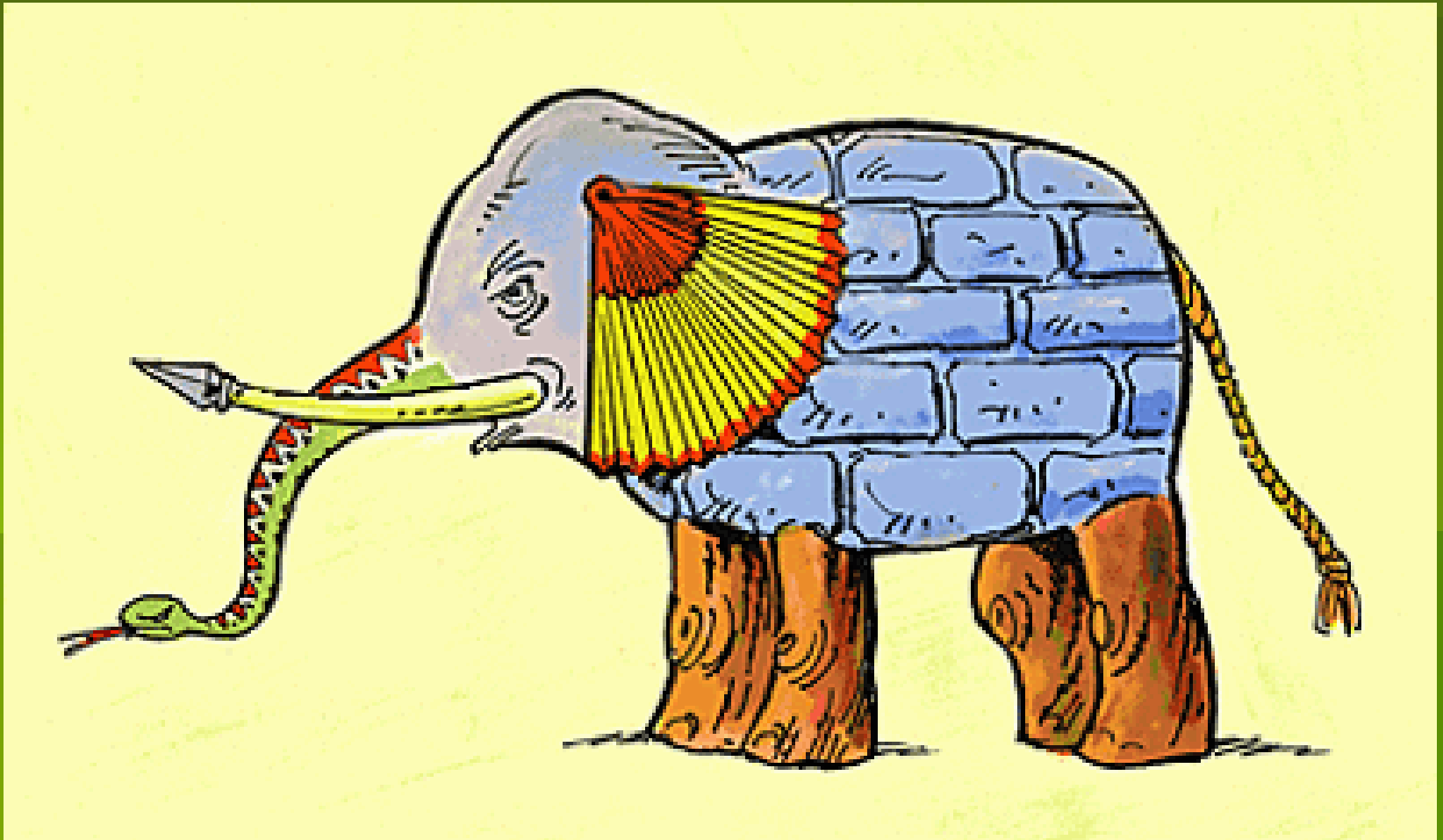
## ■ Death

- Research or technology counter to the trend
- Competing trend(s)
- Powerful adversary

