New proteins on the block

The future of food is green

Ready for a gluten-free green burger? Read more on page 17.

Vegan fast food on the go
Today, what we eat, how the food has been produced and how we take care of the waste, are very important issues not only in restaurants but also within government, hospitals, schools and workplaces. We’ve become more aware of how the choices we make can affect our health as well as the planet. Health, well-being and sustainability are also core issues for us at Fazer Food Services and deeply rooted within the whole company.

One of our business goals is to increase greens in our restaurants. Since coming to Fazer Food Services five years ago, I’ve been inspired by what I’ve learned from my colleagues and have cut down on meat. I’m now eating more plant-based food and believe this is good both for my health and for the environment. Read more about the green revolution on page 14.

Another thing I’ve learned is that knowledge drives change and development. This is one of the reasons I’m very happy to introduce you to our Future Food Trend Report 2019. With it, we want to dive deep into some of the current trends within food, health and sustainability. Because the more we know about food, the more we can develop what’s being served in our restaurants and improve the quality. This is why we are investigating foods that could have a positive effect on the brain and our cognitive performance in one of our current projects, the Brainhow programme.

In this report we’ve also involved consumers since we believe trends should be anchored in reality. What kinds of choices are our guests prepared to make to protect the environment? How ready are they to increase their plant-based food consumption?

I hope you will enjoy learning more about the future of food in this report.

ABOUT THE REPORT
Fazer Food Services’ Future Food Trend Report 2019 is based on editorial research from Spoon, including interviews with researchers, chefs and other professionals working within food. It is also based on a report conducted on behalf of the Fazer Group by Foresight Factory, a research firm specialising in future trends. Unless indicated otherwise, data in the report comes from two consumer surveys, conducted by the YouGov data and analytics group: one with a total of 2,040 CAWI interviews of Nordic consumers aged 18-64, which took place during 2-11 February 2018, and one in June 2018 (Fazer Food Services consumer survey in four Nordic countries 2018), with about 4,000 completed interviews.

Food for thought

NEW PROTEINS
Looking back on 2018 we saw bowls everywhere. Buddha bowls, poke bowls, acpi bowls, smoothie bowls – you-name-it bowls! It was also the year when Instagram went wild with plant-based photos. Next year we’ll probably see more dishes made of protein from plants, such as lupines, peas and soy as well as “meatless” natto. Read more about the green revolution on page 14.

WISDOM FROM ASIA
Next year, foodies will be talking about an ancient Indian health philosophy, Ayurveda. An Ayurvedic diet means you have a holistic approach to eating and you try to choose food that nourishes your constitutional type. Many have already embraced the yellow turmeric root, the essential ingredient in the drink “Golden Milk.” In 2019 we’ll dig more into this philosophy and see if we can swap the olive oil and butter for ghee – a clarified butter where the milk fat has been rendered from the water, which makes it lactose-friendly. In Asia, ghee is not only eaten, but also used to cure rashes and burns. Read more about food with a purpose on page 20.

COLOURFUL LATTES
We will continue to drink different versions of lattes made without coffee beans. Macha latte, made of a Japanese green tea full of chlorophyll, is still going strong. We’ll also see red beet lattes, purple ube lattes, made of ube – a purple sweet potato – as well as blue “Smurf” lattes made with blue spirulina and black lattes made of active charcoal!

BAKING WITH BEANS
Lentils, chickpeas and beans are not only tasty in stews, but next year we’ll also be baking with them. Cakes, bread and buns will get an extra protein boost. When you bake with beans, no sugar is needed, since they have a naturally sweet taste.

GLITZ AND GLAM
As a contrast to the healthy and sustainable vibe in our kitchens, we do want some indulgence once in a while. In 2019 we’ll see more eye-popping presentations and food that surprises the guests. Think edible gold, food on fire, crystal ball frappuccino, glitter cappuccino and bubble waffles with extra all. Read more about holistic eating on page 26.

APPETISERS

5 food trends coming up in 2019

APPETISERS

ANDREAS BERGGREN
CEO, Fazer Food Services
If we look into the crystal ball, what are some general food trends coming up?

“Food will become an even more important way to tell about your identity. What you eat will indicate, for example, that you make conscious choices about sustainability. People will continue to want a healthy diet while treating themselves to some indulgence, so there will be more indulgent treats, that are still healthy.”

What are some of those indulgent treats that we can expect to see?

“As a concrete example, we could take vegan chocolate. Consumers – especially the millennials – are well aware of the harmful impact of unhealthy food, yet they still have the appetite for a treat. According to Google trends, there has also been significant growth in searches for ‘vegan chocolate’ worldwide since 2015.”

Are there any other foods we will see on plates next year?

“In general, eating more greens will certainly continue to be one of the main trends going forward. There are many new meat alternatives available for consumers and plenty of tasty veggie street food options too, thus it has become very easy to say no to meat. According to Foresight Factory, around one-third of global consumers are planning to reduce their consumption of red meat over the next 12 months.

Another area that will grow in popularity is the interest towards foods that claim to impact our mood. A stronger inside-out approach to health will take place, alongside a greater belief that food (including the microbiome in our gut) can have a direct impact on our mental health and mood. Therefore, food and drink products that claim to have specific functional benefits will become more appealing.”
What we decide to eat is no longer only about the food we crave. We also want to know where the food comes from, how it has been produced and what happens with leftovers. So, have we become pragmatic eaters? Well, at least some of us have. The awareness of the environmental impact of consuming red meat is growing in the Nordic countries, as well as distaste for non-ecological offerings.

According to Foresight Factory, a commitment to protecting the environment is rising among consumers in the Nordics. But being a conscious consumer isn’t always easy. When it comes to sustainable consumption, there are many aspects to take into consideration.

“People are fed with new impressions all the time, for example that we should eat more green food, eat at certain hours of the day, and follow certain diets. At the same time, we need to consider what is good from a sustainable perspective,” says Kristina Persson, brand and concept manager, Fazer Food Services. We’ve seen that a lot of people want to follow the advice for their own well-being and for the planet’s best, but they don’t always know how.”

One way of helping people to make healthier and more sustainable choices is nudging. Nudging is a method used to push the consumers to...
make good choices. It can, for example, be about putting vegetarian dishes first on the menu to make them more visible or trying to change behaviours, like encouraging people to put less food on their plates.

“Through portioning out the food we can both decrease waste and support our guests’ well-being,” explains Persson. Macro trends with a focus on personalisation, sustainability, and less food waste will continue to develop, she adds. “We will keep on challenging and educating our guests on how they can contribute to doing good for the planet.”

**POLL**

Would you buy cooked meals made out of food that was about to expire?

