



CHILI PEPPERS CHOCOLATE
Food Trends 2015
MUSTARD BARBECUE PORK PRODUCE
HONEY

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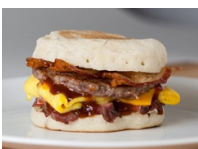
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THREE SWEET CHOCOLATE TRENDS

Ring up more dessert sales with today's best chocolate recipes ▶



KFS WR1_15 WEB PANELS
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Three Sweet Chocolate Trends

Leverage the latest trends in chocolate.

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Future Module



Three Sweet Chocolate Trends

Leverage the latest trends in chocolate.

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Featured Recipe

Grilled Tarragon Chicken Salad Wraps [HL icon]

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Menu Must-Haves

Trendologist Nancy Kruse delivers five keys to creating a successful menu.

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Food Trends for 2015

Ingredients and flavors that diners are searching for

For 2015, the overarching trends of casualization, customization and globalization continue. These are **big influencers**, and they're shifting the way your guests are looking to dine.

After scouring the foodservice landscape to find new ways to express these trends, we're pleased to present you with new ideas on exciting flavors and ingredients.

HONEY

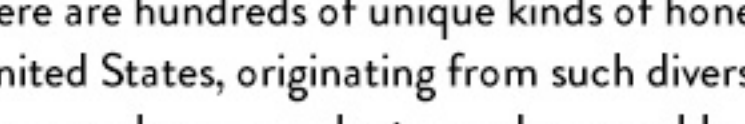
Consumers are paying more attention to natural sweeteners, such as agave nectar, maple syrup and honey. Of these, honey offers huge potential. It drips with menu language gold, adds premium cues of local, artisanal and natural, and imbues dishes with deep, rich, nuanced sweetness. From a honey-harissa citrus glaze to a Tupelo honey-sweetened iced tea, look to this fantastic ingredient to sweeten your menu with an evocative sense of place.

- **TAP INTO SPECIFIC FLAVOR CUES** by calling out a varietal, like wildflower, orange blossom or alfalfa honey
- **ADD HONEY IN UNEXPECTEDLY DELIGHTFUL WAYS:** featured in a signature cocktail or smoothie, or drizzled over a spicy Buffalo chicken pizza or sriracha-glazed burger

THE BUZZ ON HONEY

55,000 miles = a pound of honey

The 60,000 or so bees in a beehive may collectively travel as far as 55,000 miles and visit more than two million flowers to gather enough nectar to make just one pound of honey.



>300 varietals

There are hundreds of unique kinds of honey in the United States, originating from such diverse floral sources as clover, eucalyptus and orange blossoms.

COURTESY OF THE NATIONAL HONEY BOARD

HONEY-LOVING RECIPES



Fig & Greek Yogurt Parfait ▶



Apple-Honey Pulled Pork ▶



Honey Dijon Ranch Wings ▶

CHILI PEPPERS

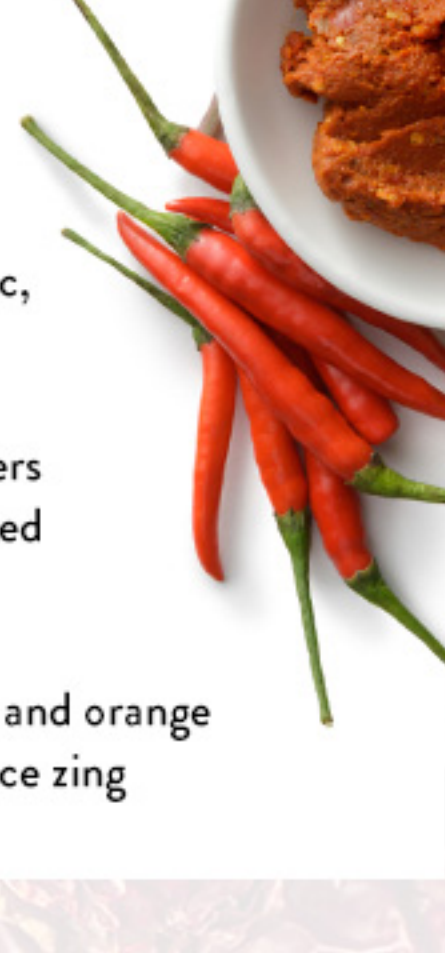
The popularity of sriracha (up almost 80% on restaurant menus since 2010*) has opened guests' eyes to the wonders of chili peppers. Besides packing heat, they bring global adventure to the plate. Habanero, poblano, ají amarillo chiles and jalapeño peppers dial up the spice on Latin dishes. Indian ghost peppers—the hottest peppers in the world—scream "spicy"; Thai bird chiles carry piquant notes; sweeter peppers like Cubanelles and shishitos add a great sense of place.

