

# WHAT'S



## 2014 Culinary Forecast

### TOP TRENDS by category

#### APPETIZERS

1. House-cured meats/charcuterie
2. Vegetarian appetizers
3. Ethnic/street food-inspired appetizers (e.g. tempura, taquitos, kabobs)
4. Ethnic dips (e.g. hummus, tabbouleh, baba ganoush, tzatziki)
5. Amuse-bouche/bite-size hors d'oeuvre

#### STARCHES/SIDE ITEMS

1. Non-wheat noodles/pasta (e.g. quinoa, rice, buckwheat)
2. Quinoa
3. Black/forbidden rice
4. Red rice
5. Pickled vegetables

#### MAIN DISHES/ CENTER OF THE PLATE

1. Locally sourced meats and seafood
2. Sustainable seafood
3. New cuts of meat (e.g. Denver steak, pork flat iron, tri-tip)
4. Non-traditional fish (e.g. branzino, Arctic char, barramundi)

5. Half-portions/smaller portions for a smaller prize or a smaller price

#### DESSERT

1. Hybrid desserts (e.g. cronut, townie, ice cream cupcake)
2. Savory desserts
3. House-made/artisan ice cream
4. Bite-size/mini-desserts
5. Deconstructed classic desserts

#### BREAKFAST/BRUNCH

1. Ethnic-inspired breakfast items (e.g. Asian-flavored syrups, Chorizo scrambled eggs, coconut milk pancakes)
2. Traditional ethnic breakfast items (e.g. huevos rancheros, shakshuka, ashta)
3. Fresh fruit breakfast items
4. Egg white omelets/sandwiches
5. Yogurt parfait/Greek yogurt parfait

#### KIDS' MEALS

1. Healthful kids' meals
2. Whole grain items in kids' meals

3. Fruit/vegetable children's side items

4. Ethnic-inspired children's dishes

5. Oven-baked items in kids' meals (e.g. baked chicken fingers, oven-baked fries)

#### PRODUCE

1. Locally grown produce
2. Unusual/uncommon herbs (e.g. chervil, lovage, lemon balm, papalo)
3. Dark greens (e.g. kale, mustard greens, collards)
4. Organic produce
5. Heirloom apples

#### ETHNIC CUISINES AND FLAVORS

1. Peruvian cuisine
2. Korean cuisine
3. Southeast Asian cuisine (e.g. Thai, Vietnamese, Malaysian)
4. Regional ethnic cuisine
5. Ethnic fusion cuisine (Malaysian)

The National Restaurant Association surveyed professional chefs, members of the American Culinary Federation, on which food, cuisines, beverages and culinary themes will be hot trends on restaurant menus in 2014. The What's Hot in 2014 survey was conducted in the fall of 2013 among nearly 1,300 chefs. See p. 14 for more information about the methodology.

### Top 20 TRENDS

1. Locally sourced meats and seafood
2. Locally grown produce
3. Environmental sustainability
4. Healthful kids' meals
5. Gluten-free cuisine
6. Hyper-local sourcing (e.g. restaurant gardens)
7. Children's nutrition
8. Non-wheat noodles/pasta (e.g. quinoa, rice, buckwheat)
9. Sustainable seafood
10. Farm/estate branded items
11. Nose-to-tail/root-to-stalk cooking (e.g. reduce food waste by using entire animal/plant)
12. Whole grain items in kids' meals
13. Health/nutrition
14. New cuts of meat (e.g. Denver steak, pork flat iron, tri-tip)
15. Ancient grains (e.g. kamut, spelt, amaranth)
16. Ethnic-inspired breakfast items (e.g. Asian-flavored syrups, Chorizo scrambled eggs, coconut milk pancakes)
17. Grazing (e.g. small-plate sharing/snacking instead of traditional meals)
18. Non-traditional fish (e.g. branzino, Arctic char, barramundi)
19. Fruit/vegetable children's side items
20. Half-portions/smaller portions for a smaller price



hot



2014 Culinary Forecast



TOP TRENDS *by category* continued

**OTHER FOOD ITEMS/ INGREDIENTS**

1. Farm/estate branded items
2. Ancient grains (e.g. kamut, spelt, amaranth)
3. Non-wheat flour (e.g. peanut, millet, barley, rice)
4. Natural sweeteners (e.g. agave, honey, concentrated fruit juice, maple syrup)
5. Artisan/specialty bacon

**PREPARATION METHODS**

1. Pickling
2. Fermenting
3. Smoking
4. Sous vide
5. Liquid nitrogen chilling/freezing

**CULINARY THEMES**

1. Environmental sustainability
2. Gluten-free cuisine
3. Hyper-local sourcing (e.g. restaurant gardens)
4. Children's nutrition
5. Nose-to-tail/root-to-stalk cooking (e.g. reduce food waste by using entire animal/plant)

**NON-ALCOHOLIC BEVERAGES**

1. House-made soft drinks/soda/pop
2. Gourmet lemonade (e.g. house-made, freshly muddled)
3. Coconut water
4. Specialty iced tea (e.g. Thai-style, Southern/sweet, flavored)
5. Dairy-free milk (e.g. soy, rice, almond)

**COCKTAILS/ COCKTAIL INGREDIENTS**

1. Onsite barrel-aged drinks
2. Culinary cocktails (e.g. savory, fresh ingredients)
3. Regional signature cocktails
4. Edible cocktails
5. Food-liquor/cocktail pairings

**ALCOHOLIC BEVERAGES**

1. Micro-distilled/artisan spirits
2. Locally produced beer/wine/spirits
3. "New Make" whiskey
4. Gluten-free beer
5. Food-beer pairings