<table>
<thead>
<tr>
<th>Country</th>
<th>Yes!</th>
<th>No!</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sweden</td>
<td>43%</td>
<td>57%</td>
</tr>
<tr>
<td>Denmark</td>
<td>37%</td>
<td>63%</td>
</tr>
<tr>
<td>Norway</td>
<td>49%</td>
<td>51%</td>
</tr>
<tr>
<td>Finland</td>
<td>35%</td>
<td>65%</td>
</tr>
</tbody>
</table>

Source: YouGov’s Food & Health 2018 report

Fazer Group is a member of the Roundtable for Responsible Soy (RTRS) and is committed to using 100 per cent certified soy by 2020. The commitment covers both the soy Fazer uses as an ingredient in the food and soy that is used indirectly through animal feed used in the production of meat, fish, dairy products and eggs.

**Sanna-Maria Hongisto**

Senior Manager, Nutrition & Corporate Responsibility, Fazer Food Services

Why is food waste important to Fazer Food Services?

“Food waste has a huge impact on the environment. One third of the food that is being produced in the world today is thrown away and that is way too much! Fazer Food Services is in the beginning of a journey when it comes to food waste. A lot of good things have been done, but it takes time to change operations in 1,200 restaurants. We want to turn the challenge into an opportunity and one ambition is to increase the awareness of food waste, both internally and externally. Sustainability from a business perspective is a lot about making wise choices, both when it comes to the ingredients we purchase for our restaurants and how we work with the whole value chain. Obviously, we want to serve the best offer to our guests when it comes to having a full buffet, but if we keep it constantly full until the last hour, we risk ending up with a lot of leftover food.”

How can we see food waste as a resource?

“A while ago I visited one of our restaurants in Copenhagen and the leftovers from the day before had been put into nice bowls with new fresh herbs. ‘Yesterday’s food’ hadn’t been put at the end of the table, but was proudly presented in the beginning of the buffet, which I really thought was inspiring. All food is valuable. Somebody has put a lot of effort into producing it and leftovers shouldn’t be seen as garbage!”
Next generation of farming

With the world’s population increasing, we need to change the way we produce food, including how it’s cultivated.

**Urban in-house** farming can help to cut both transports and emissions. By using so-called “ag-tech,” vegetables and herbs can be cultivated without soil or sunlight. Instead, the greens are cultivated with a hydroponic method, which means they are grown directly in water mixed with plant nutrients and use special LED lightning. By using a vertical cultivation system, the indoor surface space can be fully maximised. But hydroponic farming can also facilitate the customisation and optimisation of the veggies so they become even more nutritious. In Japan, Fujitsu is growing low-potassium lettuce in indoor farms aimed at preventing a kidney disease that affects 10 per cent of Japan’s population.

It’s already possible to culture meat and fish using cells from living animals, which some call “cellular agriculture.” Finless Foods in California is producing the world’s first in vitro fish and seafood. Cells from live fish grow into handy forms such as fish filets in a bioreactor.

Julie Gold specialises in biomaterials and is a professor at the Division of Biological Physics at Chalmers University of Technology, Gothenburg, Sweden. Gold is researching tissue engineering, the ability to reproduce organs for human transplant and started to get interested in cellular agriculture already in 1997. She sees a lot of similarities between reproducing organs and meat but the development of cultured meat falls on financing of the research.

“Food could actually be produced in a food factory in the future, just like yoghurt or sourdoughs are cultivated by letting good bacteria grow,” she says.

Gold predicts that cultivating a juicy steak from living cells is a few good years away. “There are many challenges, like finding the right technique to be able to cultivate bigger pieces of meat,” she says. “But I do believe there are many advantages with this technique, such as eliminating the use of antibiotics in livestock and increasing animal welfare. It might also be possible to design healthier meat products, for example by replacing animal fat with vegetable-based fats.”

---

**POLL**

I would be interested in eating insects to protect the environment.

Yes! 9% 7% 7% 15%

Source: Fazer Food Services consumer survey, YouGov, June 2018

---

All taste, no waste

The development of a more sustainable food system is clearly presenting loads of challenges for producers, as well as chefs. But at the same time, the challenges can open up for new ways of thinking – and cooking. The zero-waste movement is one example.

Food waste and leftover ingredients are no longer going straight to the bin. On the contrary, what used to be considered garbage is today seen as a resource by many chefs. Some chefs have even taken zero waste cooking as a daring and creative challenge. The award-winning Swedish chef Paul Svensson has initiated a pop-up restaurant called ReTaste in Stockholm. By taking products that would normally be thrown away due to an approaching best-before date, and turning them into luxury dishes, he wants to change attitudes regarding how we look upon “old food.” The initiative has been so impressive that the Swedish Crown Princess Victoria has been spotted popping in for a meal.

In Helsinki, Finland’s first zero waste restaurant, Loop, serves lunches made 90 per cent of ingredients that are about to be thrown away by supermarkets, wholesalers and restaurants.

Sanna-Maria Hongisto, senior manager, nutrition & corporate responsibility, at Fazer Food Services, welcomes all food waste ideas and she hopes to see similar initiatives coming up. “I think we will see more circular restaurants and more open kitchens. Customers want transparency. Today, many people want to see how the food is made but I think waste management will soon come into the limelight too. We have seen a strong trend with a desire for knowledge about the origin of food products. In the near future, I believe consumers will also expect to be informed about where the waste will end up.”

Read more about restaurant Loop, founded by Johanna Kohvakka on pages 8-9!
EAT IT!
The Ooho water container is a spherical container made of seaweed. You can either pierce a hole in the container and drink the water or choose to eat the whole thing. The concept was designed to cut down on plastic water bottles, and it can hold all kinds of liquids, from water to soft drinks and spirits.

SNEAK PEAK
Future packaging

WITH FOOD COMES a lot of packaging – and the Nordics are good at recycling. But what if a package could self-destruct or be eaten? Well, this futuristic packaging is already here, at least in theory. Swedish packaging innovators Tomorrow Machine are working on finding solutions for the future and getting inspired by nature. What could be cleverer packaging than an eggshell or a banana? One example is to store olive oil in a shell made of sugar and beeswax. To get the oil out, you could simply crack the shell. Such packaging could be recycled with food waste.

POLL
It’s very important to me that a lunch restaurant prepares food made of locally sourced and ecologically sustainable ingredients.

Yes!

Source: Fazer Food Services consumer survey, YouGov, June 2018

EAT IT!
The Ooho water container is a spherical container made of seaweed. You can either pierce a hole in the container and drink the water or choose to eat the whole thing. The concept was designed to cut down on plastic water bottles, and it can hold all kinds of liquids, from water to soft drinks and spirits.