The flavors of chile peppers work particularly well in spreads and dips. Spicy aiolis are one of the fastest-growing hot flavors on menus today,* and spicy mayonnaises are up 70% at restaurants over four years ago.*

*Datassential 2014

SPICE UP YOUR DIPS AND SPREADS

- Add harissa (North African chili pepper paste) to mayonnaise for an exotic, spicy sandwich spread
- Add puréed chipotle peppers to ranch dressing for a spiked salad offering
- Add minced serrano chiles and orange zest to mayonnaise for a nice zing



CHILI PEPPER-SPIKED RECIPES



Serrano Ham con Poblano Breakfast Sandwich ▶



Peruvian Seafood Tacos ▶



Upper-Crust Cuban-Style Sandwiches ▶

PRODUCE

Brussels sprouts, kale, cauliflower—these are the darlings of the vegetable world right now. And whatever vegetable you're serving, it's no longer enough to simply steam and maybe dunk in butter and stock. Instead, show your produce love through cooking methods such as roasting, caramelizing, charring and grilling, which coax out complex, layered flavors and add premium cues.

MENU SIGHTINGS

Salt-roasted beets with Thai green curry, beet gnocchi, whipped coconut galangal cream—DIRT CANDY, New York

Brussels sprouts shaved and grilled, then served with smoked mustard—VEDGE, Philadelphia

"When the colder months come around, instead of serving a standard green salad, I prefer to roast vegetables individually and then combine them with a very acidic dressing that balances out the vegetables. I also add nuts and cheese to give the salad a crunchy and creamy texture."

—Heather Terhune
Executive Chef
Sable Kitchen & Bar,
Chicago



VEGGIE-CENTRIC RECIPES



Rouge Brussels Sprouts ▶



Kale Caesar! ▶

CHOCOLATE

Chocolate still holds the number-one position in Top Dessert Flavors by a substantial margin in both LSR and FSR operations.* But you have to make your chocolate desserts stand out in the sea of chocolate-centric offerings. We're pinpointing three chocolate dessert trends that will help keep yours enticing and memorable.

- **BOOZE-INFUSED:** Enthralling, grown-up flavors support premium positioning
- **SPICE-LACED:** Warming spices such as cardamom and cinnamon add depth and intrigue
- **DEEP, DARK CHOCOLATE:** Consumers are showing increased interest in cocoa percentages

