

SECTOR REPORT WINTER 2018



SHIFT

REFUELLING RITUALS

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DINE HIGH CLUB

Nutshell

DINING

VERB

1. to eat the principal meal of the day;
have dinner.
2. to take any meal.

Dictionary.com

REFUELLING RITUALS

The act of sitting down to eat—or in fact, to take any meal—is both a special ritual and a necessary function to fuel our bodies. Dining is usually thought of in the traditional dinner setting, but how we take any meal is beginning to change and the spaces that it happens in innovating.

Our original primary research uncovers consumer attitudes around dining—both outside and inside of the home and looks at the current tension and competition from brands and companies around how food is both perceived as fuel and ritual.

We also explore a number of trends that look at the restaurants, brands and eateries changing the landscape and the emerging trends that are hitting our plates (or lack thereof).

A close-up photograph of a person's hand holding a fork, lifting a piece of food from a plate. The plate contains roasted vegetables, including green and yellow bell peppers and cherry tomatoes. The background is blurred, showing a restaurant setting with a glass and another plate.

“ONE CANNOT THINK WELL,
LOVE WELL, SLEEP WELL,
IF ONE HAS NOT **DINED WELL.**”

‘A Room of One’s Own’, Virginia Woolf (1929)

**“FOOD IS EVERYTHING...
AND IT’S ALSO
JUST DINNER!”**

Dr. Morgaine Gaye



PRIMARY RESEARCH

**WE SURVEYED 2000
PEOPLE ACROSS THE UK.**

- 50% female
- 50% male
- All live in urban city areas
- 18–45 years old

DINING IS ABOUT:

I-AM (2018)



TRENDS



TRENDS OVERVIEW



FILTHY VEGANOMICS

How vegan eateries are challenging what it means to indulge in guilt-free junk food and why it matters.



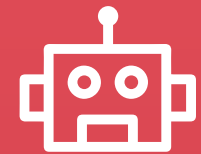
AESTHETIC CONSUMPTION

How the aesthetic experience of dining has become part of the consumption of a meal — and where it can go to next.



CULINARY HEALING

How mindful practices are entering the dining realm and the formats that are helping break down social and cultural barriers.



THE AUTOMATED SERVE

How robotic kitchens are creating a new realm of ultra-fast food, without compromising on quality or price.



NEW FOODIES

How pop-up dining has paved the way for more permanent dining experiences in unexpected places.



DECONSTRUCTED DELICACIES

How the novelty of the serve is being pulled apart and put back together.



PLAYFUL PREMIUMS

How low and high end eateries are playing with what a 'premium' service looks like, experimenting with different formats to target new audiences.



NANO SPECIALISMS

How small eateries are focusing on specific menus and ingredients to create novelty and target growing areas like snacking, breakfast and desserts.



DINE HIGH CLUB

How in-flight dining experiences are upping their game to provide more flexibility, personalisation, education, and wellness-infused meals.

1 FILTHY VEGANOMICS



FRIENDLY FRIED CHICKEN

Atlas Munroe @ National Fried Chicken Festival, LA

At this year's National Fried Chicken Festival in LA, food company Atlas Munroe took home "the best" prize for its Cajun Fried Chicken and Waffles, despite being entirely meatless and being the only vegan plant-based eatery at the festival. The decision was made by Time's Extra Crispy editor, Ryan Grim who reviewed fried chicken from all 35 vendors. Atlas Munroe's "chicken" is made entirely from wheat protein and covered in a batter flavoured by a signature blend of spices and has plans to open retail locations soon.



VEGAN WEEK

Great British Bake Off 2018

Tuesday 9th October saw popular weekly show Great British Bake Off do its first vegan theme. The baking competition had contestants bake cakes that were free from all animal-derived products, but drew criticism from viewers, some of whom felt that the judges weren't taking it seriously, others felt it wasn't fair as none of the bakers were vegan with some viewers planning to boycott the episode ahead of its release. Regardless of opinions, the furore is showcasing that vegan food is shedding its previous image and the complexities and pluralities of its potential explored.



VEGAN JUNK

Biff's Jack Shack, London

A food brand who provide self-described 'filthy as f*ck' vegan food, Biff's Jack Shack tour markets, festivals and have their own standalone restaurant. Committed to providing junk food that is completely meat and dairy free, their offering is focused around jackfruit - a tropical fruit that has become popular amongst vegan foodies for its ability to be manipulated into burgers and other 'meat-like' foods.

