

Consumer Trends: 7 Food Opportunities For Businesses

Packaged Facts

ROCKVILLE, Md. (PRNewswire-USNewswire) — Heightened consumer interest in bolder flavors is intersecting with a desire for authentic, worldly preparations to propel the appeal of fermented foods, finds a new report from Packaged Facts, publisher of the Culinary Trend Tracking Series (CuTTS). "Packaged Facts survey data in 2014 finds that 53 percent of consumers seek out bolder flavors," says David Sprinkle, research director, Packaged Facts. "Fermented foods have found a rising tide of popularity due to the convergence of this desire for spicier, bolder flavors and a growing focus on global foods that represent authentic preparations. It's the perfect storm, so to speak, for propelling globally-inspired fermented artisanal foods into the mainstream."

Kimchi, craft pickles, fish sauce, dried shrimp & shrimp paste, whiskey and tempeh & miso are trend profiles in which the new report, Fermented Artisanal Foods: Culinary Trend Tracking Series, takes a deep dive. Marketing, brand management, consumer insights, culinary, and C-suite professionals at manufacturers, retailers, and foodservice organizations, like restaurant companies, can access the [new report](#) [1].

Regional preparations of fermented foods, like craft pickles and small-batch whiskey, are being elevated in the preferences of consumers looking for artisan foods. In addition to growing artisan appreciation of these foods, more consumers are preferring foods that contain ingredients geared toward wellness. The probiotic goodness of some of these foods, such as kimchi, lactic-acid fermented craft pickles and miso, are appealing to those looking to boost digestive health. Propelled by culinary interest in umami flavor, also known as the fifth taste, fish sauce and dried shrimp are seeing larger roles as ingredients in the kitchens of popular restaurants and foodservice operations as they carve their path toward consumer homes.

Packaged Facts' new report, Fermented Artisanal Foods: Culinary Trend Tracking Series, explores seven different foods and beverages that encompass thematic avenues of opportunity for food businesses:

- Korean kimchi - Korean pickled vegetables date back to the 13th century and are an indispensable staple in Korean cooking. Scientific study into kimchi's probiotics benefits in humans is ongoing. The zesty, pungent flavor of kimchi wakens the flavor of milder proteins, making it a condiment and ingredient to watch.
- Craft pickles - New types of pickles and new flavor combinations signal that the craft pickling industry is here to stay. Whether through vinegar or natural (lactic acid) fermentation, pickles are appearing on more dishes and

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in a greater number of retail offerings. Craft pickles, a perfect complement to American proteins, are being upscaled in culinary circles and in the fast-casual restaurant segment.

- Asian, fermented fish sauce and dried shrimp or shrimp paste – With more chefs and consumers taking a deeper culinary dive into umami — the salty, savory taste profile — ancient, fermented preparations of fish and shrimp will gain more room at the table.
- Small-batch whiskey - Whiskey is going small. An artisanal approach to whiskey involves a smaller manufacturer and more specialized batch distillation and aging process, upping the ante on whiskey in drinks and boosting its appeal and relevance in cuisine and as a indulgent flavoring agent.
- Tempeh and miso - Tempeh, the loaf-like fermented soybean food imported from Indonesia, is extremely versatile and gaining popularity. Miso's versatility and umami flavor fuel its rising reputation as a star of the modern kitchen, lining up beside newly popular in the U.S. flavors from Asia such as sriracha and wasabi.

Food industry innovators will appreciate the fresh menu and packaged food opportunities related to foods fermented with care and will be inspired to strategize new and revamped meal, snack and beverage products. To review and purchase the Fermented Artisanal Foods report, please click [here](#) [2].

To learn more about the CuTTS, our research series, please view our [resource page](#) [3].
[4]

About Culinary Trend Tracking Series

Culinary Trend Tracking Series (CuTTS) is the essential source for tracking culinary trends and opportunities in the restaurant, foodservice, retail prepared foods, and packaged food and beverage sectors. This new bimonthly report series supports the menu and food manufacturing innovation of executives, strategists, chefs, and food research professionals in R&D/product development, market and consumer insights, brand management, and trade and consumer marketing.

The Culinary Trend Tracking Series helps customers:

- Identify future opportunities in menu offerings and packaged foods & beverages
- Leverage the long-term drivers that are truly propelling food industry trends
- Track trends in fine dining restaurant, foodservice, retail prepared foods, and packaged foods
- Match emerging trends to their organization's ongoing menu and product development

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Packaged Facts, a division of MarketResearch.com, publishes market intelligence on a wide range of consumer market topics, including consumer demographics and shopper insights, consumer financial products and services, consumer goods and retailing, consumer packaged goods, and pet products and services. Eighty-three percent of the Fortune 500 companies have purchased research from MarketResearch.com. Packaged Facts also offers a full range of custom research services. To learn more, visit: <http://www.packagedfacts.com> [5]

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