

# tomorrow's world

What are the cool trends and hot topics affecting the way we eat in 2012 and beyond? **olive** calls on industry gurus and experts to predict what we'll be eating, where, how and why

Words ROSIE BIRKETT

There's no doubt that the way food is enjoyed, produced and thought about is changing at an exciting pace. Over the past few years we've seen the rise of foraging and regional ingredients; rediscovered the joy of baking; fallen back in love with the burger and witnessed a dining revolution. But what can we expect from the food of tomorrow? According to the experts, the future is a place where molecular gastronomy takes a backseat but nature reigns supreme; where food, music and fashion collide with boutique butchers, secret restaurants and food raves. English wine will come into its own; we'll see the death of the pop-up; the rise of the vegivore; be growing almonds in our gardens and eating fusion street food washed down with barrel-aged cocktails. And one day, we might even be tucking into lab-grown hamburgers, chewing on worms and printing our own food...

## THE PANEL

**AVN** Annabel Vere Nicholl, M&S food trends expert; **CT** Chris Turner, senior editor and managing director at Springwise, business innovation spotters; **EG** Edward Garner, communications director at Kantar Worldpanel market research group; **ET** Emyr Thomas, founder of Bon Vivant concierge service; **GP** Gail Paddy, product development director, Asda; **HH** Helen Hokin, presenter of Foodtrippin TV shows and foodtrippin.com; **HM** Harold McGee, writer specialising in the chemistry of food and cooking; **JDF** Julian de Feral, head barman, Lutylens; **JH** Jeya Henry, professor at the Functional Food Centre at Oxford Brookes University; **JJ** John Jackaman, founder of specialist ingredient supplier Infusions For Chefs; **JS** Jody Scheckler, founder of Lavenstoke Park Farm; **JW** James Wallman, editor, The Future Laboratory Food Futures Report; **KR** Kerry Rankine, development coordinator at Growing Communities; **LC** Louise Chidgey, head of product and design at Stylus, design trends analyst; **LG** Lulu Grimes, **olive**'s food director; **MD** Mark Diacono, founder of 'climate change farm' Otter Farm; **MG** Dr Morgaine Gaye, food futurologist; **MO** Marina O'Loughlin, **olive** writer and Metro restaurant critic; **MP** Mark Post, professor of physiology and chairman Dutch Society of Physiology, Maastricht University; **NM** Nathan Myhrvold, author, *Modernist Cuisine*; **RB** Robbie Bargh, founder and creative director at hospitality consultancy The Gorgous Group; **RJ** Richard Johnson, founder of the British Street Food Awards; **RR** René Redzepi, chef and co-owner, Noma; **SG** Stefan Gates, TV presenter and author of *The Extraordinary Cookbook*; **TH** Tom Hall, travel editor at lonelyplanet.com; **TL** Tim Lang, professor of food policy, City University London; **TM** Tessa Mansfield, head of vision at Stylus; **TS** Tristan Stephenson, director, Fluid Movement, bespoke events, training and cocktail service; **XR** Xavier Rousset, founder, 28"-50" bar and restaurant.

## eating out

■ The rise of the 'vegivore' is a US trend sure to take root in the UK. New York's more high-end restaurants are preparing creative veggie-only tasting menus, while 'vegetable butchers' are starting to show customers how to prepare vegetables, exposing them to new ingredients. **TM**

■ Tableware will be very clean and democratic: bone-handled cutlery and vintage-style brands such as Labour & Wait on the one hand; and at the higher end, Scandinavian-chic luxury and Baccarat Crystal. **RB**

■ The street-food revival will consolidate its position and spread nationwide. Although ethnic will still be huge, expect twists on trad Brit food - gourmet pasties and pies, 'twisted' Scotch eggs and sausage rolls. Comfort food will rule - tarted-up versions of cheese toasties and mac 'n' cheese will join the burgers and barbecues. **MO**

■ We'll see the rise of amazing, high-quality delivery food such as fried chicken, Bombay Indian, great Mexican, barbecue ribs and Californian- and Chicago-style pizza. **RB**

■ More and more corporates will muscle in on the pop-up idea, sending it flailing to its death. Restaurants will retaliate by becoming more speakeasy-like with bar dining, unstructured menus and lots of tattooed boys serving as well as dining. **MO**

■ Hipsters will be getting into 'swarming', like bar guru Jonathan Downey's @Tweat\_Up: street food,



guerrilla cocktails, enthusiastic amateurs and savvy pros all coming together for foodie fun and games. Food and music will increasingly come together in festivals (Harvest at Jimmy's etc). **MO**