1 FILTHY VEGANOMICS



43%

**OF PEOPLE EAT
LESS MEAT THAN THEY
USED TO—IN PARTICULAR
36-45 YEAR OLDS AT 52%.**

I-AM (2018)

SUMMARY:

As veganism gains in popularity, it is going through somewhat of a rebrand. Veganism used to be positioned as a 'clean' or ultra healthy option to lure in non-vegans at least, but as more and more people are switching to a plant-based diets, guilt-free indulgences are needed to serve audiences as plant-based diets go mainstream.

1 FILTHY VEGANOMICS

73%

OF PEOPLE HAVE AVOIDED
A RESTAURANT DUE TO ITS
LACK OF NON-MEAT OPTIONS.

More Than Carrots (2018)



1 FILTHY VEGANOMICS

VEGANISM HAS SEEN A STAGGERING **700% GROWTH** SINCE 2016. OVER SEVEN MILLION BRITS ARE NOW VEGETARIAN WITH AN AIM TO REDUCE THEIR CARBON FOOTPRINT AND 80% OF THEM WOULD RATHER GIVE UP MEAT THAN GIVE UP THEIR CAR.

Compare the Market (2018)

1 FILTHY VEGANOMICS

MANY OF US ARE DRINKING COCKTAILS
BEFORE AND AFTER MAIN MEALS—
37 PERCENT ENJOY PRE-DINNER
COCKTAILS AND 36 PERCENT LIKE
TO INDULGE POST-DINNER.

Gordon's, Baileys and Tanqueray (2018)



1 FILTHY VEGANOMICS

90%

**INCREASE IN VEGAN
SEARCHES ON GOOGLE
IN 2017.**

Google (2018)



TAKEOUT:

Changing the perception of vegan food, these eateries are expanding the repertoire of what a plant-based diet means and looks like.

2 THE AUTOMATED SERVE



BURGER BEHAVIOUR

Creator, San Francisco

Opened in June 2018, this robot-powered burger restaurant can make up to 130 burgers an hour. Using an array of sensors and computerised kitchen equipment, this San Francisco burger joint allows it's staff to serve and greet customers whilst food preparation is completely automated. It also allows them to use the freshest ingredients whilst cutting down on waste through precise measurements. Total preparation time is five minutes.



COMPLEXITY COVERED

Spyce, Boston

Unlike Creator, Spyce's food preparation robot makes more complex meals. Founded by MIT graduates, Spyce's robots cook your food in 3 minutes or less. Its philosophy is founded on making fresh and healthy dishes for just \$7.50. The founders took their inspiration from their experiences when they were hungry student athletes on tight budgets. Robots of Spyce not just cook the food, they also prepare it and even clean up after.

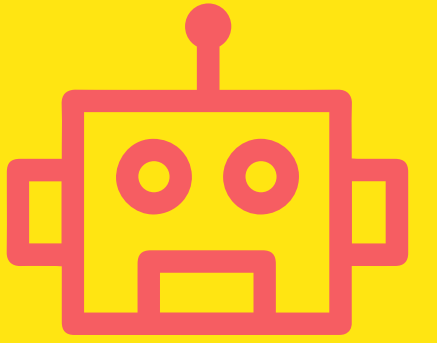


DARK DELIVEROO

Deliveroo, UK

After its few years of storming success, food delivery service Deliveroo is looking to not just deliver food from restaurants to consumers but now to cook and deliver its own food. It is looking to create its own food offerings that will be personalised for customers as well as halving the cost for consumers. Deliveroo has been collating its own rich stock of data, understanding peoples eating behaviours such as how, what and when people order food such as frequency, timing, location and food types.

2 THE AUTOMATED SERVE



56%

**OF PEOPLE WOULD
CONSIDER EATING FOOD
MADE BY A ROBOT—AS LONG
AS IT TASTED GOOD.**

I-AM (2018)

SUMMARY:

As technology-powered ordering systems become ubiquitous, restaurants and other eateries are beginning to think about automating the back end. By automating the preparation of food, it is freeing up staff to offer better customer service and come up with exciting new recipes. Ultra-fast food without compromising on quality and minimizing waste.

2 THE AUTOMATED SERVE

74%

OF PEOPLE SAY THAT EATING OUT
INSPIRES THEM TO COOK AT HOME MORE.

I-AM (2018)

2 THE AUTOMATED SERVE

A THIRD OF PEOPLE USE **A MEAL KIT** AT LEAST ONCE A WEEK. THE MAIN BENEFITS PERCEIVED BY PEOPLE ARE:

I-AM (2018)

- ✓ THAT IT'S A GOOD WAY TO LEARN NEW RECIPES (54%)
- ✓ AND THAT IT'S A LESS WASTEFUL OPTION (40%)



2 THE AUTOMATED SERVE

59%

OF PEOPLE SAY THEY WOULD
LIKE TO SEE MORE TECHNOLOGY
IN RESTAURANTS IF IT MEANT AN
IMPROVEMENT IN THE EXPERIENCE.

