



Summer 24

King Charles III Coronation



King Charles III Coronation in May saw a range of classic Great British flavours launch across all the retailers with some great products to help consumers celebrate. There was a mix of NPD and clever branding to help create a range of coronation themed goods.

A strong Royal Blue pantone helped make the products stand out on the shelf with the addition of red, white and blue as well as the oligatory crown, this was used very successfully to promote standard goods that fit in with the traditional flavours or products for celebration.

Coronation chicken and Coronation flavour was the main theme running across all the retailers from crisps to pies and even a Coronation prawn sandwich at Tesco.

Many retailers also created specific Coronation party webpages listing recipes, ideas and products to help consumers enjoy the day and Bank Holiday weekend.

Morrisons created a range of party food boxes to order to make it easier, M&S had an indulgent range of Coronation themed alcohol, biscuits and a Royal Colin the caterpillar to help make the day more special.



LONDON FOOD SAFARI

Brigadiers



Inspired by the army mess bars of India, where military regiments go to eat, drink and socialise, Brigadiers accommodates 140 covers internally with a further 28 on an outdoor terrace. The food offering focuses on different methods of Indian barbecue, utilising tandoors, charcoal grills, rotisseries, wood ovens and classic Indian smokers.

The team loved all the dishes here especially the Indo Chinese Chilli paneer, balanced flavours well combined with a lovely punch of chilli heat. The BBQ butter Chicken wings had a wonderful smokey flavour coupled with a classic Butter sauce showcasing the open fire cooking. Kasoori Yellow Chilli Chicken chops were again so well balanced with a good punchy chilli heat and a clever butchery technique to create a chicken chop – Well worth a visit!

Our verdict ★★★★★



BBQ Butter
Chicken wings



Kasoori Yellow
Chilli Chicken chops



Indo Chinese
Chilli Paneer lettuce cup

Smokestak



A buzzing barbecue restaurant with an open kitchen and an industrial feel. Highlights include the brisket and ribs: these are brined, oak-smoked, coated with a sweet and sour BBQ sauce and chargrilled – the results being unctuous and incredibly satisfying. The charming staff are happy to guide you.

The presentation and cooking of the products here was fantastic, but it lacked the punchy flavours to make it worth another visit. The Pigs tail in Molasses looked so silky and sticky but didn't deliver on flavour.

The Gochujang wings had no heat and the Pork belly and Brisket also lacked a good seasoning or sauce. All of the meat was cooked perfectly just lacked flavour.

Our verdict ★★☆☆



Pork Belly and Beef Brisket with Pickled Cucumber and Chilli with BBQ mustard



Gochujang Chilli wings with crispy shallot and coriander



Crispy Pigs Tail in molasses

Smoking Goat



The menu at Smoking Goat Shoreditch is largely inspired by northern Thai cuisine, serving up a muster of small plates including their famous barbecued Tamworth goat shoulder. Recent additions (inspired by a recent trip to Bangkok) include fried chicken with crispy garlic & Thai shallots; smoked mutton Kra Pow; and BBQ ribs with sticky fish sauce; plus cooling desserts.

Massive flavours combined with chilli heat made it hard to pick out a favourite dish, the dips were so good! The smoked mutton had bags of flavour, garlic, smoke, chilli and a dash of fish sauce!

The clams and mussels again were well balanced with a generous amount of chilli heat. The Fermented chilli dip is a crowd pleaser which goes well with everything!

Our verdict ★★★★★



Pork Belly with Jaew Tamarind and Smoked Chilli dip



Kra Pow Smoked Mutton



Nahm Prick Pao Clams and Mussels

Dips - bottom to top –
Fermented Chilli
Nahm Jim
Green chilli
Lemon pepper
Nahm Jim
Jaew Tamarind
Smoked Chilli





Energy – Increased energy costs have also created a trend in the sales of air fryers aimed at reducing energy bills, this in turn has created a boom in online videos and posts where ingenious recipes are showcased by influencers on TikTok and other platforms.

Modern Indian – Moving away from the staples of the classic Indian restaurant/takeaway now combining modern cooking techniques with lesser known regional Indian flavours with a twist.



European – Since 2019 European flavours have been increasing in trend year on year and this year 2023 it has peaked. European flavours are trending across multiple products from burgers to sausages and beyond with a very strong trend in Summer snacking/accompaniments such as whipped feta and Rollitos. With the Olympics in Paris next year we feel this will become even stronger with more European products on offer.

Trend Analysis Summer 2024

As well as these global and economic factors we have also seen more food oriented trends emerging such as open fire cooking/smoke, Modern Indian and New Wave Thai topping new restaurant openings in the UK.

European and more traditional flavours have seen the biggest increase in the last 12 months, making them the largest trends so far this year which we think will carry on into 2024.