FOOD

All 209 FOOD Items Ranked by "HOT" Responses

		HOT TREND	Yesterday's News	Perennial Favorite
1.	Locally sourced meats and seafood	81%	6%	13%
2.	Locally grown produce	79%	5%	16%
3.	Environmental sustainability	79%	7%	14%
4.	Healthful kids' meals	76%	7%	17%
5.	Gluten-free cuisine	76%	12%	12%
6.	Hyper-local sourcing (e.g. restaurant gardens)	75%	12%	13%
7.	Children's nutrition	74%	7%	19%
8.	Non-wheat noodles/pasta (e.g. quinoa, rice, buckwheat)	72%	19%	9%
9.	Sustainable seafood	72%	11%	17%
10.	Farm/estate branded items	72%	15%	13%
11.	Nose-to-tail/root-to-stalk cooking (e.g. reduce food waste by using entire animal/plant)	71%	13%	16%
12.	Whole grain items in kids' meals	70%	15%	15%
13.	Health/nutrition	70%	6%	24%
14.	New cuts of meat (e.g. Denver steak, pork flat iron, tri-tip)	69%	20%	11%
15.	Ancient grains (e.g. kamut, spelt, amaranth)	68%	21%	11%
16.	Ethnic-inspired breakfast items (e.g. Asian-flavored syrups, Chorizo scrambled eggs, coconut milk pancakes)	67%	20%	13%



WHAT'S HOT continued

	HOT TREND	Yesterday's News	Perennial Favorite
17. Grazing (e.g. small-plate sharing/snacking instead of traditional meals)	67%	18%	15%
18. Non-traditional fish (e.g. branzino, Arctic char, barramundi)	66%	22%	12%
19. Fruit/vegetable children's side items	66%	12%	22%
20. Half-portions/smaller portions for a smaller price	65%	16%	19%
21. Hybrid desserts (e.g. cronut, townie, ice cream cupcake)	65%	25%	10%
22. Non-wheat flour (e.g. peanut, millet, barley, rice)	65%	21%	14%
23. Simplicity/back to basics	65%	9%	26%
24. Quinoa	64%	22%	14%
25. Unusual/uncommon herbs (e.g. chervil, lovage, lemon balm, papalo)	64%	20%	17%
26. Natural sweeteners (e.g. agave, honey, concentrated fruit juice, maple syrup)	64%	12%	23%
27. Artisan/specialty bacon	64%	22%	14%
28. House-cured meats/charcuterie	63%	17%	21%

	HOT TREND	Yesterday's News	Perennial Favorite
29. Ethnic flour (e.g. fufu, teff, cassava/yuca)	63%	28%	9%
30. Pickling	63%	16%	21%
31. Black/forbidden rice	62%	28%	10%
32. Ethnic-inspired children's dishes	62%	27%	11%
33. Oven-baked items in kids' meals (e.g. baked chicken fingers, oven-baked fries)	62%	19%	19%
34. Gourmet children's dishes	62%	30%	8%
35. Vegetarian appetizers	61%	22%	18%
36. Savory desserts	61%	29%	10%
37. Children's portions of adult menu items	61%	21%	18%
38. Dark greens (e.g. kale, mustard greens, collards)	61%	12%	27%
39. Organic produce	61%	20%	20%
40. Ethnic cheeses (e.g. queso fresco, paneer, lebneh, halloumi)	61%	16%	24%
41. Food trucks	61%	24%	16%
42. Cutting edge kitchen equipment/technology	61%	18%	21%
43. House-made soft drinks/soda/pop	61%	26%	13%
44. Street food-inspired main courses (e.g. tacos, satay, kabobs)	60%	20%	20%
45. House-made/artisan ice cream	60%	11%	28%
46. Heirloom apples	60%	16%	24%
47. Artisan cheeses	60%	10%	30%
48. Fermenting	60%	24%	16%
49. Red rice	59%	29%	13%
50. Kale salads	59%	29%	12%
51. Bite-size/mini-desserts	59%	20%	20%
52. Vinegar/flavored vinegar/house-made vinegars	59%	22%	19%
53. Pickled vegetables	58%	27%	15%
54. Foraging	58%	27%	15%
55. Cheeks (e.g. beef, pork, fish)	57%	31%	12%
56. Lower-sodium entrees	57%	24%	19%
57. Meatless/vegetarian items	57%	18%	25%



9. Sustainable seafood



WHAT'S HOT continued

	HOT TREND	Yesterday's News	Perennial Favorite
58. Inexpensive/underused cuts of meat (e.g. brisket, shoulder, skirt steak)	57%	15%	29%
59. Peruvian cuisine	57%	31%	12%
60. Specialty/gourmet sandwiches	56%	17%	27%
61. Free-range pork/poultry	56%	23%	21%
62. Deconstructed classic desserts	56%	35%	9%
63. Superfruit (e.g. acai, goji berry, mangosteen)	56%	34%	10%
64. Exotic fruits (e.g. rambutan, dragon fruit, paw paw, guava)	56%	31%	13%
65. Korean cuisine	56%	29%	15%
66. Southeast Asian cuisine (e.g. Thai, Vietnamese, Malaysian)	56%	14%	30%
67. Regional ethnic cuisine	56%	19%	25%
68. Specialty salt (e.g. flavored, smoked, regional)	56%	32%	12%
69. Food-alcohol pairings	56%	13%	30%
70. Dessert flights/combos	55%	30%	15%
71. Children's entree salads	55%	31%	15%
72. Molecular mixology	55%	37%	8%
73. Gourmet lemonade (e.g. house-made, freshly muddled)	55%	23%	22%
74. Ethnic/street food-inspired appetizers (e.g. tempura, taquitos, kabobs)	54%	21%	25%
75. Tapas/meze/dim sum (e.g. small plates)	54%	23%	24%
76. Grass-fed beef	54%	27%	19%
77. Vegan entrees	54%	26%	20%
78. Ethnic fusion cuisine	54%	32%	15%
79. Pop-up/temporary restaurants	54%	39%	8%
80. Low-fat/non-fat milk or 100% juice options on kids' menus	53%	20%	27%
81. Hybrid fruits/vegetables (e.g. plumcot, grapple, broccoflower)	52%	38%	9%
82. Umami	52%	30%	17%
83. Ethnic condiments (e.g. raita/raitha, chimichurri, Sriracha, chutney, soy sauce)	51%	17%	32%
84. Black garlic	51%	38%	11%
85. Coconut water	51%	39%	11%



