

CURRENT TRENDS AFFECTING THE FOOD AND BEVERAGE INDUSTRY

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ABSTRACT

Just like in any art form, trends in the food and beverage world are frequently shifting to reflect the ever-changing benefit and desires of people. Keeping up with these trends is significant to restaurant owners, chefs, and really anyone working in the food and beverage industry.

The past few years have obvious significant transform within the food and beverage industry as the food culture shifts towards higher quality food and expediency. 2018 was an especially significant year of change, with all sorts of innovations in equipment, service, food, and technology that have reverberated all around the world, and we expect that these new trends will also bring a lot of change. After researching all the forecasted developments in restaurant equipment, service, food, and even technology, we look forward to a new trends are filled with delicious cuisines and intelligent creations.

Keywords – restaurant, service, food, cuisines, trends

I. INTRODUCTION

Many countries have a gigantic financially viable boost based on the revenue collected from their tourism sector. It is important to create both word of mouth and potential repeat customers leading to a more established customer's loyalty for alluring the tourist and their satisfaction of their travel experience. If the tourist is satisfied then there are higher tendency to revisit the same destination and provide positive comments to friends and families which could be reflected in higher income generation to a country.

Market drive initiated introduction of many tourism products, ranging from tangible to experiential, to attract the tourists. As the time changes a numerous brands of choices are available in the market to opt for. There is an immense activity going on in Food & Beverage Service industry in the last 6 years, including exciting new concepts, offerings and innovative service strategies.

Objective

The objective of this research is to analyse how the emerging food and beverage trends can be implemented in order to improve the experience of the customers in the food and beverage sector of the hospitality industry.

Restaurant equipment trends

With constantly changing technology and food trends, it makes sense that the equipment used would change, too. We've made a research of what is now in every chef's kitchen and restaurant

Space-saving and multi-functional

Kitchen space is shrinking as rent prices are going up. As a result, many restaurant owners are choosing kitchen equipment that is smaller and can perform multiple functions to optimize their space.

Nitro equipment

Long-used in the bar industry, nitrogen gas is now being infused with cafe drinks to give them a creamy and smooth texture. Nitro coffee is the most popular beverage that uses this equipment, but watch out for tea and kombucha tapped with nitro in new trends.

Programmable settings

Many ovens and other pieces of equipment now feature programmable settings, so you can add the exact temperature and cook time for your recipes. This helps reduce user error and makes your kitchen more efficient.

Ultrafine catering transport equipment

Several vendors of catering supplies have created new lightweight transport equipment. These pieces have polypropylene frames that are light and durable, which lessens the strain on your employees when carrying heavy food pans to catered events.

Bluetooth-enabled equipment

Many equipment manufacturers are designing smart appliances that are accessible by Bluetooth. This allows you to control your equipment from your phone or from a distance.

Boho patterns and rich tones

In previous years, rustic decor, such as copper mugs and burnished metal flatware were the popular choice, but this year operators are instead choosing rich jewel tones and Boho-inspired patterns for their tables. This trend combines bright colors with striking patterns, which creates an inviting feeling to match aromatic and spice-filled dishes that are also trendy this year.

Service trends

From the way food is prepared to the look of the building, there are a lot of ways the foodservice industry can change. So, here are the overall new trends in the food and beverage industry

Meal delivery services

Services like Blue Apron and Hello Fresh have earned a large market for delivering delicious, ready-to-assemble meal kits directly to customers. In 2019, expect to see this trend continue to grow, as well as local options popping up that utilize fresh and local ingredients.

Ghost restaurants and off-premise sales

According to **FESMag**, around 37% of total sales in 2018 were from off-site purchases. With the growth of ghost restaurants, delivery apps, and takeout services, this percentage is expected to grow even more in 2019.

Dining as an experience

Rather than the food being the main focus, customers are instead looking for an experience. Some customers are looking for a social experience where there is the option to meet other diners, while others are searching for unique menu items that create an immersive experience.

Zero waste

Climate change and environmental issues are becoming a major selling point for customers, and restaurants typically produce a lot of trash and recycling. Some establishments are choosing to create a **zero waste kitchen** by dropping disposables and coming up with innovative ways to use all parts of their food.

