



2020

FOOD TREND

# Forecast

*The future is tastier together*



CHEF **seasons**  
*tastier together*

# ZESTIER FUTURE WITH GEN Z



The Z generation will play a pivotal role in the continuing transformation of the food sector with their heightened sensitivities in **health, sustainability, traceability**, and **convenience**, along with their curiosity for authentic tastes and experiences, not to mention their different eating habits compared to previous generations.

2020 will be a year in which bridges of taste are built between east and west as well as north and south, where different languages will be spoken all at once at every table.

In the upcoming year, we will be seeing **'immersive experiences'** taking center stage as a direct result of the eat-ertainment trend while fueling color and creativity at tables both at home as well as the food service channel.

Speaking of colors, this year we will be seeing **cantaloupe, neo-mint, mellow yellow, cassis** and **many shades of brown** frequenting the tables all around the world as this year's signature colors.

While the year 2020 will continue to be under the influence of mega trends that have been in our radar for some time, with Z generation as the major influencer, we will see more sub trends emerging from **health, sustainability, convenience, experience and the world cuisines**, rooting deeper in our lives.

This year, we've got plenty of new comers at our table from marry-nades series to **dry marinade mixes**, from **roasted seasonings** to **multi-cooker seasonings**, from **potato flakes coatings** to **super food toppings** and from **Journey series** to **multi-pack cook boxes** as we bring to life the **5 major trends of the year 2020!**

**To get a bite out of 2020, come and join the Chef's Table.  
It certainly is much Tastier Together!**

From all of us at Chef Seasons,  
cheers to a Zestier and  
more Zexperiential 2020!

The food sector in  
2020 will be under  
the major influence  
of a new generation  
coming from the  
**'90'S**

# Bridges of Taste

**Long gone are those days people are satisfied with staying in their turf only.**

As the new generations continue to travel beyond borders, so do their appetites for **world cuisines**. There is certainly a direct correlation between people's cultural experiences and their zest for different cuisines and flavors.

In the previous years, we have seen specific cuisines coming at the forefront as a trend. In 2020, we will be seeing more than one cuisine flavoring up the tables at home and at food service channels.

With Generation Z behind the wheel in the years ahead, there will be no more roads less travelled or cuisines less tasted. Year 2020 will witness more bridges of taste being built between flavors of the east and west as well as the north and south.

**As the curiosity and lust for other cuisines increase, we will see the sector following suit in embracing all corners of the world.**

# MARRY- NADES from

# LA CASA *de* SABOR

Inspired from the flavor capitals of the world, Chef Seasons Marry-nades are a perfect marriage of spices, seasonings and sauces of the **east, the west, the north and the south**, offered in a single serve soda bottle for convenience and freshness. ***Come try them all and name your favorite character!***



*Is it Berlin or Delhi?  
Seoul or Istanbul?*

## DRY MARINADE MIXES + WORLD CUISINE SEASONINGS

Take your beef, chicken, pasta or veggies to a flavorful ride from Provence to India and Mexico to Morocco.



# IMMERSIVE EXPERIENCES

It's been quite sometime that collecting experiences have taken the reigns from acquiring possessions as a symbol of status. Millennials' desire for unique experiences led to this major societal shift that boosted the experiential economy across the world.

The food service industry is surely one of the first to revisit the dining experience, adopting new disciplines such as entertainment, giving birth to an **'eat-ertainment'** concept as well as multi-sensory experiences, appealing to the guests' 5 senses.

## Codes of creativity will be rewritten

**One thing is for certain. Good food is no longer enough!** Generations of today want to connect with others in more creative and imaginative ways.

Year 2020 will be another year in which the codes of creativity will be rewritten, crafting memorable experiences with adventure and fun. Advances in technology and science will come into play, giving birth to practically anything Gen Z can and can't imagine.

# Get ready to be surprised and wow'd!

# SAY IT WITH COLORS

In the days ahead, we will be seeing color playing a much crucial role in people's food and drink experiences. Chefs in and out of home will embrace the power of appetizing colors not only to express their id, but also bring fun and pleasure to the table, contributing to people's emotional wellbeing.

