



Culinary TRENDSCAPE 2015

1 DISCOVERY

TREND WATCH

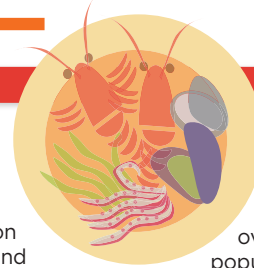
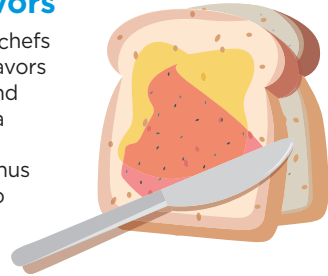
Filipino Flavors

Filipino-American chefs are bringing the flavors of home to fine dining, pop-ups and food trucks. We're spotting lumpia spring rolls, vinegar-based adobo sauces and calamansi juice on menus at restaurants from Los Angeles to New York City.

2 INTRODUCTION

Bread Revival

Specialty bakeries across the U.S. are making advances in artisanal bread, with a focus on slow fermentation, rye flours and alternative grains, while restaurants and cafes are elevating it in their own way by adding breadbaskets and toast to the menu.



Seafood Awareness

Chefs concerned over depleted fish populations and inefficient trade practices are building renewed awareness around sustainability one plate at a time. The resulting sea-to-table mentality is inspiring a delicious take on non-traditional seafood.

3 ADOPTION

Eating With Purpose

The desire to eat smarter—for peak wellness and energy—is influencing the way we cook, shop and order when dining out. As a result, healthy eating is being redefined through a new generation of power-packed products and menu items that deliver on nutrition and taste.



Food Is Fun

Many are approaching cooking and food shopping with a new agenda: enjoyment. We're seeing mealtime responsibilities shift from chore to explore as fun venues like in-store supermarket cooking schools and inspiring food halls gain traction.



Midwestern Roots

The elemental connection between farm, table and community is alive and well in kitchens across the Heartland, and it's this honest, homegrown approach to food that has many looking to the center states for culinary inspiration.

4 MAINSTREAM

Fast-Casual Effect

With its impressive growth and fresh appeal, the fast-casual segment continues to inspire restaurant innovations that better align brands and menus with the desires of today's consumers.

Tea Time

Whether it's in a mug, on ice, in a latte or on the plate, tea is hot across the TrendScape in myriad permutations across all dayparts—and the trend shows no signs of cooling down.



5 ESTABLISHED

Regional Barbecue

From the vinegary, whole-hog barbecue of Eastern North Carolina to the thinly sliced beef brisket of Central Texas, there's an endless array of authentic, regional barbecue specialties that are capturing the imagination of an ever-widening audience.



6 EXPANDED

POWER TREND

Chile Peppers

Chile peppers and hot sauces continue trending upward at home and abroad, as enthusiastic palates everywhere look to faraway lands for spicy and flavorful accents that amp up everyday cuisine.



TOP TRENDS 2015

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.

FILIPINO FLAVORS

BREAD REVIVAL

SEAFOOD AWARENESS

EATING WITH PURPOSE

FOOD IS FUN

MIDWESTERN ROOTS

FAST-CASUAL EFFECT

TEA TIME

REGIONAL BARBECUE

CHILE PEPPERS



Culinary TRENDSCAPE

An integrated approach to understanding food trends

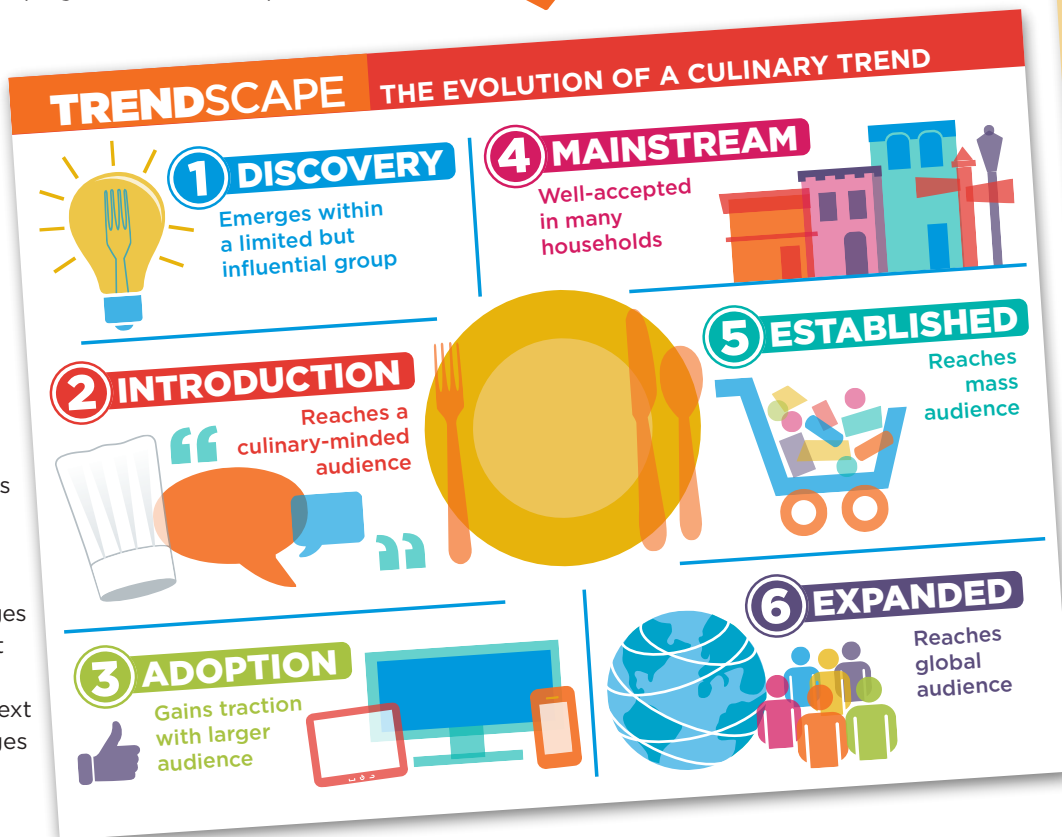
In our culinary research, we're continually discovering something new. That's what we love about food. We're inspired not only by what we're eating, but where we're eating it; what we're reading and what we see trending with the public at hotspots across the food landscape. We call these aspects **TrendPoints**. 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 creative thinking and new direction. Then we begin our mapping on the **Culinary 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. 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.

Contact:

Thomas Hushen
Campbell Soup Company
Manager, External Communications
(856) 342-5227
Thomas_Hushen@campbellsoup.com

TOPTRENDS 2014

Last year's top trends...

- Brazilian Cuisine
- Food Waste Awareness
- Fermentation
- New Jewish Deli
- Fresh Juices
- Sophisticated Sweets
- Yogurt Goes Savory
- Beverage-Inspired Flavors
- Regional Mexican
- Bolder Burgers