2. Locally grown produce

	HOT TREND	Yesterday's News	Perennial Favorite
86. Chef tasting menus/chef's tables	50%	25%	25%
87. Alternative red meats (e.g. buffalo/bison, ostrich/emu)	49%	38%	13%
88. Flatbreads (e.g. naan, pappadum, lavash, pita, tortilla)	49%	22%	29%
89. Specialty iced tea (e.g. Thai-style, Southern/sweet, flavored)	49%	24%	26%
90. Game meats (e.g. venison, game birds, boar, rabbit)	48%	23%	28%
91. Specialty potatoes (e.g. purple, fingerling, Baby Dutch Yellow)	48%	23%	29%
92. Nordic/Scandinavian cuisine	48%	41%	11%
93. Regional American cuisine	48%	18%	34%
94. Micro-vegetables/micro-greens	47%	32%	22%
95. Heirloom tomatoes	47%	18%	35%
96. Latin American/Nuevo Latino cuisine	47%	20%	33%
97. Seeds (e.g. chia, flax)	47%	36%	17%
98. Greek yogurt	47%	26%	27%
99. Dairy-free milk (e.g. soy, rice, almond)	47%	26%	27%
100. Ethnic dips (e.g. hummus, tabbouleh, baba ganoush, tzatziki)	46%	23%	31%
101. Asian noodles (e.g. soba, udon)	46%	26%	28%
102. Gourmet/specialty burgers	46%	26%	28%
103. Underutilized fish (e.g. mackerel, bluefish, whiting, redfish)	46%	34%	20%
104. Desserts with bacon	46%	48%	5%



2014 Culinary Forecast

WHAT'S HOT continued

	HOT TREND	Yesterday's News	Perennial Favorite
105. Non-traditional eggs (e.g. duck, quail, emu)	46%	40%	14%
106. "Mocktails" (e.g. non-alcoholic cocktails)	46%	32%	23%
107. Low-calorie entrees	45%	30%	25%
108. Children's sushi	45%	46%	10%
109. Fresh herbs	45%	6%	48%
110. Root vegetables (e.g. parsnip, turnip, rutabaga)	45%	16%	38%
111. Fresh beans/peas (e.g. fava, sweet, snow)	45%	19%	36%
112. Smoking	45%	8%	47%
113. Organic coffee	45%	32%	23%
114. Traditional ethnic breakfast items (e.g. huevos rancheros, shakshuka, ashta)	44%	24%	32%
115. Bacon jam	44%	47%	9%
116. Sous vide	44%	38%	18%
117. Bibimbap	43%	41%	17%
118. Middle Eastern cuisine	43%	32%	25%
119. Chef-/restaurant-branded retail products	43%	39%	19%
120. Amuse-bouche/bite-size hors d'oeuvr	42%	32%	26%
121. Pho	42%	38%	21%
122. Asian mushrooms (e.g. shiitake, straw, enokitake, maitake)	42%	22%	37%
123. Salted caramel	42%	36%	22%
124. Liquid nitrogen chilling/freezing	42%	51%	7%
125. Hot peppers (e.g. habanero, chipotle, jalapeno)	40%	21%	39%
126. Americanized ethnic cuisine (e.g. ethnic cuisine adjusted for American palates/ingredients)	40%	36%	24%
127. Infused/flavored oils	40%	30%	30%
128. Pretzels/pretzel bread	40%	27%	32%
129. Oil-poaching	40%	43%	17%
130. Flatbread appetizers	39%	43%	18%
131. Avocados	39%	12%	50%
132. Pomegranates	39%	29%	33%
133. Asian pear	39%	35%	26%



4. Healthful Kids' meals

	HOT TREND	Yesterday's News	Perennial Favorite
134. Whole grain bread/rolls	39%	21%	40%
135. Braising	39%	9%	52%
136. Raw	39%	40%	21%
137. Molecular gastronomy	39%	54%	7%
138. Regional water/source-specific water	39%	41%	20%
139. Warm appetizer salads	38%	43%	20%
140. Halal items	38%	38%	24%
141. Vegetable puree (e.g. cauliflower, parsnip)	37%	42%	21%
142. Fresh fruit breakfast items	37%	14%	49%
143. Egg white omelets/sandwiches	37%	36%	27%
144. Yogurt parfait/Greek yogurt parfait	37%	21%	43%
145. Mediterranean cuisine	37%	16%	46%
146. Specialty oils (e.g. truffle, sesame, grapeseed, hazelnut)	37%	28%	35%
147. Raw meat/fish appetizers (e.g. tartare, crudo, carpaccio, sashimi)	36%	37%	28%
148. Beets	35%	22%	43%
149. Passion fruit	34%	46%	20%
150. Fennel	34%	27%	38%
151. Dust	34%	54%	12%
152. Flavored/enhanced water	34%	53%	13%
153. Barnacles/percebes	33%	55%	12%
154. Brussels sprouts	33%	24%	43%
155. Bacon-flavored/covered chocolate	33%	60%	7%
156. Ramen	32%	47%	21%
157. Bacon alternatives (e.g. turkey bacon, tofu bacon)	32%	52%	15%
158. Indian cuisine	32%	30%	37%