## 2020 COLOR PALATE



50 SHADES OF BROWN



REFERENCE: WGSN COLOR TREND REPORT 2020

ROASTY & FRAGRANT

# ROASTED SEASONING

FIRE KISSED TO PERFECTION

Chef Seasons Roasted Seasonings not only offer a freshly grinded feel and sophisticated flavor every time, it adds distinctiveness to each bite while enhancing the value of each meal. Inspired from the coffee industry that places an incredible importance to the taste of every sip, we've implemented a new processing technique with ceramic grinders that enables us to mix the aromas of many different herbs into a uniform and unique blend assuring a full bodied flavor along with our roasting process.



# Fast casuals on the fast track

With fine dining losing its appeal among the more **'convenience, comfort and value driven'** generations of today, fast casuals are on the fast track to stardom, with only one caveat. As the competition toughens up in the fast casual lane, the ones that crack the code of creativity at the table will win!

With stakes this high, the food service channel needs to look beyond the usual means of luring people around the table, putting many tactics in play. In 2020, the restaurants will be serving **'limited time offers', 'experiential tastes and textures'** as well as splashes of color to bring on the hype.



## Retailers and restaurants have found a new traffic driver within the last few years; LTO's.

Limited time offers have been a win win both for customers as well as the food sector. In 2020, LTO's will continue to be an effective tactic for retailers and restaurants, both to bring in new customers as well as test the grounds for market reaction for different offers.

# Blissful indulgence



Just few years back, people were suffering from FOMO (Fear of Missing Out) syndrome. Today, they're battling up against public enemy number 1, ANXIETY by exercising their right for JOMO (Joy of Missing Out).

As mental and emotional wellbeing takes center stage in 2020, there will be an increased interest in indulgent food and drinks to help disconnect from the everyday and de-stress.

There is a huge opportunity for brands, retailers and restaurants to rise up to the occasion with some mood enhancing food and sweets to help people feel better and happier.

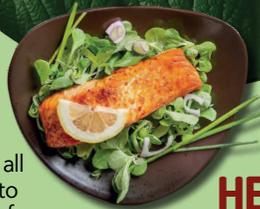


## HEALTH TO THE NTH DEGREE

One thing is for sure when it comes to the issue of health. It will be staying in our agendas for many years to come. While some of the sub trends will remain popular, others will evolve into other sub trends and each year, we will welcome new comers, ever expanding the definition of health into new avenues.

The concepts of veganism, naturalness, free from, organic and super foods will continue to stay in people's radar in 2020 with 'enlightened eating' and 'blissful indulgence' concepts coming to the forefront.

The all-natural and organic food trend will continue to grow in 2020 occupying prime real estate both in supermarkets as well as high streets. With increasing competition in food services, we will witness more restaurants expanding their menus to include organic and all-natural meals.



## POTATO TO THE RESCUE!

With gluten as the common enemy for many people, the ever nutritious, multi-functional, creative and environmental potato is making a strong come back not only as the favorite comfort food of all times but, also as a healthier substitute to bread crumbs and as the key ingredient for noodles, pizza bases, waffles and savory cakes.

## POTATO FLAKES

Move aside breadcrumbs, potato flakes are taking over!

From now on, potato flakes will be in charge of your golden schnitzels, chicken nuggets and oven fries.



# Enlightened Eating



A decade ago, people's health goals were limited to eating healthier in general or losing weight. Move a decade forward, today, the goals have become more specific and personalized with a long list of do's and don'ts.

Influenced by the millennials and Gen Z's, 'enlightened eating'; a more proactive, conscious and balanced eating towards a more holistic and healthy lifestyle will be gaining momentum in 2020.

People will not only refuse additives, pesticides, salt, gluten and genetically engineered foods, they will also be making conscious food choices for proper nutrition, building muscles, digestive health as well as their emotional well being. As for the latter, there will always be healthy dose of indulgence in people's diets.



## VEGGIE COLORS AS A HEALTHY DIFFERENTIATOR

On a totally different note, with greater competition both in the aisles as well as in the restaurants, brands will turn to veggie colors as a healthy differentiator, ensuring a strong visual appeal.





