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# **WE'RE NOT IN KANSAS ANYMORE**

THE UNFAMILIAR LANDSCAPE OF THE NEW HOSPITALITY INDUSTRY

**2020 HOSPITALITY TRENDS REPORT**

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# ABOUT US



**WE ARE AN  
INNOVATIVE  
RESTAURANT &  
HOSPITALITY  
CONSULTING FIRM**

*Headquartered in San Francisco with  
clients across the country.*

We have developed and launched concepts for over 120 restaurants and hotels and provided ongoing marketing and public relations programs for over 200 others. We have created unique culinary events of all sizes from intimate dinners to food and wine festivals drawing over 10,000 people. We focus on what we are passionate about: hotels, restaurants, food, wine, spirits and travel.

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# **A FEW OF OUR AMAZING CLIENTS** *Coast to Coast*

- AC Hotels
- barbacco eno trattoria
- Bierhaus
- Bluestem Brasserie
- Cameron Mitchell Restaurants
- Canela Bistro & Wine Bar
- Chowbotics
- Copita Tequileria y Comida
- Duende
- E&O Kitchen and Bar
- Golden Gate Restaurant Association
- Gott's Roadside
- Jack's Restaurant & Bar
- James Beard Taste America
- Left Bank
- LB Steak
- Little Creatures Brewing
- Magnolia Brewing Co.
- Meso
- Mr. Espresso
- M.Y. China
- Ocean Prime
- One Market Restaurant
- Park Cafe Group
- Perbacco Ristorante + Bar
- Poggio Trattoria
- Ramen Nagi
- Roman Spa Hot Springs Resort
- Salt & Straw
- Spork
- Via Nova Development
- Vespera ON OCEAN, A Marriott Autograph Collection Hotel
- Virgin Hotels
- Wente Vineyards
- 4505 Burgers & BBQ

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***HOW WE TREND...***



OUR TEAM OF  
**SENIOR STRATEGISTS**

All year-round our team collects the hottest trends in hotels & restaurants - exploring the world to determine what's coming in and what's going out.

*(It's a tough job, but someone's gotta do it!)*



**ANDREW FREEMAN**

*President & Founder*

"Will it be popular?"



**KATIE HAGGART**

*Senior Strategist*

"What's it taste like?"



**LEITH STEEL**

*Consultant*

"How does that affect me?"



**CANDACE MACDONALD**

*Managing Director*

"How will we market it?"

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OUR PANEL OF  
**EXPERTS**

Industry leaders we interviewed for  
their insights and predictions



**STACY JED**

*Co-owner, Bluestem Brasserie*



**MIKE LERMAN**

*General Manager, AC Hotel  
San Jose Santa Clara*



**MARA BEHRENS**

*VP of Design and Marketing,  
Chowbotics*



**MEGAN ABRAHAM**

*Lead Bartender/Mixologist,  
Commons Club, Virgin Hotels  
San Francisco*



**LISA KALFUS**

*Head Storyteller/VP Marketing,  
Wente Vineyards*



**KELLEY JONES**

*President & COO,  
Hospitality Alliance*



**ALISON ACERRA**

*Founder, Chief Strategist  
Strategic Nutrition Design*



**CHRIS SHIRER**

*President & Chief Strategist,  
Madison + Fifth*



**JENNIFER REBMAN**

*Culinary Director,  
Gott's Roadside*

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***TRENDS WE  
SAW COMING...***





# 2019 Trends We Saw Coming...

## WE'RE BRAGGING JUST A BIT!

- Trend of the year: Do the Right Thing
  - Whether it's fighting for gender equality in the kitchen, representing immigrants, or embracing sustainability, restaurants & hotels are helping to create the accepting world we want to live in.
- Dish of the year: Khachapuri
- Cuisine of the year: Georgian
- International food city of the year: Melbourne
- French cuisine comeback
- Doughnuts - both sweet & savory
- Seed to table
  - Chefs are working directly with farmers to grow vegetables that put flavor (not yield, shelf life, or uniformity) first.



Khachapuri at Supra (Andrew Propp)

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# 2019 Trends We Saw Coming...

## ... WE'RE STILL BRAGGING!

- Plant-based & lab grown meat and seafood
- Globally-inspired breakfast
- CBD-infused cocktails
- Plant-based cocktails
- Tea, including unexpected varieties such as cheese tea.
- Natural wine & orange wine went “mainstream” and are now expected on most curated menus
- “Flex casual” restaurants with different formats for different parts of the day
- Unexpected and highly curated serveware and glassware
- The marketing importance of “nano influencers” & the proliferation of Instagram stories
- Restaurants marketing with branded playlists



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## 2020 HOSPITALITY TREND REPORT

# OVERVIEW

In times of uncertainty, creative leaders thrive. Our hospitality trend predictions will encourage restaurants to think and act boldly in a new and unfamiliar world.

We're Not in Kansas Anymore reflects that the hospitality industry has undergone major fundamental shifts, and now new rules apply. The tried and true isn't gaining traction in the same way and operators must find new ways to reach and engage with guests in a world that feels different. The tight labor market and concerns about economic stability continue to challenge restaurants.

The good news? There's a rainbow of creative ways hospitality marketers are adapting and thriving. Just follow the yellow brick road...

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**2020**  
**THE YEAR OF...**



# Food Trend of the Year



## VEGAN GOES VIRAL

Plant-based options are more plentiful and delicious than ever before and chefs of all genres are devoting more attention to vegetables. Vegan cuisine has entered the mainstream; just don't call it that (it's "plant-based," folks!). No longer an obscure subset of vegetarian, well-established restaurants and brands known for indulgent, craveable foods are entering the action. It isn't just about animal welfare, but about what's good for the environment and what's good for us, without sacrificing flavor or presentation.



Courtesy of Wildseed

**Wildseed** (San Francisco) is the new plant-based restaurant & bar by the same owners of Super Duper burgers. **Laduree** the famed French pastry shop and tea room opened their first all-vegan outlet in Beverly Hills. **Salt & Straw** (Multiple Locations) creates an entirely vegan series of ice cream every January. **Violette's Vegan Organic Cafe and Juice Bar** (Las Vegas) is a colorful all day cafe with salads, bowls, sandwiches, wraps, desserts and smoothies - all vegan. **Dolores Park Cafe** (San Francisco) features a popular house-made chickpea tofu served in a vegan wrap.

