

# Food and Beverage Trends

2011

**Following the SLO food movement**

**(Seasonal, Local, Organic)**

# 2011 at a glance

- Food Trends
- Health & Wellness
- Ethnic Foods
- Local & Sustainable
- Seasonal
- What Works



# Trends

**Health Wellness**

**Ethnic Foods**

**Local Foods & Sustainable Fish**

**Seasonal Ingredients**

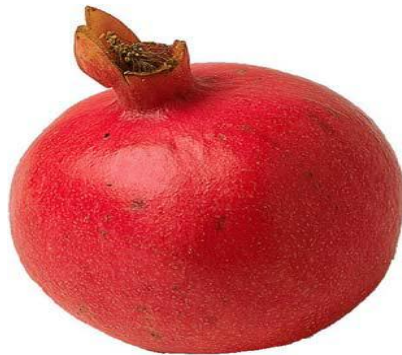
**Organic Options**

**Dietary Restrictions**



# Health & Wellness

- Overall Caloric Intake
- Balanced Nutrition to a now educated public
- Celiac / Gluten Free
- Lean Proteins
- Whole Grains / Antioxidants / Spices / Flax / Buckwheat
- Super Foods » Fruits – Açai, Blueberries, Pomegranate



# Ethnic Foods

- **Celebrate the Bold Flavors of other countries**
- **Spices – Cultural influences and relates to caloric burn**
- **Creates a Sense of Adventure like going on vacation**
- **Broad Acceptance as our nation is diversified**
- **Food Trucks – big USA today topic**



# Local Foods

- Local
- Markets
- Artisans
- Butchers
- Breweries
- The Story



# Sustainable Seafood

- Sustainable Fish
- Name recognition
- Tell the Story
- News worthy
- Environmental Impact



# Seasonal Produce





# Small Plates for Sharing



# Knowing WHAT to Serve



# Q&A