One of the megatrends of all times, sustainability will sustain its strong presence and importance in the years ahead with expansion into new territories.

With a solid track record since 2014, sustainability has proven its worth for those companies that have taken appropriate measures. Reports show a 20% increase in sales for food companies that have taken sustainability to heart.

GO GREEN

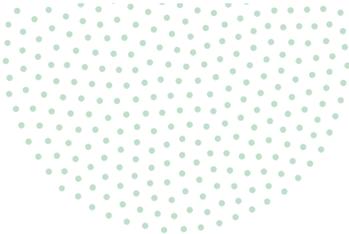
## The age of mindful consumption

**Brought up with concerns of sustainability and excess protection by their conscious parents, Gen Z will be spearheading the movement into the future as mindful consumption has become their 1st nature.**

Their expectations and demands from companies have surpassed any generations' so far. It's no longer about the end product anymore. **Clean labels, zero waste, traceability and transparency** have all become a point of entry. With the belief that **'There's no Planet B'**, they question anything and everything from ingredient sourcing to carbon footprints, from entire value chain and all facets of production to packaging. Even, continuing the use of straws and styrofoams is raising red flags nowadays.

**Gen Z's approach to sustainability is 360°** degrees and companies need to take notice. Manufacturers and retailers need to revisit their strategies, especially their sales tactics of underpricing, bundle pricing that trigger mindless purchasing that results in food waste.

Companies cannot continue with **'business as usual'**, it is no longer working. They need to look for new ways to reduce their impact and deliver value to consumers. Gen Z will not be thinking twice before they exercise their power against them.



# BETTERNESS; THE NEXT STAGE IN TRANS- PARENCY

**Transparency** continue to be one of the key factors impacting purchase decisions both for consumers and businesses. More than ever, it has become a prerequisite for a healthy relationship or partnership in the world of business.

In 2020 and beyond, we will be seeing more consumers, retailers and food service businesses looking for companies that practice **'betterness'**. They will be demanding more information than usual, be it the manufacturer's stance on social issues, their impact for greater good, product's footprint on the ecosystem or open pricing policies. In short, the sector will be paying more attention and, giving more value to transparency while adopting clean technology practices and **'betterness'** as a 21st century business model.

## TRACING BACK THE STORY

QR codes have become a popular activity as people trace each product back to its origins as well as its production details.



## RISE OF THE CHEESE CRAFT

More and more, **plant-based products** are invading our world each year addressing key issues of human health, animal welfare, climate change and protection of natural resources. They no longer are a niche in the food sector with new comers into the category every year.



**In 2020, plant-based cheese, spreads & butters** will surpass faux meat at retail. We will also be seeing more people crafting their own vegan cheese at home.

## GIVING LEFTOVERS A MAKEOVER IS GOING MAINSTREAM

**In last year's trend report, we've talked about 'giving leftovers a taste lift' with 2nd day sauces and seasonings.**

In 2019, Jamie Oliver has been a big proponent of this idea in his cooking shows, sharing recipes on how to make flavorful dishes from a-day-old leftovers and talking about contributing to family economy.

Retailers and restaurants need to get their act together regarding food waste as the new generations are paying attention to this economically, ethically, environmentally important issue.

In 2020, the food sector will continue to zero in on **'zero waste'** with innovative products that will add value to leftovers and excess food, giving them a tasty makeover.



# Food on the move



While fast casuals, take away's and food delivery will continue to capture occasions from cooking at home, retailers will fight back with new innovative solutions to increase both eat on-the-go food consumption as well as home cooking with practical product kits.

With advancements in food technologies, Millennials and Z's will continue to fuel the biggest growth in food delivery as they're not so keen on cooking big meals as their predecessors.

The other area of convenience that's been growing at fast pace has been boxed meals and snacks as a direct result of people's desire to achieve their health goals with new ingredients, flavors and formats.