# 6 Blind Men & An Elephant



# 6 Blind Men & An Elephant

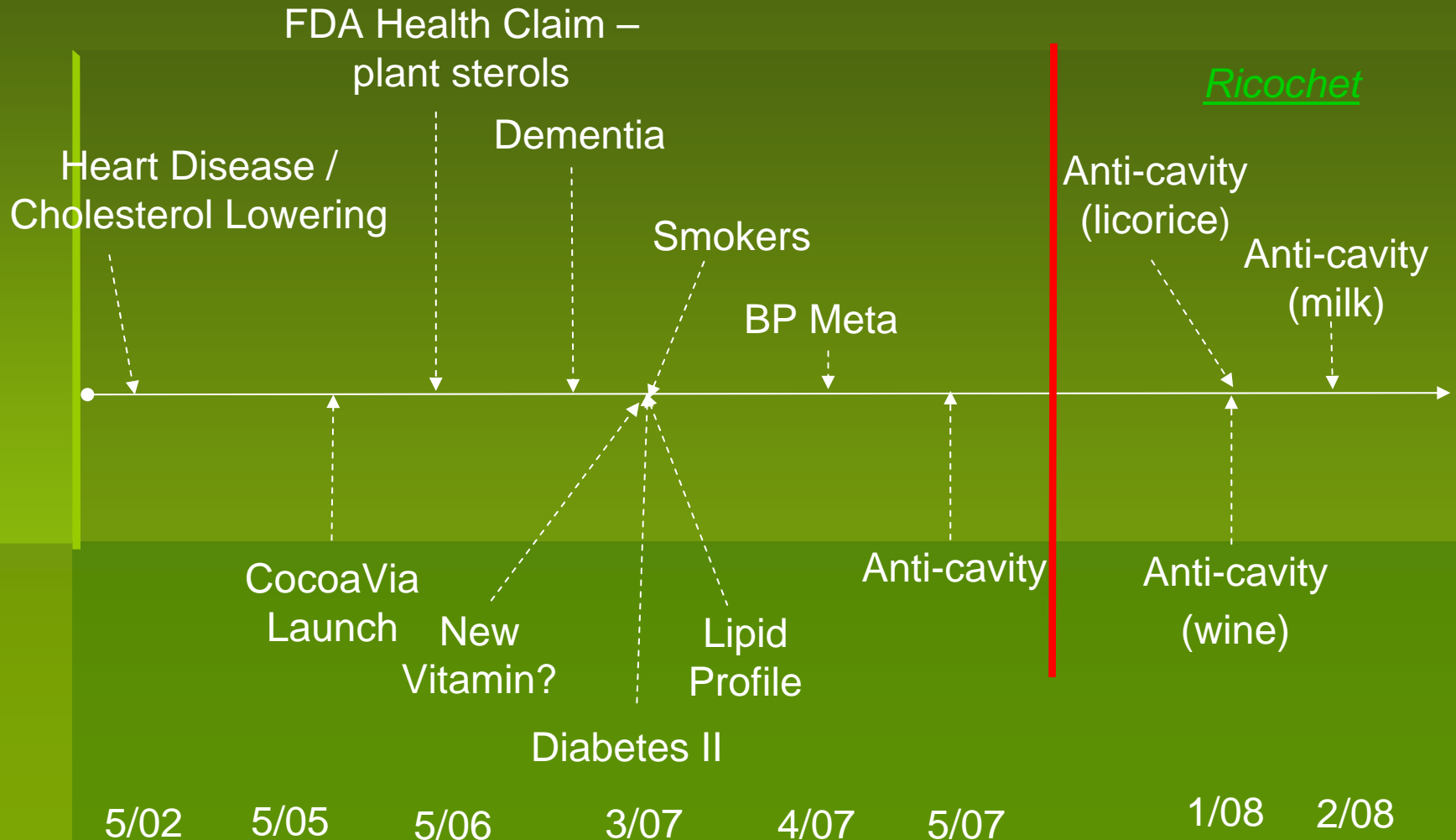


# Flavor Birth Triggers