I-AM (2018)

2 THE AUTOMATED SERVE

CUSTOMER NO-SHOWS COST
THE INDUSTRY UP TO **£16BN A YEAR.**

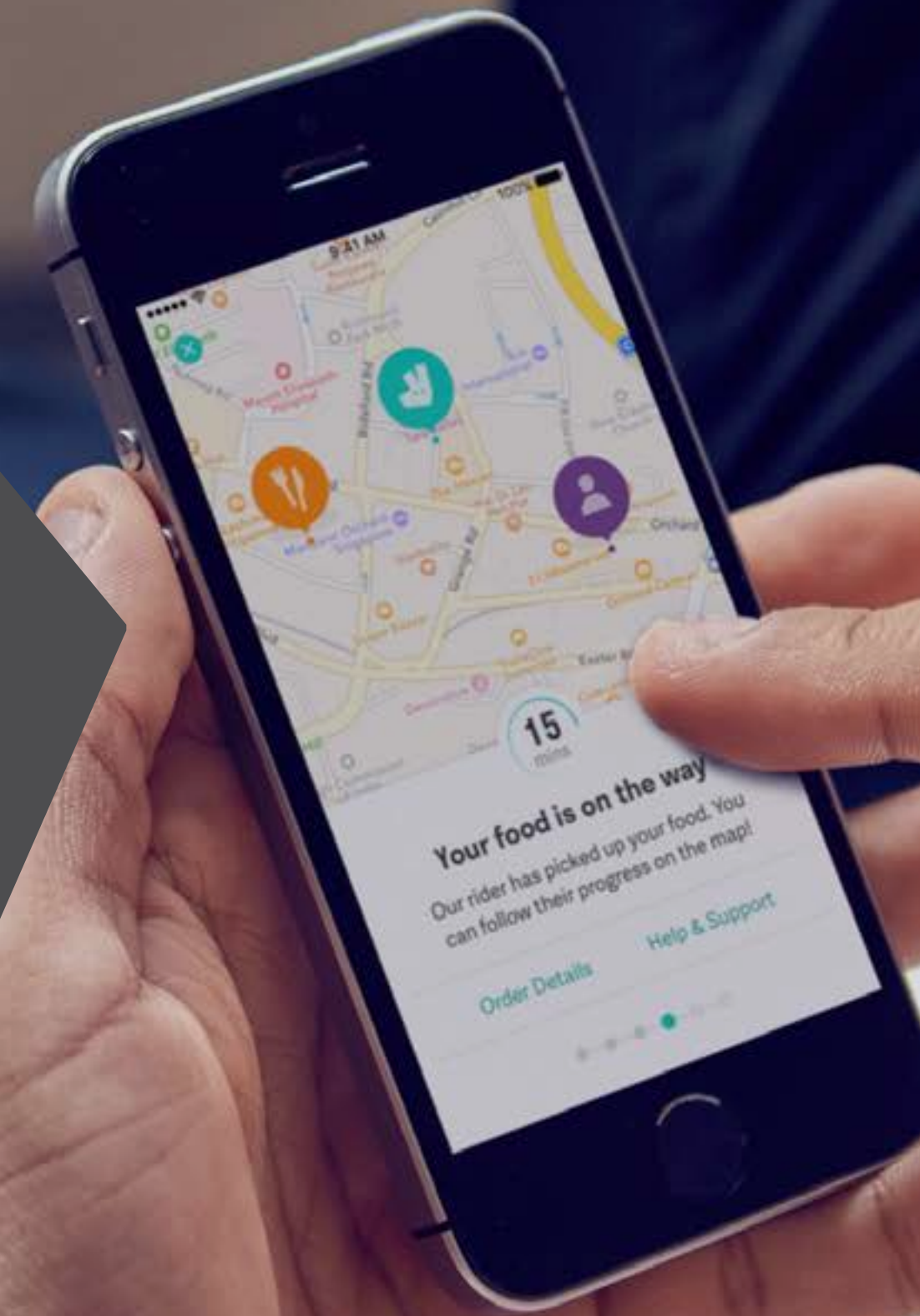
I-AM (2018)