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# Trend of the Year

## HOSPITALITY LEADERS TAKE ON THE CLIMATE CRISIS

What we eat has a huge impact on the health of our planet (the food production system accounts for roughly 25% - 30% of global greenhouse gas emissions!). Food leaders are coming to the forefront of the climate crisis by taking a vocal stand, educating the public, supporting small farmers and organic farming and making it all easier (and downright enjoyable) for us all to do our part in creating a healthier place to live.

How we travel plays a big role too, and hotels are stepping up to eliminate excess waste and reduce resource consumption.



**Restore California** Restaurants that sign up to participate in the Golden Gate Restaurant Association's San Francisco Restaurant Week commit to donating to Restore California. Restaurants pledge to donate 1% of the prix fixe menu price to fight climate change by helping fund farmers who implement practices designed to reduce, contain or remove carbon dioxide from the atmosphere. **James Beard Foundation** has established *Good Food for Good*, their set of values that support creating a better, more sustainable food system.

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**ON THE TREND OF THE YEAR:  
HOSPITALITY  
LEADERS TAKE  
ON THE CLIMATE  
CRISIS**



Consumer consciousness continues to grow around the global climate crisis and its not a secret that the way we humans eat can have a massive impact on either its slowing or hastening. *Eating for the health of the planet is also very much aligned with eating for our own personal health.*

The food industry has an incredible opportunity in this effort in its ability to educate and engage consumers on making better choices by *developing intensely delicious, craveable plant-forward dishes*, reducing portion sizes of red meat and seeking out ways to reduce food waste."

- ALISON ACERRA

FOUNDER, CHIEF STRATEGIST STRATEGIC NUTRITION DESIGN

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# Business Trend of the Year

## PEOPLE FIRST, PROFIT SECOND

If culture was top of mind for hospitality CEOs the past few years, now the thinking has shifted towards “well-being.” Companies are finding ways to be more aware of how work integrates into their employees overall physical and mental health. Why now? The labor shortage has played a large role (good benefits help with employee retention), but this focus is also reflective of reverberations from the #metoo movement and an industry acknowledging - and trying to change - its storied history of anxiety, stress and drug use.

**4505 Burgers & BBQ** (SF, Oakland) increased their staff benefits and reduced turnover by half. Sean Brock’s new Nashville restaurants, **Audrey** and **Red Bird**, are slated to open in 2020 and will feature a mindfulness center on site for employees. **West-bourne** (NYC) offers free childcare through Vivvi. Cameron Mitchell, founder and CEO of **Cameron Mitchell Restaurants**, recently released a book titled “Yes is the Answer. What is the Question?” about the culture he has built at his restaurant company. Among his advice is an associate-first hospitality philosophy, which advocates that taking good care of his people by prioritizing a healthy work life balance will ultimately lead to a healthy bottom line.



4505 Burgers & BBQ (Nicola Parisi)

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# Food City of the Year

## LOVE TRIANGLE: RALEIGH, DURHAM & CHAPEL HILL

The food scene in North Carolina is expanding so much that it takes not one city but three to contain it. Anchored by three major research universities, this area is commonly referred to as the “Research Triangle.” And clearly some of the research is going to the food! A wide range of food options include highly-acclaimed bagels, beerhouses, a seafood shack, a temple of tempura, and the foods of Zimbabwe. Destination bars and local food celebrities (October was “Ashley Christensen Bad Ass Month,” as declared by the mayor of Raleigh) have created a food scene that’s keeping us on the edge of our plates.



**Sister Liu's Kitchen** was named one of the Top 50 Best New Restaurants by Bon Appetit alongside **Benchwarmers Bagels**, **M Tempura**, and **Heirloom Brewshop**. **Zweli's Kitchen** may be the nation's first Zimbabwe restaurant. **Saltbox Seafood Joint** promotes lesser known fish. **Kingfisher** is a farm-inspired cocktail bar that opened in 2019 after much anticipation. **Poole'side Pies** is the latest venture from the renowned chef Ashley Christensen.

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# International Food City of the Year

## OLÁ LISBON

Take one taste of a traditional Portuguese egg custard tart and you'll understand why the West Coast is the best coast. With large farmers markets, an abundance of seafood, and a growing wine scene, Lisbon is squarely on the map of great culinary destinations. The picturesque port town is attracting chefs from near and far, and the city is becoming known for cuisine that is unabashedly modern while still rooted in Portuguese tradition. The adventurous fare will remind you that Portugal was once home to some of the world's greatest explorers. Ready to explore Portugal yourself? Flight prices are reasonable and prices are some of the best in Western Europe!



**Arkhe** (Lisbon) Chef João Ricardo was born to a Portuguese father, raised in Brazil, and trained in French cuisine. His menu features dishes including the pictured rice terrine with roasted aubergine with teriyaki sauce, avocado cream, sambal, and nasturtium. **Time Out Market Lisbon** recently transformed one of the oldest markets in the city into a food hall. **Feitoria** is committed to bringing Portuguese traditions to the plate in creative and contemporary ways. **Attla Restaurante** offers modern cuisine with references to the various places the chef has lived and traveled.

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# Cuisine of the Year

## LAO IS NOW

Aren't familiar with Lao cuisine? You should be! The Lao Food Movement is growing and for good reason - the food is bright, herbal, and delicious. Building on the popularity of Northern Thai cuisine (there's a notable overlap in Lao and Thai cooking, particularly where the borders meet), expect spicy meat "salads" (larb), lots of fresh herbs, simple grilled meats and fish, and plenty of sticky rice; but don't expect much coconut milk or many of the sweet flavors found in Thai cooking.



Khao Noodle Shop (Elizabeth Lavin of D Magazine)

**Khao Noodle Shop** (Dallas) serves Laotian cuisine inspired by the chef's mom and was named one of the Top 50 Best New Restaurants in the country by Bon Appetit. **Khe-Yo** (New York) earned a Michelin Bib Gourmand. **Hanumanh** (DC), is a new bar-forward spot from chef Seng Luangrath, the proud leader of the #LaoFoodMovement. The founder of widely popular Osha Thai (SF) opened **Lao Table** to delve deeper into the cuisine she grew up with.

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# Dish of the Year

## THIS PORRIDGE IS JUST RIGHT

We're with Goldilocks on this one, porridge is worth a taste. Whether it's Portuguese papas, Japanese okayu, Chinese congee or jook, Filipino arroz caldo, Vietnamese Chao Ga, Scandinavian rice porridge, or old-fashioned Quaker Oats, chefs are elevating the versatile dish with creative, modern spins.