Utilizing your space

With rent prices rising, many businesses (not just foodservice operations) are looking to get the most profit out of their space. Look out for banks, grocery stores, and malls adding cafes and restaurants to increase profits. Additionally, many foodservice establishments may consider creating a co working space to cater to freelance and start-up customers

Fine casual dining

Fast casual restaurants have been popular for years for offering quick and easy sit-down meals. Fine casual dining establishments offer the same casual atmosphere and quick service, but with higher-quality ingredients and more unique menus.

Healthy grab-and-go stores

Customers are choosing less and less to eat in store, instead choosing to take ready-made meals home. Grocery stores and gas stations are leading the way by offering delicious and healthy pre-made meals to-go, and at prices that are hard for independent restaurants to compete with.

Incentives for dining out

Younger generations have increasingly less income, and they're less likely to spend it on a night out. To attract these customers, some businesses are offering incentives in the form of rewards or coupons for ordering delivery or dining in the store. For example, the app Seated, Zamato, Uber eats, Food panda offers up to 30% back after eating out.

Food trends

Every era has quintessential dishes that define the decade. From "Jell-O surprise" in the 30s to fondue in the 70s, food trends seem to reflect the times in which they reign. So, here is a survey of new food trends.

Global flavours

Expect to see flavors and spices from around the world on menus this year. African and Middle Eastern flavours like za'atar, harissa, and sumac have been popular food trends for a few years, but expect to see them take a more prominent role in coming years. They will also be joined by the sour and complex flavours of Filipino food.

Alternative citrus

Lemon, orange, and lime have been the go-to citrus fruits for many years, but some chefs are now choosing fruits that are lesser known in the United States, such as kumquat, yuzu, pomelo, and citron. These products provide the sourness that's popular, as well as unique flavours that are new to many customers.

Unique seafood options

Interest in sustainable seafood combined with interest in international ingredients will likely make unique seafood options like geoduck, cuttlefish, roe, and squid popular additions to restaurant menus.

Veggie-focused dishes and protein alternatives

With the growth of the vegan, vegetarian, and eco-friendly movements, many customers are turning away from traditional protein sources like meat. Instead, they're looking for veggie-centered main courses as well as other sources of protein, such as beans, lab-grown meat options, insect protein, and plant milk.

New types of greens

Kale has been the go-to leafy green in restaurants for the past few years, but fatigue is starting to set in. In 2019, look out for new types of leafy greens in restaurants, such as dandelion greens, amaranth, and sorrel.

Mushrooms

Not only are mushrooms an excellent source of niacin, antioxidants, and B vitamins, they're also an excellent hearty alternative to meat. In addition to popular mushroom varieties like portobello, shiitake, and button, expect to see unique options like enoki, wood ear, oyster, and porcini on menus in 2019.

CBD

CBD, also known as cannabidiol, is an extract from marijuana that has a multitude of uses, but does not contain any psychoactive compounds. CBD is legal in 30 states, and it can be used to treat epilepsy, reduce pain and stress, and help fight anxiety. You can use CBD as a salve on the skin or use it as an ingredient in a variety of foods and beverages.

Health and wellness foods

Many customers are looking for foods that not only taste good, but also fuel their body, like foods with adaptogens. Adaptogens are foods that claim many benefits, such as stress relief, energy boosts, and fatigue relief. Additionally, in 2019 you can expect to continue to find fermented foods and probiotics like kimchi and kombucha in restaurants.

Restaurant technology trends

It's no secret that the smart phone has changed the way we live, as well as the way we cook, order, and even pay for food. It seems like there's an app for everything now, and restaurant technology is following suit.

Digital menu boards

Digital menu boards allow restaurant owners and managers to change their menu regularly to accommodate specials and additions. They also allow restaurant operators to adjust prices for different times. For example, you can set lower prices during slow periods to entice customers to visit and use higher prices during busy periods to boost profits.

Mobile pos systems

Mobile POS systems use mobile devices like phones and tablets to act as a cash register, and they've been popular in food trucks and concession stands for years. But, in 2019 many brick-and-mortar stores are expected to adopt mPOS systems because they offer security and convenience and useful features like built-in accounting software.

Touch screen kiosks and tablets

Anticipating a change in the minimum wage, many fast food and chain establishments are installing easy-to-use kiosks and tablets in their restaurants. Tablets and kiosks help streamline the ordering process and can speed up your service. As an added bonus, adding these new ways to order can reduce your labor costs over time.

Text-based notifications

Long lines at your restaurant can clog up your waiting area and scare off potential customers. To combat this, some establishments are implementing text-based notifications, which sends a text alert to your customers when their table is ready, allowing them to shop and run other errands while they wait rather than standing around in your lobby.