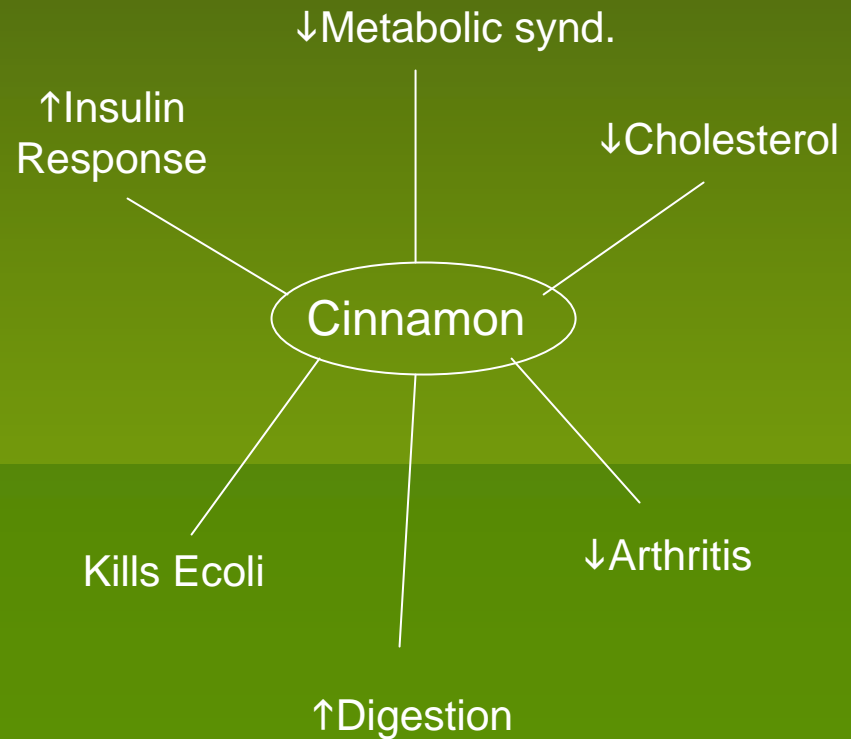
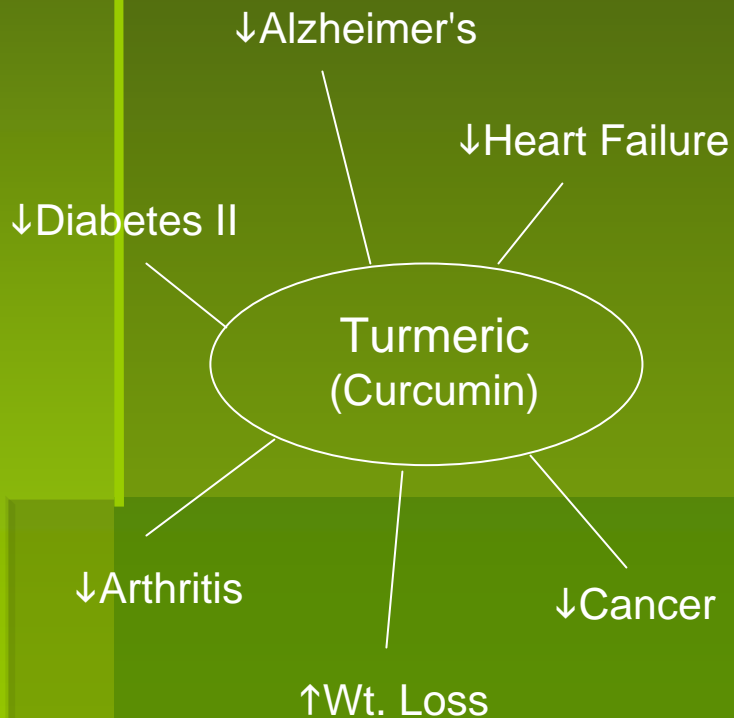
- Health Research
- Travel
- Wine
- Ricochet – trend jumps category