For many chefs, porridge represents a comfort food inspired by their childhood and is an ideal, cost-effective platform for creativity. Just don't expect it to be cheap! Curated ingredients and attention to detail have elevated many executions of this humble dish.



Porridge + Puffs (Farley Elliott)

**Porridge + Puffs** (LA) is famous for its artistic, seasonal porridges. **Kantine** (SF) features a savory porridge that is served with kale, mushrooms & homemade farmers cheese. **Sqirl** (LA) serves both savory (chicken and rice) and sweet iterations (brown rice version topped with nuts and seasonal jam).

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# Dessert of the Year

## CHURROS RISE UP

The original cinnamon-sugar-dusted creation has given inspiration to new fleet of churro-inspired dishes and desserts.

We're talkin' churro doughnuts, croissants, waffles and ice cream sandwiches. Familiar but adventurous, today's iterations are as photo-friendly as they are delicious.



Jack's Restaurant & Bar (Marc Florito,  
Gamma Nine Photography)

**Jack's Restaurant & Bar** (California; Multiple locations) serves up a crave-worthy churro waffle. **Colita** (Minneapolis) features a flat, spiralized, gluten-free twist on traditional churros served with cinnamon cream dulce de leche. **Reunion Bread Co.** (Denver) features a churro croissant on their menu. **3Ten Churro Bar** (San Diego) serves over-the-top "designer" churros and churro-centric sundaes.

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# **FOOD TRENDS**



# Food Trends

## MOVE OVER BURGER, THERE'S A NEW CHICK IN TOWN

The fried chicken sandwich is a trusty menu standby and open to endless interpretation. As fried chicken sandwiches pop up on more menus, look out for iterations of the classic such as Nashville hot chicken, Asian-inspired takes with slaw and sriracha, and Austrian-style crispy schnitzel. It's out of the frying pan, and into waiting hands.

**Gott's Roadside** (multiple locations) serves up a popular Chicken schnitzel sandwich. **E&O Kitchen and Bar** (San Francisco) features a Chicken Katsu sandwich served on a house-made scallion bun with katsu glaze, spicy mustard aioli, coleslaw, and root vegetable chips. **Crack Shack** (multiple locations) offers a full menu of fried chicken sandwiches. At **Vespera ON OCEAN** (Pismo Beach, CA) Somerset Grill features a fried chicken sandwich with napa cabbage slaw and whole grain aioli.



Courtesy of Gott's Roadside



The Chicken Sandwich is neck-n-neck with burger sales. San Francisco has always been a Burger city but we are starting to see more and more people gravitating towards chicken sandwiches and chicken in general."

- STACY JED

CO-OWNER, BLUESTEM BRASSERIE

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# Food Trends

## THE HOLEY LAND: JERUSALEM BAGELS

How could a bagel possible get any more delicious? The Jerusalem bagel has the answer! Make it extra large, extra gorgeous, and serve it with a variety of unexpected dips such as za'atar and olive oil. Technically, Jerusalem bagels aren't "real" bagels. The texture is softer and more bread-like and it is often used for dipping instead of schmearing, as is customary at the casual carts in Jerusalem.

Chefs are finding beautiful ways to present these striking bagels - from oversized bagel sandwiches to large boards decorated with traditional dipping accoutrement.



Aba (Jeff Marini)

**Aba** (Chicago, Coming soon to Austin) Features a popular everything Jerusalem bagel. **Breads Bagelry** (Brooklyn) located inside the newly opened Time Out Market. **K'Far** (Philadelphia) drawing inspiration from Israeli bakeries, the selection of Jerusalem bagels has become a fast favorite.

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# Food Trends

## SQUARE MEAL

Whether you call 'em Sicilian-style or Detroit-style, there's one thing these comforting pies have in common - they're square and delicious. In this new hospitality landscape, we'll take all the cheesy, carby comfort we can get!

Based on Sicilian *sfincione* the dough is more focaccia than pizza, with toppings pressed into the dough. Expect an extra thick doughy crust, crisp on the bottom and soft on top. They're often served on racks placed over a sheet pan to ensure they stay crisp and crave-worthy.



Nina & Rafi (Atlanta), Square Pie Guys (SF), Pizza Loves Emily & Emmy Squared (Brooklyn, West Village)

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# Food Trends

## THE WURST OF TIMES

Sausage for all! Plant-based cuisine is hot, but that doesn't mean meat has gone by the wayside completely. We're seeing the down-to-earth menu item on a wide variety of menus and in slightly unexpected places (appetizer menus; fine-dining restaurants). There's no cap on creativity when it comes to sausage ingredients and flavors - from pork to duck, lamb, and vegan options - this is how we roll in 2020. It's comforting, it's humble, and it's exactly what we want to be eating during these wild times.



**Poggio Trattoria** (Sausalito, CA) features a house-made Italian-style Cotechino pork sausage. **Wursthall** (San Mateo & San Jose, CA) J. Kenji López-Alt recently expanded his sausage-focused restaurant to a second location. **Bierhaus** (Oakland) takes their sausage seriously by offering a wide assortment including traditional bratwurst, bockwurst, and vegan bratwurst. **Left Bank** (multiple locations, SF Bay Area) the French brasserie serves a housemade garlic pork sausage with balsamic braised red cabbage and potato gratin. **Little Creatures Brewing** (Mission Bay location) features a pizza topped with Merguez lamb sausage, ricotta, mozzarella, red onion, and arugula. **Dear Inga** (San Francisco) the new Eastern European-inspired menu highlights numerous sausage preparations.

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# Food Trends

## ***THE AUTHENTIC MODERN DAY MELTING POT***

Cross-cultural cuisine is taking new form as Americans adopt flavors from immigrant communities and as chefs pay tribute to their mixed race upbringings. The idea of “authentic cuisine” has lost its traditional meaning, as these industry leaders are true to themselves and the personal experiences that guide them.

What’s more authentic than that?

**Papa Shogun** (Raleigh) is a Italian-Japanese hybrid with dishes including Ramen Carbonara. Texas barbecue gets a Japanese influence at **Kemuri Tatsu-ya** (Austin) and Chinese and Vietnamese touches at **Blood Bros. BBQ** (Houston). **The Wolf’s Tailor** (Denver) offers food from “Italian kitchens and Asian night markets.” **Marlow & Sons** (Brooklyn) After 15 years in business, the Brooklyn standby has recently transitioned to serving “Japanese American farm food,” partially inspired by the chef’s Japanese grandmother.