Delivering to public spaces

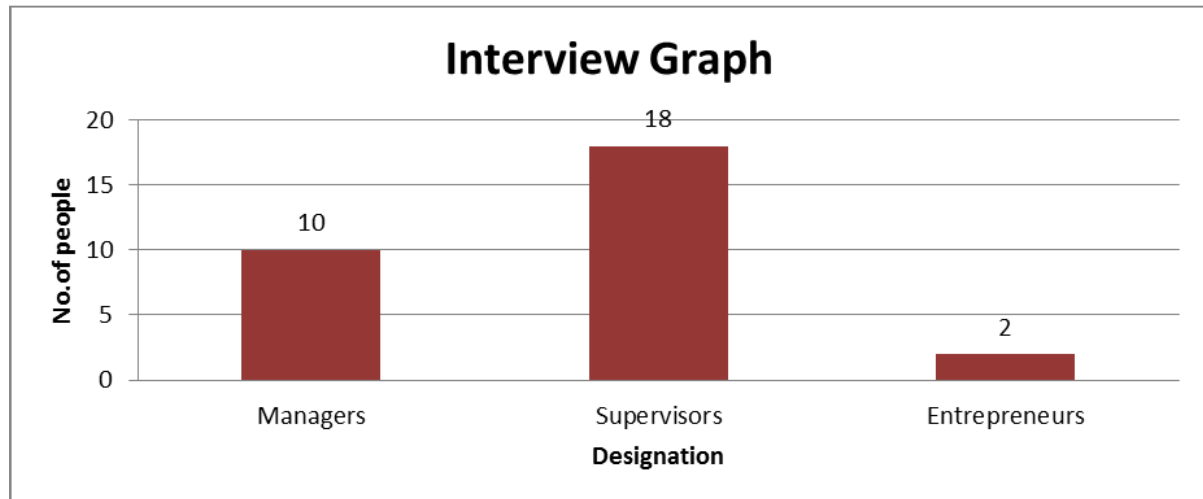
Delivery is becoming much more popular, especially in metropolitan areas, but driving to each individual location is time consuming, which can cost businesses money. So some restaurants and chains like Dominos are choosing instead to deliver to a central location, such as a public park, where multiple customers can pick up their orders.

Paying with cryptocurrencies

Cryptocurrencies like Bitcoin, Ethereum, and Litecoin exploded in popularity in 2018, and while the cryptocurrency market is still very volatile, expect to see customers in 2019 who want to pay with these options. Some mobile POS and mobile payment systems may look to integrate cryptocurrency into their existing service, making it more accessible in the coming year.

Source

The current trends affecting the food and beverage industry have been collected by direct interviews with hotel, resort and outlet managers, supervisors, entrepreneurs (resort) and by the use of the questionnaires for the managerial and supervisory level positions. The sample size for the same was 30.



Findings

The desire for food drive for the newer items based on the current trends seems to rise every year. People go crazy over newer introduction in the gourmet list which branches out sometimes to a weirder versions like cheese tea and cotton candy on one hand, on the other hand, to sustain and encourage health conscious eaters a delicious plate of good farm produce and celebrated. Now is the trend of health and food lover going side by side if there is a passion for Instagramable food art, there is also people's awareness of their guts viability. The demand has led to sponsoring the rise of innovative chefs who recreate and discover innovative style of cooking and presentations, which is worth the time and money spent in anticipation. Here are some of the positive food trends that will hit the market in a big way in the forthcoming years. Take a look, and get ready.

Conclusion

It can be accomplished that food & beverage service trends are changing at a steady pace every other day. A much more challenging and complex environment is emerging within food and beverage service sector. A flexible, creative response to guest demands is due to these demands. It is the customer who are always looking for the latest and innovating trends have been introduced in the food & beverage service sector, and not just the from the service provider's side. Today customers are educated and well exposed; Customers look for creative things that allure them differently. These days, Customers are comfortable in paying good money as far as they are getting value for it. These consumers are health conscious and are sensitive to price and not only good food but innovative food and beverage service. The new generation people want to make this industry more entertaining because most as people enjoy eating food outside, the new generation aim to make this industry more entertaining.

Research Methodology

- The primary data is collected through personal interview along with questionnaire with hotel and restaurant managers, supervisors as well as entrepreneurs who are well versed with the emerging trends in the field of food and beverage.
- Journals, books and various websites, etc., form the source of secondary data.

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