2 THE AUTOMATED SERVE

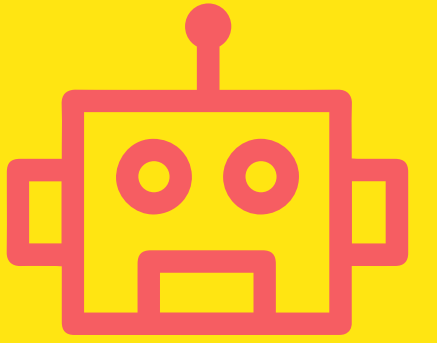
WHILE FOOD SEARCHES ARE MADE CONSISTENTLY DURING MOST TIMES OF THE DAY, TWO PARTICULAR TIMES STAND OUT—**7 P.M. AND 2 A.M.**

DURING THOSE TWO TIME PERIODS, SEARCHES FOR DELIVERY FOOD PLACES SPIKE. **THEY ARE ALSO CONSISTENT ACROSS COUNTRIES AND TIME ZONES.**

Nicolas Scrutton Alvarado et al. *Appetitive information seeking behaviour reveals robust daily rhythmicity for Internet-based food-related keyword searches*, Royal Society Open Science (2018)



2 THE AUTOMATED SERVE



PEOPLE DINE OUT ABOUT
4 DAYS A MONTH.

I-AM (2018)

TAKEOUT:

Like retail, automating parts of restaurants can mean more profits and more efficiency. In a landscape where margins are tight, it means more breathing space to offer better service, more interesting recipes and entertainment.

3 PLAYFUL PREMIUMS



GUILTY LUXE

McDonald's, London

Earlier this McDonald's turned their London High St Kensington branch into an experiential pop-up playing on that idea fast food can be a premium, gourmet experience. The branch was transformed into an exclusive reservation-only restaurant for one night only to launch its signature collection of upmarket alternatives. The experience was designed to delight keen Instagram snappy consumers and included a string quartet and dedicated waiters.



ITALIAN CHARM

Gucci Osteria, Florence

Gucci burst into 2018 unveiling a brand new restaurant and dining experience in Florence, Italy. Unlike other fashion brands who have explored cafes and bakeries, Gucci Osteria, is a collaboration between Michelin-starred chef Massimo Bottura and Gucci creative director Alessandro Michele. The restaurant is part of the new Gucci Garden complex which includes the restaurant, a Gucci museum and a store. The restaurant serves up dishes designed to compliment the brand—without the designer price tag.



PALMING OFF THE INEVITABLE

Iceland & Selfridges, UK

Frozen food retailer Iceland, although typically considered a budget supermarket has teamed up with premium department store Selfridges to sell its mince pies. In April 2018 Iceland became the first UK supermarket to remove the destructive palm oil from all of its own brand products. Selfridges is following in this mission by going palm free from 2019. This high-low partnership plays on how the perspective of premium is now moving from price to ideology.

3 PLAYFUL PREMIUMS

**18-35-YEAR-OLDS SPEND
5 WHOLE DAYS A YEAR BROWSING
FOOD IMAGES ON INSTAGRAM AND 30%
WOULD AVOID A RESTAURANT IF THEIR
INSTAGRAM PRESENCE WAS WEAK.**

Zizzi (2017)



SUMMARY:

As the fast casual sector continues to grow, brands and eateries are subverting expectations around what it means to offer premium, with companies at both the high and low end experimenting with mixed offerings.

TAKEOUT:

By playing on the idea of what traditionally constitutes as “premium”, you can introduce your brand to new audiences to offer premium experiences where “premium” could be built around rituals, price or even ideology.

4 AESTHETIC CONSUMPTION



INSTANT ART

Instabition, Zizzi, London

Last year, Italian restaurant chain Zizzi launched the world's first Instagram exhibition. Asking customers to upload their most aesthetically pleasing food compositions, the winners of the competition had their images physically exhibited at the St Giles restaurant in London with a national tour scheduled soon after, as well as showcased on the Zizzi Instagram account online. The images were inspired by Zizzi's menu and included 'The First Heat of Spring' inspired by the Rustica Piccante Pizza and the 'Summer Palette' celebrating the new Summer Berry Sundae.



INSTA-READY MEAL KITS

Skye Gyngell x La Famiglia Rana

For time-poor consumers who don't want to compromise on flavour and flair when at home, London based chef Skye Gyngall teamed up with Italian pasta brand La Famiglia Rana to create an at-home meal kit that not only tastes great, but looks great too. The tortellini kits include the filled pasta, a wooden spoon and a plate with 'restaurant-quality' plating instructions to help consumers post great pictures online.



INSTA-FAIL

Pastagram, NYC

Pastagram, a fast-casual pasta dining spot that named itself after Instagram, found itself in an ironic twist of fate. After opening its doors to the public proclaiming that its entire offering was that each dish was made to be post-worthy, visitors, media and commentators alike found that their dishes failed miserably to look great on Instagram but instead, succeeded at providing fresh, fast, tasty and inexpensive pasta dishes. Staff have said they are working on an Instagram wall, but for now, taste rules.