*Technomic's 2013 Flavor Consumer Trend Report



Mexican Chocolate Cheesecake Parfait ▶

MUSTARD

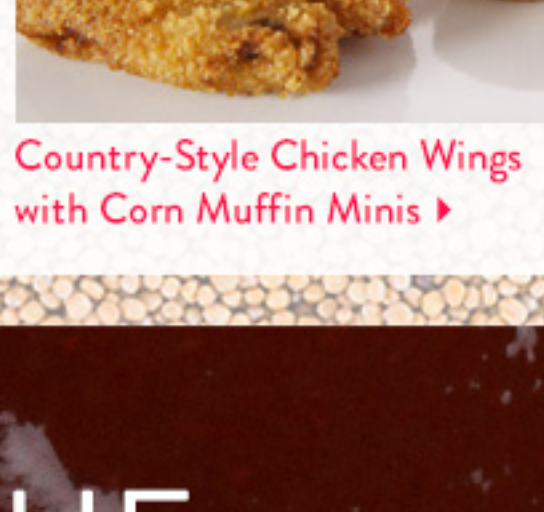
Inspired by the gourmet burger movement, the pub food trend and the renewed love of premium sausages, it's time to get creative with mustard. "Chefs seem enthralled with the spicy yellow sauce, judging by the unique spins on mustard we've seen on menus across the country," says Eric Stoessel of Restaurant Hospitality. And Flavor & The Menu, in its Top 10 Trends issue of 2014, says, "Mustard is having a moment." Find your mustard moment in 2015.

- **COMBINE** raspberry jam, honey and mustard for a sweet-savory mustard spread, perfect for turkey sandwiches
- **MAKE** a Dijon-cider sauce by heating in a saucepan: Grey Poupon Dijon Mustard, apple cider, cider vinegar, butter and parsley

MUSTARD MUST-HAVE RECIPES



Cedar-Roasted Salmon with Maple Rouge Glaze ▶



Country-Style Chicken Wings with Corn Muffin Minis ▶

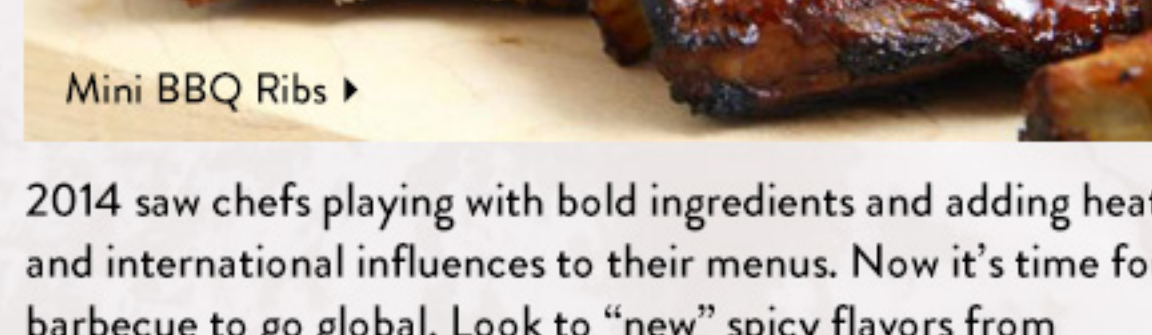


Capture the mustard trend with complex, well-rounded Grey Poupon Dijon Mustard. Or try **NEW** Grey Poupon Rouge, with its savory-sweet flavor. ▶



James Rigato, executive chef at The Root Restaurant & Bar outside Detroit, creates a signature dish of cider-brined pork shoulder tossed in his own Smoked Apple Mustard: a combination of Dijon and housemade apple butter.

BARBECUE



Mini BBQ Ribs ▶

2014 saw chefs playing with bold ingredients and adding heat and international influences to their menus. Now it's time for barbecue to go global. Look to "new" spicy flavors from Korea, with its fermented, sour and savory profiles, and India, with its intense, aromatic spice blends.

GO GLOBAL WITH BBQ

- **CARIBBEAN JERK:** Kraft Hickory Smoke Barbecue Sauce, cayenne, cinnamon and thyme
- **HABANERO-SPIKED:** Open Pit Original Restaurant Recipe Barbecue Sauce, agave nectar, habanero pepper
- **SATAY BARBECUE:** Bull's-Eye Original Barbecue Sauce, fresh ginger, lime juice, peanuts

