

LANE FOOD & BEVERAGE BEAT 2014



To gain insight to the food and beverage trends that will be sweeping the nation's restaurants, bars, markets and home kitchens in 2014, LANE queried some of the industry's top professionals. We've assembled a panel of six experts, from award-winning chefs and accomplished writers to successful entrepreneurs and seasoned consultants. Each has offered an exclusive glimpse into their particular niche and the influences that are changing the food and beverage industry as we know it.

Read on to see how trends are expected to play out in 2014. If you want to weigh in on what you're seeing, send me a note at wendy@lanepr.com.

Cheers!

Wendy Lane Stevens, President, LANE
www.lanepr.com



MATT MOORE Writer, Chef and Lifestyle Guru

Can't stop eating **pickled okra** with pimento cheese

Thinks the next big buzzword will be **simplicity**

Based in Nashville, Tenn., Matt Moore is a food writer and chef. His work is regularly featured in Southern Living, The Wall Street Journal, CNN, AOL, The Washington Post, TODAY, FOX and ABC. His first book, "Have Her Over for Dinner," was named one of the year's best cookbooks by The New York Times, and his next book, "A Southern Gentleman's Kitchen" (TIME/Oxmoor House), is due out in 2015.

Southern Comfort

"When it comes to group dining, I think more people will be entertaining in 2014. Movements and lifestyles such as Kinfolk are inspiring folks to get back to the basics and literally relearn how to cook. Among younger demographics, cast-iron cooking is seeing a big resurgence. Likewise, Southern cooking is experiencing a revival from Brooklyn to Silver Lake. Southern cooking intrinsically embraces the farm-to-table movement, and folks are recognizing its authenticity."

No More Frills

"With the economy picking up, folks are going to get back out and try new restaurants. They are going to be looking for high-quality, unique and simple foods at reasonable prices – no frills, just flavor. We're already seeing this with the boom in Asian and Latin establishments offering simple new takes on traditional ramen and tacos, respectively."



BEVERLY STEPHEN Executive Editor of Food Arts

Can't stop eating **Brussels sprouts**, **Little Gem lettuce** and **Cheez-it crackers**.

Can't wait to eat at **Noma** in Copenhagen and **The River Café** in Brooklyn

Beverly Stephen is executive editor of Food Arts magazine, considered the "gold standard" of culinary publications with its global coverage of the industry's developments. She has also been a writer, editor and columnist for the San Francisco Chronicle and the New York Daily News. In addition to a master's in journalism from the University of California at Berkeley, Beverly is a graduate of the Institute of Culinary Education in New York City.

Playing Catch-up

"Producers will be searching for high-quality, flavorful products that meet consumer demands in specific areas, such as gluten-free, non-GMO and sugar-substitute categories. As gluten-free eating grows in popularity, whether for health reasons or not, manufacturers are reacting to increasing consumer demand. Baked goods have been a challenge, but texture and taste are constantly improving, as are other items."

Becoming Thought Leaders

"Suddenly chefs are proclaimed the new thinkers. Attending conferences around the globe--Cook It Raw (Charleston, S.C.), Mistura (Peru), MAD (Denmark), Madrid Fusion--chefs discussed the deeper meaning of food, pondered their role in saving the world, and became increasingly active in sustainability and world hunger issues. The Nordic ethos continues to have great influence, inspiring chefs to focus on coaxing the most from the produce and products available to them locally. Farm to table will continue to be a rallying cry as more and more chefs work directly with farmers or even have their own farms and/or gardens. And, vegetables are moving to center plate."



CHRISTOPHER HASTINGS James Beard Award-winning Chef

Can't stop eating **pig skin noodles** and can't wait to eat at **The Ordinary** in Charleston, S.C.

Can't go without reading **Matt Rodbard** at **Food Republic**.

Chris Hastings is chef of the nationally celebrated Hot and Hot Fish Club in Birmingham, Ala. An Iron Chef America champion, Chris triumphed over Chef Bobby Flay in "Battle Sausage." He was awarded Best Chef South by the James Beard Foundation in May 2012, and in 2013 he was featured on Bizarre Foods America. Chris is a consultant and culinary advisor to restaurants across the country and serves as the director of the Bocuse d'Or USA Foundation's Culinary Council.

Small Is Big

"This year, small will be the new big. Restaurants will be serving up bycatch and highly focused food like fish heads, throats and collars. The farm-to-table concept should remain a strong force in the direction of dining. Fine dining is being replaced with more casual restaurants offering intimate taste and learning experiences that create meaningful connections to place. Local craftsmen, artists and musicians should gain more prominence as they add authenticity."

"I think the South is experiencing a renaissance across all culinary disciplines and crafts, and it should be a place of discovery for Americans. At the same time, some old trends are sticking around: American cheese and craft liquor should stay hot."



MARNIE OLD Sommelier and Author

Can't go one day without reading **Andrew Sullivan's blog, The Dish**

Can't wait to eat at Eric Ripert's **Le Bernardin**, Jose Garces' **Rosa Blanca**, Joey Campanaro's **The Clam** and José Andrés' **China Chilcano**

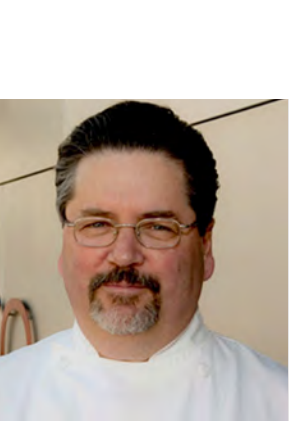
Sommelier Marnie Old is one of the country's most engaging wine authors. She has served as director of wine studies for Manhattan's French Culinary Institute and published four popular books – "Wine: A Tasting Course," "Wine Simplified," "Wine Secrets" and "He Said Beer, She Said Wine."