Papa Shogun

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# Food Trends

## SWEET & SOURDOUGH

Sourdough has hit its sweet spot! But we're not talking about traditional sourdough bread.

Sourdough is turning up all over the place, including in sourdough doughnuts, bagels, pizza, pickles, miso and more. Why? There's a greater knowledge and appreciation for the art of sourdough, a traditional way of leavening using fermentation. Health benefits also play a big role in the rise of sourdough - it can make items more easily digestible and also offers nutritional benefits. But really, it all comes down to the delicious flavor.



Courtesy of Donut Plant

**Doughnut Plant** (NYC) recently launched a line of sourdough doughnuts including this flavor, orange sourdoughnut. **Simon & The Whale** (NYC) features a sourdough croissant. **Relae** (Copenhagen) served a tempura fried new onion with house-made sourdough miso. **Duje** (Florence) makes all of its pizza with sourdough leavened up to 48 hours.

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# Food Trends

## USE YOUR NOODLE

The next wave of noodles are enhanced for your nutritional benefit. Many pack a powerful protein punch with custom fortified flour. Others are foregoing the flour altogether in favor of fish (yes, fish!) that have a neutral taste and are a great base for any array of sauces and add-ons. These latest noodles are a little healthier for us, which is the perfect excuse to indulge more often.



Courtesy of Ramen Nagi

**Ramen Nagi (Multiple Locations)** uses **Base Food** high protein, low carb noodles fortified with 25 vitamins and minerals in their ramen. **Evergreens** (multiple locations) offers Alaska Pollock protein noodles. **Trident Seafoods** sells **Alaska Pollock Protein Noodles**. **Hodo Spicy Yuba Noodles** are on the menu at **State Bird Provisions** (San Francisco) and are also sold retail (what's Yuba? It's the nutrient-dense layer of cream that they lift off heated soy milk and turn into a nutty, protein-packed "noodle.")

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# Food Trends

## GETTING SMARTER ABOUT SUSTAINABLE SEAFOOD

Consumers want transparency, and sustainable seafood practices are finally getting the attention they deserve.

More attention and praise is going toward carbon neutral aquaculture operations and zero waste (aka whole fish) preparation. Awareness about eating lower on the food chain and lesser-known fish is also rising, providing a sustainable and affordable way to add a lot of flavor to a meal. Consumer demand has heated up, and the market is responding!



Courtesy of Duende

**Duende** (Oakland, CA) features less popular (and more sustainable) fish on their menu including this seasonal dish of fried surf fish. **Kopitiam** (NY) the popular Malaysian restaurant serves an anchovy-topped coconut rice dish called Nasi lemak. **Matorka** is a leader in land-based aquaculture, an increasingly popular system for producing environmentally-friendly seafood. Based in Iceland, Matorka is committed to raising the best tasting fish in the most sustainable manner possible. **James Beard Foundation** requires all Taste America events to abide by their Smart Catch program to serve seafood in environmentally-responsible ways. **Anchovy Social** (DC) Danny Meyer's latest opening is slated for winter 2020 and is named after the all-mighty (tiny) anchovy.

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# INGREDIENTS & DISHES ON THE RISE



- Aquafaba (the vegan liquid in a can of chickpeas that can be whipped into a foam)
- Condiments
  - Chinese chili crisp
  - Gochujang (Korean chili paste)
  - Homemade XO sauce
    - **M.Y. China** Homemade XO sauce is featured in their Da Dao Big Knife Fish Noodles
  - Toum (Lebanese garlic sauce)
- Wagyu
  - **LB Steak** A5 Miyazaki Wagyu Carpaccio
  - **Ittoryu Gozu** (San Francisco) wagyu meat-centric tasting menu spot
- Insects
  - **Salt & Straw** Creepy Crawly Critters matcha ice cream with toffee-brittle mealworms and chocolate crickets
- Kaya toast (toast with coconut jam made popular in Singapore and Malaysia)
  - **Kopitiam** (NY), **Breadbelly** (SF)
- Seaweed
  - Terranea Resort
- Japanese Milk bread (used in konbini sandwiches)
- Miso & Koji
  - **One Market Restaurant** (SF) partnered with Aedean Fermented Foods to offer a whole menu featuring fermented products, including dishes such as grilled koji-marinated short ribs, with sweet potato, wild arugula hon shimeji mushroom, and yuzu kosho vinaigrette
- Mochi waffles, donuts and other gluten free goodies
  - **Dochi** (Seattle)
- Cantonese Rice Noodle Rolls
  - **Joe's Steam Rice Roll** (NY)
- **Cosmic Crisp apple®** (new apple variety)

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# **BEVERAGE TRENDS**





# Beverage Trends

## SPIRIT OF THE YEAR: NO SPIRIT

Don't call them mocktails - we're talking zero proof, N/A, spirit free, and non-alcoholic drinks! It's essential to offer enticing, highly curated beverage options for those who choose to avoid alcohol but still want to partake in the celebration. Restaurants and bars are upping their offerings with inclusive bar programs. Take note! High end, spirit-free cocktails are often priced similarly to regular cocktails. Keep an eye out for nonalcoholic spirit brands and specialty spirit-free "euphorics" that are formulated to enhance your drinking experience - naturally, of course.

**Kingfisher** (Durham) intermingles both non-alcoholic and alcoholic cocktails on their drink menu, including the pictured Sunonomo made with cucumber & rice "wine" cordial, local hibiscus, and sesame seed. **Meso** (San Jose, CA) offers a spirit-free menu section that includes their "Tonic + Orange Blossom" made with Mediterranean tonic, peach bitters, orange blossom water, and grapefruit salt. **Getaway** (Brooklyn) is a completely alcohol-free bar. **Lyres** creates "impossibly crafted non-alcoholic spirits." **Kin Euphorics** is a non-alcoholic "nightlife beverage made from nourishing nootropics, balancing adaptogens, and replenishing botanics that lifts the mind and relaxes the body to open the spirit to connection."