# Cocoa Research Lifecycle



# Super Herbs / Spices



# Super Herbs / Spices



# Crossovers: Flavor Infiltrators

## ■ Coffee

- BBQ blends
- Ice cream
- Pastry – dusting
- Chewing gum by Wrigley Germany,
- Chocolates dusted with coffee

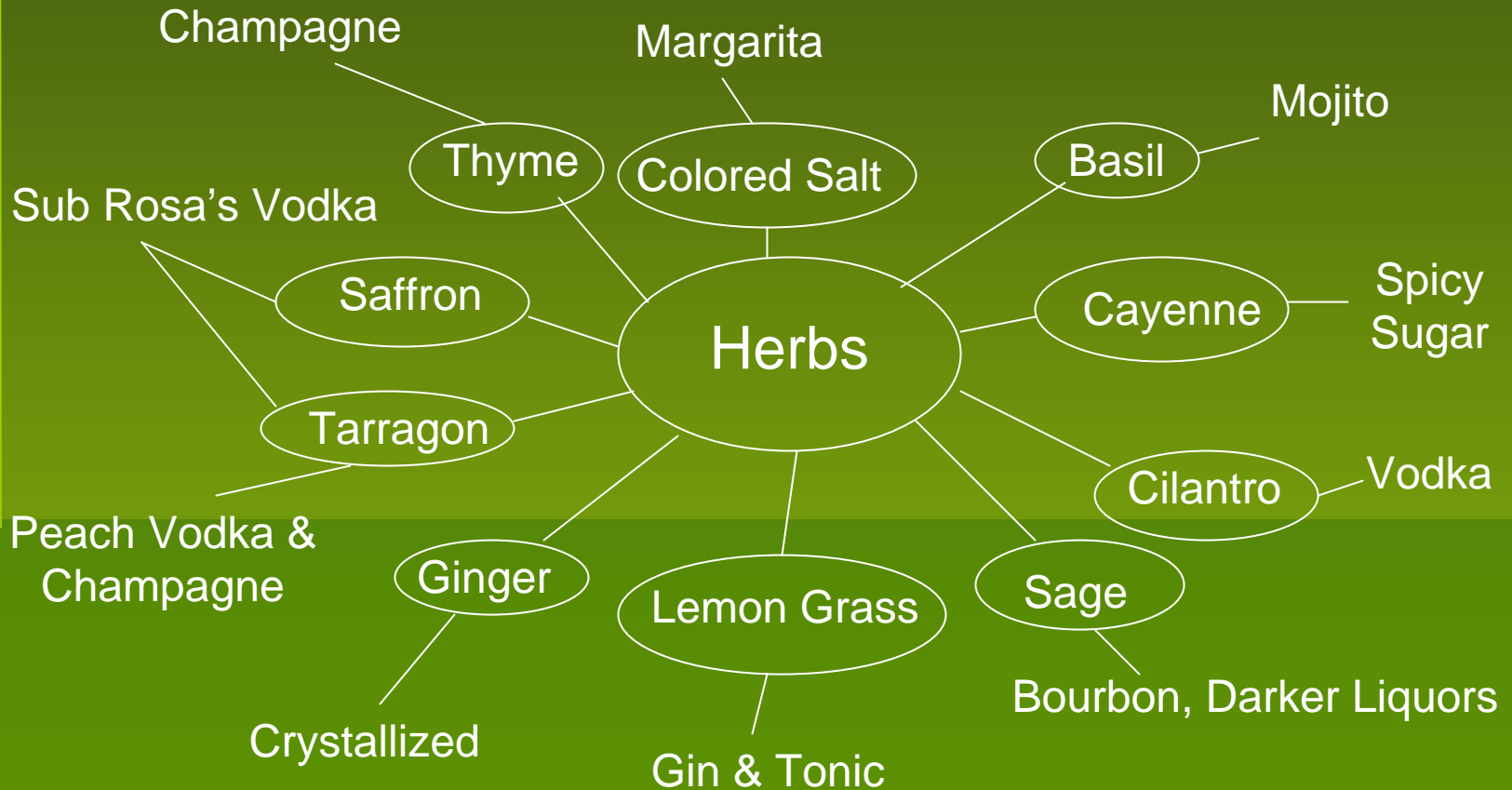
## ■ Tea

- Smoked tea leaf wrapped meats
- Ice cream, yogurt
- Dressing, soup, sauces
- Elite spice has Mandarin black tea rubs for chicken
- Chua Chocolatier has Earl grey tea chocolates