BOLD BARBECUE RECIPES



Korean BBQ Short Ribs ▶

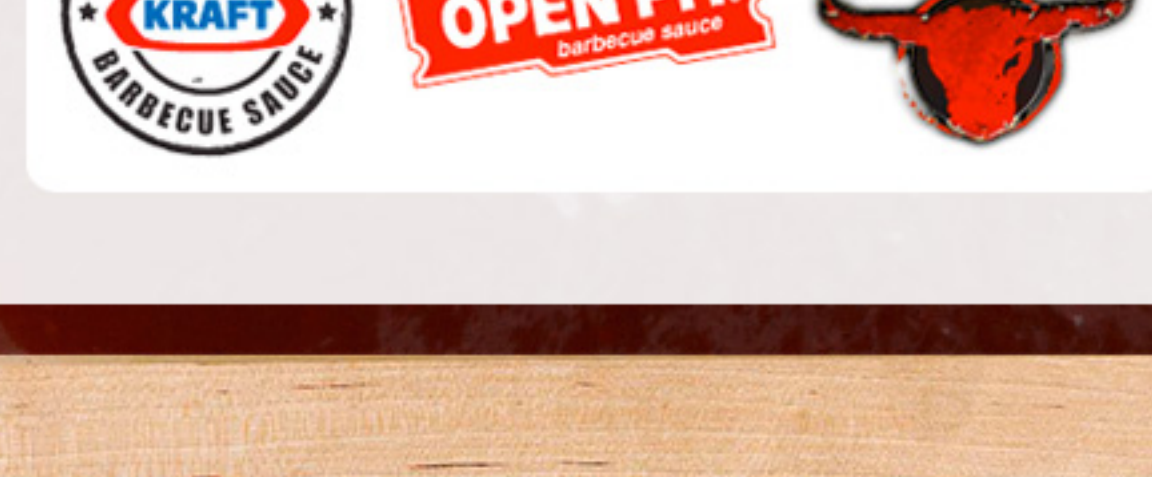


Asian Slammers ▶



'CUE FLAVOR

Choose from three delicious brands.



PORK

In 2015, pork will continue its reign as Protein of the Decade. Diners love it all—pork belly, slow-and-low-roasted pork, ribs, sausages and bacon. Since 36% of today's consumers are interested in pork made with new, unique flavors,* consider updating your pork menu to keep up with more adventurous palates. Look to global traditions for inspiration: crisp Caribbean chicharrón (pork rinds); roast pork with Filipino adobo; Thai ban mi with shredded pork as its base.



Roberto Treviño of Budatai in San Juan, with giant chicharrón. PHOTO: THE NATIONAL PORK BOARD