Kingfisher (Scott Myers)

“

Non alcoholic drinks are on the rise as millennials and younger generations are just opting for less alcohol when they go out. I think this means we will see more restaurants featuring more craft mocktails prepared with fresh ingredients like juices, tinctures and extracts”

- ALISON ACERRA

FOUNDER, CHIEF STRATEGIST STRATEGIC NUTRITION DESIGN

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# Beverage Trends

## HOW LOW CAN YOU GO?

It's not just non-alcoholic drinks that are getting more attention these days. Low proof beverages are also heating up. The "low proof" buzz behind the cocktail bar is now extending to lower alcohol wines, beers and bottled beverages as more people seek to enjoy their drinks on healthier terms. It's time to dive right in - guests are seeking out low proof drink options that are made with just as much passion as their higher-alcohol relatives.

**Wild Arc Farm** (New York) offers a range (and rainbow) of piquette options. Piquette is not technically a wine; it's a fizzy, low ABV option made by adding water to grape pomace. **Southold Farm + Cellar** (Texas) is another well known producer of piquette. **Mikkeller** offers a popular .3% ABV beer, Drink'in in the Sun/Snow.



I think a great low ABV cocktail displays subtle complexity, great texture, inviting aromas and a visually appealing aesthetic."

- **ANDREA HOOVER**

BEVERAGE DIRECTOR, CAMERON MITCHELL RESTAURANTS



Courtesy of Wild Arc Farm

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# Beverage Trends

## CAN DO ATTITUDE

Riding on the coattails of “the summer of White Claw,” we’re expecting to see a boom in popularity of next-level canned cocktails featuring some of your favorite bar drinks which you can enjoy at home, without investing in a full bar. Expect a wide range of contenders, variety, and curated flavor options.

P.S. We’re seeing the seltzer trend break out of the can as hard seltzer fandom has led to the creation of entire taprooms devoted to the bubbly beverage.



Courtesy of Ohza

**Ohza** creates premium canned mimosas. **Cutwater Spirits** produces a myriad of canned cocktails include a Paloma, Whiskey Lemon Tea, and Rum & Cola. **novo fogo** specializes in canned sparkling Caipirinha cocktails. **San Juan Seltzery Taproom, Kitchen, and Bar** (Seattle) capitalized on the hard seltzer trend with a taproom devoted to the beverage.

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# Beverage Trends

## EVERYTHING'S COMING UP ROSES

Botanical beverages abound. Don't be surprised to see your favorite drinks pretty and pink with rose flavored syrups lending a floral taste and hue. Expect rose flavored beer, lattes (including matcha lattes), bubble milk tea, iced tea and even seltzer - bringing a new meaning to sparkling rose.

**Cafe Sheera** (Beverly Hills) features a popular rose latte, **85°** (multiple locations) serves an Iced Rose Milk Tea, **Novo Restaurant** (San Luis Obispo) the High Garden Martini has rose flower and candied rose petals.



Beverages seem to be moving in a botanical direction.”

- STACY JED

CO-OWNER, BLUESTEM BRASSERIE

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# Beverage Trends

## **RAMATO'S ALL THE RAGE**

Ramato wines, historically from Friuli in northern Italy, combine the trendiness of orange wines but soften them with the mass appeal of Pinot Grigio. Taking the name from the Italian word for copper, which accurately describes their color, ramato wines are made like rosé, taking their color from the natural pinkish-gray color of the Pinot Grigio grape. They provide an easy entry to trendy all-natural orange wines. This process lends more flavor and structure than their modern counterparts – but without the same intensity or occasional funk of their orange cousins.

**Spork** (Pittsburgh) features a Pinot Grigio “Ramato” from Friuli, Italy. **Perbacco Ristorante + Bar** (San Francisco) and sister restaurant **barbacco eno trattoria** serve ramato wines.



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# Beverage Trends

## GOTTA HAVE GARNISHES

Drink garnishes are being further refined and are tying into the theme of the drinks themselves, creating an opportunity for bartenders to create memorable moments for guests. Social media has been a platform for this trend, providing endless inspiration and further proving that drink garnishes are something to consider seriously.



Bartenders are getting more creative in their presentation thanks to pinterest.”

- MEGAN ABRAHAMS

LEAD BARTENDER/MIXOLOGIST, COMMONS CLUB,  
VIRGIN HOTELS SAN FRANCISCO

AC Hotel San Jose Santa Clara had a build your own Gin & Tonic bar at their opening party allowing guests to select their own garnishes that paired well with a variety of gins and tonics. Colita (Minneapolis) The ‘Naked Dani’ is topped high with foam and finished off with a small rubber ducky.



AC Hotel Santa Clara (Hardy Wilson)

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BEVERAGE TRENDS TO WATCH  
**DRINK THIS!**



Artet Cannabis Aperitif



Kombucha: Courtesy of  
Magnolia Brewing Co.



Bicicletta: Courtesy of  
Dante NYC

**DRINK TRENDS  
ON THE RISE:**

- House-brewed Kombucha
- THC-infused cocktails
- Japanese gin
- CBD water
- Hemp water
- Matcha
- The Bicicleta cocktail (low ABV)

**WINE TRENDS:**

- Vegan wine
- THC Wine
- Wines from unexpected regions: Bulgaria, Lebanon, Israel
- “Virtue Pairings” (non-alcoholic wine pairings)

**COFFEE TRENDS  
TO WATCH:**

- Coffee shops forgoing disposable cups
- Butterfly pea lattes
- CBD cold brew

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But don't just take our word for it! Here's what industry experts had to say on:

# UP AND COMING BEVERAGE TRENDS



*Matcha is everywhere.* traditional matcha, blue Matcha, Matcha flights...you name it.”

- STACY JED

CO-OWNER, BLUESTEM BRASSERIE



People are really into gin right now, and they want to try all different types. *Gin is being sourced from all over the world now.* Japanese gin is making big inroads and it's a new product”

- MEGAN ABRAHAM

LEAD BARTENDER/MIXOLOGIST, COMMONS CLUB,  
VIRGIN HOTELS SAN FRANCISCO



Wines from (previously) unexpected countries. *There's a sense of exploration with wines that globe trot.*”

- LISA KALFUS

HEAD STORYTELLER/VP MARKETING, WENTE VINEYARDS

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**CONCEPT  
& BUSINESS  
TRENDS**



# Concept & Business Trends

## **VIRTUAL REALITY BITES: DELIVERY OF THE FUTURE**

Restaurants are going virtual. Delivery spending is growing two-three times faster than on-premises restaurant sales and are expected to outperform on-site sales next year (according to L.E.K. consulting and Cowen and Company). The implication? Ghost kitchens, virtual restaurants and cloud kitchens are moving into the spotlight.