4 AESTHETIC CONSUMPTION



54%

**FEEL THAT IMAGES
ARE MORE INFLUENTIAL
THAN TEXT WHEN LOOKING
AT A MENU AND DECIDING
WHAT TO EAT.**

I-AM (2018)

SUMMARY:

As Instagram-ready meals proliferate in restaurants and online, consumers are getting involved to showcase their creative flair and looking to replicate these compositions at home too.

4 AESTHETIC CONSUMPTION

WHILST PEOPLE ARE STILL EATING OUT AND ORDERING TAKE-AWAYS, 49% OF THEM SAY THEY ARE NOW COOKING HOME MORE THAN THEY USED TO MAKING THIS A KEY GROWTH AREA—PARTICULARLY IN THE REALM OF **MEAL-KIT SERVICES.**

I-AM (2018)



4 AESTHETIC CONSUMPTION

A QUARTER OF BRITS CONSIDER
FOOD TO BE ART, WITH OVER 60%
COMMENTING THAT FOOD ACTUALLY
TASTE BETTER IF IT LOOKS GOOD.

Zizzi (2017)



4 AESTHETIC CONSUMPTION



MILLENNIAL BUSINESS DINERS ARE MORE LIKELY TO DINE ON-THE-GO, WHILE BOOMERS ARE MOST LIKELY TO WINE AND DINE CLIENTS. WHILST GEN XERS TYPICALLY DINE IN A GROUP WITH COLLEAGUES.

Global Business Travel Association (2018)

TAKEOUT:

So much of the consumption of an experience particularly in food and dining is now strikingly visual. For today's customers, the visual experience is as important as the taste - but it's important not to compromise one without the other. There is an interesting opportunity to rethink menu's to be more visual and offer the Instagram-style experience people see online inside restaurants and eateries - particularly along the premium scale.

5 NEW FOODIES



SWEAT, EAT, REPEAT

KX Restaurant, London

Located in London's Chelsea, KX (pronounced 'kicks') a luxury gym. Although like many gyms it offers a spa and food offerings, they have taken the latter more seriously and customers visit the restaurant in its own right rather than just stopping by for a post-workout dinner. As more people are spending time in gyms their offerings are stepping up and it is likely we will see gym-led restaurants trickle down into the premium market. Members of KX can also get all their meals from the restaurant delivered home.



HOLISTIC DINING

Aesop x Plates, London

Beauty brand Aesop collaborated with plant-based studio and restaurant Plates to create a set of 4 dinners across 2018 in each season: Spring, Summer, Autumn, Winter. Each dinner uses seasonal ingredients and participants eat on communal tables. As beauty and food brands start to use similar ingredients, we may begin to see more branded experiences and collaborations that reflect and blur the lines between the rituals of beauty and dining.



TASTE MAKERS

Munchies Food Hall, New Jersey

From the media title of the same name, Munchies from VICE is opening a food hall in the new American Dream 4.5 sqft shopping and entertainment complex in New Jersey. Designed to be a platform for the most creative, diverse and innovative of brands and eateries, the hall is curated by the editors themselves, translating the Munchies ideology to visitors plates. As new players enter the dining sphere, media brands are using their USP as tastemakers to create real world experiential experiences. Munchies editors proclaim: "we want you to eat what we want to eat."

5 NEW FOODIES

64%

OF PEOPLE HAVE VISITED
A POP-UP RESTAURANT /
EXPERIENCE IN THE PAST YEAR.

I-AM (2018)



5 NEW FOODIES



OVERALL, 10% WOULD CONSIDER GOING TO A HEALTH CLUB FOR AN UNUSUAL DINING EXPERIENCE. AMONG PEOPLE THAT DINE OUT FREQUENTLY AND THAT ARE MORE INTERESTED IN DINING, THE PREFERENCE FOR A GYM AS A DINING DESTINATION INCREASES TO 16%.

I-AM (2018)

SUMMARY:

As the pop-up dining scene matures, restaurants, savvy entrepreneurs are looking for new ways to bring people quality food experiences in more permanent sites.

TAKEOUT:

Where can dining happen? As pop-up restaurants have changed the dining landscape, experiences that are aligned to the values of certain audiences can provide eating experiences that are not just novel but relevant too.

6 NANO SPECIALISMS



AVO-LISCIOUS

Avo Avo, Glasgow

Avo Avo is a restaurant created by three friends following a trip to Amsterdam which introduced them to the buzz behind avocado. Following this, they decided to bring an all-avocado restaurant concept to Glasgow. The menu caters mainly to people with healthy dietary preferences - with popular dishes like mac'n'cheese and burgers all revisited with avocado as the core ingredient.