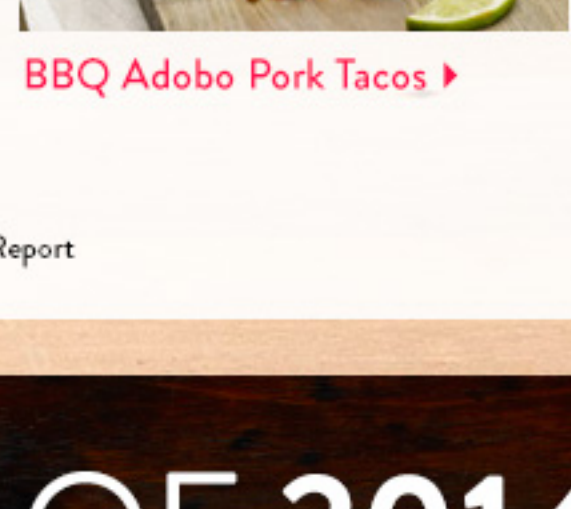
BLT Club with Oven Roasted Tomatoes ▶

Oscar Mayer
79% of diners are willing to pay more for a sandwich with bacon*

PORK-FABULOUS RECIPES



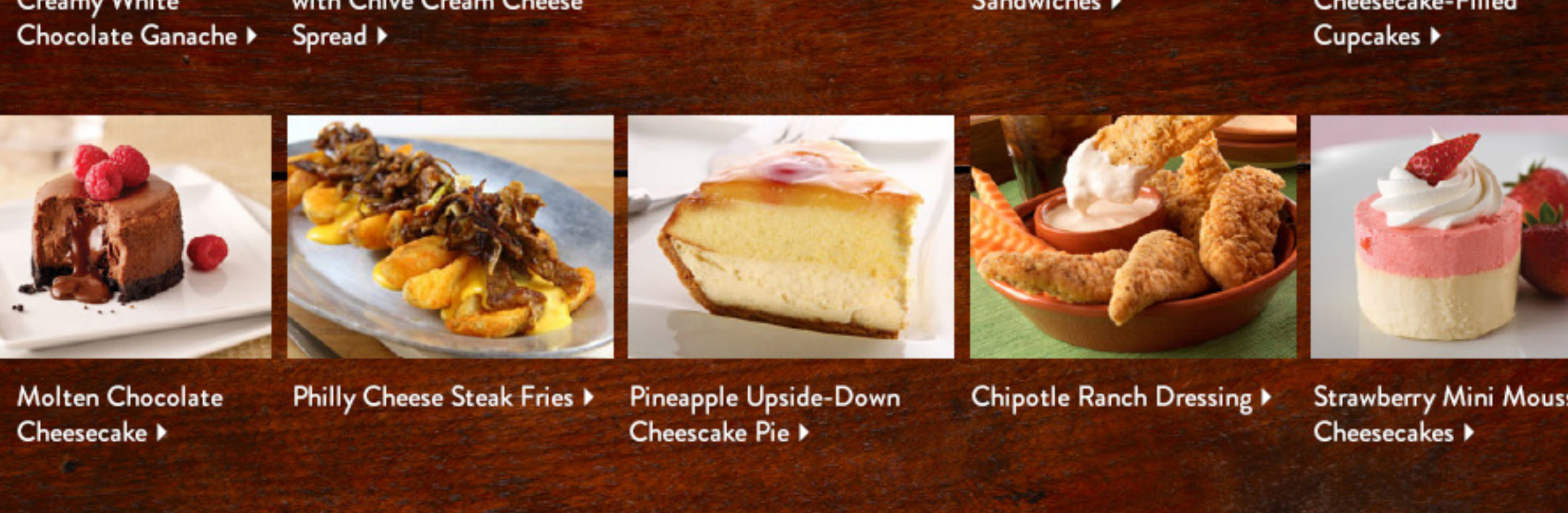
Sweet & Cheesy BBQ Pork Sandwiches ▶



BBQ Adobo Pork Tacos ▶

*Technomic's 2013 Center of the Plate Trend Report

MOST-VIEWED RECIPES OF 2014



Red Velvet Cake with Creamy White Chocolate Ganache ▶

Smoked Salmon Appetizer with Chive Cream Cheese Spread ▶

Turtle Cheesecake Parfait ▶

Tuna and Bacon Sandwiches ▶

Red Velvet Cheesecake-Filled Cupcakes ▶

Molten Chocolate Cheesecake ▶

Philly Cheese Steak Fries ▶

Pineapple Upside-Down Cheesecake Pie ▶

Chipotle Ranch Dressing ▶

Strawberry Mini Mousse Cheesecakes ▶

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Three Sweet Chocolate Trends

Ring up more dessert sales with today's best chocolate recipes

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Chocolate is the reigning champion of foodservice **dessert** menus. Technomic tells us it holds the number-one position in Top Dessert Flavors by a substantial margin in both LSR and FSR operations—**28.6%** and **20.7%**, respectively.¹

So, including chocolate on your dessert menu? A no-brainer. But today's savvy consumer looks for flavor innovation—even in favorite desserts. Wow them with desserts inspired by three of today's biggest chocolate trends.

Spiced Espresso and Dark Chocolate Ice Cream Sandwich



More than **two-thirds** of restaurant menus run at least one chocolate dessert.*

*Datassential 2014 MenuTrends

THINK FAST
Just pour, personalize and bake!
Philly Cheesecake Batter makes it easy.