WHAT'S HOT continued

	HOT TREND	Yesterday's News	Perennial Favorite
159. Sushi/sushi-style items	31%	32%	36%
160. Meat alternatives (e.g. tofu, tempeh, seitan)	31%	50%	19%
161. Russian cuisine	31%	48%	21%
162. Grilling	31%	10%	59%
163. Entree salads	30%	23%	47%
164. Fish offal (e.g. collar, liver, head)	30%	60%	10%
165. Prix fixe brunches	30%	40%	30%
166. Donuts/donut sandwiches	30%	47%	24%
167. Duck fat	30%	43%	27%
168. Grilled vegetables	29%	26%	46%
169. Gelato/sorbet	29%	26%	45%
170. Breakfast crepes	29%	37%	34%
171. Radish/daikon	29%	36%	35%
172. Flowers (e.g. bulbs, petals, blossoms)	29%	54%	17%
173. Tap water/filtered water	28%	33%	39%
174. Artichokes	27%	27%	45%
175. Foam/froth/air	27%	66%	7%
176. Comfort foods (e.g. chicken pot pie, meatloaf, roasted chicken)	26%	15%	58%

	HOT TREND	Yesterday's News	Perennial Favorite
177. Short ribs	26%	18%	55%
178. Cheese plates	26%	25%	48%
179. Steaming	26%	19%	55%
180. Sweet potato fries	25%	49%	26%
181. Couscous	24%	43%	34%
182. Mini-burgers/sliders	24%	55%	20%
183. "Fun-shaped" children's items	24%	57%	19%
184. Cold appetizer salads	23%	34%	43%
185. Fruit desserts (e.g. cobbler, crisp, tart, pie)	23%	19%	58%
186. Mexican cuisine	23%	21%	56%
187. Grits	22%	31%	47%
188. Brown/wild rice	22%	39%	39%
189. Barbeque	22%	15%	63%
190. Milkshakes/malts	22%	25%	53%
191. Dessert crepes	21%	44%	35%
192. Cauliflower	21%	27%	52%
193. Breakfast burritos	20%	45%	35%
194. Macaroni and cheese/mac'n'cheese	19%	31%	50%
195. Waffles	19%	28%	53%
196. Eggs Benedict	17%	23%	61%
197. Oatmeal	16%	26%	59%
198. Steamed vegetables	15%	44%	41%
199. Chopped salads	15%	40%	45%
200. French toast	15%	26%	59%
201. Italian cuisine	15%	20%	65%
202. French cuisine	15%	33%	52%
203. Chicken wings	14%	35%	52%
204. Fried chicken	14%	22%	65%
205. Zucchini	14%	31%	56%
206. Frying	14%	23%	63%
207. Bottled water	14%	46%	39%
208. Bruschetta	11%	49%	40%
209. Gazpacho	10%	58%	32%



28. House-cured meats/charcuterie



# ALCOHOL

All 49 ALCOHOL Items Ranked by “HOT” Responses

	HOT TREND	Yesterday's News	Perennial Favorite
1. Micro-distilled/artisan spirits	77%	13%	10%
2. Locally produced beer/wine/spirits	70%	10%	20%
3. Onsite barrel-aged drinks	69%	19%	12%
4. Culinary cocktails (e.g. savory, fresh ingredients)	69%	19%	13%
5. Regional signature cocktails	64%	16%	20%
6. “New Make” whiskey	63%	25%	12%
7. Gluten-free beer	63%	28%	9%
8. Edible cocktails	61%	30%	9%
9. Food-liquor/cocktail pairings	61%	16%	22%
10. Food-beer pairings	60%	16%	24%
11. Flavored/herbed tonic	58%	32%	10%
12. House-made bitters	56%	32%	12%
13. Organic cocktails	55%	34%	11%
14. House-brewed beer	55%	15%	30%
15. Botanicals in cocktails (e.g. flower essence, lavender, hibiscus)	54%	35%	11%
16. Craft beer/microbrew	54%	15%	31%
17. Skinny/lower-calorie cocktails	53%	33%	13%
18. Moonshine	53%	31%	16%
19. Organic beer/wine/spirits	53%	27%	20%

	HOT TREND	Yesterday's News	Perennial Favorite
20. Cask beer/ale	53%	24%	23%
21. Non-traditional wine varietals	53%	22%	25%
22. Beer-based cocktails	51%	37%	12%
23. Non-traditional liquors (e.g. soju/sochu, cachaca)	51%	35%	14%
24. Fermented cocktails	50%	42%	9%
25. Custom ice (e.g. flavored, shapes)	50%	40%	10%
26. Tequila alternatives (e.g. sotol, bacanora)	50%	36%	14%
27. Seasonal beer	49%	16%	36%
28. Beer-wine hybrids (e.g. beer with wine grapes)	49%	40%	11%
29. Bottled/house-bottled cocktails	48%	34%	17%
30. Signature cocktails	46%	18%	36%
31. Non-traditional flavored liquor (e.g. bacon, smoked salmon, chili pepper, marshmallow)	46%	46%	8%
32. Salt as cocktail garnish (e.g. flavored, smoked, regional)	45%	33%	22%
33. Beer flights/samplers	44%	26%	30%
34. Pisco	43%	42%	15%
35. Wine flights/samplers	43%	25%	32%
36. Vaporized cocktails	42%	51%	6%
37. Hot/warm cocktails	42%	31%	27%
38. Flavored/spiced beer	42%	34%	24%
39. Cocktails on tap	40%	46%	14%
40. Wine on tap/draft wine	40%	44%	16%
41. Shrubs	33%	55%	12%
42. Sour beer	33%	55%	12%
43. IPAs	33%	30%	37%
44. Mulled/spiced wine	32%	39%	29%
45. Lagers	31%	23%	46%
46. Mezcal	30%	44%	26%
47. Tequila/premium tequila	30%	28%	42%
48. Sake/mirin	27%	36%	37%





