

FOODTRENDS

2019



*The
Hottest
Happenings
in the Food
World*

SUSTAINABILITY

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MEAL KITS

pg. 7

ROOT TO STEM

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dma
SOLUTIONS

FEATURING

IN THE
FIELD



AT THE
STORE



IN THE
KITCHEN



ON THE
TABLE

ABOUT DMA SOLUTIONS

DMA Solutions is a for-purpose marketing agency that exclusively serves the fresh produce industry. Because we believe in the positive impact of fresh produce, we purposefully strive each and every day to create and execute marketing activities that inspire the demand for—and ultimately, consumption of—fresh fruit and vegetables. The results of our mindful and measurable work equate to more sales of fresh produce, which leads to a happier, healthier society.

In a nutshell, we believe that good things happen when people are inspired to choose fresh food more often than not. To learn more about DMA Solutions, Inc., our work and team of marketers, visit us at www.dma-solutions.com and at [The Core Blog](#), where we have been committed to elevating fresh produce marketing through our writing for ten years running.

Varied experiences. Distinctive personalities.
A common commitment to *fresh*.



A LETTER FROM THE EDITOR

INTRO: It's officially the start of a new year, which means a whole new season of eating habits is upon us! With such a focus on food across traditional media and social media platforms—plus a trend toward the general population becoming more proficient in the kitchen—consumers are increasingly seeking the “whole story” behind the journey of the food they are buying.

APPROACH: While many food trend analyses' tend to focus on ingredients and the preparations that actually end up on the table, in this edition of *Food Trends* we take you on a journey from “farm to fork” to uncover trending topics throughout the supply chain. For our *In The Kitchen* and *On The Table* sections, we even interviewed leading chefs and influencers to get expert insights into their vision for the food industry in 2019.

And while we performed significant research and collaborated with food industry leaders to put together this list of noteworthy topics, we also know that palates are constantly changing. To keep you up to date on the latest movements in food, we compiled a calendar of events that make it easy for you to go trend-hunting yourself, either in person or online.

HOW TO USE: Whether you are focused on executing strategy for social media campaigns, introducing your brand to unreached demographics, creating new on-trend recipes, or getting a jump on trade or consumer pitching opportunities, this guide is intended to help support marketing efforts for your brand in 2019.

If you enjoyed this edition of *Food Trends*, subscribe to The Core Blog for more on the latest food trends and insights on all things fresh produce marketing!



Alexandrea Cassidy
Alexandrea Cassidy

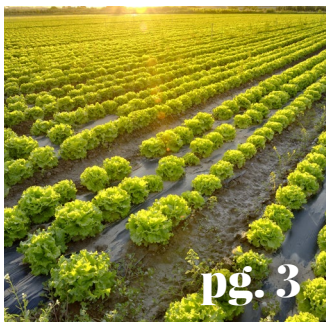
Communications Specialist



Mike Johnson

Mike Johnson
Graphic Designer

In this edition



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IN THE FIELD



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AT THE STORE



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IN THE KITCHEN



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ON THE TABLE

IN THE FIELD



*Where to
spot the next
greatest
food trends:*

January 1-31
Sonoma Valley
Delicious!
Sonoma, CA

March 5-9
Expo West
Anaheim, CA

April 1-7
SAVOR Dallas
Dallas, TX

May 30-June 2
Atlanta Food &
Wine Festival
Atlanta, GA

July 10-14
Taste of
Chicago
Chicago, IL

**September
11-14**
Expo East
Baltimore, MD

**October
(TBD)**
Taste of DC
Washington,
DC

**“We believe in the good of food
that is grown.”**

Dan'l Mackey Almy

CEO, DMA Solutions



SUSTAINABLE & ORGANIC

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EXOTIC & TRACEABILITY

pg. 5



TRENDS

SUSTAINABLE

Sustainability in today's world goes way beyond passively engaging in recycling and general waste reduction: the contemporary consumer has adopted the mission to be a good "global citizen" by taking steps to minimize individual and collective impact on the earth. What's more, they want the companies they buy from to follow suit: in fact, 81% of Americans would like more food options that protect the environment, according to a survey by Sustainable Brands.

Keywords: recyclable, biodegradable, reduced waste, waste-free, environmentally friendly, sustainability, earth-friendly

Brands: Vital Farms, Seventh Generation, Clif Bar, Monterey Bay Aquarium

81% of Americans would like more food options that protect the environment.

