



Summer 25

BIRMINGHAM FOOD SAFARI

Eat Vietnam

Stirchley, Birmingham, B30 2PH

Great flavour combinations and textures proved why we love South East Asian food so much.

Stand out dishes for the group were Turmeric Fried Fish with Nuoc Cham sauce.

Our verdict ★★★★★



Peanut Butter & Marmite
glazed Cauliflower

Hispi Cabbage with
Malt Sauce

Turmeric Fried Fish with
Pickles and Nuoc Cham

GLASGOW FOOD SAFARI

Hanoi Bike Shop

Ruthven Lane, Glasgow, G12 9BG

Most authentic, flavoursome and refreshing food imaginable.

The Smoked Pork Knuckle, coconut broth & pickled red cabbage was amazing.

Our verdict ★★★★★



Smoked Pork Knuckle, Coconut
Broth, Green Chilli Sambal and
Pickled Red Cabbage,
Purple Pickled Egg

Asian street food seems to have struck a gastronomic chord with food lovers of all types in recent years, with restaurants, stalls, and takeaways popping up in ever increasing places across the UK.

Whilst food from this region has always had a special place in public consciousness, there's no denying its gradual rise in popularity, with a more diverse range of regional dishes emerging during this time.

The health benefits of Asian street food are many, giving people the option to treat themselves without the guilt that often comes with ordering a takeaway or eating out in a restaurant.

Due to commonly used ingredients such as ginger, garlic, fish, and vegetables, regularly eating dishes from this region offer consumers an increased fibre intake, lower chances of cholesterol, and increased heart health.

Asian food is unique as restaurants that serve food from that region are mostly independent, rather than belonging to a chain.

Whether it's Malaysian, Vietnamese, Cantonese, or Thai, it's likely that dishes like those listed above arrive on your plate with a true connection to the traditions that begot them, which is also why they taste so great.

As well as the common use of garlic, ginger, and vegetables such as Pak Choi and Daikon radishes, there is often a heavy emphasis on ingredients such as fish sauce, limes, and a variety of herbs such as kaffir leaves, lemongrass, and Thai basil.

Combinations of the above bring foods from this region to life, with each country having its own distinctive way of using them. Despite using similar ingredients, the region's cuisine is the essence of diversity, which is another reason why it has become and will continue to be so popular.

SMOKE & FIRE

BBQ/American flavours are still trending and was still the second most popular flavour profile within retailers during the summer of 2023. Smokey, sweet, spicy, honey or maple and combinations of them all cooked up on an open fire is what makes BBQ so popular.

Our love of American BBQ and general BBQ flavours has not dwindled in the past year, with good weather comes an increase in BBQ sales and BBQ food sales which has lead to a new flavour trend of Smoke spreading across different cuisines embracing that open fire cooked flavour.

The cost of living crisis has given an increase to eating at home as opposed to eating out which in turn has prompted an increase in ready prepared BBQ products for the consumer to cook up at home.

Additionally, 15% of UK adults aged 35-44 normally buy their ingredients for a barbecue 9-12 hours before firing up the coals and just over one fifth of UK adults (21%) aged 35-44 normally buy their ingredients for a barbecue less than four hours before, confirming that we are a nation of spontaneous BBQ-ers weather permitting! (Data source Co-op)



Other leading Food trends

European flavours are still increasing in popularity with Nduja and Whipped Feta becoming readily available in many retailers. Combinations of Mozzarella, Tomato, Garlic and Basil in Sausages and Burgers have made an appearance.

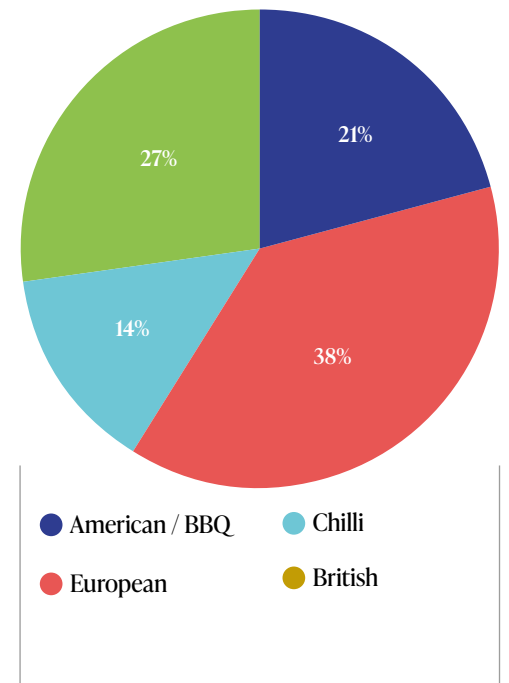
British flavours are also still popular within the whole muscle, sausage and burger sectors with Mint being a call out ingredient during the summer paired with lamb either in a burger, sausage or glazed on lamb cutlets.