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TREND #1 Booze-Infused Chocolate Desserts

Not only does alcohol add a heady, sophisticated buzz to chocolate desserts, it's also a fantastic flavor-booster and counterbalance to chocolate's rich, lingering profile. Whether it turns desserts whiskey-spiked, sherry-laced or stout-enriched, booze adds premium positioning and signature flair.



Chocolate Stout "Cupcakes" with Buttercream Frosting

The marriage of chocolate with stout beer is a revelation, resulting in a malty, moist and elegant cake. *Philadelphia Cream Cheese* in the chocolate buttercream frosting adds a tangy high note that helps balance the rich complexity of the cake.

Milk Chocolate Cherry Bread Pudding with Single Malt Bourbon Sauce

This warm bread pudding takes decadence to a whole new level with a velvety chocolate-bourbon sauce. Kiln-dried cherries and toasted hazelnuts add great flavor and texture.

Bourbon Chocolate Mocha Layer Cake

Technomic's 2014 consumer research shows that **62%** of consumers would happily order chocolate cake. And if you spike it with bourbon and add a rich, wonderful chocolate mocha ganache? We think those numbers will only go up.

While rum is still the top alcohol flavor in desserts, bourbon shows the most impressive four-year growth.*

*Growth 2010–2014; Datassential's MenuTrends 2014

↑ RISING	↓ FALLING
Bourbon 39%	Grand Marnier -30.6%
Wine 23.5%	Amaretto -25.3%
Brandy 18%	Kahlua -12.7%

TREND #2 Spice-Scented Chocolate Desserts

Now that diners have discovered the wonders of sea salt with caramel and cayenne with chocolate, they are on the lookout for more chocolate and spice combinations. Cardamom, cinnamon, chipotle powder—they all add surprising dimension while heightening the flavor experience.



Spice Infused Pots De Crème

Our chefs modernized this classic French dessert with dark chocolate, *Philadelphia Cream Cheese* and half and half. For complexity and lingering kick, they add black pepper and ancho chile powder.

Spiced Espresso and Dark Chocolate Ice Cream Sandwich

This dessert combines the playfulness of an ice cream sandwich with the elegance of spiced espresso and dark chocolate. Cardamom adds a heady, exotic touch while *Philadelphia Cream Cheese* makes the ice cream richer and creamier.

Mexican Chocolate Cheesecake Parfait

Perfect as a make-ahead dessert solution, this one sees layers of chipotle-and-cinnamon-infused *Philadelphia Delights Dark Chocolate* with *Philadelphia Cheesecake Batter*. Easy-peasy and sinfully delicious.

Nearly all top spices have grown in penetration in dessert usage over the last four years, with cardamom at the top of the list.*

*Growth 2010–2014; Datassential's MenuTrends 2014



TREND #3 Dark Chocolate Desserts

Dark chocolate boasts a growing number of fans. Technomic confirms its rising popularity, with a **13.7%** spike of dark chocolate on dessert menus over a five-year period (Q3 2009–Q3 2014) at leading U.S. chain and independent restaurants. A more sophisticated palate and a better understanding of cacao percentages inform this increasing love of dark chocolate desserts.



Blueberry Chocolate Crepes with Dark Chocolate Delights Filling

Deliciously tender and fluffy, these crepes are filled with a decadent blend of *Philadelphia Delights Dark Chocolate* and *Philadelphia Cream Cheese*, then studded with fresh, juicy blueberries.

