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In our interview, Wolfgang Gros (left) and Rene Mooren, senior executives at Marriott's European headquarters, explain why and how the company is encouraging a more entrepreneurial approach to foodservice at its 160-plus estate of European hotels.



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The new generation of in-store restaurants is deliberately designed to offer additional value for retail customers. Using their own or outside foodservice brands, major department and furniture stores successfully compete with high street businesses.

Photo: Salon de Thé at Galeries Lafayette, Paris

front cover ■ ■ ■

All drenched in pink, bed restaurant Silk at CocoonClub in Frankfurt, Germany, has been awarded a Michelin star for its Asian-inspired food. Fine dining in a club environment? Absolutely trendy, as our Hot Trend report reveals (see from page 18).

Photo: mariolohninger.de

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Bill's Produce Stores put the product centre stage: combining grocery store and foodservice, this highly creative concept has been presented at the European Foodservice Summit last September. More summaries in part II of our Summit report, beginning on page 56.



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2010: Top 20 Menu Trends

- | | |
|---|---|
| 1 Locally grown produce | 12 Organic produce |
| 2 Locally sourced meats and seafood | 13 Culinary cocktails (e.g. savory, fresh ingredients) |
| 3 Sustainability | 14 Micro-distilled/artisan liquor |
| 4 Bite-size/mini desserts | 15 Nutrition/health |
| 5 Locally produced wine and beer | 16 Simplicity/back to basics |
| 6 Nutritionally balanced children's dishes | 17 Regional ethnic cuisine |
| 7 Half-portions/smaller portion for a smaller price | 18 Non-traditional fish (e.g. branzino, Arctic char, barramundi) |
| 8 Farm/estate-branded ingredients | 19 Newly fabricated cuts of meat (e.g. Denver steak, Pork Flat Iron, Petite Tender) |
| 9 Gluten-free/food-allergy conscious | 20 Fruit/vegetable children's side items |
| 10 Sustainable seafood | |
| 11 Superfruits (e.g. acai, goji berry, mangos-teen, purslane) | |



Other noteworthy items ranked high in the list include artisan/home-made ice cream (rank 22), ethnic-inspired breakfast items (23), tapas/mezze/dim sum (32), grass-fed beef (35), organic coffee (41), or specialty potatoes (50).

US Menu Trends: What's Hot in 2010?

The hottest US Restaurant Menu Trends in 2010: the National Restaurant Association's annual survey of more than 1,800 professional chefs, all of them members of the American Culinary Federation, reveals that locally grown produce, sustainability and nutrition are the leading culinary themes: concepts that are appealing to both restaurant operators and consumers. The message is definitely relevant to foodservice professionals in Europe, too.

Locally grown produce, locally sourced meats and seafood, sustainability, mini-desserts and locally produced wine and beer top the list. Rounding out the top 10 trends are nutritious kids' meals, half-portions, farm-branded ingredients, gluten-free/food-allergy conscious meals and sustainable seafood.



CameraObscura/Pixello

Restaurant Concepts

– Top Trends 2010 –

- 1 Restaurants with gardens (e.g. rooftop, back-yard, communal)
- 2 Cooking classes/demonstrations
- 3 Street food and mobile food trucks/carts
- 4 Restaurants on farms
- 5 Gastropubs

Beverages

– (nonalcoholic) Top Trends 2010 –

- 1 Specialty iced tea (e.g. Thai-style, Southern/sweet)
- 2 Organic coffee
- 3 Agua fresca
- 4 Green tea
- 5 Flavoured/enhanced water

The Association surveyed 1,854 American Culinary Federation member chefs in October 2009, asking them to rate 214 individual food/beverage items, preparation methods and culinary themes divided into categories as a hot trend, yesterday's news, or perennial favourite on restaurant menus in 2010.

Top trends by category: In the total ranking of 214 items, specialty iced tea is placed on rank 29, whereas 3 of the 5 hottest trends in alcoholic beverages are to be found among the Top 20.

Ranked as the third hottest trend and qualified as the major culinary theme, sustainability seems appealing to both

restaurant operators and consumers – whether applied to produce, meat, seafood or alcoholic beverages. It's all about environmentally friendly practices and local sourcing: from farm to fork. Freshness, minimal transportation, and supporting local communities and businesses are background motifs here.

Similarly, nutrition has become a major concern. Healthful options for children, produce, superfruits, bite-size and half portions, and food allergy conscious and gluten-free meals all rank in the top 20.

"The top trends this year – local sourcing, sustainability and nutrition – reflect wider societal trends and consumers' growing interest in these issues," summarizes Dawn Sweeney, President and CEO of the Association.

Also included in the survey were questions about kitchen and concept trends. The chefs rated environmentally friendly equipment as the top kitchen equipment trend, and the hottest restaurant concept in 2010 as restaurants with gardens.

What about ethnic cuisines and flavours? Here, regional ethnic cuisine tops the list, followed by ethnic fusion, North African/Maghreb, Latin American/Nuevo Latino and Southeast Asian. When it comes to food items/ingredients, the chefs opt primarily for artisanal cheeses, black garlic, ancient grains such as kamut or amaranth, flatbreads (naan, papadum, lavash, pita) and flower syrup/essence.

These and more restaurant industry trends will be presented in action at the NRA Show 2010 and IWSB. The National Restaurant Association Restaurant, Hotel-Motel Show will be held May 22-25 in Chicago, together with the International Wine, Spirits & Beer Event (May 23-24). www.restaurant.org/foodtrends