## ■ Cocoa

- Diva chocolates has chocolate grilling rubs
- Kerry marinades prototypes
- Chili and chocolate for dessert sauces
- Fuchs chocolate balsamic vinaigrette

# Cocktails Crossover

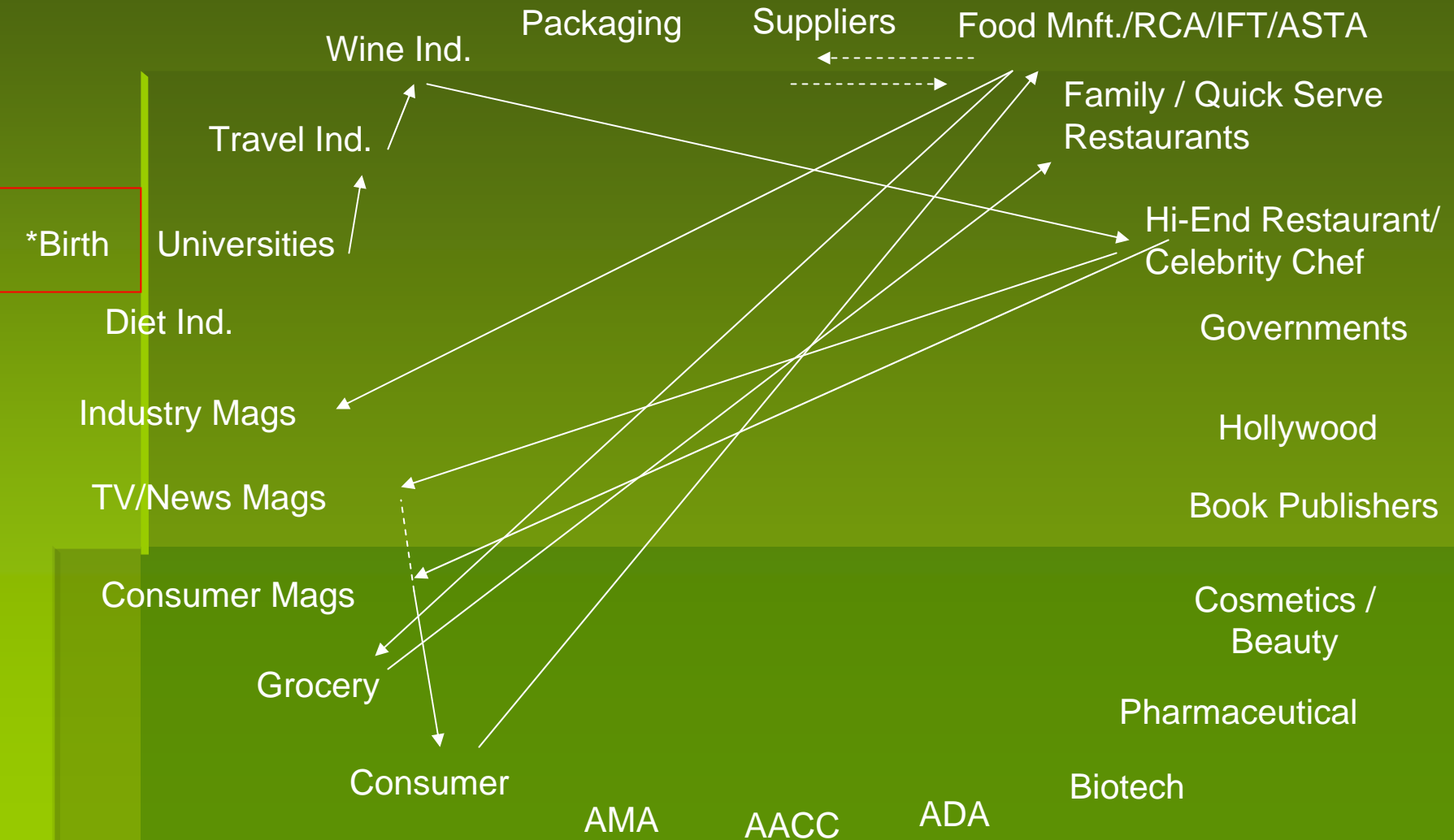


\* Mint infused Mojito sugar, Bloody Mary spice blend – Freshies Food Corp

# Key Trend Players



# South American Flavors: 1/06-3/08



# Trend Morphing

Tapas Birth = Wine Industry:  
(Riojas, etc. hit coasts 2002)