JAPANESE FAST FOOD
A great way to use leftovers and veggies that have started to get a bit dry, is to turn them into a trendy Japanese fast food dish. Okonomiyaki is a very popular street food in Japan, similar to a hashbrown, that can be made of pretty much anything. Mushrooms, chicken, tuna, carrots, corn, eggplant – you name it – but the base is always white cabbage and a pancake batter. The name okonomiyaki is derived from “okonomi” meaning “to one’s liking” and yaki means grilled.

Photo: Louise Billgert
Loop fills plates, not bins

At waste food restaurant Loop, no carrot is too ugly or cucumber too curved. The Helsinki-based, charity-run eatery tickles taste buds with eco-friendly creativity.
brown banana or a bleak slice of rye bread are just as tasty and nutritious as their prettier counterparts. However, grocery shoppers tend to go for the nicer-looking alternatives. Households, stores, restaurants and food manufacturers waste 335–460 million kilos of food every year.

A Finnish organisation called From Waste To Taste wants to stop food from hitting the trashcan. Founder and chair Johanna Kohvakka doesn't judge people who waste food; after all, there was a time when she was one of them.

“I used to think that as food is biodegradable, it’s not a big deal to put leftovers in the compost,” she recalls.

From Waste To Taste lives as it preaches by, for example, running Loop, a waste food restaurant located just a stone’s throw away from central Helsinki. Its lunches and brunches are, at least, 90 per cent made of food that was about to be thrown away by supermarkets, wholesalers and restaurants. The NGO’s car, known as Food Rescue, collects the items from providers and takes it to the kitchen.

“We save food from going to waste and turn it into beautiful, tasty portions,” Kohvakka explains. “This way, we hope to increase the way people appreciate food in a fun, relaxed way.”

As the truck arrives, the chefs are just as unaware of the contents as everyone else. Although some things come in daily, like bread, fruit and vegetables, there might be surprises that require some creativity.

This brings a combination of challenges and inspiration to the table, as recipes need to be modified and even invented based on what happens to be available. For Loop’s chef Taina Rauhamäki, it’s sometimes difficult to understand why the items have been thrown away.

“The selection of fruit and vegetables we receive can be abundant in comparison to regular restaurants,” she says. “I have always been a little frugal and used broccoli stalks and cauliflower leaves in cooking, so there’s plenty to get innovative with.”

Rauhamäki has been working at Loop since its early days. When she saw the very first press release of the restaurant in the making, she instantly got in touch with Kohvakka saying she wanted to be involved.

“This is not just a chef’s job. Even if it sounds like a cliché, we’re also helping save the world.”

On top of serving diners, From Waste To Taste delivers food to its partner charities. However, food waste is so prevalent that there’s more food than charities can take. Lunch visitors are offered free bags of bread as they pop by, and Loop also utilises leftover bread in brewing its own beer.

The restaurant also extends its social responsibility to recruitment. Although chefs need to be very experienced, they are assisted by people who might struggle to find employment elsewhere and need work experience and references, such as immigrants.

The effort is partially funded by the European Social Fund.

Loop also collaborates with other companies, including Fazer. From Waste To Taste and Fazer have, for example, tried to synergise their logistics to bring down costs and reduce their ecological footprints and they have created recipes utilising the most commonly discarded food.

Kohvakka believes that the zero waste mentality is a globally growing trend and the level of awareness will continue to rise. Plenty has already been achieved, but a lot of work is still ahead. The biggest task is to change attitudes.

“Even if one grape has soured, the rest of the box is still perfectly edible,” Kohvakka notes. “We want to get everyone involved in fighting food waste.”
Click and you can have it all, including lunch delivered by a robot. Due to a lack of time, people are increasingly looking for more convenient eating options. But they are less willing to sacrifice taste or health to achieve that.
“Time is money,” goes the saying, and this has never been more evident as time pressures – or the perception of a lack of time – influences much of what we do including how, when and what we eat. Time pressure carries an even higher psychosocial risk factor in the Nordic countries than elsewhere in Europe, according to a survey presented by the European Agency for Safety and Health at Work.

People in the Nordic countries want to make better use of the little free time they have and are prioritising differently than in the past, says Michael Blæsbjerg, product manager, Fazer Food Services. “That includes spending less time on grocery shopping and preparing dinner,” he adds. “Takeaway meals are changing and it’s no longer just about buying a cheap hamburger or a pizza. People want to eat high quality food and are paying more and more attention to their health.”

An increasing number of fine restaurants have caught onto the takeaway trend, as people are willing to pay more for high quality, healthy takeaway food. Cooking has become a burden for nearly a quarter of Swedes and Danes, according to a survey by YouGov.

With more flexible workdays and sports and other activities outside of work, people no longer adhere to the same, rigid mealtimes. This has led to more convenient and flexible meal options such as all-day offerings. The growing demand for food anytime, anywhere, has also led to an increase in snacking. However, many are replacing salty snacks with healthier, natural alternatives.

Fruit bites, broccoli bites, veggie jerky and sugar-free bars are just some examples of the healthy snacks selected by people with an active lifestyle. In fact, the latest trend has added “the fourth meal” to the standard “three meals a day” routine. That fourth meal is really just a small snack to tide one over until the main meals. For millennials, who replace meals with snacks at least once a week, there is a growing tendency to eat smaller portions and eat more frequently.

According to global data analytics company, Nielsen, the snacking business grew by USD 3.4 billion globally in 2017. That’s no small peanuts!
Going solo!

According to an annual survey at Fazer’s restaurants, guests want more flexibility and convenient solutions. Can you give us some examples?

“People are increasingly eating when they are hungry rather than according to the old clock with specific mealtimes. Therefore, we must cover the whole day. In Denmark we provide our guests with all-day food and snacking concepts by offering breakfast solutions, small snacks before lunch, a salad or sandwich to go when they leave work, and takeaway to bring home for dinner. We are continuously trying to keep up with the newest trends to meet the needs and wishes from our guests and make their everyday lives easier.”

Describe Fazer’s new, more flexible concepts.

“We have two solutions: One is a webshop where our guests can order the daily menu and other delicacies as takeaway. The other concept underway lets our guests pick up a meal from the Fazer freezer and pay with their mobile phones. There is no grocery shopping and no cooking time, as the food just needs to be heated up. In addition, all the meals are cooked by our passionate Fazer chefs. Our guests can also opt for ‘medium’ convenience. They cook their own meals, but we provide a recipe with the main ingredients.”

Do you think people are prepared to give up dining together for convenience?