A CRUNCH TIME

Hipchips, UK

Hip Chips is based in Soho, London; it is a food concept that aims to re-vamp the potato crisp and cater to 'cravings' in a fun, premium and original way. All hand-made and freshly cooked to be served directly to guests via a conveyor belt, these various different types of crisps are offered alongside numerous dips going from savoury to sweet. The menu selection is exciting yet simple and efficient as snacks are supposed to be, with a 3-part ordering process from seasoning choice, size options and dip selection.



EGGSCELLENT

Yolk LDN

Yolk was originally a pop-up restaurant concept with an unpretentious menu offering affordable gastro-comfort food led by a strong focus on eggs. The success of Yolk has led them to secure a more permanent venue within the Broadgate Estate, with similarly simple dishes all developed to be quality takeaway food that prioritise flavour above all.

6 NANO SPECIALISMS



21% EAT BREAKFAST OUT MORE THAN THEY USED TO—AMONG PEOPLE THAT ARE NOW EATING OUT MORE THAN THEY USED TO IN GENERAL, THIS INCREASES TO 43%.

I-AM (2018)

SUMMARY:

As consumers are looking for more novel eating experiences, eateries are coming out to focus on specialist dishes and turning ordinary things such as avocado, crisps and eggs into a delectable experience.

6 NANO SPECIALISMS

75%

WOULD CONSIDER TAKING
A SMALLER PORTION SIZE.

36% SAID THIS WOULD ENABLE
THEM TO EAT **HEALTHIER/LIGHTER**,
ALTHOUGH A FIFTH SAID IT WOULD
LEAVE ROOM TO TRY ANOTHER
SMALLER PLATE OF SOMETHING ELSE.

I-AM (2018)

6 NANO SPECIALISMS

SPEND ON BREAKFAST HAS INCREASED BY A THIRD COMPARED TO EIGHT YEARS AGO, WHILST LUNCHTIME VISITS ARE DOWN BY 80 MILLION (IN THAT SAME PERIOD).

NPD Group (2017)



6 NANO SPECIALISMS



AROUND **257 MILLION** BRITISH DINERS
VISIT FOOD AND BEVERAGE OUTLETS
BETWEEN MIDNIGHT AND 7AM EVERY YEAR.
NIGHT OWL DINING ACCOUNTS FOR **83%** OF
THE UK'S OUT-OF-HOME DINING'S OVERALL
GROWTH ACCOUNTING FOR **11.3 BILLION**
VISITS A YEAR AND WORTH **£56BN**.

NPD (2018)

TAKEOUT:

There is a particular opportunity for nanospecialist eateries to focus on breakfast and desserts. As these times are becoming social moments, adding novelty or introducing more daring dishes are enough to bring customers through the door.

7 CULINARY HEALING



REMEDYING HUNGER

Kitchen Healing, Jules Blane Davis, US

A self-titled 'kitchen healer', practitioner Jules Blane Davis works with people to undo ideas about eating and cooking and create new rituals. It's mindfulness mixed with dining. By relieving people of their shyness to cooking, she works with them to create new, holistic rituals to enhance the dining experience and rethink what it means to make food.



EATING TENSIONS

Conflict Kitchen, US

Conflict Kitchen is a pop up restaurant that serves food from countries that the United States is in conflict with. The restaurant rotates cuisines and identities and also compliments the food and dining experience with events, performances, publications, and discussions to engage with the public and educate about the cultures and politics whilst they dine. Through food, Conflict Kitchen is diversifying the narrative around countries and cultures and healing community tensions through food and education.



STRANGERS UNITE

Chatty Cafe, Costa, UK

Coffee chain Costa has been rolling out its 'chatty cafe' scheme to encourage its customers to talk to one another more. Through designated 'Chatter and Natter' tables, people can strike up a conversation with strangers through the wider motivation to address the loneliness epidemic.

7 CULINARY HEALING

83% OF PEOPLE ARE WILLING TO PAY MORE
FOR THEIR FOOD IF IT **BENEFITS SOCIETY**.
ALTHOUGH MOST (68%) WOULD EXPECT IT TO BE
NO MORE THAN 10% ON TOP OF THEIR TOTAL BILL.

I-AM (2018)

7 CULINARY HEALING

**NEARLY HALF (49%) OF ADULTS ADMIT
HAVING FACE-TO-FACE CONVERSATIONS
ON AVERAGE FEWER THAN SIX TIMES A DAY.**

Costa (2018)



SUMMARY:

Food has long been used as an effective way to bring people together. As supper clubs have shown success, brands and eateries are using mindfulness, education and conversation formats to create serendipitous moments that bond people together.