Sausage Flavour Analysis

American / BBQ flavours have had an impact in 2023 increasing from the previous year within the sausage category. European and British flavours dominate the category with Chilli continuing to emerge as a stand alone trend with Chipotle, Jalapeño and Ancho as call out ingredients.

Restaurant menus offering Summer BBQ sausages with call out chilli additions and a UK wide trend of Cider and Sausage festivals prove we just cant get enough of them throughout the year and during the Summer its a home BBQ staple.



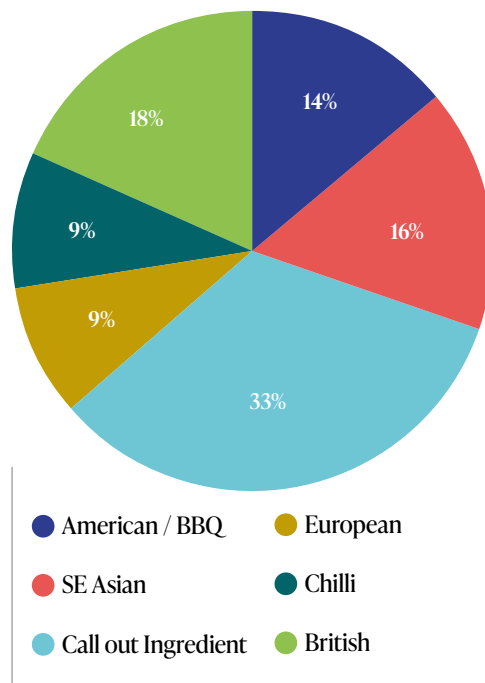
FREDA trend analysis 2023

Burger Flavour Analysis

Within the burger market call out ingredients are still the leading trend, with the provenance of the beef and additional ingredients being the most popular.

SE Asian flavours have started to trend with Beef being swapped for Chicken to make a lighter burger with punchy SE Asian flavours.

Burger trends on the high street are showing that it has to be instagramable, go big or go home! Stacked and loaded with cheese oozing and sauces dripping. Thin smashed patties combined with pickles, cheese and punchy sauces like Korean Gochugaru or Unholy BBQ.

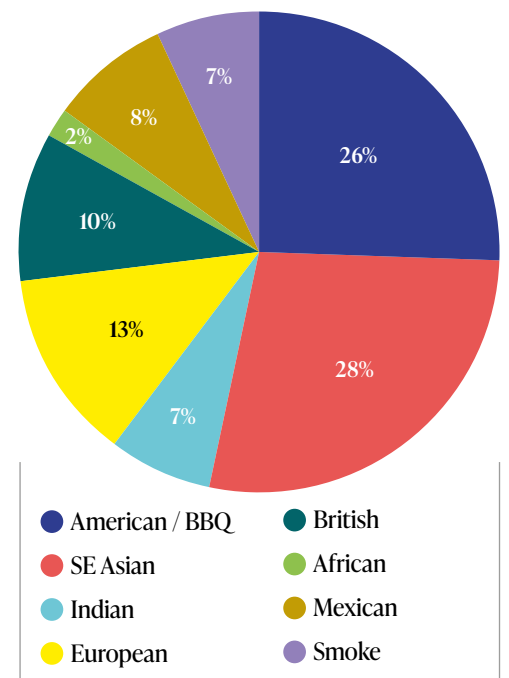


Whole Muscle/Glaze Flavour Analysis

SE Asian flavours are the most popular closely followed by American / BBQ with European, British, Mexican and Smoke making up the majority of other flavour profiles.

Flavours such as Teriyaki, Classic Chinese and Katsu are popular but there was some interesting flavours such as Hot Ginger and Chilli, Smokey Miso & Black Pepper and Soy.

An increase in South East Asian restaurants supports what we see in retail with the emphasis on authentic regional cuisine, Japanese, Thai and Vietnamese leading the way across the country.



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Product Name	Glaze	Burger/ Meatball/ Kofta	Sausage	Fish/ Seafood	Potato/ Vegetable
BBQ Pitt Rub	✓		✓		✓
Sweet Paprika House Rub	✓		✓		✓
Maple & Brown Sugar	✓				✓
Garlic Butter		✓	✓		
Ginger Fire	✓			✓	✓
Mango, Coconut & Lime	✓	✓	✓	✓	✓
Mint Masala	✓		✓		✓
Bang Bang Curry	✓		✓	✓	✓
Chilli & Ginger Caramel	✓	✓	✓	✓	✓
Sticky Asian BBQ	✓			✓	✓
Chilli & Lime Bulgogi	✓			✓	✓
Chilli Honey & Lemon	✓			✓	✓
Ginger Hot & Sour	✓			✓	✓
Smokehouse Chilli		✓	✓		

Minimum order quantities will apply.



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