Source: Sustainable Brands



ORGANIC

Hormones and antibiotics in meat and dairy have long been on people's minds, and now shoppers are zeroing in on chemical-free vegetables. 2019 is about going back to our roots—figuratively and literally—and there is a growing demand for produce that appears to be grown simply. Especially because people are craving authenticity in this highly digital age (where it's easy for brands and individuals alike to construct an image that isn't true to reality), growers shouldn't be afraid to dish the dirt—or imperfect produce.

Keywords: heirloom, organic, GMO-free, non-GMO

Brands: Amy's Kitchen, Annie's, Apple and Eve, Earth Greens, Eden Organic, Ocean Mist Farms

The overall organic food market in 2017 saw a record **\$47 billion in sales.**

Source: Statista



EXOTIC

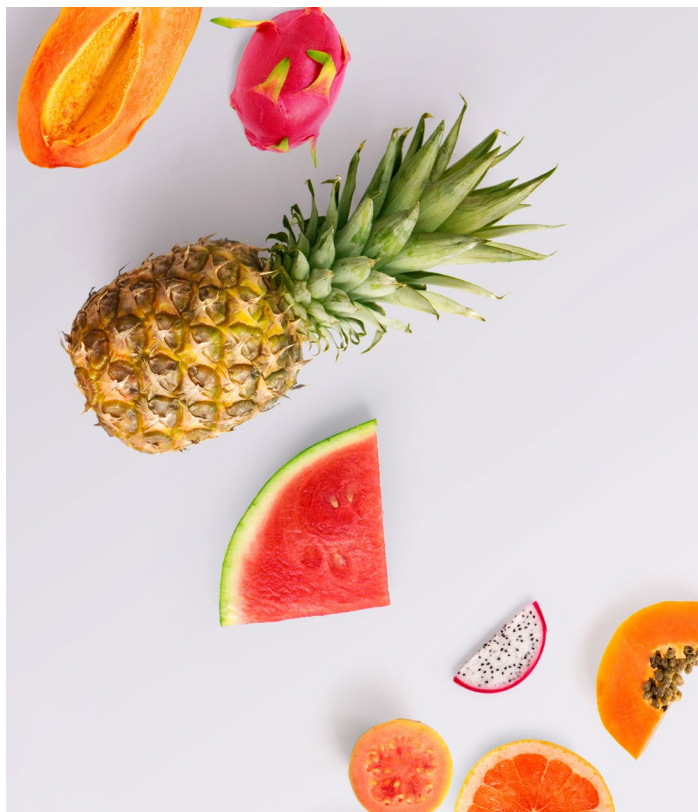
As flavor palates become more adventurous due to increased exploration into foreign cuisines, exotic produce is a large area of interest for people this year. While everyone is on the hunt for the next Instagrammable meal or viral recipe, chefs and influencers are likely to take advantage of all the specialty produce at their fingertips. Eaters, get ready to see some surprising additions to produce aisles and restaurant menus this year!

Keywords: specialty, exotic, foreign, one-of-a-kind, rare, seasonal

Brands: Frieda's, Miami Fruit, Mavuno Harvest

Exotic and uncommon produce **rate in the top 5** for upcoming menu trends.

Source: National Restaurant Association



TRACEABILITY

With so much information available at our fingertips, people continue to seek the who, what, where, why, and how, and food chain traceability is a natural extension of that desire. It's no surprise that consumers have been wanting to feel connected to their food—hello farm to table trend—but this year, larger producers are expected to take advantage of the technology at their fingertips to help bring shoppers into their process. In today's world, brands know that transparency gets you into the circle of buyers' trust and 2019 should see increases in the amount of behind-the-scenes information that is offered.

Keywords: transparency, traceability, behind-the-scenes, trust, accountability, verified

Brands: California Giant Berry Farms, Chipotle, US Foods, iTrade

Food traceability market size **will exceed \$14 billion** by 2022.

Source: Market Research Engine



TRENDS IN ACTION

These brands have been spotted as leaders in “In the Field” trends.

Organic



Farm to yum

From trusted farmer partners and the foods they grow, to the packaging our food is shipped in, we're on a mission to maximize the good in the world.

Traceability



Find out where
your berries
came from

Enter the trace back code from your berry container to visit the farms where we're grown. Too bad we can't deliver the fresh fragrance, too!



1502134358207121

Trace

Exotic



Check out **Fear No Fruit** which follows the inspiring and colorful story of “The Queen of Kiwi”, and how one woman transformed the U.S exotic produce industry.

frieda's
inspire. taste. love.

Scan Me!