For ghost kitchens and brick and mortars alike, it is critical to optimize service, menu, accounting, and design for delivery.

**Kitchen United** (locations in Pasadena, Chicago and Scottsdale) provides restaurants an easy and less expensive way to expand off-premise sales with large shared commercial kitchens for delivery, catering and pick-up. **Zuul** (NYC) is “a place for ghost kitchens to call home.” The 5,000-square-foot cloud kitchen features nine separate kitchens and exclusively houses ghost restaurants including Junzi and Sweetgreen. **SushiYaa** (Dallas) offers a separate poke menu available only for delivery. **Souvla SoMa** (San Francisco) the popular Greek fast-casual restaurant recently opened their fifth location and first virtual delivery only restaurant.



Courtesy of Kitchen United

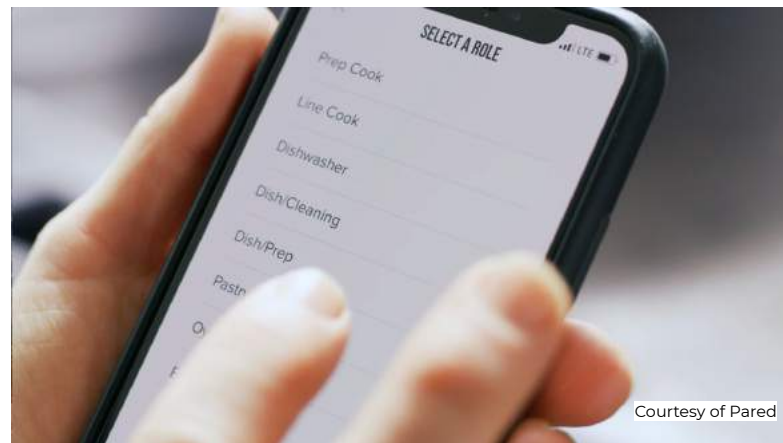
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# Concept & Business Trends

## **NEED A LINE COOK? THERE'S AN APP FOR THAT!**

New apps are harnessing the power of the gig economy, becoming a place where hotels and restaurants can find a skilled worker at a moments notice. Need a dishwasher to fill in tonight? These apps can help you find one -- and fast! In an industry with notorious labor shortages, this is a particularly revolutionary idea. But what what are the implications of gig work on the economy and workers rights? Legislators are asking this too. Keep an eye out for new regulations like the recent California bill that paves the way for requiring that gig workers receive the same benefits as employees.



**Pared** is an app to help restaurants' solve staffing problems and to help cooks gain money and experience. **Instawork** is a popular app for hospitality and event staffing. **Sidegig** "was created to bring together experienced professionals with business owners."

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# Concept & Business Trends

## ROBOTS GET FRESH

Tech savvy operators are embracing robotics to expand their service beyond typical brick & mortar locations, bringing restaurant-quality fresh food to areas where their customers are located. From robots with a 3x3 footprint that can fit into university dorms and hospital break rooms to roaming food trucks, they bring fresh food to you.

Robotics allow for “personalized nutrition” with transparent menus that allow customers the ability to customize meals to meet nutritional preferences and goals, not to mention reduce waste and prevent cross contamination.



**The Salad Station** (multiple Locations) has partnered with **Chowbotics** to expand their footprint. Utilizing Sally, the world's first fresh food robot, all they need is three square feet and an outlet to bring their salads right to their customer bases. **Ono Blends** uses robotics to reimagine the mobile dining experience. They believe affordable nutrition should be accessible to everyone. Through their ordering kiosk, they offer smoothie blends that can be personalized for nutritional preferences or dietary restrictions.

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# Concept & Business Trends

## MALLING IT OVER

Malls have evolved to become unexpected destinations for work and play, adding art, entertainment and activity venues, as well as co-working and conference spaces to the standard retail mix. Anchor stores are being replaced with high-end, highly anticipated restaurants to draw in destination diners and event venues that generate traffic.

**Bespoke at Westfield San Francisco Centre** created convention space that fuels the restaurants, retail and hotels nearby. **Angler** (San Francisco, LA) opened its second location this year at **Beverly Center** (LA). The famous **St. John's** restaurant in London is coming soon to LA and will be located inside a new development, **The Platform**.



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# Concept & Business Trends

## UNEXPECTED COLLABORATIONS

Stop, collaborate and listen! Unique collaborations are on the rise. From power chef duos partnering to open new restaurants, to restaurant & retail collaborations, there's never been a better time to join forces to divide the costs and combine specialized talents to create a richer experience. And give diners twice the reason to go! If you have the space, go bold (a restaurant collaboration with a flower shop? A fashion collection? Why not!) but make sure the collaboration is a meaningful extension of your brand and with a like minded company.

**Magnolia Brewing Co.** (San Francisco) collaborated with local retail store **FTC SAN FRANCISCO** to make co-branded t-shirts, glassware, and skateboards. **Onda** (Los Angeles) is the new exciting collaboration between well-known chefs **Jessica Koslow** (Sqirl) and **Gabriella Cámara** (Contramar; Cala). **Perno** (Detroit) is a collaboration between **Takashi Yagihashi** (former Takashi) and **Luciano Del Signore** (Bacco; Bigalore Cucina). **Mr. Espresso** (multiple locations) partnered with San Francisco's **Coffee Bar** to start "A Dozen Days to Donate." Coming together for a cause they are mutually passionate about; the companies contribute a percentage of all coffee sales to benefit the communities where their coffee beans are grown. **River Terrace Inn** (Napa) partnered with local company **Kitchen Collective** to offer unique culinary experiences to guests. Well-known restaurateurs **Stephen Starr** and **Keith McNally** teamed up as partners for the reopening of **Pastis** (NYC). **Uber Eats** is now testing Uber Moments to promote on-site restaurant experiences and cooking classes.



Courtesy of Magnolia Brewing Co.

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# **HOTEL TRENDS**



# Hotel Trends

## GOING BEYOND GREEN: SUSTAINABILITY AS A BRAND IDENTITY

It's no longer enough to eliminate the mini-bottles and other single-use toiletries and and claim to be eco-friendly. Sustainability is an ethos that needs to carry through the entire property from hiring, to cleaning, food service, interior design, partnerships, activities, meetings and events. If you make the green claims, you must deliver!

