

The Evolution of Dining Trends


SUCCESSFULLY
TRANSLATING CURRENT
RESTAURANT TRENDS
TO EVENTS

The Evolution of Dining Trends

- FACTORS THAT CHANGED RESTAURANTS OVER THE LAST 30 YEARS
- CHANGES IN OUR GUESTS' DINING CHOICES
- TRENDS IN
 - Food
 - Menu Language
 - Marketing and Sales strategy
 - Staffing and management
- CAPITALIZING ON TRENDS AND TRANSLATING TO EVENTS
- QUESTIONS WITH MODERATOR

Three Major Influences

- Economic changes and availability of information
- Consumers education of Food and Wine and its relationship to our planet
- Emergence of Food as an Art Form and its entertainment factor



The Culinary Team

- A focused Culinary Program
 - A Culinary Mission Statement /Specific Themes or Manifestos
 - A Culinary Team that is in the Public Eye
 - In the media and within the community
 - Socially Connected
 - Twitter, Facebook, Linked In, etc



The Plate

- Smaller Portions and multiple courses – sharing, duo's tastings, flights etc.
- Focus on Local Ingredients and Specific Producers – Having your own definition of what Local means





The Declaration

- Identifying Allergens – Gluten free menu needs
- Addressing Nutritional Labeling Laws
 - Caloric and Portion size information available







The Efficiencies

- Utilization of the “whole hog mentality” in production
 - Using as much of a raw ingredient as possible in many levels of production / menu design
- The re-evolution of the Grand Brigade
 - Re-emergence of butchers, charcuterie, bread bakers, sugar artisan’s





The Global Influence

- Blurring of Cuisine
 - Sushi and Quesadillas is no longer a unique item
 - Expectations of customers to produce any cuisine
- Street Food
 - Simple high impact flavors inspired from the food truck scene in Southern Cal and Markets of SE Asia, India and South America



Science in the Kitchen

- Sous Vide or Precise Temperature Control Cooking – The takeaway’s from Molecular Gastronomy
 - Foams, Compressions, Spherification, Very Long Cooking Times, Gels
 - Equipment – Smoking Guns, Anti-Griddles, Circulating Cookers, Pipettes, Distillers
 - Food additives such as Agar, Activa, Xanthan Gum



The Ingredients

- Farm to plate and the use of boutique producers
 - Relationships with producers and exclusivity
- Specialty Vendors
 - The Chef's Garden, Niman Ranch, The Farmer down the block or on the roof



The Presentation

- Multiple China Patterns
 - Shapes and basic white
- Natural Materials
 - Bamboo disposables – natural linens
- Non-traditional Menu Formats
 - Edible Paper, Digital Menu/Ipads
- The Return of Table Side Cooking




Menu Writing

- Seasonal - Less expensive ingredients
 - Simple descriptions less "fluff" – removal of words, that are more cosmetic than descriptive of the ingredient.




The Entertainment

- Shock Factor
 - How far can we push things
- Humor
 - Have fun with names, whimsy
- Incorporation of all the senses
 - Smoke Guns, Dry Ice, Cooking Stones, Video



The Beverage Program


- Mixology
 - More complex flavors and micro brewed/micro distilleries
- Younger Sommeliers
- Specialists
 - Beer, Tea, Mixologists



NRA /ACF Survey 2011

Top 5 Overall Trends in Food

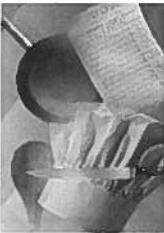
- Locally Source Meats and Seafood
- Locally Grown Produce
- Sustainability
- Nutritionally Balanced Children's Dishes
- Hyper-local



Menu Language Trends


In:
No preparation methods
Farmer's/Producers Names
Fewer Items

Out:
Stacked
Composed
Delicate
Bountiful
Artistically




Sale and Marketing Trends
Brand Focus on Lifestyles

- Let the food speak for itself
- Simple Message
- Focus on people
- Sell the experience, not the price



Competing for business



- Price
- Flexibility
- Service
- Customizability
- Choices

Non Traditional Venues carving into the group sales realm

Back to Basics: What are the features you offer that other venues can not?

- What do they really want?
- What is their real budget
- Selling value not discounts

It's easier to add one small thing on, than to take a price decrease



Health and Wellness



Guidelines are changing

Multi unit operations with over 10 restaurants are required to label all content in CAP letters in the same size font as the menu item

Is calorie count an issue?

Labor trends


• Three generations are active participating members of today's workforce:

- Baby Boomers - Born between 1940 and 1960
- Gen X - Born between 1960 and 1980
- Millennials or Gen Y Born between 1980 and 2000



Catering Conundrums

- How do we educate our guests?
 - Product
 - Labor
 - Production
 - Location




How do we educate our internal guests?

- Product Costs
- Know your kitchen
- Equipment Needs
- Service Staff
- Food Knowledge
- Location



Why is food so important?

- Seasonality
- Farming
- Trends



What would sway a guest to choose you?

- Customized Experience
- Creative Freedom
- Industry Collaboration
- Unique Location



Panel

JOHN REED
CEC, CCA, ACE
OWNER, CUSTOMIZED CULINARY SOLUTIONS

KIRSTEN KNAUER
NATIONAL PRIVATE DINING DIRECTOR
FLEMING'S PRIME STEAKHOUSE & WINE BAR

NICOLE FITZPATRICK
VENUE & EVENT ACCOUNT REPRESENTATIVE
CALIHAN CATERING