WHAT'S  
hot

## CATEGORIES

Ranked by “HOT” Responses

		HOT TREND	Yesterday's News	Perennial Favorite
<b>APPETIZERS</b>				
1.	House-cured meats/charcuterie	63%	17%	21%
2.	Vegetarian appetizers	61%	22%	18%
3.	Ethnic/street food-inspired appetizers (e.g. tempura, taquitos, kabobs)	54%	21%	25%
4.	Ethnic dips (e.g. hummus, tabbouleh, baba ganoush, tzatziki)	46%	23%	31%
5.	Amuse-bouche/bite-size hors d'oeuvres	42%	32%	26%
6.	Flatbread appetizers	39%	43%	18%
7.	Warm appetizer salads	38%	43%	20%
8.	Raw meat/fish appetizers (e.g. tartare, crudo, carpaccio, sashimi)	36%	37%	28%
9.	Cold appetizer salads	23%	34%	43%
10.	Chicken wings	14%	35%	52%
11.	Bruschetta	11%	49%	40%
12.	Gazpacho	10%	58%	32%
<b>STARCHES/SIDE ITEMS</b>				
1.	Non-wheat noodles/pasta (e.g. quinoa, rice, buckwheat)	72%	19%	9%
2.	Quinoa	64%	22%	14%
3.	Black/forbidden rice	62%	28%	10%
4.	Red rice	59%	29%	13%

		HOT TREND	Yesterday's News	Perennial Favorite
5.	Pickled vegetables	58%	27%	15%
6.	Asian noodles (e.g. soba, udon)	46%	26%	28%
7.	Vegetable puree (e.g. cauliflower, parsnip)	37%	42%	21%
8.	Grilled vegetables	29%	26%	46%
9.	Sweet potato fries	25%	49%	26%
10.	Couscous	24%	43%	34%
11.	Grits	22%	31%	47%
12.	Brown/wild rice	22%	39%	39%
13.	Macaroni and cheese/mac'n'cheese	19%	31%	50%
14.	Steamed vegetables	15%	44%	41%

### MAIN DISH/CENTER OF THE PLATE

		HOT TREND	Yesterday's News	Perennial Favorite
1.	Locally sourced meats and seafood	81%	6%	13%
2.	Sustainable seafood	72%	11%	17%
3.	New cuts of meat (e.g. Denver steak, pork flat iron, tri-tip)	69%	20%	11%
4.	Non-traditional fish (e.g. branzino, Arctic char, barramundi)	66%	22%	12%
5.	Half-portions/smaller portions for a smaller price	65%	16%	19%
6.	Street food-inspired main courses (e.g. tacos, satay, kabobs)	60%	20%	20%
7.	Kale salads	59%	29%	12%
8.	Cheeks (e.g. beef, pork, fish)	57%	31%	12%
9.	Lower-sodium entrees	57%	24%	19%
10.	Meatless/vegetarian items	57%	18%	25%
11.	Inexpensive/underused cuts of meat (e.g. brisket, shoulder, skirt steak)	57%	15%	29%
12.	Specialty/gourmet sandwiches	56%	17%	27%
13.	Free-range pork/poultry	56%	23%	21%
14.	Tapas/meze/dim sum (e.g. small plates)	54%	23%	24%
15.	Grass-fed beef	54%	27%	19%
16.	Vegan entrees	54%	26%	20%
17.	Alternative red meats (e.g. buffalo/bison, ostrich/emu)	49%	38%	13%
18.	Game meats (e.g. venison, game birds, boar, rabbit)	48%	23%	28%
19.	Gourmet/specialty burgers	46%	26%	28%
20.	Underutilized fish (e.g. mackerel, bluefish, whiting, redfish)	46%	34%	20%
21.	Low-calorie entrees	45%	30%	25%
22.	Bibimbap	43%	41%	17%
23.	Pho	42%	38%	21%
24.	Barnacles/percebes	33%	55%	12%





WHAT'S HOT continued

	HOT TREND	Yesterday's News	Perennial Favorite
25. Ramen	32%	47%	21%
26. Sushi/sushi-style items	31%	32%	36%
27. Meat alternatives (e.g. tofu, tempeh, seitan)	31%	50%	19%
28. Entree salads	30%	23%	47%
29. Fish offal (e.g. collar, liver, head)	30%	60%	10%
30. Comfort foods (e.g. chicken pot pie, meatloaf, roasted chicken)	26%	15%	58%
31. Short ribs	26%	18%	55%
32. Mini-burgers/sliders	24%	55%	20%
33. Barbeque	22%	15%	63%
34. Chopped salads	15%	40%	45%
35. Fried chicken	14%	22%	65%

DESSERTS

1. Hybrid desserts (e.g. cronut, townie, ice cream cupcake)	65%	25%	10%
2. Savory desserts	61%	29%	10%
3. House-made/artisan ice cream	60%	11%	28%
4. Bite-size/mini-desserts	59%	20%	20%
5. Deconstructed classic desserts	56%	35%	9%

	HOT TREND	Yesterday's News	Perennial Favorite
6. Dessert flights/combos	55%	30%	15%
7. Desserts with bacon	46%	48%	5%
8. Gelato/sorbet	29%	26%	45%
9. Cheese plates	26%	25%	48%
10. Fruit desserts (e.g. cobbler, crisp, tart, pie)	23%	19%	58%
11. Dessert crepes	21%	44%	35%

