



CHURCHILL



2013-2014 FOOD TRENDS



## A plethora of “hot new eateries”

In the hospitality market it is all about trendsetting and inventive food.

Our job is to add value through innovative ways of presenting and showcasing food.

There has been an influx of new arrivals opening up across the UK and Ireland - from hip bar and grills, groovy cafes, brasseries, pop-up restaurants and fashionable food outlets.

We have identified the key trends that appear to be making the biggest impact on the market place.

The presentation is split into 2 sections:

- Restaurant Trends
- Menu Trends



# RESTAURANT TRENDS



COOL CHICKEN



THE BIG APPLE



NEW SPANISH  
WAVE



BRASSIERE STYLE



RETRO FAVOURITES



ARTISAN ASIAN



NEW GOURMET



# COOL CHICKEN



## Trendsetters:

- The Tramshed
- Chicken Shop
- Chooks
- Wishbone
- Ritas
- Roast
- Clockjack Oven
- Spit & Roast
- The Birdcage, Belfast

simple menus - free range whole chickens - rotisserie - taste and flavour



# THE BIG APPLE



## Trendsetters:

- Jamie's Diner
- Shake Shack
- Dirty Burger
- Five Guys
- Chop Shop
- Minetta Tavern (USA)
- Waverly Inn (USA)
- Pizza East
- Flat Iron
- Brooklyn Bite
- Lucky Chip
- Damson Diner, Dublin
- Jo's Burger, Dublin
- San Lorenzo, Dublin
- Eden Bar & Grill, Dublin

BBQ - fresh from the grill - meal in a basket - hot dogs - gourmet burgers



### Soho Diner

Raw veg. dips	3
Fries, aioli	4
Honey fried chicken	5
Grilled ham & cheese fingers	5
Shrimp cocktail, chilli	6
Wedge, blue cheese salad	5
Caesar	6
Quinoa, spinach, almond	7
Egg, bacon, avocado	8
Add chicken	3
Hot dog	7
Philly cheese steak sandwich	8
Mac & Cheese	9
Cheese Burger, single/double	7/7
Grilled salmon, tomato vierre	11
Flat iron chicken	13
Brownie	4
Shakes	5
Banana Split	

A discretionary service charge of 12.5% will be added.

Free-range  
**CHICKEN in a BASKET**  
**JAMIE'S NAUGHTY FAVOURITE**  
*... so good!!*

BRINED, RUBBED, MARINATED, GRILLED, CHOPPED.  
 SERVED RESTING ITS JUICES ON SHOESTRING FRIES  
 WITH A 10 - VEG COLESLAW **15.00**





# NEW WAVE SPANISH



## Trendsetters:

- Iberica
- Port House
- Brindisa
- Pix Bar
- Fade Street Social Gastrobar, Dublin

sharing dishes - pinchos - small plates - miniature tapas - authentic







# BRASSERIE STYLE



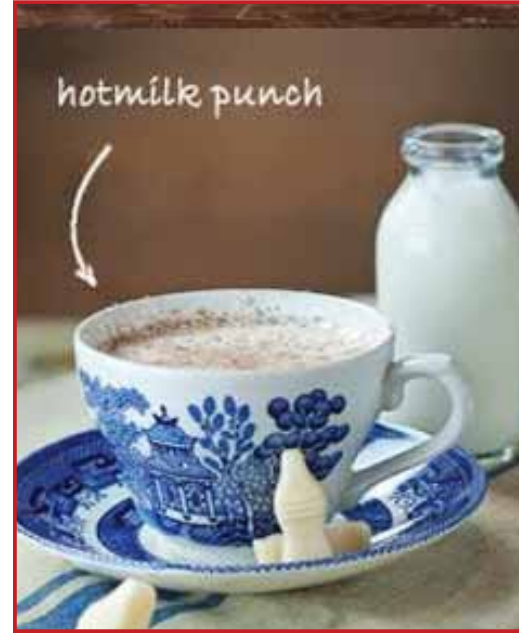
## Trendsetters:

- Balthazar
- Zedel Brasserie
- Brasserie Chavot
- Galvin Bistro De Luxe
- Riding House Cafe
- The Little Social
- The Delaunay
- Colbert
- Locks Brasserie, Dublin
- Brasserie Sixty6, Dublin

elegant - parisian - brasserie - modern - premium - casual



# RETRO FAVOURITES



## Trendsetters:

- Fish & Chip Shop
- Gails Kitchen
- The Malt House
- Bite, Dublin

nostalgia - vintage - heritage - British culture - made in the UK





# ARTISAN ASIAN



## Trendsetters:

- Bone Daddies
- Tonkotsu
- Koya
- East Street
- Shoryu Ramen
- Koh, Dublin
- Saba, Dublin

breadth of Concepts - regional styles - ramen - street food



fast and fresh



Healthy





# NEW GOURMET



## Trendsetters:

- Tom Aitkens
- Duck and Waffle
- Wabi
- Story

signature Dishes - ingredient led - technical execution - natural textures





Textures



Rustic shapes





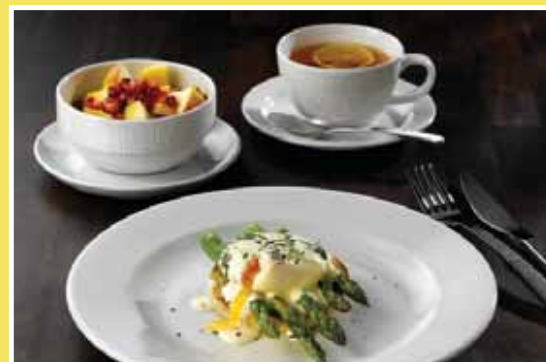
AFTERNOON TEA



SHARING &  
CASUAL



DELI STYLE



BREAKFAST &  
BRUNCH

AFTERNOON TEA



“ Making afternoon a delight, cup cakes, scones and speciality teas are all in the spotlight.”

Afternoon tea has made an unparalleled come back with vintage pastels and retro nostalgia leading the way in 2013. Impressive plate towers to show off those cakes and traditional tea cups for an authentic tea experience.



SHARING & CASUAL



**“ Indulge your taste buds and stimulate conversation at the dinner table with tasty sharing platters.”**

Sociable eating habits are growing in popularity and this is one of the key trends for 2013. Taking inspiration from traditional cuisines such as Spanish tapas, Italian antipasti and Japanese sushi, sharing platters offer a more relaxed approach to dining.

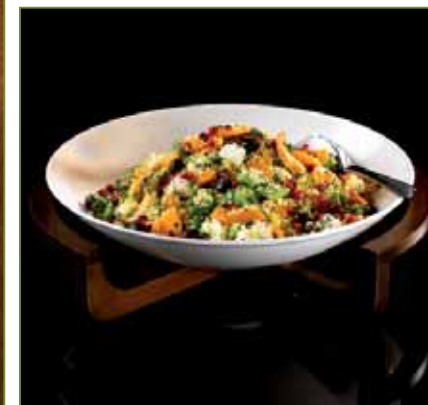


DELI STYLE



“ A visual feast for the eyes, deli displays of fresh produce combining colour, height and texture to tempt and entice!”

The visual displays that entices the customer to buy are big news for 2013! We have seen the deli trend take off as the mix of fresh ingredients and exceptional presentation encourages the customer to buy and try!





# BREAKFAST & BRUNCH



“ Everyone is getting involved in the most important meal of the day! ”

Buffet Presentation that is stylish, modular, versatile and eye-catching and uses a creative solution of shapes and heights. A mixture of wood, melamine and ceramics creates a unique display.





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Thank you for listening