TAKEOUT:

As both of solo dining and loneliness is on the rise, using clever formats to bring people - especially strangers - together through dining experiences prove successful building communities and collective happiness rather than just individual.

8 DECONSTRUCTED DELICACIES



DIY BOLOGNESE

La Folie Douce, Val d'isere, France

For 29 euros, at La Folie Douce in the French Alps, guests are given the opportunity to reconstruct their spaghetti bolognese. The photo of this meal has made it to the most outrageous examples of deconstructed dishes shared by We Want Plates account, showcasing how far trendy restaurants are ready to go to create a supposedly original dining experience. When food presentation no longer looks appetising the eating experience is in itself already affected. So beware of novelty when your core bases aren't covered.



AUSTRALIAN CHIC

Core Espresso, Newcastle, Australia

This café in Newcastle serves the very well-known Vegemite as a streak on a wooden board along with a scoop of bespoke butter and two slices of sourdough toast for 7 dollars. The presentation made the internet go viral, described as “tasty but ridiculous”, although the idea behind it, is that every person has their specific ratio of Vegemite, butter and toast. Silly presentation aside, the key here is the notion of interacting with the ingredients on your plate, which plays an important role in the eating experience.



OOPS! I DROPPED THE LEMON TART

Massimu Bottura, Osteria Francescana

Michelin style chef Massimo Bottura celebrates the idea of accidents with his signature desert “Oops! I Dropped the Lemon Tart”. Whilst a very considered version of ‘deconstructed’, his dishes apply to this trend through the way it embraces beauty in the unexpected and somewhat imperfect presentation of food—even more impactful for a high end dining experience.

8 DECONSTRUCTED DELICACIES



ALMOST HALF (49%) WANT TO SEE NUTRITIONAL INFORMATION ON THE MENU AND 42% WANT TO SEE PROVENANCE OF THE FOOD / INGREDIENTS ON THE MENU AS WELL.

I-AM (2018)

SUMMARY:

A continuation from the post-plates revolution where diners were served food in and on an array of materials other than plates, we are now seeing a trend towards meals delivered in their deconstructed parts.

TAKEOUT:

Don't make it too much work for your customers, but use it as a tool to get diners to interact with their dishes and slow down the experience, as well as showcasing quality ingredients. There is a key opportunity for showcasing nutritional and provenance information upon serving.