Open Fire – cooking has really taken hold with open fire BBQ, Thai, Japanese and Indian restaurants opening as this trend grows in popularity - this is linked with the Smoke flavour trend which we are seeing in more and more retailers across multiple product ranges.



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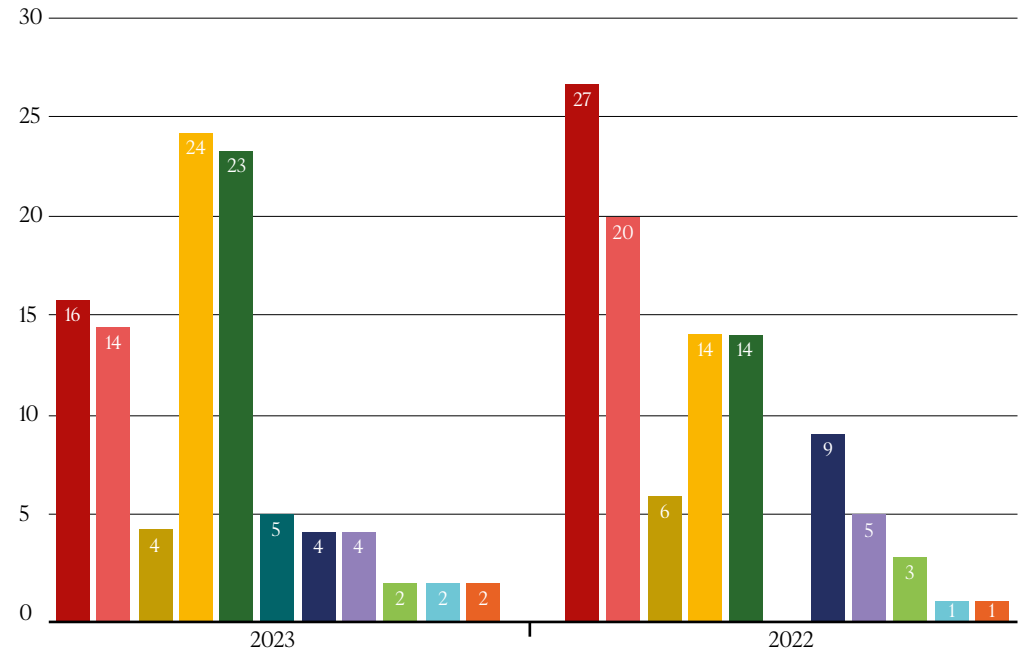
New wave Thai – Regional Thai cuisine, open fire cooked with big punchy flavours in trendy relaxed dining spaces coupled with exciting drinks menus. Thai flavours have been slowly increasing over a number of years now and are forming a solid part of the overall SE Asian flavour trend next to Japanese and Chinese.



BBQ and Americana – Flavours are still trending strongly as a popular choice for Summer but has dropped from the lead position, this is due to consumers opting for more core BBQ flavours with staple variants of Smokey, Sticky and Spicy as well as named states flavours coming in again. American style hot dogs and flavoured burgers appear in all the retailers with Maple, Honey and Hickory flavours adding to the overall trend.

Trend Analysis 2023 v 2022

First Summer launches



As you can see in the chart above there has been some significant changes in flavour trends year on year.

BBQ/Americana has dropped from the lead position and European and traditional flavours have increased, moving into lead positions SE Asian has dropped slightly and we have seen Smoke stand out as trending in it's own right across multiple cuisines.

All of the data used in these charts has been gathered from the first launch of Summer products each year 2022 and 2023, the data is from our FREDa system which is unique to Foodmaker enabling us to analyse the retail market and extract trends and product information. Please contact us if you would like to know more.

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Product Name	Glaze	Burger/ Meatball/ Kofta	Sausage	Sous Vide	Fish/ Seafood	Potato/ Vegetable
GF Kansas Rub	✓			✓	✓	✓
GF Truffle		✓	✓			
GF Memphis Smoke	✓			✓	✓	✓
GF Asian Coconut Curry	✓			✓	✓	✓
GF Garlic Rosemary & Basil		✓	✓			
GF Chilli Lime & Coriander	✓	✓	✓	✓	✓	✓
GF No Nut Satay	✓					
GF Indian Style Marinade	✓		✓			
GF Lemon Chilli & Fennel	✓				✓	✓
GF Thai Massaman	✓	✓	✓	✓	✓	✓
GF Black Pepper & Garlic		✓	✓			
GF Caramelised Onion & Herb		✓	✓			
GF Mexican Chilli	✓				✓	✓
GF Lemon & Pepper	✓				✓	✓
GF Asian Style BBQ	✓				✓	✓
GF Chipotle Chilli & Honey	✓	✓	✓	✓	✓	✓

Minimum order quantities will apply.



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