“I don’t think we will experience that in our restaurants. Most people want to socialise and have lunch together with their colleagues. What we do experience is that more and more people are working at home and on the go, so we need to consider this and keep offering more options.”
Smart data is being used to grow food more efficiently, through such things as sensor systems that control water, nutrients and atmospheric conditions. Local Roots, based in Los Angeles, is one of many companies moving farming indoors. It grows vegetables in so-called “TerraFarms” made from shipping containers. Instead of relying on sunlight, plants flourish in these containers with the help of LED lights.

And, of course, food tech is helping make food services more convenient, through apps that enable customers to order ahead, avoid queues and use drones and robots to deliver food.

Amazon, not surprisingly, is leading the way with AI solutions to improve food service convenience. Amazon’s Dash Replenishment service enables smart connected devices, like refrigerators, to automatically order and deliver necessities before they run out. Amazon Echo is a voice-controlled device that enables users to speak to virtual assistant Alexa, who assists with services like placing shopping orders. At the Amazon Go store in Seattle, customers avoid the grocery store checkout entirely. Amazon Go uses the same types of technologies used in self-driving cars – computer vision, sensors and deep learning, so customers can walk in, put their groceries in a bag, and walk out.

Clever IT systems can also help in the war against food waste. The Swedish start-up company, Deligate, helps food stores improve their tracking of best-before-dates on products, decrease their food waste and spend less time on inventory. Deligate won a prize for their clever app at the event FoodTech 2018, which took place in Örebro, Sweden March.

These are just a few examples of how food tech activities are paving the way for further convenience – and, quite possibly, our future survival.
The Green Revolution

The greater awareness of health issues is starting to have an impact on the food market. A growing body of evidence is showing that we have reached a turning point where “veggie” has gone mainstream.

Even if the number of people that call themselves vegan or vegetarian is still relatively small, meat-free options on restaurant menus and in shops are no longer seen as secondary to meat, but as an equally good choice. An average of 25 per cent say that they have changed their habits, reducing their meat consumption in the last year, according to YouGov’s 2018 Food and Health report. In this group, the main driver is primarily a wish to improve health and well-being followed by a concern for the welfare of animals and the planet. “I believe this is a long-lasting trend because the world needs it. The meat consumption of today is unsustainable from a health perspective,” says Rune-Christoffer Dragsdahl, secretary general at the Danish Vegetarian Association.

“However, moving forward the drivers are likely to shift as younger generations grow up.”

The same study by YouGov shows that for younger people, going green has become one of the most important identity statements. “Young people are growing up with the idea that eating meat is bad for the planet and are very involved in issues concerning sustainability. As this generation grows up, this is likely to take over as a main driver, along with health,” says Dragsdahl.

A growing number of people are choosing to be flexitarian or “semi-vegetarian.” This means eating vegetarian most days but allowing themselves to eat meat once or twice a week. Indulgence is still an important part of people’s well-being, but in a more balanced way. And when they do indulge, there is a trend towards choosing high quality, organic meat. “Vegans and vegetarians are setting the ideal, but they will still be a minority in the future, compared to the number of flexitarians that I believe are likely to grow faster,” says Dragsdahl.

At the same time, 85 per cent of the actors within the food and restaurant industry believe that a protein shift is happening, according to a study by Macklean*. This means choosing plant-based proteins over meat, but also being selective about which animal proteins to eat, where the tendency is to opt out of red meat.

Would you be interested in eating more vegetable-based proteins such as seitan, pulled oats, soy mince or similar to protect our environment?

<table>
<thead>
<tr>
<th>Sweden</th>
<th>Denmark</th>
<th>Norway</th>
<th>Finland</th>
</tr>
</thead>
<tbody>
<tr>
<td>31%</td>
<td>23%</td>
<td>23%</td>
<td>41%</td>
</tr>
</tbody>
</table>

Source: Fazer Food Services consumer survey, YouGov, June 2018

* A survey with 100 respondents within the food industry, conducted in 2018 by Macklean, a Swedish strategy consultancy firm for the food industry. The study was done in collaboration with LivsmedelsFöreningen, a non-profit association and organisation for people engaged in the food chain.
The rise of “plant butchers”

Even though a rising number of people are opting for vegetarian food, they don’t want to compromise on taste or experience. The selection of plant-based proteins is growing, including vegan sausages and burgers that taste and smell like meat and even have a “meaty” juice.

PLANT-BASED MEAT

The Impossible Burger was invented by a team of scientists, farmers and chefs based in Silicon Valley, California. It is made from plant-based ingredients such as wheat, coconut oil and potatoes, but it is the secret ingredient – heme, in this case made from soy roots, that gives the burger its smell, sizzle and meaty taste. It even exudes a meaty juice when you dig into it. At the same time, shops that imitate the old-school vibe of a local butcher, but with a plant-based menu, are growing, including The Herbivorous Butcher in Minneapolis and The Monk’s Meat in New York. The Dutch farmer Jaap Korteweg opened The Vegetarian Butcher in the Netherlands after going vegetarian himself and struggling to find products that tasted good. The shop produces meat-free products, such as bacon, meatballs, shawarma and hot dogs, using a plant-based protein out of locally grown lupines and peas. It also offers fish-free “tuna” made of whey protein and soy. Korteweg’s goal is not only to cater to vegetarians, but also make meat lovers enjoy his products.

VEGETARIAN FINE DINING

At the same time as people are seeking out proteins that look like meat and resemble its taste and texture, vegetables are experiencing a revival in their own right. Chefs are finding new and innovative ways to cook and present vegetarian and vegan dishes as well as finding more unusual greens.

Last year Swedish chef Mathias Dahlgren, winner of Bocuse d’Or and selected as the “Chef of all chefs” for five years in Sweden, decided to close his fine dining restaurant at Grand Hotel in Stockholm, to open a lakto-ovo vegetarian restaurant called Rutabaga. In Copenhagen, the Michelin restaurant Geranium – dubbed as one of the world’s most sustainable restaurants – doesn’t only opt to seduce meat and fish lovers. They also tantalise with a tasting menu that is completely vegan.

PORTION CONTROL 2.0

People are starting to become aware of the cost of over-consumption, both to the planet and to their well-being. They are adjusting their diets and embracing balance, reverting to the spirit of “lagom,” the Swedish word for moderation. However, besides reducing “bad” foods such as sugar, processed food and red meat, there is also growing awareness of the size of our serving portions. People are starting to realise that an important part of a healthy lifestyle is to eat in moderation.

This, however, is not a new concept. The residents of Okinawa Island in Japan have a very high life expectancy of 100 years. Many studies have been conducted over the years to find out the secret behind their long, healthy lives. What was found was that for centuries, the Okinawans have been following the principle of “Hara Hachi Bu,” which is eating until they are “almost full.” With smaller portions comes a quest for nutrition for every inch of the plate, where bulking up with pasta is giving way to more nutrition-dense options such as zucchini noodles, so-called zoodles.
How is Fazer working with nutrition?