# THE TASTE OF CONVENIENCE



*Desire for convenience has been on the rise for the last decade as our fast paced lifestyles increasingly kept us away from our kitchens yet closer to time saving food alternatives.*

*Changing patterns of consumption and increasing demand for new alternatives, products and packaging that provide a greater convenience and ease in people's lives led to the growth of different avenues of convenience in and out of home.*

*Starting with 2020, convenience will taste much sweeter in the upcoming years as the children of helicopter moms will be demanding more of it in and out of home, as they venture out on their own.*

# THE RISE OF THE EASY BREEZY COOK BOXES



While eating calorie-counted boxed meals trend will continue in 2020, we will also see a similar growth inside the home with **multi-pack cook boxes**, giving people the chance to quickly fix up something in the comforts of their home without breaking the bank.

## JOURNEY SERIES

**Chef Seasons' Journey cook boxes**

will be a perfectly convenient means to bring the taste of the world into millennials' and Z's kitchens as they try to elevate their culinary experiences at home with the least effort.

# FLAVOR ENGINEERING

Set out to leave a lasting imprint on people's palates, we are a manufacturer of *gourmet salts, seasonings, marinades, sauces, dressings, anti-aging spice blends, passionings, seasoning balls and herbs*. With more than **2,000 products, 5,000 unique recipes** and an ongoing pursuit of innovations, we take our flavors seriously and, we take them beyond borders.

**proud of the  
company we  
keep**

**we**

**innovative**

**reliable**

**agile**

CHEF SEASONS PRODUCTS REACH MORE THAN 70 MILLION CONSUMERS IN MORE THAN 10,000 SALES POINTS IN 28 COUNTRIES TODAY. WE ARE PROUD TO BE WORKING WITH TURKEY'S AND THE WORLD'S LARGEST SUPERMARKETS, RESTAURANT CHAINS AND FOOD SERVICE COMPANIES.

IN WHATEVER CAPACITY WE WORK, WE HELP OUR PARTNERS ACHIEVE COMPETITIVE ADVANTAGE WITHIN THEIR RESPECTIVE CATEGORIES.

AT CHEF SEASONS, INNOVATION IS OUR CULTURE, OUR CLAIM TO FAME. FROM OUR PRODUCTS TO PACKAGING, FROM TRACEABILITY TO PROCESSES, FROM FOOD SAFETY TO OPERATIONAL SYSTEMS, WE CONTINUOUSLY SEEK SMARTER WAYS TO GO ABOUT THINGS. AND, WITH OUR CLAIMED CHEFS AND EXPERT TEAM IN THE HOUSE, WE CONSTANTLY OBSERVE, RESEARCH AND TAP INTO THE HOTTEST TRENDS TO DEVELOP THE TASTIEST OPTIONS WITH A QUICK TURNAROUND.

AT CHEF SEASONS, WE BELIEVE IN LONG LASTING PARTNERSHIPS. THAT'S WHY OUR WORD IS OUR PROMISE TO OUR CUSTOMERS AND PARTNERS. FROM OUR DELIVERY TIMES TO OUR PRODUCT QUALITY, FROM OUR TREND REPORTING TO OUR ONGOING STRATEGIC AND FLAVOR CONSULTANCY, OUR PARTNERS CAN BE ASSURED THAT THEY HAVE THE RIGHT PARTNER BY THEIR SIDE.

WE KNOW REALLY WELL THAT COMPANIES THAT KEEP UP WITH THE TIMES ARE THOSE THAT THRIVE THE EVER-CHANGING DYNAMICS OF THEIR INDUSTRIES. ONE OF OUR KEY STRENGTHS IS OUR AGILITY. ONE QUALIFICATION THAT'S MOST APPRECIATED BY OUR PARTNERS, WE HAVE THE ABILITY TO RESPOND TO OUR PARTNERS' NEEDS MUCH QUICKER THAN ANYONE IN OUR INDUSTRY.

WE BELIEVE A TABLE IS A MEETING POINT WHERE THE EXPERIENCE IS ENRICHED WITH EACH GUESTS' PARTICIPATION... BE IT AT HOME, OFFICE OR A CONFERENCE ROOM.

**Join the Chef's Table,**  
SO THAT WE CAN MAKE THE FUTURE TASTIER TOGETHER!

  
**CHEF seasons**  
*tastier together*