Sustainable



MONTEREY BAY
AQUARIUM

Helping people make better seafood
choices for a healthy ocean



Ocean Issues

Learn about the impacts of wild-



What Consumers Can Do

Make ocean-friendly choices when



What Businesses Can Do

Become a Seafood Watch Partner

AT THE STORE

Where to spot the next greatest food trends:

February 2
SAVO Southern Arizona Food & Wine Festival
Tucson, AZ

March 8-18
SXSW
Austin, TX

April 4-7
Florida Wine Fest
Sarasota, FL

May 18-19
California Strawberry Festival
Oxnard, CA

July 4-7
Keylime Festival
Key West, FL

September (TBD)
Farm to Chef
Baltimore, MD

November (TBD)
Clearwater Beach Uncorked
Clearwater, FL

“At home I serve the kind of food I know the story behind.”

Michael Pollan

Author, *In Defense of Food*



@Wik.Design

HEALTHY CONVENIENCE & ECO PACKAGING

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RETAIL LABELING & PERIMETER SHOPPING

pg. 9



TRENDS

HEALTHY CONVENIENCE

Freshly prepared and on-the-go options will be huge throughout 2019. While it's no surprise that people will still be searching for healthy, non-processed food, they'll also be looking for ways to conveniently fit nutritious options into a busy schedule. Efficiency has crossed over into the food realm, making meal kits and pre-portioned fresh snacks a must-have offering for brands. New to this space are fresh-focused preparations marked as baby- and kid-friendly.

Keywords: mini-fruits, smoothies, packaged salads, healthy snacks, meal-prep

Brands: Wildscape, Plated, BOL, Garden Highway, Once Upon a Farm, Little Dish

25% of consumers would try a meal kit in the next 6 months.

Source: Nielsen



ECO PACKAGING

Everything is going tiny in 2019, from houses to ecological footprints. With initiatives like straw bans to reduced plastic in packaging overall, shoppers are looking for ways to be more eco-friendly, and they expect the companies they patronize to take that seriously. Brands: expect to be excluded from the lunch table this year if you aren't following suit!

Keywords: recyclable, biodegradable, reduced waste, waste-free, environmentally friendly, sustainability, earth-friendly, fresh prepared, convenience food

Brands: Smith Canteen, StonyField Organic, Misionero, Bee's Wrap

52% of consumers are willing to **pay 10% more** for products with sustainable packaging, and 28% were willing to **pay up to 30% more.**

Source: Green Biz



RETAIL LABELING

Retail labeling is becoming more popular, aided by the emergence of elevated consumer loyalty to stores and the spending habits of younger generations. With stores like Trader Joe's (which is wholly private label) and grocers like Whole Foods continuing to invest in their own brands, shoppers are starting to put more stock in stores—and less in the names that stock the shelves elsewhere. This certainly does not mean that branding is “dead” for traditional brands and manufacturers, however. Instead, this trend is simply an indicator that stores have an opportunity to build their own reputations—and direct relationships with consumers—to generate value for their own private labels.

Keywords: branding, private label, store haul

Brands: Trader Joe's, Whole Foods, HEB, ALDI, Target

Private brands contributed an estimated \$50 billion in margin to retailers' sales in 2017, an **increase of \$2 billion** since 2016.