Clanning

Apps-n-Drinks

Tapas

Meze

Izakaya

Zakuski

2004

2006

2007

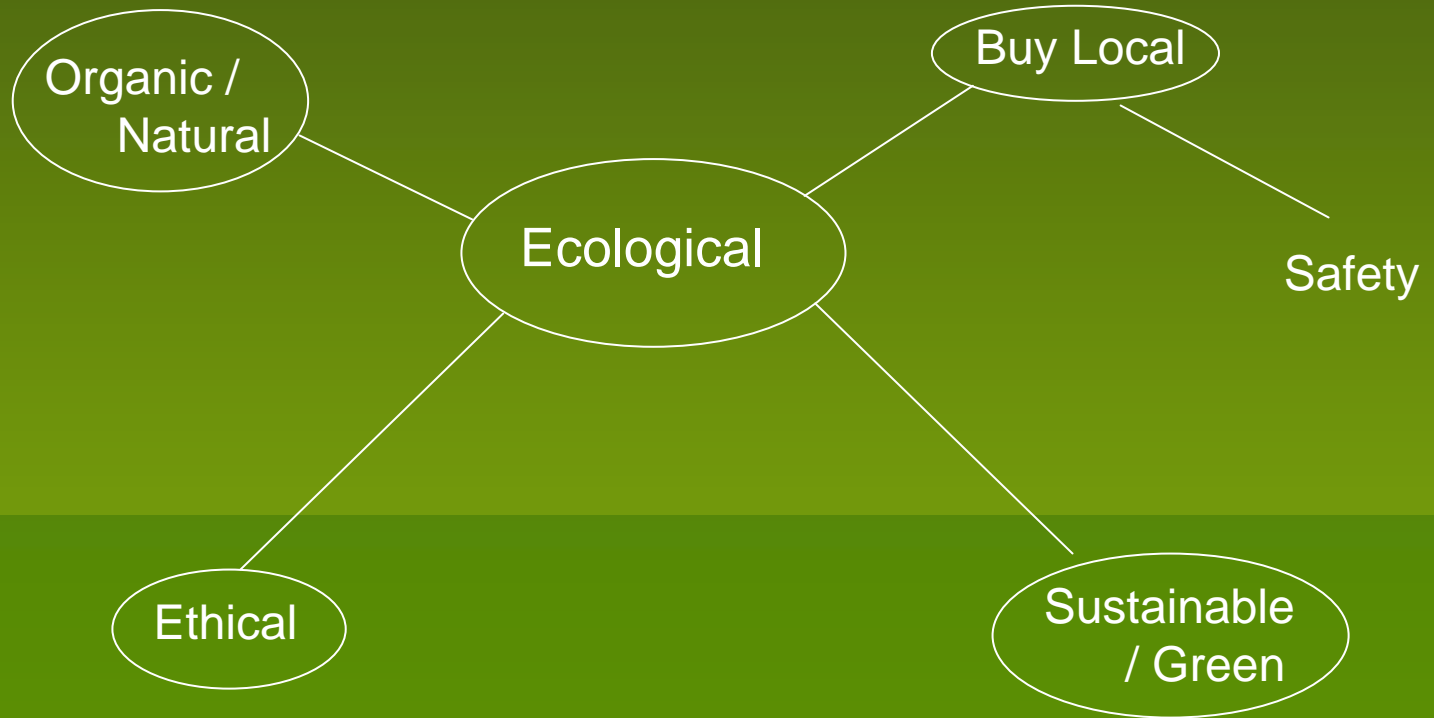
2008

Appetizers Profiles





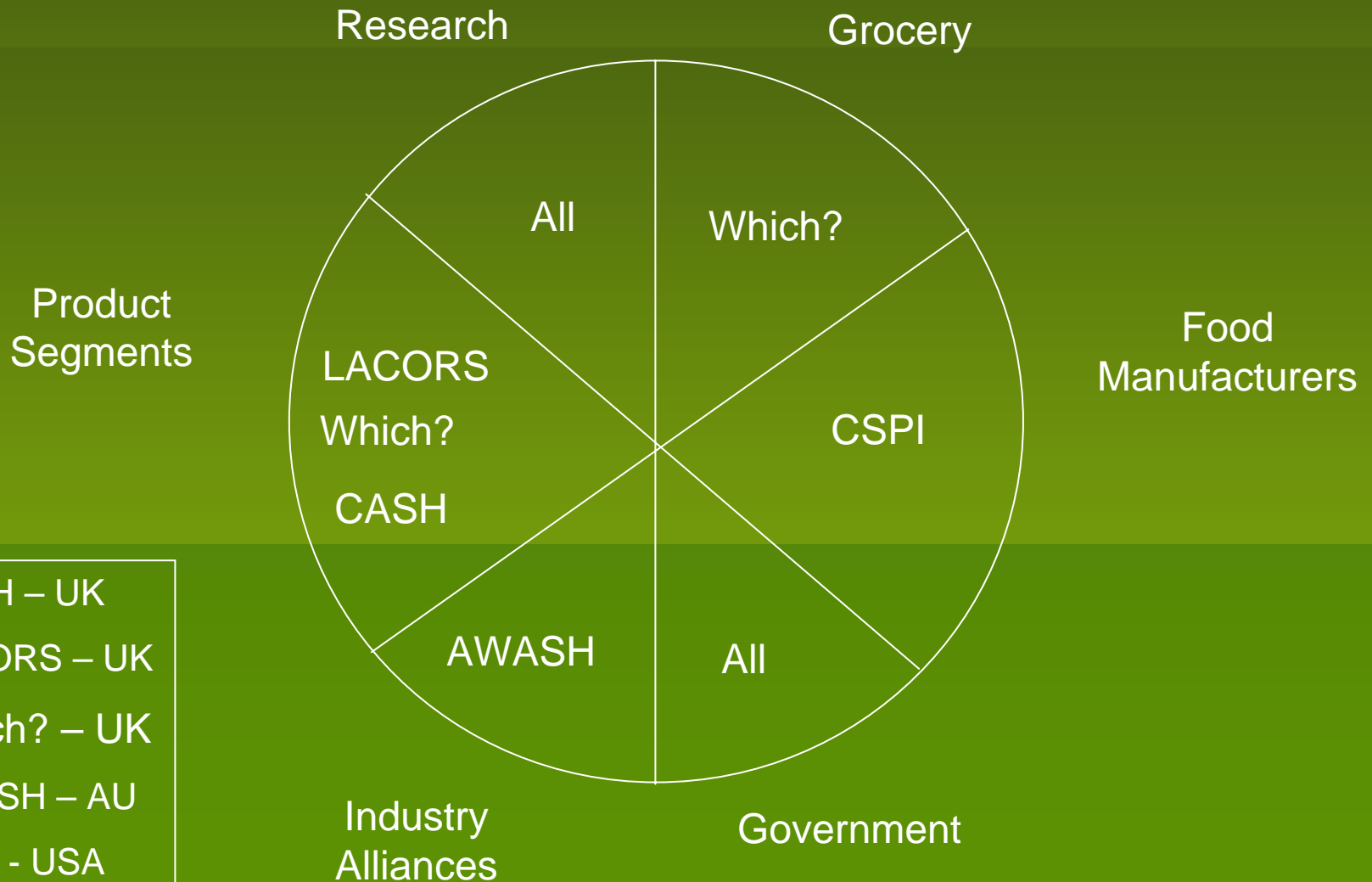
# Sustainability Landscape



# Trend Morphing



# Salt: Adversarial Groups 3/07-1/08



# Orphan: Shadow w/o Champion



# Travel Forecast

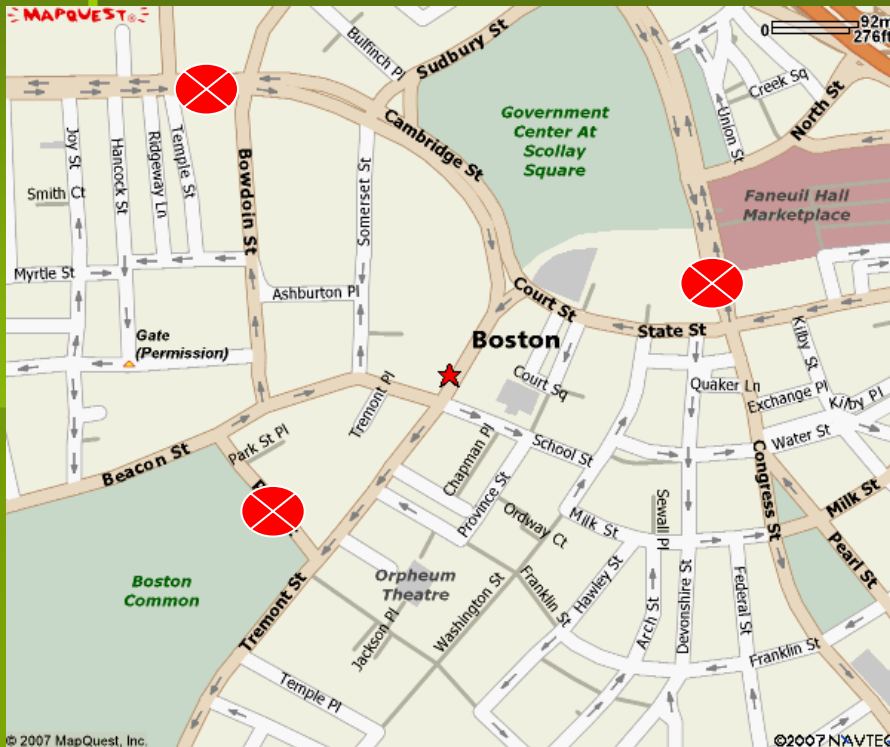
- Travel Industry
  - Regional USA
  - China
  - So. Africa, Tanzania, Morocco
  - Israel
  - Nepal, Albania and Macedonia
  - Dubai
  - Portugal
  - Puerto Rico, Dominican Republic, Anguilla
  - Post War – Vietnam, Moscow, Czech Republic, Slovenia, Hungary, Croatia
  - South America – Argentina, Chili, Peru, Ecuador, Brazil
- \*Look for Spa and Eco destinations

# Wine Forecast

- Wine Industry
  - Regional USA – Midwest, South, WA
  - South Africa
  - Argentina, Chile, Brazil
  - Spain, Portugal
  - Australia, New Zealand
  - Israel
  - Slovenia
- \*Amazon.com to enter the wine world

# Charging Towards Failure

- Intelligence is used to jumpstart innovation but not used during innovation (R&D phase).
- We are taught to react to static data - not to think through data.



# Unsolicited Advice

- Presidents, VPs

- Response to unsolicited ideas
  - Who are you?
  - Where did I put my latte?
  - Clearly he/she is out of their mind.
  - Do they realize I can fire them?
  - Do they know where my latte is?
- Ask why...why do they believe in the idea.

- Everyone else

- Be able to answer “why” when asked.



Thank you