BREAKFAST/BRUNCH

1. Ethnic-inspired breakfast items (e.g. Asian-flavored syrups, Chorizo scrambled eggs, coconut milk pancakes)	67%	20%	13%
2. Traditional ethnic breakfast items (e.g. huevos rancheros, shakshuka, ashta)	44%	24%	32%
3. Fresh fruit breakfast items	37%	14%	49%
4. Egg white omelets/sandwiches	37%	36%	27%
5. Yogurt parfait/Greek yogurt parfait	37%	21%	43%
6. Bacon alternatives (e.g. turkey bacon, tofu bacon)	32%	52%	15%
7. Prix fixe brunches	30%	40%	30%
8. Donuts/donut sandwiches	30%	47%	24%
9. Breakfast crepes	29%	37%	34%
10. Breakfast burritos	20%	45%	35%
11. Eggs Benedict	17%	23%	61%
12. Oatmeal	16%	26%	59%
13. French toast	15%	26%	59%

KIDS' MEALS

1. Healthful kids' meals	76%	7%	17%
2. Whole grain items in kids' meals	70%	15%	15%
3. Fruit/vegetable children's side items	66%	12%	22%
4. Ethnic-inspired children's dishes	62%	27%	11%
5. Oven-baked items in kids' meals (e.g. baked chicken fingers, oven-baked fries)	62%	19%	19%



9. Food-liquor/cocktail pairings



WHAT'S HOT continued

		HOT TREND	Yesterday's News	Perennial Favorite
6.	Gourmet children's dishes	62%	30%	8%
7.	Children's portions of adult menu items	61%	21%	18%
8.	Children's entree salads	55%	31%	15%
9.	Low-fat/non-fat milk or 100% juice options on kids' menus	53%	20%	27%
10.	Children's sushi	45%	46%	10%
11.	"Fun-shaped" children's items	24%	57%	19%

PRODUCE

1.	Locally grown produce	79%	5%	16%
2.	Unusual/uncommon herbs (e.g. chervil, lovage, lemon balm, papalo)	64%	20%	17%
3.	Dark greens (e.g. kale, mustard greens, collards)	61%	12%	27%
4.	Organic produce	61%	20%	20%
5.	Heirloom apples	60%	16%	24%
6.	Superfruit (e.g. acai, goji berry, mangosteen)	56%	34%	10%
7.	Exotic fruits (e.g. rambutan, dragon fruit, paw paw, guava)	56%	31%	13%
8.	Hybrid fruits/vegetables (e.g. plumcot, grapple, broccoflower)	52%	38%	9%
9.	Specialty potatoes (e.g. purple, fingerling, Baby Dutch Yellow)	48%	23%	29%
10.	Micro-vegetables/micro-greens	47%	32%	22%
11.	Heirloom tomatoes	47%	18%	35%
12.	Fresh herbs	45%	6%	48%
13.	Root vegetables (e.g. parsnip, turnip, rutabaga)	45%	16%	38%
14.	Fresh beans/peas (e.g. fava, sweet, snow)	45%	19%	36%
15.	Asian mushrooms (e.g. shiitake, straw, enokitake, maitake)	42%	22%	37%
16.	Hot peppers (e.g. habanero, chipotle, jalapeno)	40%	21%	39%
17.	Avocados	39%	12%	50%
18.	Pomegranates	39%	29%	33%
19.	Asian pear	39%	35%	26%



46. Heirloom apples

		HOT TREND	Yesterday's News	Perennial Favorite
20.	Beets	35%	22%	43%
21.	Passion fruit	34%	46%	20%
22.	Fennel	34%	27%	38%
23.	Brussels sprouts	33%	24%	43%
24.	Radish/daikon	29%	36%	35%
25.	Artichokes	27%	27%	45%
26.	Cauliflower	21%	27%	52%
27.	Zucchini	14%	31%	56%

ETHNIC CUISINES

1.	Peruvian cuisine	57%	31%	12%
2.	Korean cuisine	56%	29%	15%
3.	Southeast Asian cuisine (e.g. Thai, Vietnamese, Malaysian)	56%	14%	30%
4.	Regional ethnic cuisine	56%	19%	25%
5.	Ethnic fusion cuisine	54%	32%	15%
6.	Nordic/Scandinavian cuisine	48%	41%	11%
7.	Regional American cuisine	48%	18%	34%
8.	Latin American/Nuevo Latino cuisine	47%	20%	33%
9.	Middle Eastern cuisine	43%	32%	25%
10.	Americanized ethnic cuisine (e.g. ethnic cuisine adjusted for American palates/ingredients)	40%	36%	24%
11.	Mediterranean cuisine	37%	16%	46%
12.	Indian cuisine	32%	30%	37%
13.	Russian cuisine	31%	48%	21%
14.	Mexican cuisine	23%	21%	56%
15.	Italian cuisine	15%	20%	65%
16.	French cuisine	15%	33%	52%



WHAT'S HOT continued

	HOT TREND	Yesterday's News	Perennial Favorite
<b>OTHER ITEMS/INGREDIENTS</b>			
1. Farm/estate branded items	72%	15%	13%
2. Ancient grains (e.g. kamut, spelt, amaranth)	68%	21%	11%
3. Non-wheat flour (e.g. peanut, millet, barley, rice)	65%	21%	14%
4. Natural sweeteners (e.g. agave, honey, concentrated fruit juice, maple syrup)	64%	12%	23%
5. Artisan/specialty bacon	64%	22%	14%
6. Ethnic flour (e.g. fufu, teff, cassava/yuca)	63%	28%	9%
7. Ethnic cheeses (e.g. queso fresco, paneer, lebneh, halloumi)	61%	16%	24%
8. Artisan cheeses	60%	10%	30%
9. Vinegar/flavored vinegar/house-made vinegars	59%	22%	19%
10. Specialty salt (e.g. flavored, smoked, regional)	56%	32%	12%
11. Ethnic condiments (e.g. raita/raitha, chimichurri, Sriracha, chutney, soy sauce)	51%	17%	32%
12. Black garlic	51%	38%	11%