Keep It Simple

"The coming year promises exciting trends, from funky home fermentations like kombucha and sous vide cookery to wine label iconography that conveys sensory style to more emphasis on craft and premium lagers. I'd be happy to see an end to the seemingly endless variations on mac and cheese, exceedingly complicated dishes and drinks, overly hepped craft beers, obscure wines that fall short in quality or flavor, and deliberately disorienting menus."

Still Valuing Value

"The bar scene may follow Starbucks' lead and bet on America's sweet tooth with flavors like salted caramel and dulce de leche. On the other end of the spectrum, expect more creative use of vegetables, and anything goes if it's something pickled. Wine and beer will be used as cocktail ingredients, though plenty stand well alone. Premium versions of German-inspired session styles, like lagers, weizens and pilsners, deliver refreshment for less. Tempranillo will pop up in more new world zones, while whites like Riesling, Chenin Blanc and Vinho Verde will be appealing. Great-tasting value-oriented wines made a resurgence in the recession, and few outside the one percent are in a hurry to splurge on lofty price tags."



DAVID MACHADO Restaurateur, Chef and Consultant

Can't wait to eat at **Frenchie's** in Paris

Can't go a day without reading a blog called **Paris by Mouth**

Always searching for the perfect Negroni, David Machado is re-energizing the boutique hotel food scene in Portland, Ore., with Nel Centro at the Hotel Modera. He's done it before in the kitchen at Pazzo before launching Southpark downtown. Most recently, he's been at the helm of new neighborhood bistro concepts Lauro Kitchen and Vindalho on Portland's East side. In addition, David lends more than 30 years of expertise in all facets of the restaurant industry as a consultant.

Accessible Quality

"The recession has changed dining, both the consumer side and the business side. Branded hotels are moving away from operating their own restaurants and instead leasing space to independent chefs for the pure economic advantage. Beer is growing in popularity and will be a buzzword. It's more affordable and accessible than wine but offers the artisanal quality consumers enjoy."

Southern Revival

"Consumers are ready to embrace authentic American cuisine, particularly cooking that is difficult to replicate, like Texas BBQ and smoking culture. These Southern influences are becoming more prominent, positioning the South as the country's next big culinary destination. New Orleans, in particular, is a place to watch as it experiences a post-Katrina resurgence."

American in Paris

"In my travel, I've noticed that the casual dining movement underway in the U.S. is extending overseas. In Paris, American food, cocktails and aesthetic are trending. New establishments have a Brooklyn vibe, and there's a rebellion against formality and even star ratings."



MIKE ZUPAN Gourmet Retailer

Can't stop eating **Pok Pok's** chicken wings

Can't stop drinking **white Burgundies**

Mike Zupan is president of Zupan's Markets, a string of iconic gourmet markets for chefs, restaurateurs and other diehard epicureans in Portland, Ore. Discovering and sharing the finest products from local purveyors and from around the globe, Zupan's Markets anticipates trends and sets an unbeatable standard.

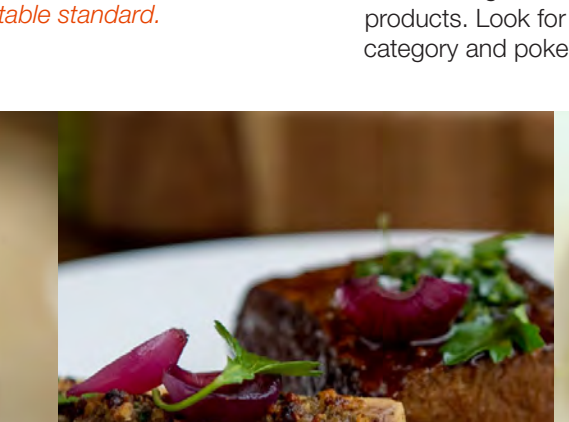
Fresh and Healthy

"In 2014, consumers will continue the trend of wanting to eat fresh food rather than jarred, canned or processed products. Consumers will be demanding more information: where their food comes from, how it's made and what's in it. Along that same vein, GMOs will continue to be a hot topic."

"Just because consumers want to eat fresh foods, that doesn't mean they'll be eschewing convenient, ready-to-eat products. I think we'll see healthy ready-to-eat snack packs on the rise, but gourmet quality. Think high-end Lunchables with hard-boiled eggs, fresh grilled chicken breast, hummus, dolmas, artisan cheeses and the like."

New Grocer Selections

"Olive bars and craft beer sections have become the norm, and I think grocers will continue to make room for trending products. Look for an emphasis on ciders in the beverage category and poke bars in the food category."



With offices in the culinary hubs of New York and Portland, Ore., LANE is an experienced public relations, digital marketing and investor relations agency that knows how to magnify messages and elevate brands. With more than 20 years of experience in the food and beverage industry, LANE tracks trends and monitors consumer sentiments from coast to coast. With insights garnered from firsthand experience as well as from media, influencer and consumer circles, LANE makes creative strategies bigger than life, using customized, multifaceted campaigns that connect across social and digital media, traditional media, stores and restaurants, and events.

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