Source: Daymon



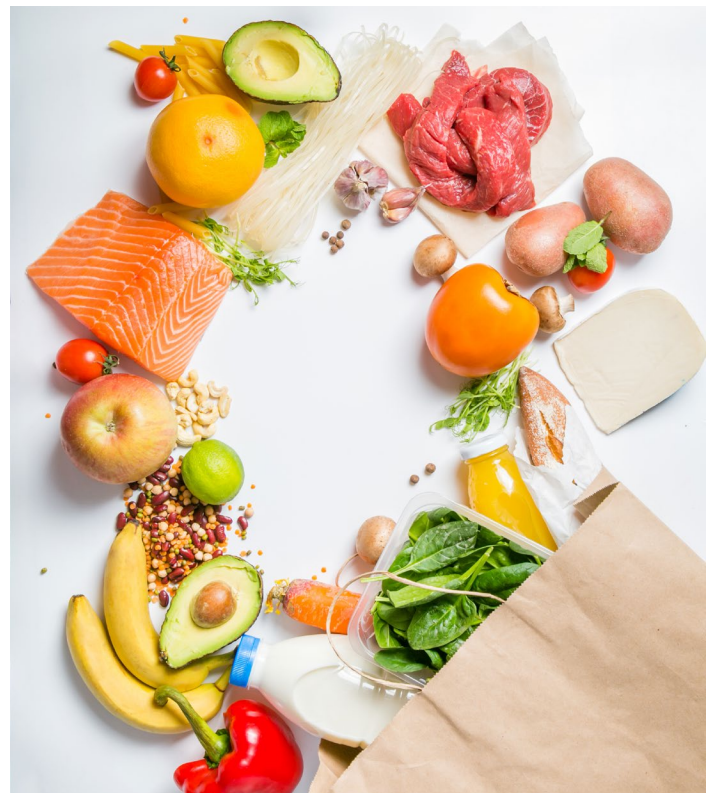
PERIMETER SHOPPING

As shoppers become more health-conscious, the big-box giants at the center of the store are starting to feel a little bit, well, neglected. People want whole, fresh foods (hooray!), which means the perimeter is quickly becoming the new highway in the grocery store. And, much like driving 'round that winding old Route 66, shoppers might make quick detours to the boxed food aisles for the sake of nostalgia, but they're mostly taking the main road from produce to dairy—their intended destinations in the first place.

Keywords: perimeter shopping, fresh, whole foods

96% of fresh perimeter shoppers **do not purchase fresh produce online.**

Source: IRI



TRENDS IN ACTION

These brands have been spotted as leaders in “At the Store” trends.

Healthy Convenience



Private Label



365 EVERYDAY VALUE

Value priced plus high quality

Our 365 Everyday Value® products can fill your pantry without emptying your pocketbook. With value prices every day of the year, our products are formulated to meet all our quality standards, come in both natural and organic selections, and will change the way you shop at Whole Foods Market®. That's because we have it all — from whole grain flours and shade-grown coffee to organic milk and frozen veggies. We make it easy to stock up on the best products for the best price.

Learn more with our [Products FAQ](#).

Eco-Packaging



BEE'S  WRAP®

SUSTAINABLE FOOD STORAGE



IN THE KITCHEN

*Where to
spot the next
greatest
food trends:*

January 26
Uncorked: LA
Wine Fest
Los Angeles, CA

April 26-28
Austin Food &
Wine Festival
Austin, TX

May 5
Veg Fest
Encino, CA

June 22-23
Keystone
Bacon & Beer
Festival
Keystone, CO

**July 31-
August 4**
Maine Lobster
Festival
Rockland, ME

**September
(TBD)**
Taste of
Sonoma
Sonoma, CA

November (TBD)
James Beard
Foundation's
Taste of America
Philadelphia, PA

**“People who love to eat are
always the best people.”**

Julia Child

Chef, Author, TV Personality



SPECIALTY DIETS & ROOT TO STEM
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LESS SWEET & MOCK MEATS
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TRENDS

SPECIALTY DIETS

Sustainability-conscious people are looking to plant-based and whole food diets that limit processed food. Given the sheer variety of alternate nutrition plans—which range from adhering to grain- or dairy-free diets to incorporating unconventional alternatives like cricket flour (yes, the bug) and meat substitutes—there are now numerous ways to adhere to special diets while still prioritizing taste and maintaining variety. This year is less about one specific diet and more about a blending of many approaches that, taken together, comprise a more intuitive way of eating.

Keywords: keto, whole 30, paleo, intuitive eating, clean eating, raw food diet, gluten-free

Brands: Chirps, Cauli'Flour Foods, Mikey's, Mendocino Farms, Good Foods, Siete

19% of all food sales by 2020 will be specialty food.

Source: Specialty Food Association



ROOT TO STEM

Root-to-stem is the new “tail-to-snout” in a U.S. diet that continues to be more produce-focused. Stemming from a desire to reduce waste, cooks and chefs are experimenting with new ways to use the “whole vegetable,” byproducts of traditional preparations, and ugly produce. From simple applications like soup stocks to more intricate rind fermentations or utilizing leftover vegetable pulp for meatless “burgers” and “upcycled” manufactured food products, eaters should expect to see the whole plant on plates this year.

Keywords: reduced waste, root to stem, upcycled food, compost, ugly produce

Brands: Regrained, Toast Ale, Snact, Yappah!, WastED, Imperfect Produce

\$680 billion in food is currently wasted every year.

Source: South China Morning Post



LESS SWEET

Much to your dentist's delight, we may have started to put a cap on the great American sweet tooth! The product market for sugar-free, reduced sugar, and sugar alternatives continues to grow, while traditionally sweets-heavier meals (dessert, breakfast, drinks, and snacks) are becoming more savory-focused. From kale chocolate chip cookies to lox pancakes, kombucha "sodas," and protein-based snacks, cooks and eaters alike are looking to sneak in more vegetables and savory flavors to balance a traditionally sweet, sugar-saturated diet.