	HOT TREND	Yesterday's News	Perennial Favorite
13. Flatbreads (e.g. naan, pappadum, lavash, pita, tortilla)	49%	22%	29%
14. Seeds (e.g. chia, flax)	47%	36%	17%
15. Greek yogurt	47%	26%	27%
16. Non-traditional eggs (e.g. duck, quail, emu)	46%	40%	14%
17. Bacon jam	44%	47%	9%
18. Salted caramel	42%	36%	22%
19. Infused/flavored oils	40%	30%	30%
20. Pretzels/pretzel bread	40%	27%	32%
21. Whole grain bread/rolls	39%	21%	40%
22. Halal items	38%	38%	24%
23. Specialty oils (e.g. truffle, sesame, grapeseed, hazelnut)	37%	28%	35%
24. Bacon-flavored/covered chocolate	33%	60%	7%
25. Duck fat	30%	43%	27%
26. Flowers (e.g. bulbs, petals, blossoms)	29%	54%	17%
27. Waffles	19%	28%	53%



PREPARATION METHODS

	HOT TREND	Yesterday's News	Perennial Favorite
1. Pickling	63%	16%	21%
2. Fermenting	60%	24%	16%
3. Smoking	45%	8%	47%
4. Sous vide	44%	38%	18%
5. Liquid nitrogen chilling/freezing	42%	51%	7%
6. Oil-poaching	40%	43%	17%
7. Braising	39%	9%	52%
8. Raw	39%	40%	21%
9. Dust	34%	54%	12%
10. Grilling	31%	10%	59%
11. Foam/froth/air	27%	66%	7%
12. Steaming	26%	19%	55%
13. Frying	14%	23%	63%



2014 Culinary Forecast

WHAT'S HOT continued

	HOT TREND	Yesterday's News	Perennial Favorite
<b>CULINARY THEMES</b>			
1. Environmental sustainability	79%	7%	14%
2. Gluten-free cuisine	76%	12%	12%
3. Hyper-local sourcing (e.g. restaurant gardens)	75%	12%	13%
4. Children's nutrition	74%	7%	19%
5. Nose-to-tail/root-to-stalk cooking (e.g. reduce food waste by using entire animal/plant)	71%	13%	16%
6. Health/nutrition	70%	6%	24%
7. Grazing (e.g. small-plate sharing/snacking instead of traditional meals)	67%	18%	15%
8. Simplicity/back to basics	65%	9%	26%
9. Food trucks	61%	24%	16%
10. Cutting edge kitchen equipment/technology	61%	18%	21%
11. Foraging	58%	27%	15%
12. Food-alcohol pairings	56%	13%	30%
13. Molecular mixology	55%	37%	8%
14. Pop-up/temporary restaurants	54%	39%	8%
15. Umami	52%	30%	17%
16. Chef tasting menus/chef's tables	50%	25%	25%
17. Chef-/restaurant-branded retail products	43%	39%	19%
18. Molecular gastronomy	39%	54%	7%
<b>NON-ALCOHOLIC BEVERAGES</b>			
1. House-made soft drinks/soda/pop	61%	26%	13%
2. Gourmet lemonade (e.g. house-made, freshly muddled)	55%	23%	22%
3. Coconut water	51%	39%	11%
4. Specialty iced tea (e.g. Thai-style, Southern/sweet, flavored)	49%	24%	26%
5. Dairy-free milk (e.g. soy, rice, almond)	47%	26%	27%
6. "Mocktails" (e.g. non-alcoholic cocktails)	46%	32%	23%
7. Organic coffee	45%	32%	23%
8. Regional water/source-specific water	39%	41%	20%
9. Flavored/enhanced water	34%	53%	13%
10. Tap water/filtered water	28%	33%	39%
11. Milkshakes/malts	22%	25%	53%
12. Bottled water	14%	46%	39%



14. New cuts of meat, (e.g. Denver steak, pork flat iron, tri-tip)

	HOT TREND	Yesterday's News	Perennial Favorite
<b>COCKTAILS/COCKTAIL INGREDIENTS</b>			
1. Onsite barrel-aged drinks	69%	19%	12%
2. Culinary cocktails (e.g. savory, fresh ingredients)	69%	19%	13%
3. Regional signature cocktails	64%	16%	20%
4. Edible cocktails	61%	30%	9%
5. Food-liquor/cocktail pairings	61%	16%	22%
6. Flavored/herbed tonic	58%	32%	10%
7. House-made bitters	56%	32%	12%
8. Organic cocktails	55%	34%	11%
9. Botanicals in cocktails (e.g. flower essence, lavender, hibiscus)	54%	35%	11%
10. Skinny/lower-calorie cocktails	53%	33%	13%
11. Beer-based cocktails	51%	37%	12%
12. Fermented cocktails	50%	42%	9%
13. Custom ice (e.g. flavored, shapes)	50%	40%	10%
14. Bottled/house-bottled cocktails	48%	34%	17%
15. Signature cocktails	46%	18%	36%
16. Salt as cocktail garnish (e.g. flavored, smoked, regional)	45%	33%	22%
17. Vaporized cocktails	42%	51%	6%
18. Hot/warm cocktails	42%	31%	27%
19. Cocktails on tap	40%	46%	14%
20. Shrubs	33%	55%	12%



