



Culinary TRENDSCAPE 2016

1 DISCOVERY

TREND WATCH

Cooking With Fire

Top chefs are embracing the elusive flame and rediscovering the extreme flavors and textures that can come from cooking over wood- and charcoal-fueled hearths, from charred to blackened to intentionally burnt foods.



2 INTRODUCTION

Authentic Thai

Homestyle dishes born of the bustling street food culture found throughout Thailand, like khao soy curry noodle soup and tangy, minced meat larb salads, are just a few of the authentic dishes to hit independent restaurants offering a deeper dive into this beloved cuisine.



French Revival

The return to French classics is a refreshing take on comfort food, and this time around the genre is more about honoring tasty traditions like cassoulet, coq au vin and kouign-amann pastries than it is about old-fashioned elegance or stuffy service.

3 ADOPTION

Inspired Ice Cream

Independent ice cream parlors are stepping up their flavor game, shifting the focus from artisan craftsmanship toward all-out artistic style that boasts unexpected flavors, novel toppings and fanciful frozen dessert formats, from layered sundaes to complex sandwiches.



Traditional Fats

From whole milk to coconut oil, fuller fat foods—and the wonderfully rich, robust range of flavors they provide—are trending as a growing number of people give these foods a second chance.



Veg 2.0

The vegetable revolution marches on, as cauliflower, beets, carrots, radishes and leafy greens of all shapes and sizes lead the most fashionable ingredient and preparation trends on restaurant menus, from fine dining to fast casual.

4 MAINSTREAM

Asian Noodle Soups

From creative ramen to classic Vietnamese pho, buzz continues to build around the brothy, Asian-inspired noodle bowls served at ethnic and emerging restaurant concepts specializing in this modern-day comfort food.



5 ESTABLISHED

Haute Dogs

The iconic, all-American frank is getting the star treatment at hip hot dog joints, baseball stadiums and backyard gatherings with eclectic toppings and creative takes that are transforming this classic street food fare from hot to haute.

Simple & Real

Clean is the new green, and consumer demand for wholesome food options with fewer and simple ingredients is quickly becoming the most powerful influencer shaping today's food landscape.

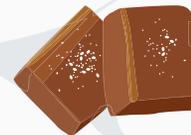


6 EXPANDED

POWER TREND

Caramel

There's a growing, global love affair with caramel that's here to stay. The cooked sugar confection has edged its way to the top of the flavor trend charts, waking up a wide range of categories ranging from coffee to cocktails.



TOP TRENDS 2016

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.

COOKING WITH FIRE

AUTHENTIC THAI

FRENCH REVIVAL

INSPIRED ICE CREAM

TRADITIONAL FATS

VEG 2.0

ASIAN NOODLE SOUPS

HAUTE DOGS

SIMPLE & REAL

CARAMEL



Culinary TRENDSCAPE

An integrated approach to understanding food trends

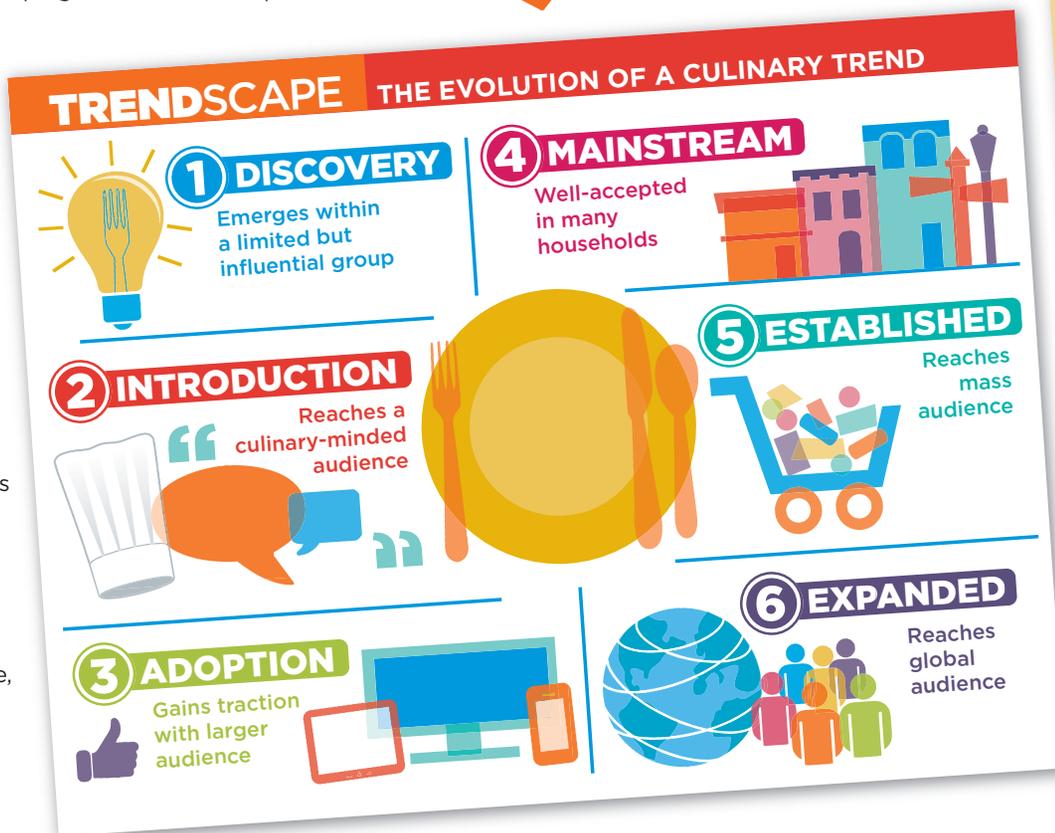
In our culinary research, we're continually discovering something new. That's what we love about food. We're inspired not only by what we're eating, but where we're eating it; what we're reading and what we see trending with the public at hotspots across the food landscape. We call these aspects **TrendPoints**. 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 what our retail and foodservice customers will want as tastes shift and demographics change, so that we can deliver the next generation of 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
Senior Manager, External
Communications; (856) 342-5227
Thomas_Hushen@campbellsoup.com

TOPTRENDS 2015

Last year's top trends...

- Filipino Flavors
- Bread Revival
- Seafood Awareness
- Eating with Purpose
- Food is Fun
- Midwestern Roots
- Fast-Casual Effect
- Tea Time
- Regional Barbecue
- Chile Peppers