

# 2023 Spring/Summer Foodservice Trends

## Workers are Uniting

In 2022 there was a major uptick in labor union activity. More power falling to employees will continue as union negotiations play out and legislation at the state and local levels establish new baselines for hospitality workers.<sup>1</sup>



☕	_____	1.20
☕	_____	1.20
☕	_____	1.20
🍩	_____	2.20
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## Inflation is Real

Food prices continue to fluctuate. Recent reports show a 8.3% increase in restaurant pricing compared to an 11.8% price increase at home.<sup>2</sup>



## LSR Lines are Blurring

The value gap is shrinking for quick-service and fast-casual restaurants due to the increase in food costs and consumer price sensitivity caused by inflation. As a result, the competition among limited-service operators will intensify, and consumers will prioritize their dining choices based on occasions and cravings rather than value, convenience, and quality.<sup>1</sup>

## Foodservice & Retail are Rebounding!

Segment growth continues to steadily increase. Retailers, restaurants and bars, and noncommercial segments have seen steady growth since their dip in 2020. Travel and leisure is making the strongest comeback, and all are expected to be close to pre-pandemic levels by 2026.<sup>3</sup>

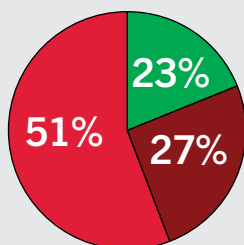


## On-Premise Bounceback

While off-premise dining still looks brighter, consumers are coming back to restaurants for on-premise dining. This will pressure operators who are still challenged by inflation and short on skilled staff.<sup>1</sup>

## Is a Recession Here or Coming?

When asked about a recession in 2023, 51% of consumers say we'll enter one, 27% say we are already in a recession and 23% say we won't.<sup>4</sup>



# Flavor Forecasting



## Going Toward the Grain

Highly comforting grain products with a high-profit margin, including breads and pastas, will shine in 2023. Look for the versatility of flour (focaccia French toast), the spotlight on rice in new preparations (Philippine suman rice cakes), and new grains (millet, teff, freekeh, emmer) emerging.<sup>1</sup>



## The Power of Preserving

Pickling and fermenting preparations are having a moment. Expect pickling to extend to everything from proteins and French fries to herbs and nuts, while pickled ingredients, themselves, will top unexpected dishes.<sup>1</sup>



## Pink on the Brink

Expect to see bubblegum, strawberry purée, dragon fruit flavors, funfetti, new maraschino infusions, and Pink variations on classics, including pineapple, salt, pink-hued schisandra berries and cara cara oranges.<sup>1</sup>



## Spring Flavors

Pineapple • Asparagus  
Zucchini • Pea • Scallion  
Ginger • Artichoke • Rhubarb<sup>2</sup>

*When asked which seasonal flavors sound most appealing, fresh and fun came out ahead.*

Three flavors that will be everywhere in 2023

Ube • Spicy Maple • Yuzu<sup>4</sup>

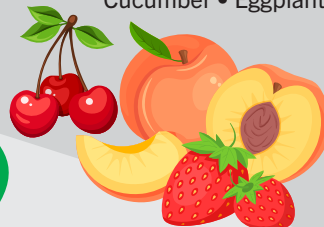
Three flavors for the future – the far future

Black Tahini • MSG • Cherry Blossom<sup>4</sup>



## Summer Flavors

Strawberry • Cherry • Peach  
Lemon • Tomato • Corn  
Cucumber • Eggplant<sup>3</sup>



# Time to get Talking

## All About AI

Artificial intelligence is progressing quickly, and new tools make generating writing and images easier than ever. While AI is fun and exciting, the legal lines are still blurred, making these sites a great source of inspiration.

ChatGPT - [chat.openai.com/](https://chat.openai.com/)

DALL-E 2 - [openai.com/dall-e-2/](https://openai.com/dall-e-2/)

Stable Diffusion - [stablediffusionweb.com/](https://stablediffusionweb.com/)

**Moving and Shaking**  
Short-form video is becoming the default media in social media, with **1 in 3 operators posting a video of their business.**<sup>4</sup>