Dark Chocolate Mousse

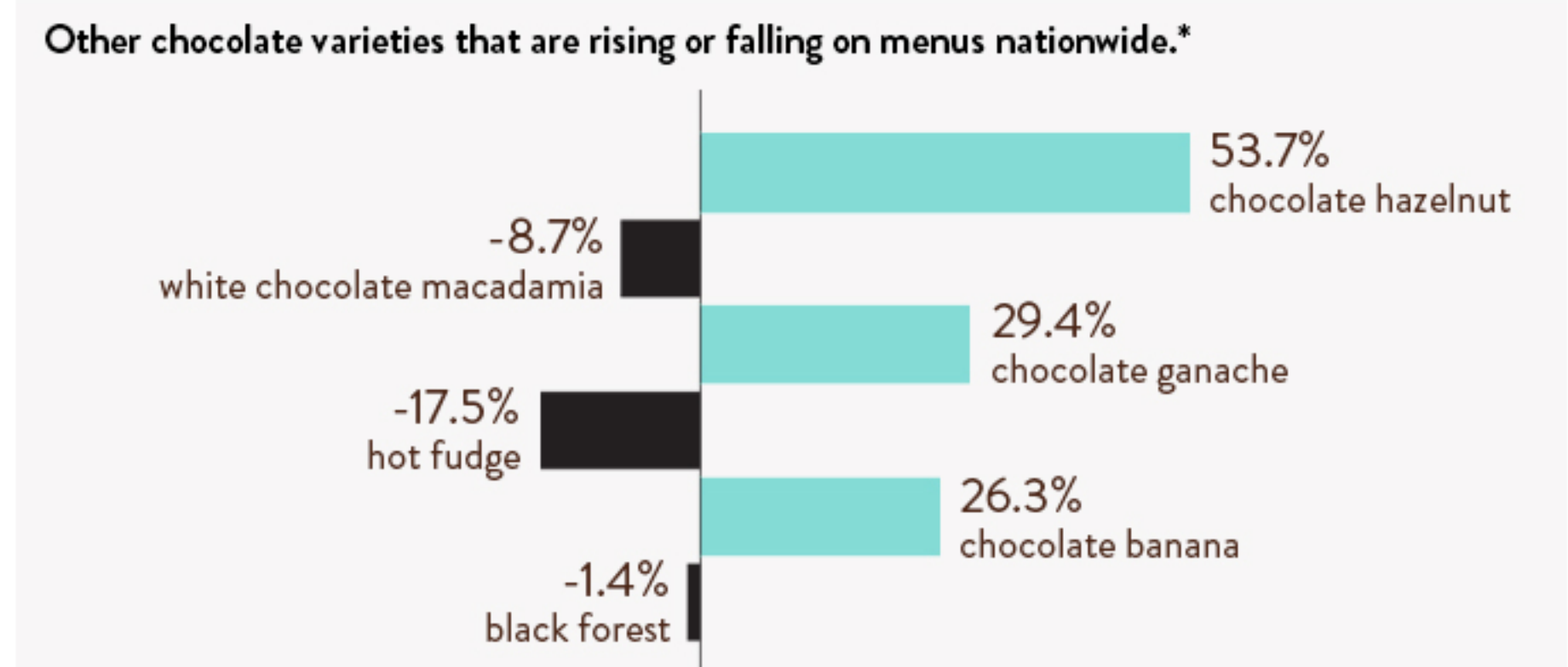
The Kraft chefs describe this as the easiest chocolate mousse you'll ever make. Deep chocolate tones come through in a light-as-a-cloud mousse. The secret? When pumped through a cream whipper with the other mousse ingredients, *Philadelphia Cream Cheese* acts as a brilliant stabilizer.

Red Velvet & Cream Chocolate Snack Cakes

Enrobed in 62% dark chocolate, these red velvet snack cakes deliver deep, rich chocolate notes. A smooth cream cheese filling made with *Philadelphia Cream Cheese* adds a lush mouthfeel to these fun, retro-inspired desserts.

15% more restaurants menu dark chocolate today than they did four years ago, beating out plain chocolate, mint chocolate and white chocolate.*

*Growth 2010–2014; Datassential's MenuTrends 2014



¹Technomic 2013 Flavor Consumer Trend Report