“Nutrition, health and sustainability are very important focus areas for us. We want to develop healthy products with room for indulgence, as you should be able to eat well and be happy too. We are investing time and money in developing nutritious foods and Fazer has a research group where many of us have a background in nutrition research.”

What is Fazer looking into when it comes to personal nutrition?

“One of the most interesting areas is related to the bacterial genomes in the gut. Eating food such as fibre-rich grains, berries and root vegetables, can have a positive effect on the gut’s microbiota. The connection between the brain, the gut and the food you eat, may affect your mood, performance and health.”

Describe Fazer’s research.

“In our research programme, called Brainhow, we are looking into what types of foods, in combination with sleep, physical and mental exercise and recovery, can improve cognitive power. A holistic view to nutrition helps people keep their energy levels on top. We have conducted trials in Finland where we offer ‘brain-friendly’ food in our restaurants and devices for people to track their eating, sleeping, exercise and nutritional habits. We were interested in knowing if the participants ate more regularly, felt energetic throughout the day or if they avoided the post-lunch dip by eating food that was designed to be brain-friendly. Brain-friendly food will be a big area in the near future.”

What is on the more long-term horizon for personalised nutrition?

“Being able to test yourself to see how what and when you eat is affecting your health, is going to be big and we are constantly scanning the research and the market in this area. Today, expensive blood tests for DNA testing and metabolic parameters are available. However, they are both quite uncertain scientifically – and very expensive. In the future, analyses will be less invasive, more reliable and much cheaper. Instead of taking blood samples, testing might be done using saliva or sweat from your skin. Personalised nutrition is a huge trend especially in the western world and we are keeping our eyes on that, and looking into collaborations with different universities and research institutes to increase our knowledge and pass it on to customers.”

It’s very personal

What we eat affects our bodies and our minds and personalised nutrition is of growing interest. Fazer is actively taking part in this development.
A contemporary burger doesn’t have to contain meat or gluten, according to food blogger and cookbook writer Martin Nordin. In his book, Green Burgers, published in 2017, he questions what a burger can contain—and look like. The burger pictured here is Nordin’s interpretation of how healthy fast food can look in 2019: A vegan patty of salt-roasted sweet potatoes and lentils high in protein, onions and dulce seaweed cooked in white wine. The burger is finished off with cashew butter, white kimchi and some fresh herbs. Instead of bread, the burger is wrapped in leaves of romaine lettuce.

**POLL**

I’m interested in totally stopping my consumption of meat, or only eating meat on special occasions, to protect the environment.

<table>
<thead>
<tr>
<th>Country</th>
<th>Sweden</th>
<th>Denmark</th>
<th>Norway</th>
<th>Finland</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes!</td>
<td>23%</td>
<td>18%</td>
<td>17%</td>
<td>28%</td>
</tr>
</tbody>
</table>

Source: Fazer Food Services consumer survey, YouGov, June 2018
What’s cooking?

What we eat impacts both the environment and our health. That is why it’s important to find new and innovative ingredients. Or, sometimes, have a rethink about nearly forgotten ingredients from the past.

**DON’T BE BUGGED**

In the future we might see insects as a brilliant source of protein. In Finland, Fazer has made one of the world’s first “bug breads,” containing cricket flour. The cricket is a good source of protein, but so far only Finland and Denmark are allowed to have insects as a food ingredient in the Nordics. Yet already back in 2013, the UN recommended eating insects as a source of nutrition due to overfishing and as a way to fight climate challenges.

**VEGAN PROTEINS**

We’ll be seeing much more plant-based proteins next year. Tempeh is a traditional Indonesian vegan protein made of soybeans. Recently, a Swedish tempeh made of yellow beans has started being produced on the island of Öland. Tempeh is fermented, which makes it easier for the body to absorb nutrition.

**NUTRITION HUNTING**

Foods that are naturally high in nutrients are in the limelight, like sprouts and micro leaves. Since the life of a plant or vegetable is concentrated in the seed or the growing leaf, they are very high in nutrients. In the US many food companies have understood that more and more consumers have become “nutrition hunters” and have started to label the nutritional density of their products.

**FLOWER POWER**

Edible plants and petals are nothing new but next year’s dishes will be flowering big time, especially on Instagram food accounts. And why not? Even if flowers generally don’t have very much flavour, there is proof that we eat with all of our senses. And flowers really do beautify the presentation of a plate of food. Read more about sensory experiences on page 30.

**INTO THE WILD**

Foraging is a popular trend that involves looking for food in the wilderness. It’s something that our grandparents were doing when they went picking edible weeds and wild plants. Today, many of the new Nordic chefs are foraging for wild ingredients like ramps, nettles and ground elder, for their fine dining restaurants. To the left are edible ramp leaves.
GLUTEN-FREE PLEASE
Ditching gluten but in love with pasta? Fear no more. There’s a growing supply of pasta made from veggies – like this macaroni made of red lentils. Tasty, colourful and high in protein.

MERMOIR
The sea is not only fish and seafood. Algae has become popular as a sustainable ingredient. Sea coral, also called samphire, is actually not a coral but a plant that grows in the sea and on shores. The crispy green plant is not a newbie in the kitchen. It was mentioned way back as a delicatessen in some of Shakespeare’s stories. There’s also a growing interest for coastal plants, such as seablite, glasswort and sea lettuce.

BACK TO THE ROOTS
Some of the crops we used to cultivate for their high protein and nutrient content hundreds of years ago have almost disappeared from our kitchens. Take for instance the grey maple pea, a staple in the Nordic kitchens of the 15th and 16th centuries. Now, some of these old-school crops are – thanks to some dedicated farmers – back in fields.

MEATLESS MEAT
Who really needs pork, chicken or beef every day? Why not try a vegan protein for a change? There are many alternatives out there and pulled oats and jackfruit are two trendy ones at the moment. On the bottom right, is the meaty looking jackfruit, marinated in a smoky hickory liquid. This fruit is sometimes called fooled pork, for its similarity to real meat. Read more about vegetarian meat and plant butchers on page 15.

Boosted Food
It’s getting easier to eat nutrient-rich foods. We are, for example, seeing more practical food combos like noodles with spirulina. Spirulina is a blue-green micro algae loaded with power. Spirulina has been considered so high in nutrients that NASA has studied it as a possible “space food” due to its very high concentration of nutrients as well as light weight, which makes it suitable to carry on board space trips.