**1 Hotels** utilizes reclaimed wood, bricks, marble, stone and locally-sourced glass throughout the interior of 1 Hotel Brooklyn Bridge. They also have a water reclamation system that collects rainwater for use in the adjacent Brooklyn Bridge Park for irrigation. **Arctic Blue Resort** (Finland) guests who lodge at the resort can receive up to 50% off the total price of their stay for being cautious of their water intake, electricity use, and food choices. **Sandos Caracol Eco Resort** (Playa del Carmen) has new "green" guest rooms that have reduced CO2 emissions 70%. **AC Hotels San Jose Santa Clara** has hydration stations to eliminate plastic water bottles, smart lighting, and AC systems in guest rooms that only operate when occupied. **Virgin Hotels San Francisco** has implemented a Guest Powered Carbon Offset Program to help reach their goal of net zero carbon and net zero waste.



1 Hotel Brooklyn Bridge

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# Hotel Trends

## **HOTELS WITH BIG PERSONALITIES**

Hotels are making a shift from seeing themselves at the center of a guest stay to being more of a hub for launching an experience. Even in urban areas, your hotel can be more a destination than the destination itself. Highly unique, conceptual hotels are going all in on crafting an experience from creating destination rooftop bars, to curating detailed customized itineraries that engage with guests on multiple levels.

The rise of “bleisure” travel - mixing business and leisure in one trip - is partially responsible for fueling this trend.



**Mama Shelter (London)** in addition to the over-the-top decor, there is a giant twister board, retro video games, pinball photo and video booths, and 2 fully outfitted karaoke lounges with 1950s style microphones. **Magna Pars hotel** (Milan) is built inside a former perfume factory. Each of the 39 suites smells of one of the handmade scents. **Aqua hotel** (South Beach, Florida) transformed its rooms into art galleries during Miami Art week. **Roman Spa Hot Springs Resort** (Calistoga, CA) features world-renowned geothermal mineral hot springs pools.

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# Hotel Trends

**HOTELS WITH BIG  
PERSONALITIES**

“

This doesn't seem to apply only to leisure travel but also for business trips where *guests look for a concert, play, or even tattoo* to grab during their visit.”

- MIKE LERMAN

GENERAL MANAGER, AC HOTEL SAN JOSE SANTA CLARA

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# Hotel Trends

## CRAFT YOUR OWN EXPERIENCE

Advances in technology as well as changing guest expectations are resulting in new hotel experiences. Choose your hotel and choose your own adventure, allowing for as much, or as little, human contact so you'd like. Check in via app or tablet, or choose to go cozy, quiet (and dark!) by paying less for a windowless room. Never before have there been more options for guests.

“

With robotics, guests will be able to choose how much to engage with live hotel staff during their stay.”

- MIKE LERMAN

GENERAL MANAGER, AC HOTEL SAN JOSE SANTA CLARA

**Yotel San Francisco** features self-check-in kiosks and adjustable smart beds. **The Sinclair** (Fort Worth); voice-activated room lets you control custom aspects from lighting settings to music. **The Standard** (London) offers Cozy Core windowless rooms for a lower price.



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***DESIGN & STYLE  
TRENDS***



# Design & Style Trends

## DELIVERY BY DESIGN

Restaurants are renovating with delivery efficiency in mind. This means smaller dining rooms with less seating, a separate delivery entrance or window, the addition of shelves, lockers and cubbies for pick up orders, and, in some cases, even a separate hotline for delivery orders.



**Caribou Coffee** recently announced a new store concept called Caribou Cabin which ditches interior seating in favor of drive-thru lanes and walk-up windows. **Cava** (multiple locations) introduced shelving for pick up orders in a separate area, a growing trend in the realm of fast-casual restaurants.

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# Design & Style Trends

## **THERE'S NO PLACE LIKE HOME**

And hotels and restaurants know this, as they adopt more residential style decor and service wear that feels more personal and comfortable. Many new restaurants and bars are adopting the comfortable aesthetic, taking cues from the living room and embracing flexible seating and less formality with more lounge style seating.

“

[There will be] more lounge style seating and comfort of seating-over-design so people will stay longer.”

- **KELLEY JONES**

PRESIDENT & COO, HOSPITALITY ALLIANCE

**Element Hotels** introduced their new Studio Commons concept which is the “first of its kind in the industry to blend a hotel room with a home rental, providing a flexible design for groups looking to spend time together in a more private setting, while still enjoying all the comforts of a hotel room.” **Inhabit** (London) is a new urban wellness hotel with calming residential style decor that claims to be “much more than a hotel; it’s a community that will welcome you back, time and time again.”



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# Design & Style Trends

## WELLNESS DESIGN ON THE MIND

Hospitality design isn't just about aesthetics as hotels and restaurants use design to promote wellness. Consider acoustics, lighting, functional arrangements and the use of natural materials to help guests feel more relaxed.

Want to make your space more appealing? Start with a clean aesthetic and lots of fresh greenery.



Inhabit (Tim Evan Cook)

**Inhabit** (London), an urban wellness hotel, includes aromatherapy in bedrooms and a relaxing wellness library. They use color psychology and natural materials and a curated selection of art to create a relaxing atmosphere. **Aba** (Chicago; Coming Soon to Austin) cultivates a luxe and relaxing aesthetic with greenery and an open air design.

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**BANQUET &  
CATERING  
TRENDS**





# Banquet & Catering Trends



## ***PARTY FOR THE PLANET***

Events are getting eco-conscious. Thanks to enlightened consumers, catering is finally starting to catch up with an after plan from the beginning. This means determining in advance how to reduce waste across all services and areas (food, utensils, service style) and what to do with leftovers (where can you donate them?).



With events, I am starting to see companies offering less and less giveaways in an effort to maintain sustainability for our environment. They are consciously deciding not to give away something to make a statement.

**- STACY JED**

CO-OWNER, BLUESTEM BRASSERIE

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# Banquet & Catering Trends

## **MINDFULNESS AT THE TOP OF THE AGENDA**

With a greater emphasis on well-being across the spectrum, more events are starting with mindfulness and visualization exercises to get guests in the right state of mind. And put your phone down! Intentional phone free events are becoming more popular.



2020 is going to be the year of mindfulness -  
*slow down to go fast.*"

- **MIKE LERMAN**

GENERAL MANAGER, AC HOTEL SAN JOSE SANTA CLARA



Evolution Hospitality (Hardy Wilson)

**Evolution Hospitality** Chief Wellness Officer, Dr. Romie Mushtaq, leads the group in a meditation exercise at the opening of AC Hotel San Jose Santa Clara.