Keywords: sugar free, reduced sugar, sweet savory, alternative sugar

Brands: Live Soda, Know Better Cookies, Fat Snax, RxBar

The global sugar-free foods market is expected to have a CAGR of **10.16% during the period 2017-2021.**

Source: Research and Markets



MOCK MEATS

With sustainability-friendly and veggie-forward diets being a priority for consumers this year, mock meat options are expanding—and quickly. No longer relegated to just veggie burgers when contributing to savory offerings, fresh produce is now used in creative "meat" options like watermelon "ham," "corn "ribs," celery root "shawarma," and mushroom "jerky." Stay tuned: science and tech spheres will surely continue investing in the creation of believable meat alternatives to woo even the most skeptical of omnivores.

Keywords: vegan, mock meat, sustainable food, meat alternative

Brands: Beyond Meat, Field Roast, Pan's Mushroom Jerky, Upton's Naturals, Monterey Mushrooms

The plant protein market is expected to grow by **7% between 2018 and 2023.**

Source: Mordor Intelligence



CHEF SPOTLIGHT

We talked to leading chefs in the industry to get their pulse on what's happening in the kitchens for 2019.

Top 5 Food Trends:

1. **Grains** - to add crunch and texture!
2. **Gluten Free** - the foundation for many of this years leading diets.
3. **Fermentation** - now of non-typical items like celery and radishes.
4. **Fresh** - traditionally unhealthy dishes getting a healthy update!
5. **Color & Crunch** - garnishes become the star to add color and crunch. Think cilantro, radishes, pickled onion, and fennel.

Top Ingredients & Products:

Jicama	Togarashi
Mushrooms	Unique Nut Milks
Bugs	Nitro Tea
Maca Root	Alcoholic Kombucha
Black Garlic	Natural Food Dyes
Casava	Middle Eastern & Asian Spice Blends
Celery	Unique Sweeteners
Cactus	Hot Sauces
Kelp	

TRENDS IN ACTION

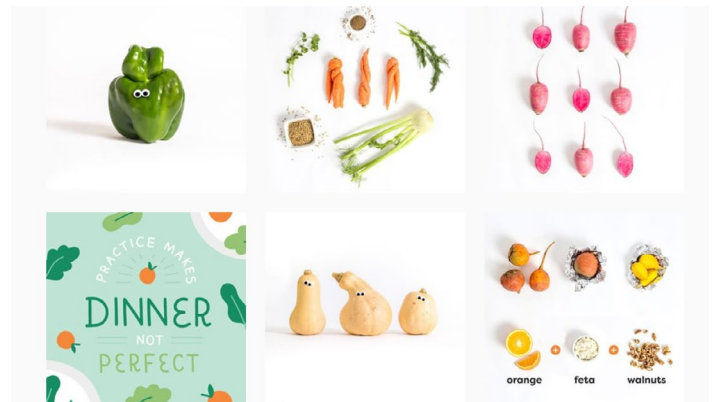
These brands have been spotted as leaders in “In the Kitchen” trends.

Mock Meat



ducks eatery

Root to Stem



Specialty Diets



the next generation of gluten free



Less Sweet



ON THE TABLE

@DulcetCreative

*Where to
spot the next
greatest
food trends:*

February 23-24
Jupiter Seafood
Festival
Jupiter, FL

May 9-10
West Coast
Produce Expo
Palm Desert, CA

June 1-2
New Orleans
Oyster Festival
New Orleans, LA

July 12-28
California State
Fair
Sacramento, CA

August (TBD)
Wine & All The
Jazz
Boca Raton, FL

**September
(TBD)**
Taste of Colorado
Winter Park, CO

“Food, to me, is always cooking and eating with those you love and care for.”

David Chang

Chef & Founder, Momofuku



**ENTERTAINING &
FOOD ART
pg. 16**



@DarlingClems

**ORGANIC STYLING &
MOVEMENT PHOTOGRAPHY
pg. 17**



@NicholsFarms

TRENDS

ENTERTAINING

Mom always said that entertaining is the primary job of a good host or hostess, but thankfully, the latest form of entertainment centers around one of our favorite things: food! Allowing food to serve as the main attraction (and/or primary decor) is an easy way to become the "host with the most", so to speak. As the average marriage age continues to increase, it's no wonder regular dinner parties with friends are also on the rise. Weekend brunches with bottomless mimosas (though still a popular choice, especially with the DMA team) are giving way to full festive evenings; in fact, the terms "Friendsgiving" and "Galentine's Day" are a direct result of this trend. To be successful in 2019, brands should continue to emphasize the community aspect of food when communicating with audiences.