GO FOR GOOD BACTERIA
Fermented greens have been consumed in different ways all over the world for centuries and they are a great source of so-called “good bacteria.” Germany has its sauerkraut, El Salvador its curtido and Korea its kimchi. Lacto-fermented veggies are said to be good for digestion, and obviously, also add flavour to loads of dishes. Read more about gut-healthy food on page 23.
“We are walking ecosystems that need everything.”

NIKLAS EKSTEDT, a popular Swedish chef, mostly known for his award-winning restaurant Ekstedt in Sweden as well as for hosting a TV cooking show. This autumn, he’s also producing a TV show, Four hands menu, for Viaplay.
Niklas Ekstedt is a popular Swedish chef, mostly known for his award-winning restaurant in Sweden, Ekstedt, as well as hosting a cooking show on TV. A few years ago, he came across Swedish journalist Henrik Ennart’s articles about the “blue zones” — different parts of the world where people live longer and happier lives than anywhere else. Together they continued digging deeper into the reasons why people were healthier and living longer in these places. The results were collected in a book released in 2015, along with a collection of “blue food” recipes. The book became a success and last year they released a new book called Happy Food where they continue to explore the secrets behind a long and healthy life. This time, the focus was on a growing body of scientific research into our gut flora and mental health. Their conclusion is that there is a close link between what we eat and how we feel — it is no coincidence that the stomach is called “the second brain.” The duo predicts that these insights can be a game-changer for our diets. Fundamentally, Ekstedt and Ennart’s idea is that eating a varied diet, especially a wide range of plant-based, fibre-rich food, can have a very positive effect on our mood and psychological well-being.

“We are walking ecosystems that need everything,” says Ekstedt. “In the last few years, there has been too much focus on excluding things from our diet such as sugar and carbohydrates. As a result, the importance of fibre, vitamins and a varied diet has been overshadowed.”

The pair’s forthcoming book, Happy Food 2.0 explores how certain vitamins work together in positive ways. For example, the benefits of vitamin C can improve in combination with certain other foods. Another section explores how some vegetables that previously were thought to have low nutritional value, are being reconsidered in light of new research into gut health. Ekstedt also says that excluding whole food groups, trying to find one diet that could be a “quick fix” for everyone, is causing major health problems.

“Our diets need to be more tailor-made,” says Ekstedt. “We have very individual gut floras and digest food differently. In the future we will be more conscious of which foods make us happy and feel good and adapt our diets accordingly, with the help of apps or consultants who are experts within personalised nutrition.”

Ekstedt believes that restaurants also need to take a customised approach by including local produce and plants on their menus. And the Nordic region has a lot to offer.

“In Happy Food 2.0, the authors explore the benefits of certain plants that have previously been overlooked. For example, how ceps, which grow in the Nordic countries, contain a lot of fibre. Niklas Ekstedt recommends to eat more bitter vegetables, such as lollo rosso and radicchio, since he believes they are good for digestion.
Joining forces for a healthier life

As modern life becomes increasingly chaotic and stressful, people are becoming more concerned with self-care. Not only do we want to nurture our bodies, we also want to take care of our minds. Last year, Forbes magazine reported that today’s consumers are placing more value and spending more on their health than on material things. Essentially, the definition of health and well-being has evolved, where holistic living has emerged as a lifestyle fit for the twenty-first century. It describes a state of being when one’s mental, physical and emotional health are in sync. In their quest to achieve this, many consumers are adapting an “athlete’s mindset,” using tracking apps to get in-depth knowledge about the effect diets have on productivity, cognitive performance and quality of life. First results of the study should be available by the end of 2018.

FOR THE RESEARCH PROJECT, Fazer provides healthy meals, designed to be particularly beneficial for the brain and cognitive performance. Nokia provides the physiological monitoring of stress, recovery and sleep in real-life situations, using their health devices and advanced cloud analytics. Nightingale Health, a biotech company with expertise in blood analysis, measures comprehensive health information from blood samples taken throughout the trial. The purpose is to get in-depth knowledge about the effect diets have on productivity, cognitive performance and quality of life. First results of the study should be available by the end of 2018.

Food Therapy

Eating is moving from being something we only do for pleasure, or because we are hungry, to something that also strengthen our health and mind.

POLL

When buying food and drink products that claim to have specific health effects, I’m most interested in those that claim to give more energy.

<table>
<thead>
<tr>
<th>Country</th>
<th>Sweden</th>
<th>Denmark</th>
<th>Norway</th>
<th>Finland</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poll Results</td>
<td>38%</td>
<td>36%</td>
<td>39%</td>
<td>39%</td>
</tr>
</tbody>
</table>

Source: Fazer Food Services consumer survey, YouGov, June 2018

It can be difficult to make the right choices when you’re living a hectic life. Fazer wants to make it easier for people to make the right everyday choices and has initiated a research and development programme, called the Fazer Brainhow Programme. It includes a collaborative research project with Nokia and Nightingale Health. The goal is to find new holistic tools for people to monitor and take control over their health, by combining knowledge about food with technology.
DOING GOOD

Broccoli is high in folate, that is important for normal psychological functions, as well as the immune function.

Important connection

Research is investigating a strong correlation between our gut, the brain and our mental health.

“The gut and the brain are even more connected than I thought from the beginning.” Robert Brummer

POLL

When buying food and drink products that claim to have health effects, food that improves gut health and immune defence are the most interesting to me.

<table>
<thead>
<tr>
<th>Country</th>
<th>Sweden</th>
<th>Denmark</th>
<th>Norway</th>
<th>Finland</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage</td>
<td>58%</td>
<td>62%</td>
<td>55%</td>
<td>65%</td>
</tr>
</tbody>
</table>

Source: Fazer Food Services consumer survey, YouGov, June 2018

Robert Brummer, professor of gastroenterology and clinical nutrition, and director of the Nutrition-Gut-Brain Interactions Research Centre at Örebro University in Sweden, is researching the connection between gut health and the brain. Brummer has been researching nutrition and gut health since the early 90s, and says that recent research indicates just how much the gut flora impacts the brain, with indications that an unhealthy gut is closely linked to stress and depression.

“The gut and the brain are even more connected than I thought when I started my research,” says Brummer. “The most interesting insight is that inflammation in the body has a very negative effect on the brain. But if the gut’s immune system is working well, we can mitigate or prevent inflammation, which will have a positive effect on our mental well-being.”

The Nutrition-Gut-Brain Interactions Research Centre at Örebro University is presently collaborating with Fazer in the Brainhow programme.

“We are, for example, looking into how we can support Fazer’s research by using our modern lab methodologies. We are also participating in a project at the Swedish University of Agricultural Sciences which is focused on dietary fibre and health.”

Important connection

Research is investigating a strong correlation between our gut, the brain and our mental health.

