



Culinary TRENDSCAPE TOP TRENDS 2014

Tracking trends as they evolve through distinct stages helps us stay ahead of the culinary curve. We share our curated list of top trends because there's a lot to talk about when it comes to today's food scene and we want you to join in on the conversation.

1 DISCOVERY

TREND WATCH



Brazilian Cuisine

Rio de Janeiro will bring Brazil's seafood stews, grilling techniques and unusual ingredients into the culinary spotlight when it hosts the upcoming 2014 World Cup and 2016 Summer Olympic Games.

Food Waste Awareness

Root-to-leaf cooking, repurposing leftovers, shopping wisely and composting food scraps at home (the "final frontier" of recycling) are all gaining traction with consumers.

2 INTRODUCTION



New Jewish Deli

A renaissance is afoot at the newest generation of Kosher-style delis, such as Wise Sons in San Francisco, where homestyle classics are being revived—and refreshed.

Fermentation

Cultured, cured and fermented foods continue trending upward. Consumer interest is moving beyond pickles and kimchi, toward umami-driven flavor profiles and tart beverages such as flavored drinking vinegars.



Yogurt Goes Savory

Greek-style yogurt is showing up in savory, non-spoonable applications like condiments, baked goods and snacks. At GRK in New York City, it's served with basil, apples, figs, lentils and olive oil.

3 ADOPTION



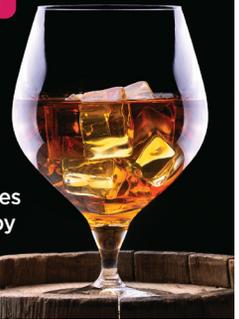
Sophisticated Sweets

Spices, botanicals and fresh takes on fruit are hitting the dessert scene. We've spotted layered cake with black pepper icing at The Dutch in New York City and roasted strawberry-butter milk ice cream at Jeni's in Ohio.

4 MAINSTREAM

Beverage-Inspired Flavors

Barrel-aged hot sauces are the latest iteration of this trend, though that's just the tip of the teapot when it comes to creative cooking inspired by craft beers, spirits, coffee and tea.



Regional Mexican

Authenticity has become as important to consumers as it is to our chefs, and Mexico's regional traditions continue to provide us with a fount of culinary inspiration.

Fresh Juices

The latest craze in juicing is driven by rising consumer interest in farm-fresh produce, savory flavor profiles and enticing, better-for-you beverages.

5 ESTABLISHED

Bolder Burgers

As the "Better Burgers" category continues to thrive, it's evolving into a bigger, bolder trend than we ever imagined, redefining the "burger joint" with non-beef patties, sophisticated sauces and buns, and specialty fries.





Culinary TRENDSCAPE

An integrated approach to understanding food trends

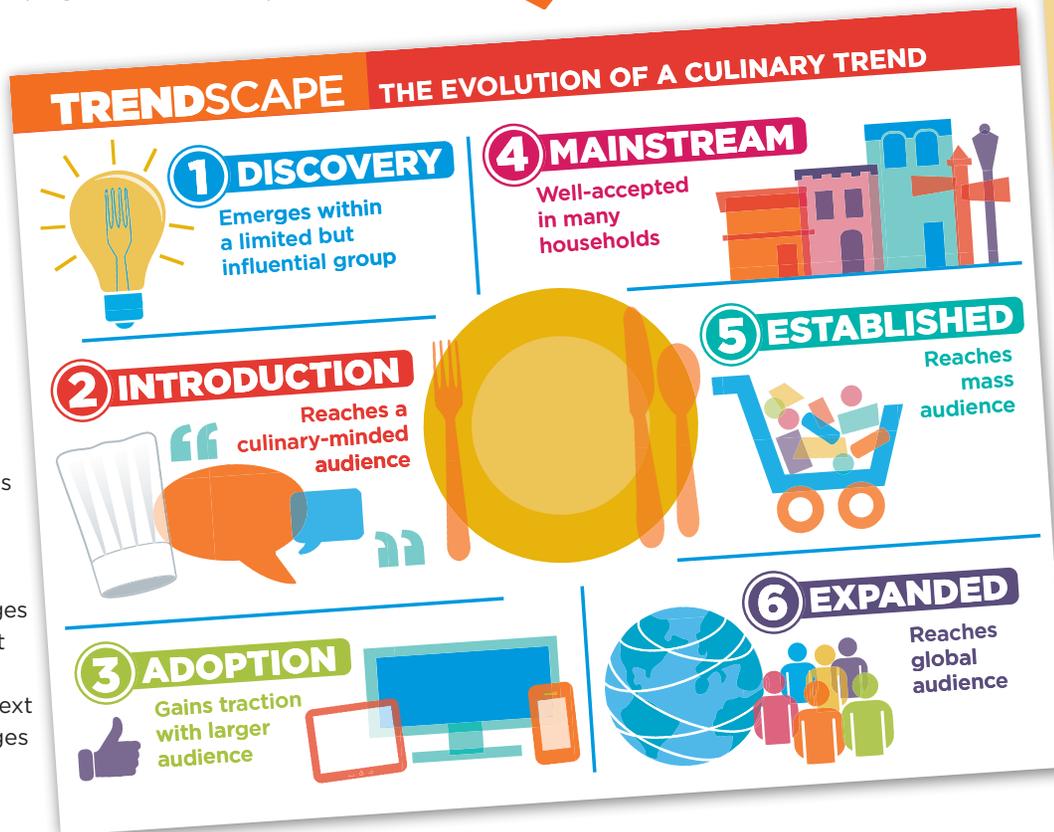
In our culinary research, we're continually discovering something new. That's what we love about food. We're inspired not only by what we're eating, but where we're eating it; what we're reading and what we see trending with the public at hotspots across the food landscape. We call these aspects **TrendPoints**. This is how we begin to tune in to the top trends that intrigue us and make us want to know more. Our philosophy is simple: it's all about tracking ideas and connecting the dots—all while keeping our consumer top of mind.



How do we choose which trends to follow?

Our methodology taps a wealth of research from our chefs and other professional sources to help us identify the most significant emerging trends in food, as well as those that inspire creativethinking and new direction. Then we begin our mapping on the **TrendScape**, following each trend across distinct stages, as it evolves and expands its reach.

Monitoring and understanding trends is an important part of the research we do at the Campbell's Culinary & Baking Institute. It's our way of anticipating iconic foods and beverages that people love customers will want as tastes shift and demographics change, so that we can deliver the next generation iconic foods and beverages that people love.



ABOUT US

Campbell's Culinary & Baking Institute (CCBI) is a global network of highly-trained chefs, bakers and culinary professionals who drive a passion for food within Campbell Soup Company. We share this love of the culinary arts with our colleagues, consumers, customers, the industry and the community. Our team's vast expertise and multi-faceted knowledge make us the culinary authority here at Campbell.

TRENDSCAPE REPORT

To learn more about this year's top trends, contact us for a copy of the full Culinary TrendScape Report.

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TOPTRENDS 2013

Last year's top trends...

- Vegetables
- Coffee Culture
- Haute Doughnuts
- Craft Brewing
- Korean Cuisine
- New Asian Cuisine