THE FUTURE OF FOOD: 2021

EIGHT LEADING-EDGE FOOD TREND PREDICTIONS 2021-2022

International Food Trendspotters, Liz Moskow teamed up with food innovation intelligence platform Spoonshot to predict and interpret the food trends that will impact the food and beverage industry over the next three years. By leveraging Spoonshot’s massive data pool that processes millions of recipe data, Liz Moskow predicts trends before they happen, rather than highlighting after trend adoption has begun.

Spoonshot analyzes billions of data points, across 22 different types of data, spanning more than 950 long-tail data sources. These include scientific journals, niche food communities, as well as commerce platforms. Spoonshot connects seemingly disparate data points between these data sets using AI to uncover latent opportunities. Given the huge volume of data sources and algorithmic connections made, Liz Moskow can predict and interpret food trends empowered with new levels of organic intelligence.

WELCOME TO THE FUTURE OF FOOD

These eight leading-edge trends are a result of this partnership.

NO BONES ABOUT IT, CAROB WILL MAKE A COMEBACK

Carob Peanut Butter “Cheese” Cake
Chef Suzi, The Plant Based Gourmet

FATS FORWARD - Department of Pharmacognosy, Athens University

Olive Oil & Sea Salt
Safe + Fair

“Super addictive, weirdly delicious taste combination of sweet and savory, slightly oceanic with a bonus pork flavor.”
- Adrienne Lo, Co-Owner of Fat Rice

Macau Rice Crisp
Fat Rice, Chicago, IL

Consumers are starting to wrap their heads around the idea of flavor experience - it’s what makes accepted favorites like maple bacon doughnuts, apple pie with cheddar and Garrett’s Popcorn cheese and caramel mix so popular. We’ll start to see more experimentation with global umami and sweet into 2021.

SEXY-UGLY FLAVOR MASHUPS

Fish Sauce Caramel with Palm Sugar
Salt & Straw, Multiple Locations, US

CBD ADJACENT

Cashew Queso with nutritional yeast
Siete Family Foods

CLIMATARIANS ARE COMING!

Climate change is top of mind. It seems the world is in dire need and the time to change course is NOW! Vegans have been doing their part to combat climate change by avoiding meat for years, but a more comprehensive approach is coming. This includes elimination of all foods with high carbon footprints, such as meat and cheese, eating only locally grown and seasonal foods and avoiding products that exploit animals (e.g., honey). Foods used to a climatarian diet would include algae, seaweed, pulses, grains and legumes, invasive species of plants, flax, and insects.

VALIDATION

Decadent V8 Funcktails. While fun to photograph and try ONCE, extreme food fads don’t last. From an entire bowl of edible cookie dough wrapped in rainbow cotton candy, to a cheese sauce smothered five-pound burger, dining in the future - the Instagram creation is on one side of the food spectrum. On the other, functionally formulated food and beverage products designed for wellness - much concerned with texture, flavor or even efficacy... The moderate choice? Thoughtfully crafted foods and beverages made with healthy ingredients in moderate portions with balanced flavor and efficacy that support overall nutritional benefits.

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For detailed reports on each of these emerging trends contact hello@spoonshot.com https://spoonshot.com