Keywords: Sunday supper, brunch, family meal, dinner party, Friendsgiving, on the table

Influencers: The College Housewife, The Every Hostess, The Sweetest Occasion

According to a recent poll, a dinner party is **5x more popular** than any other mode of entertaining.

Source: Wayfair



FOOD ART

Art is no longer relegated to canvas, and (sorry Mom!) as part of our culture's fascination with rebellion, we must admit that we're all still a little obsessed with playing with our food to some degree. This manifests in fun and playful food styling for influencers and on branded social media outlets—plus a somewhat more stylized approach for chefs. As the dining experience has evolved from seating and decor to include food-plating to add a "finishing touch," plates have become the canvas and chefs step into the role of artist extraordinaire. This year, expect chefs to introduce minimalist styles and simple touches, essentially letting the plate set the tone for their creations.

Keywords: plating, food styling, fun food, food play

Influencers: FoodBites, Lorinda Breeze, Veggies and Virtue, Fork and Beans, Anett Velsberg

A recent study found that diners are willing to pay **3x more** for thoughtfully plated food.

Source: Oxford University



ORGANIC STYLING

With various types of content so readily available on numerous platforms, people are seeking authenticity now more than ever. This is the case with not only copy, but also all showcased images and styling; they want to feel they are looking at scenes that could (believably) be recreated in their own homes. What does that mean for marketers? Messes (to a degree) are okay, simplicity is appreciated, and imperfection is celebrated—because ultimately, we all want our tables to be real, communal spaces, not one more place we feel pressured to wear a mask.

Keywords: natural styling, unedited photography

Influencers: Cozy Peach Kitchen, Love and Lemons, A Pleasant Little Kitchen

90% of millennials say they prefer "**real and organic**" over "perfect and packaged."

Source: Stackla



MOVEMENT SHOTS

We see images everywhere we turn, which makes differentiating photography more important than ever. People want to feel as if they can reach out, grab, and eat the beautiful arrangement you feature on the page—this is where catching movement and evoking texture come in! No more simply flat-lays in 2019: to get their taste buds going, viewers want drizzles, drips, and dustings caught in motion at just the right time. Lackluster photography won't earn brands any likes or momentum this year, so make the commitment to generate new or updated photography and content...or risk your brand getting left behind.

Keywords: food photography, food porn, action shot

Influencers: Serious Eats, Minimalist Baker, Pinch of Yum

Engaging visual content is more than **40x more likely to get shared** on social media than other types of content.

Source: Hubspot



INFLUENCER SPOTLIGHT

We polled some of our favorite food influencers to find out what they're dishing out in the new year.

Top 4 Trends:

1. **Pops of color in shots** – addition of fruits and veggies as way to add color without tons of propping.
2. **Realistic but beautiful** – more and more influencers say their fans are tired of “perfect food.”
3. **Video isn't going anywhere** – people are visual, and a short video can help people feel like they're actually capable of replicating.
4. **Dark and gloomy photography is out** – bright and fun is in. People want to have fun with their food!

“Show me what it'll actually look like, including the food I'm going to find in the store.”

TRENDS IN ACTION

These brands have been spotted as leaders in “On the Table” trends.

Organic Styling



Movement



Food Art



Take a Bite!

A top-down view of three gourmet toasts arranged on a rustic, light-colored wooden cutting board. The board has a circular logo that reads '100% OF THE MOOD' and 'BUTTER OIL'. The background is a dark, textured surface. The toasts are: 1) Top right: A slice of toast with a thick spread of peanut butter, topped with a layer of white cream cheese, sliced strawberries, and banana slices. 2) Middle: A slice of toast with a thick spread of avocado, topped with a layer of white cream cheese, sliced cherry tomatoes, and a small sprig of fresh thyme. 3) Bottom left: A slice of toast with a thick spread of white cream cheese, topped with a layer of white cream cheese, sliced raspberries, and blueberries.

Interested in food photography for your brand?

DMA produces more than 13 types of visual content to keep your brand fresh and relevant throughout all aspects of your marketing needs including advertising, websites, blogs, social media, and tradeshows.

For more information, contact us at info@dma-solutions.com