“The gut and the brain are even more connected than I thought from the beginning.” Robert Brummer

One fast-growing area of research concerns the “gut-brain connection.” Some research even indicates that an unhealthy gut can be linked to stress and depression. The timing coincides with the World Health Organization’s (WHO) 2017 declaration that depression is the next biggest disability globally, with more than 230 million people affected worldwide.

Research has shown that the gut and the brain communicate with each other: an unhappy gut sends signals to the brain. Similarly, an anxious brain can signal to the intestines. In other words, your diet can affect your brain and cognition. One recent ground-breaking insight is that Parkinson’s disease may have its origin in the gut. This insight can greatly affect future treatments for patients and help to prevent this disabling disorder according to Robert Brummer, professor of gastroenterology and clinical nutrition, Örebro University.

DOING GOOD

Broccoli is high in folate, that is important for normal psychological functions, as well as the immune function.

Important connection

Research is investigating a strong correlation between our gut, the brain and our mental health.

“The gut and the brain are even more connected than I thought from the beginning.” Robert Brummer

One fast-growing area of research concerns the “gut-brain connection.” Some research even indicates that an unhealthy gut can be linked to stress and depression. The timing coincides with the World Health Organization’s (WHO) 2017 declaration that depression is the next biggest disability globally, with more than 230 million people affected worldwide.

Research has shown that the gut and the brain communicate with each other: an unhappy gut sends signals to the brain. Similarly, an anxious brain can signal to the intestines. In other words, your diet can affect your brain and cognition. One recent ground-breaking insight is that Parkinson’s disease may have its origin in the gut. This insight can greatly affect future treatments for patients and help to prevent this disabling disorder according to Robert Brummer, professor of gastroenterology and clinical nutrition, Örebro University.
Beauty food

WHY SPEND A fortune on skin care if you can eat stuff that is great for your skin? There’s a crossover happening between the beauty and food industries. For example, ingredients such as collagen and black charcoal that are usually found in anti-ageing creams are now in some smoothie recipes. A growing number of beauty and health experts are exploring how certain foods can contribute to glowing skin. In her book Beauty Food, released in Swedish and English in early 2018, Swedish beauty editor Maria Ahlgren writes: “I spend as much time in the kitchen as in the bathroom. I care as much about hi-tech serums as I do about feeding my skin with the right food.”

Photo by Lina Eidenberg Adomo from the book Beauty Food, by Maria Ahlgren (Nordstedts).

FERMENTED DRINKS
Kombucha, a fermented tea, is on the brink of going mainstream. Restaurants are starting to make their own, including London’s Rawduck as well as Jarr, the latter claiming to be “Europe’s first kombucha tap room.” A dash of kombucha can also boost the taste of a smoothie.
It’s not only our bodies that need the right energy and nutrition – the right minerals and vitamins are also essential for our brain. To learn new things, it’s important to feed the brain with the best nutrition. We call this brain-friendly food, which is relevant for many different age groups. For instance, when it comes to children, the right kind of food can have an impact on brain development. And for elderly people, food can have an impact on vitality and cognitive abilities.

We want to increase our understanding of holistic well-being and brain health, which is the reason why Fazer Group has been running a project called Fazer Brainhow for the past two years. The goal is to gain scientific knowledge and new insights about how food, in combination with different lifestyle factors, can have an impact on our brains and on our well-being.

To get the bigger picture we decided to collaborate with different experts, for example within sleep, mindfulness and the brain. From the insights we get from our research, we will be able to develop services that can help people to make brain-friendly choices. We will also gain better knowledge on how we can develop products with optimal nutrition for specific occasions. For example, we need to keep our energy levels steady during the day, so breakfast, lunch and meeting snacks should contain the right ingredients and the constellation of meals should be optimised. In the future, I believe food will increasingly be viewed as medicine.”

Päivi Juolahti

Head of Fazer Lab, Fazer Group

Personalised nutrition

Using blood tests to personalise a diet is already an option available to consumers but today it comes with a hefty price tag and dubious results. Improvements are on the horizon. Eatit is a pilot project at science and technology university KTH in Sweden, where an app is being developed that is described as a “digital dietician.” It uses artificial intelligence to help people improve their health. It stands out due to its simplicity and convenient method of collaborating with local health centres in Sweden, where a blood sample can be taken without an appointment. The blood sample is then used to give individual dietary recommendations, with a future service to have the ingredients delivered to your door. Another vision for the future is to prescribe certain bacteria that an individual is missing to treat diseases.
When choosing a lunch restaurant, it’s very important that it has the right ambience so that it looks, sounds and feels good.

<table>
<thead>
<tr>
<th>Country</th>
<th>SWEDEN</th>
<th>DENMARK</th>
<th>NORWAY</th>
<th>FINLAND</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>35%</td>
<td>52%</td>
<td>30%</td>
<td>44%</td>
</tr>
</tbody>
</table>

Source: Fazer Food Services consumer survey, YouGov, June 2018
More taste

Elevating the senses

As a contrast to the growing interest in healthy food and a moderate lifestyle, consumers are seeking ways to break routines and indulge now and then. In an over-programmed world, unexpected experiences become the silver lining of a daily life.

You’re sitting in a Michelin-star restaurant by Lake Geneva in Switzerland. The tables are covered in classic white tablecloths but there are no glasses, no cutlery, nothing – except a small white plastic cow in the middle of every table. You look around. The restaurant is packed and everywhere customers are staring awkwardly at each other and at the plastic cow on the table. Where is the menu? Where are the waiters? Eventually someone will lift up a cow and it will go "moo." The people around that table will start laughing and there will be cows mooing everywhere. The laughter will spread. At that moment, the waiters will start bringing in the food, because chef Denis Martin knows that the recently enhanced atmosphere will improve the taste of his award-winning food.

“We all have this tendency to think we can tell what the food tastes like. We can ignore the weight of the cutlery, the colour of the plate.”
The holistic experience

They [restaurants] put different music on and we say that it is not affecting our taste perception. And yet result after result says no, these things do matter. They do influence our experience and we cannot ignore them.” These are the words of Charles Spence, professor of experimental psychology at Oxford University, in the documentary Tasteology.

Our expectations of the food in front of us or from the atmosphere around us, is derived from previous knowledge stored in our brains. Colours, textures, smells, sounds, design, and even the plates, tell us what flavours to expect. Spence’s research has shown that when we eat something sweet from a white plate we will experience that dish as being sweeter than if we eat it from a black plate.

But the experience in a restaurant is not only about the senses, it is also about the story the restaurant is telling, with its food, concept and authenticity, such as emphasising where the food comes from and how it has been produced.