WHAT'S HOT continued

	HOT TREND	Yesterday's News	Perennial Favorite
<b>ALCOHOLIC BEVERAGES</b>			
1. Micro-distilled/artisan spirits	77%	13%	10%
2. Locally produced beer/wine/spirits	70%	10%	20%
3. "New Make" whiskey	63%	25%	12%
4. Gluten-free beer	63%	28%	9%
5. Food-beer pairings	60%	16%	24%
6. House-brewed beer	55%	15%	30%
7. Craft beer/microbrew	54%	15%	31%
8. Moonshine	53%	31%	16%
9. Organic beer/wine/spirits	53%	27%	20%
10. Cask beer/ale	53%	24%	23%
11. Non-traditional wine varietals	53%	22%	25%
12. Non-traditional liquors (e.g. soju/sochu, cachaca)	51%	35%	14%
13. Tequila alternatives (e.g. sotol, bacanora)	50%	36%	14%
14. Seasonal beer	49%	16%	36%
15. Beer-wine hybrids (e.g. beer with wine grapes)	49%	40%	11%
16. Non-traditional liquors (e.g. soju/sochu, cachaca)	48%	38%	13%

	HOT TREND	Yesterday's News	Perennial Favorite
17. Non-traditional flavored liquor (e.g. bacon, smoked salmon, chili pepper, marshmallow)	46%	46%	8%
18. Beer flights/samplers	44%	26%	30%
19. Pisco	43%	42%	15%
20. Wine flights/samplers	43%	25%	32%
21. Flavored/spiced beer	42%	34%	24%
22. Wine on tap/draft wine	40%	44%	16%
23. Sour beer	33%	55%	12%
24. IPAs	33%	30%	37%
25. Mulled/spiced wine	32%	39%	29%
26. Lagers	31%	23%	46%
27. Mezcal	30%	44%	26%
28. Tequila/premium tequila	30%	28%	42%
29. Sake/mirin	27%	36%	37%

ADDITIONAL TRENDS

WHAT IS THE HOTTEST TECHNOLOGY TREND IN RESTAURANTS FOR 2014?

Tablet computers (e.g. iPad) for menus, wine lists and ordering	27%
Smartphone/tablet apps for consumers (e.g. ordering, menus, daily deals)	25%
Smartphone/tablet apps for chefs/restaurateurs (e.g. recipes, table management, POS tracking)	19%
Mobile/wireless payment options	16%
Social media for marketing/loyalty programs	13%
Other	1%

ARE YOU MAKING EFFORTS TO ADJUST DISHES/RECIPES TO BE MORE HEALTHFUL, FOR EXAMPLE, BY USING MORE FRUIT AND VEGETABLES OR REDUCING SODIUM?

Yes, always	59%
I try, but not all recipes are easily adjusted	33%
No	6%
Don't know	2%



1. (Alcohol) Micro-distilled/artisan spirits

# WHAT'S



2014 Culinary Forecast

## WHICH CURRENT CULINARY TREND WILL BE THE HOTTEST MENU TREND 10 YEARS FROM NOW?

Environmental sustainability	38%
Local sourcing	22%
Health/nutrition (e.g. low-fat, reduced sodium, whole grain)	18%
Children's nutrition	10%
Gluten-free cuisine	8%
Other	4%

## HOW DO ONLINE REVIEWS BY CONSUMERS ON SITES LIKE YELP AND TRIPADVISOR AFFECT RESTAURANTS?

Negative reviews are damaging to customer traffic and sales	52%
Positive reviews mainly attract first-time visitors	48%
Online reviews are more important than newspaper/magazine reviews	37%
Consumers don't trust online reviews	11%
Don't know	10%
Online reviews only matter to younger consumers	9%
Online reviews don't have much of an impact	6%

## WAS YOUR FIRST RESTAURANT/FOODSERVICE JOB AN ENTRY-LEVEL JOB?

Yes	92%
No	8%

### METHODOLOGY

The National Restaurant Association conducted an online survey of 1,283 members of the American Culinary Federation in October-November 2013. The chefs were given a list of 258 items and were asked to rate each item as a "hot trend," "yesterday's news" or "perennial favorite" on restaurant menus in 2013.

*Note: Figures may not add to 100% due to rounding.*



Watch the "What's Hot in 2014" video on the National Restaurant Association's website:  
[Restaurant.org/FoodTrends](http://Restaurant.org/FoodTrends)



Join the National Restaurant Association on Facebook, Twitter and YouTube for additional restaurant industry updates and information.



[Facebook.com/NationalRestaurantAssociation](https://www.facebook.com/NationalRestaurantAssociation)



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[YouTube.com/RestaurantDotOrg](https://www.youtube.com/RestaurantDotOrg)

## ABOUT THE NATIONAL RESTAURANT ASSOCIATION:



Founded in 1919, the National Restaurant Association is the leading business association for the restaurant industry, which comprises 980,000 restaurant and foodservice outlets and a workforce of more than 13 million employees. We represent the industry in Washington, D.C., and advocate on its behalf. We operate the industry's largest trade show (NRA Show May 17-20, 2014, in Chicago); leading food safety training and certification program (ServSafe); unique career-building high school program (the NRAEF's ProStart); as well as the Kids LiveWell program promoting healthful kids' menu options. For more information, visit [Restaurant.org](http://Restaurant.org) and find us on Twitter @WeRRestaurants, Facebook and YouTube.

## ABOUT THE AMERICAN CULINARY FEDERATION



The American Culinary Federation, Inc., established in 1929, is the premier professional organization for culinarians in North America. With more than 20,000 members spanning more than 200 chapters nationwide, ACF is the culinary leader in offering educational resources, training, apprenticeship and programmatic accreditation. In addition, ACF operates the most comprehensive certification program for chefs in the United States, with the Certified Executive Chef® and Certified Sous Chef™ designations the only culinary credentials accredited by the National Commission for Certifying Agencies. ACF is home to ACF Culinary Team USA, the official representative for the United States in major international culinary competitions, and to the Chef & Child Foundation, founded in 1989 to promote proper nutrition in children and to combat childhood obesity. For more information, visit <http://www.acfchefs.org>. Find ACF on Facebook at <http://www.facebook.com/ACFchefs> and on Twitter @ACFchefs.

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