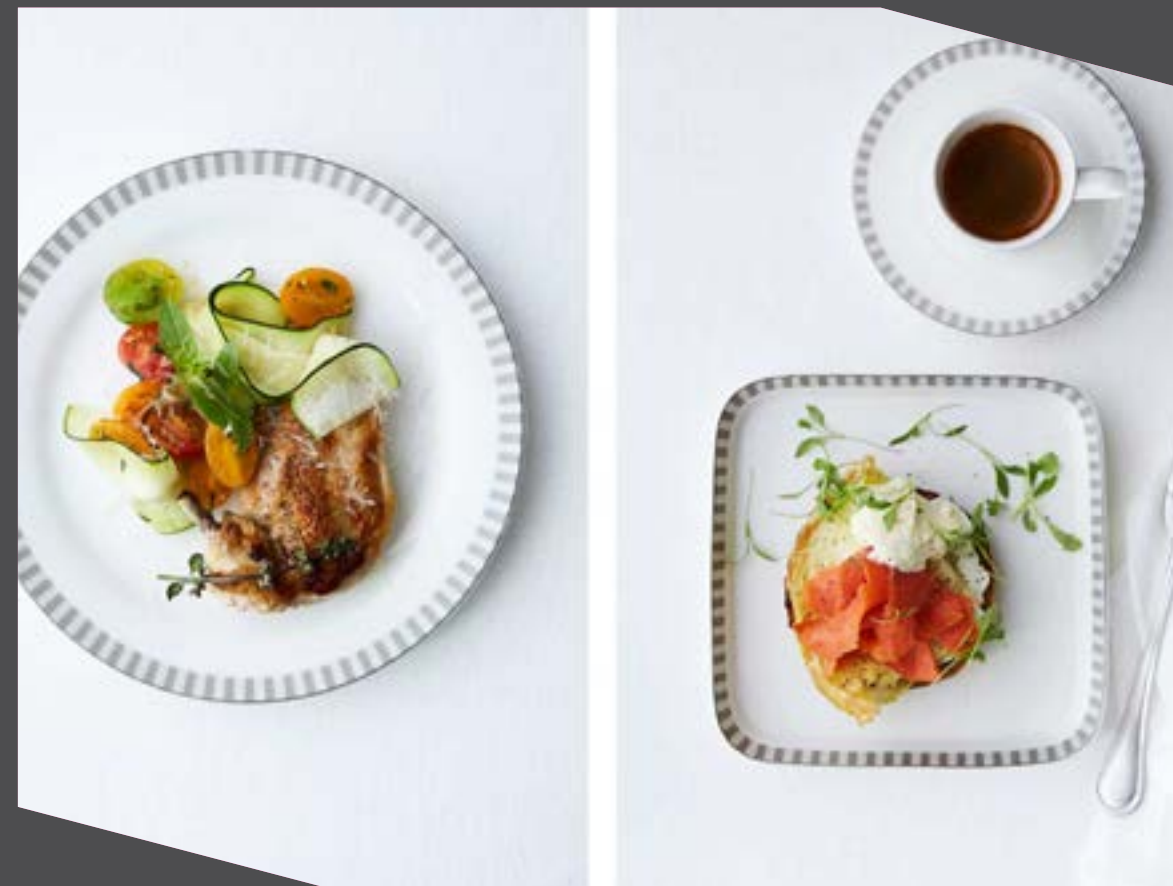
9 DINE HIGH CLUB



FLYING HIGH

Turkish Airlines

In a bid to make the dining experience more enjoyable, Turkish Airlines are offering their premium and business class customers the option to view the menu and book their dishes a week ahead of their flight. In addition, travellers no longer shackled to the schedule of the flight, they can decide when they would like to take their meals - “at any time they wish during the flight”.



TIMED WELL

Singapore Airlines

In October 2018 Singapore Airlines launched the longest nonstop flight in the world between Singapore and New York. At 18 hours and 45 minutes, it is a journey that will undoubtedly bring issues such as fatigue and jet lag to travellers. To counter the effects of the long journey, Singapore Airlines teamed up with wellness brand Canyon Ranch to create a menu of dishes that not just serves as fuel for these ultra-long haul fliers, but also helps them thrive with hydrating meals, stress busting snacks as well as lighting.



EDUCATED EATING

Emirates

Many travellers have no idea how their food is made so Emirates Airlines is giving them the opportunity to see behind the scenes how their seasonal menus are made by their in-house gourmet chefs. Passengers are offered a selection of channels to watch whilst dining to learn about things like their ingredient sourcing but also able to take away tutorials and recipes that make up the 110m meals Emirates makes a year.

9 DINE HIGH CLUB

58% OF PEOPLE WOULD BE MORE LIKELY TO VISIT A RESTAURANT BECAUSE OF A FAMOUS CHEF OR FOUNDER.

I-AM (2018)



SUMMARY:

Just like new players are entering the dining sphere, existing ones are upping their game. Dining on flights is becoming more sophisticated, replicating the wellness-driven and on-demand food culture that happens on the ground.

TAKEOUT:

Though these experiences are for business and premium level fares, they will eventually raise the standard and trickle down to economy. Passengers on airplanes are a captive audience - so it is a particularly viable opportunity to entertain audiences with information and educate them about their meal.

NUTSHELL



NUTSHELL



LESS LOYALTY, MORE NOVELTY:

The food and restaurant industry has historically focused on loyalty. Though word of mouth is still the strongest form of marketing, as consumers are more able to make quality dishes at home through meal-kits their loyalty is shifting to delivery and subscription services. Consumers are increasingly searching for more novel and highly experimental experiences with food and drink that they can't produce at home.



TIMING IS KEY:

Historically dining was limited to dinner, the main meal of the day. But as increasing amounts of people are turning to flexible work hours and traveling more often, personal and professional timezones and schedules are shifting. The 'night owl' economy, breakfasts and a new healthy, snacking market is growing, and the traditional timings of when and where you eat your meals is becoming more fluid. Catering to these - whether for the night time workers, the early morning client meetings or simply to help travellers adjust to a new time zone - it is becoming increasingly important for eateries to start offering more flexible formats to hungry consumers.



UNEXPECTED SPACES:

The last decade has seen pop-up dining emerge as a key format to shake up the dining industry. Whether through supper clubs, interesting food stands or exclusive entertainment experiences, pop up dining has paved the way for dining to happen in more unexpected spaces. Now a matured format, new dining experiences are embedding themselves into culture with more permanent restaurants and other eateries in places like gyms and shops which are being managed by new players, offering their audiences targeted experiences through brand extensions.

IF YOU WOULD LIKE TO KNOW MORE
ABOUT THESE TRENDS OR DISCUSS
HOW WE CAN HELP YOU USE THEM,
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