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# Banquet & Catering Trends

## ONE STOP SHOP: FOOD & AN INTERACTIVE EXPERIENCE

Event hosts are looking for way more than just food and a venue space - they want an interactive experience where guests can participate actively rather than being a passive participant. Cocktail classes, sushi rolling, garden crafting, and more - we encourage you to go all in! Just make sure the entertainment ties back to your concept and feels like a natural fit.



*Wente Vineyards* (Livermore, CA) event goers can meet the gardener and participate in making tisanes, herbal remedies and garden to glass cocktails in the Wente garden.



In the events category, we are hearing from hosts who are looking to include entertainment in their experience. They may be looking to have an Instagram wall or live entertainment via music, singer, guest speaker, etc. The experiential craze is not dying anytime soon.”

- STACY JED

CO-OWNER, BLUESTEM BRASSERIE

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# **MARKETING & PR TRENDS**



# Marketing & PR Trends

## POP CULTURE & THE ARTS MEET THE PLATE

Restaurants are capitalizing on local art and pop-culture events with over-the-top themed promotions, programming, and decoration. It takes a lot to get people's attention, and that means if you're gonna do something, you gotta go all in and do it right! Take advantage of what people are interested in (beyond food!) to expand your audience and use unique presentations and partnerships that grab attention - and promote them everywhere.



**Ocean Prime Chicago** To celebrate the Art Institute exhibit “Andy Warhol: From A to B and Back Again,” the restaurant offered a themed, artful interpretation of their warm butter cake. Canela (SF) served a special halloween menu and cocktails and partnered with a local theater for tickets to Rocky Horror Picture Show. Copita (Sausalito, CA) transforms with festive décor inspired by the themes and colors of life and death. Marigold flowers mixed with traditional candles to honor the spirits and tributary photos and mementos fill the restaurant and a local chalk artist brings Copita’s sidewalk to life.

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# Marketing & PR Trends

## LOYALTY: IT'S GETTING PERSONAL

Rewards and incentives are getting personalized. In both restaurants and hotels, new data techniques are allowing companies to craft incentives that are customized to guests and their behaviors. These personalized incentives often include more perks than points such as the ability to skip the line, gift perks to others, and receive customized gifts. As full service restaurants work to fill their dining rooms as more people order delivery, we will see an uptick in clever use of LTOs and loyalty programs limited to on-site diners. Artificial intelligence will continue to push this trend into uncharted territory.

**Dunkin'** loyal members get to skip the line and use a dedicated pick-up window. **Levy Restaurants** offers loyalty perks including professional stemware, an autographed cookbook from the chef and signature olive oil, or even a weekend in Chicago including tickets to a Cubs game.

MORE TO LOVE, WITH DD PERKS

Experience a loyalty program that's loyal to you.

**ON-THE-GO MOBILE ORDERING**  
Order ahead from the Dunkin' app and skip the wait in store.

**FREE BEVERAGES**  
Earn unlimited Free Beverages all year long.

**GET REWARDED**  
Enjoy special offers, members-only deals & points for every purchase.

SIGN UP    LEARN MORE



Marketing these days is all about technology. You need to be able to capture guests into databases, then market to them."

- KELLEY JONES  
PRESIDENT & COO, HOSPITALITY ALLIANCE

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# Marketing & PR Trends

## A COMPLEX WEB TO NAVIGATE

To compete with third party search (Google business listings) which provide all the basic information about your business, websites need to be engagement driven. Some actionable steps from [Chris Shirer, President & Chief Strategist of Madison + Fifth](#), a digital brand management and marketing agency, include:

- **Maximize the power of your menu page** (the most visited pages on any restaurant website!) with information about sourcing, preparation, or even recipes.
- **Keep social channels focused on engagement and fun rather than commerce.** Encourage story-sharing and conversation rather than deals.
- **Email is still the power channel** behind call-to-action campaigns (reservations, gift cards, online ordering).
- Don't miss opportunities to **post specials and fun videos (15 seconds or less) in your Google Local Business Listing.**



Jack's Restaurant & Bar (multiple locations, SF Bay Area) not only tells their story on their website, they also respond to a frequent question they receive in the restaurant about why they don't sell breakfast burritos on the weekend.

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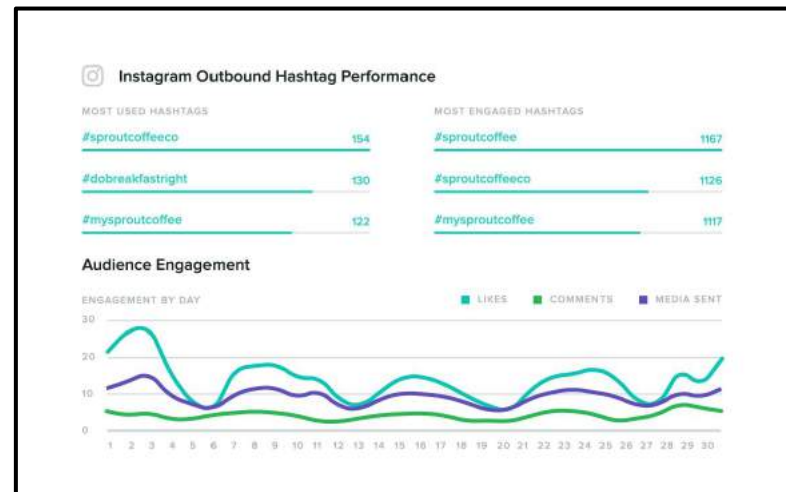
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# Marketing & PR Trends

## ROI = RANK OF INFLUENCER?

Instagram may still be where it's at (for now), but now companies are demanding to know the ROI on their influencer marketing efforts, **especially since recent studies showed influencer content is getting less engagement.**

**Marketing and PR have to show greater accountability.** So we'll continue to see a shift in hospitality to more nano influencers (the people who have greater influence on your guests) and added pressure to produce measurable results, including: post impressions, audience growth, click through rate, increased traffic and engagement.



Sprout Social provides a platform to create content, manage social media campaigns and measure engagement

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***Thank you!***



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**HAVE THE WIZARD  
COME TO YOU!**

HEART, BRAIN, COURAGE - WE'VE GOT YOU COVERED.  
BOOK ME FOR YOUR NEXT EVENT.

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