“The latest generation on the work market expects everything to be different and tailored to their individual preferences,” says Trude Marchmann Jensen, brand and concept manager, Fazer Food Services. “They identify themselves with the choices they make in life, including food. Personally, I think ambience is very much created by the meeting between people. One of the first restaurants I visited that had a farm-to-table kitchen, where the chef went to pick herbs in the restaurant’s greenhouse, made a big impression on me. It was a simple way to enhance the flavours, because if the guests hadn’t seen that the herbs were grown close by, and harvested by the chef himself, the meal experience would have been totally different.”

Restaurants can also engage with consumers by surprising guests with different ways of serving and communicating to them, for instance by using storytelling.

Two chefs who have taken surprises and performances to a new level are Joakim Almqvist and Kalle Nilsson at Punk Royale in Stockholm and with their recently opened sister-restaurant in Copenhagen. When guests arrive at these restaurants, they have to leave both their mobile phones and their need for control behind. At these restaurants, you never know what will happen.

“Besides serving great food, we are interested in how you can take in all senses during a dinner,” says Chef Joakim Almqvist.

“What happens with taste when you don’t see what you’re eating?”

Almqvist and fellow Chef Kalle Nilsson’s initial ambition was to explore how putting people in different moods could affect the eating experience. At Punk Royale you might, for instance, be fed a spoonful of caviar by the waiter or get blindfolded before tasting a dish.

“The Nordic people are rather reserved and I think our ‘get-out-of-your-comfort-zone’ concept is a bit scary, but at the same time thrilling. It’s a bit like trying a new rollercoaster or taking part in improvisational theatre. It can be hard to challenge yourself, but at the same time, these kinds of situations make the guests let their guards down,” says Almqvist.

The reason why no mobile phones are allowed in the restaurant is that the chefs believe guests should be totally focused on the moment, to truly enjoy the time with friends or family.

“When you get in a certain mood, and really give your attention to the present, the food might not taste very differently, but you will have a stronger and more memorable experience,” says Almqvist.

---

**POLL**

When I choose a lunch restaurant it is rather important that it prepares food made of locally sourced and ecologically sustainable ingredients.

![Poll Results](image)

<table>
<thead>
<tr>
<th>Country</th>
<th>SWEDEN</th>
<th>DENMARK</th>
<th>NORWAY</th>
<th>FINLAND</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sweden</td>
<td>38%</td>
<td>34%</td>
<td>32%</td>
<td>38%</td>
</tr>
</tbody>
</table>

Source: Fazer Food Services consumer survey, YouGov, June 2018
How does Fazer Food Services work with the whole food and dining experience in its restaurants?

When Fazer Food Services plans a new restaurant concept, they work with three parts — food, service and ambience.

“Food is central in everything we do, but all parts are important and contribute to the whole experience,” says Kristina Persson, brand and concept manager, Fazer Food Services, Sweden.

To improve the restaurant experience, there are two professionals who are dedicated to creating ambience. The Hero Chef is the face of the restaurant. The Mood Operator is a dedicated member of the staff who acts as a liaison between the staff and the guests.

“In most of our restaurants, a guest will eat, if not every day, several times a week. This is both a possibility and a challenge, but our ambition is that the guest feels like a VIP each time, by being seen, recognised and met with a smile,” says Persson.
Food and the senses have always come together at the dinner table, but sensory science, the study of how our senses experience stimuli, is increasingly being used in the digital world. Now meal presentation and appearance have become more important than ever. The knowledge gathered through sensory science can help create more desirable food. Johan Swahn, from the Sense Lab at Örebro University in Sweden, elaborates on what we can expect in the future.

Why is sensory science particularly interesting for the food and beverage industry?

“There has been a growing interest in measuring and understanding perception, especially from a marketing perspective, hence the growing popularity of sensory marketing and how it can affect and change the way we communicate around food and beverages. Understanding how context, colours, shapes and sounds can affect taste and/or the perception of taste is vital to ensure the right products are made available. This will help provide an improved or even healthier food experience in the future. It also offers incredible opportunities in support of health and well-being, fighting obesity, the elderly, the sick, etc.”

What is the role of sensory science in the food and restaurant industry’s increasingly digital future? What are some emerging trends?

“Sensory science plays an important role in creating and communicating a tangible experience online. I call it ‘visual cravings.’ Here things like colour and typography are important as well as food motion. More than 80 per cent of all videos watched on Facebook are seen without sound, so how can one portray a food experience without sound and to the same effect?

An interesting trend is that lots of restaurants are moving away from the traditional printed menu on their homepage and more to imagery and inspiring descriptions on social media platforms like Instagram. In the past, menus with food imagery were often seen as the typical holiday menu with bland food, but today a visual menu is something completely different and often a requirement for, say the millennial, to choosing a restaurant.”

What do you think we will see more of in restaurants of the future?

“Chefs and restaurants will continue to create incredible dining experiences, but ones that are also healthy and sustainable. Health will become as important as good taste and they will no longer have to be independent of each other. This can be done using sensory science – how a dish is visually presented can, for example, improve the perception of taste.”

And what would you like to see more of in the future?

“More eating together. Everyone is talking about how lonely people are as we spend more time alone and online, but I think it will be the opposite. We’ll come together. Today you can find sharing plates and communal dining at more and more restaurants. It’s social and the smaller portion sizes also mean it’s cheaper to eat out without breaking the bank. Food is meant to be shared and we will continue to create our own family circles whether we live alone or not.”
How do you work with creating concepts for your clients?

“There are a lot of different factors going into creating a concept. It’s your client’s requirements, as well as global and local trends. I put a lot of emphasis on analysing the client, their profile and the type of employees they have today, as well as who might be employed in the building tomorrow. Employees age 50 and up have a more traditional view of what a lunch is. People aged 30 to 50 are also rooted in traditions but are at the same time open to change. The latest generation, who are now starting to work, expect everything to be different and tailored to their individual preferences. They very much identify themselves with the choices they make in life, including food.”

If you look into the future and your field of canteens for employees, what do you see?

“Two macro trends in Norway that we have to take into account are that rents are going up for offices, at the same time as the need to physically sit in an office from 9-5 is decreasing. The need for a company to have one large office complex will diminish when people start to work in a more flexible way than today. However, there will always be a need for places to meet and for other services. This is where the canteen can be a hub, and it also means that the traditional canteen, that today only is in use for some three hours, will be used more effectively during the day, as a place to eat at any hour, have meetings, work, or just a lounge for coffee. These types of solutions are not far away. We have already seen office buildings that are starting to be more flexible in how they use their office space.”
DO YOU WANT TO KNOW MORE ABOUT THE TREND REPORT?
Please contact Pia Wiklund Alpberg, Senior Manager B2B Marketing, Fazer Food Services AB, pia.wiklund-alpberg@fazer.com