■ In restaurants, we'll see not smoked bacon ice cream, but hay and pine à la Noma. It's less about the perfection we saw with molecular gastronomy and more about this Nordic idea of feeling a connection with nature. **MG**

■ Catering is growing up. We've had the flashy teenage years of molecular gastronomy; now chefs will use scientifically advanced equipment and techniques, such as vacuum technology, in more subtle ways than before. **JJ**

■ Austerity will drive us to seek comfort in convivial experiences, from food raves (food truck festivals) and rodeos (impromptu markets), to the domestic theatricality of 'hometelligence' - spending more time and money at home and expecting more from it as a result. **JW**

■ Outside London in the next few years, we'll see more small-plate options, fewer structured 'restaurant' models and more 'tapas' or 'cucina'-style operations. **RB**

■ The movement from bricks and mortar into street food and vice versa is growing. In future, we'll see street food moving into privately owned spaces - ancient bye-laws restrict use of public land too much. **RJ**

■ Austerity will rule. People will eat and drink out less, but better. Americana will be big, with homage paid to the smokehouse and junk food done fabulously well - expect American-style pizza, meatballs and more steak. **RB**

PHOTOGRAPHS: GARETH MORGANS, DAVID MUNNS, ALAMY



## cooking

■ Cooking is becoming more personal and less convention-based - chefs and cooks can now get their hands on pretty much any ingredient, utensil or technique in the world, and pick and mix among them. Cooks make their own individual choices from this huge universe of possibilities. **HM**

■ With energy prices rising, we'll look for more energy efficient ways of cooking. Plug-in slow cookers and pressure cookers will win out over ovens. **LG**

■ We will see new foods coming from invention - a combination of ingredients and personalities - rather than imported cuisines. New Nordic cuisine wouldn't exist

without René Redzepi, for example. Great places to watch for invention in the next 20 years are the emerging economies - China, Russia and Brazil. **NM**

■ Kitchen designers will continue the clear trend towards mixing materials - combining wood with cast-iron, powder-coated steel, brass, copper and leather. In kitchenware and furniture, designers will make use of obvious construction details, for example, making a feature of the joints in tables and chairs. **LC**

■ Health concerns will make frozen fruit and veg respectable. Produce harvested and frozen quickly is better than food that has travelled far or sat in a warehouse. **LG**



## shopping

■ Price rises mean a change in how we regard ingredients. Meat will increasingly become a luxury item after 2012 - by 2015, butcher shops will be beautiful, high-end places to shop. **MG**

■ Food packaging design will be austerity-era, heritage-based and retro-influenced. We are also seeing an increase in 'anti-brand' branding - understated graphic design that counterbalances a corporate image.

Sustainability is crucial - so we'll see more biodegradable, recyclable, upcyclable and maybe even plantable packaging coming to the fore. **TM**

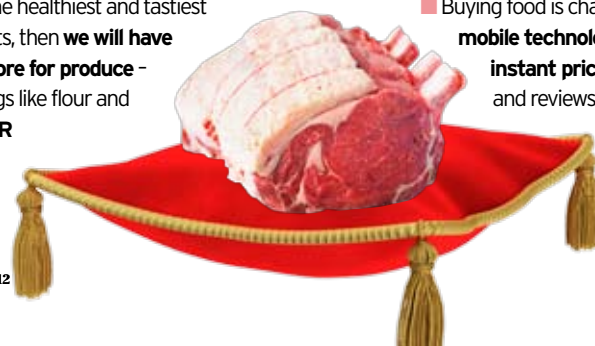
■ People are realising that their food has been made too cheap and that if we are to provide the healthiest and tastiest ingredients, then we will have to pay more for produce - even things like flour and carrots. **RR**

■ The increased cost of fuel will make people think twice about travelling to big supermarkets - so good, small, independent shops that are rooted in the community will grow. **EG**

■ After the American cupcake, M&S is predicting a return to British bakery favourites. We saw the beginnings of this last year when M&S's sales of Victoria sponge actually overtook sales of white sliced bread. And Scandinavian bakery will hit the UK. **AVN**

■ We're going to see food and fashion blending - Topshop sells cupcakes in its flagship store, and Cos has an interview with René Redzepi in its lookbook. **MG**

■ Buying food is changing, with mobile technology allowing instant price comparison and reviews. **CT**



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## wine and drinks

■ With the climate shifting and our wine-producing expertise growing, the British wine business will keep evolving. We'll see rieslings, gewürztraminers and sauvignon blancs coming through in the future. **MD**

■ The next few years will see a decrease in the use of oak (especially new oak), and alcohol levels will be monitored so they're not too high. We'll be drinking more food-friendly wines, and the old world will very likely do better out of this. **XR**

■ I predict French apéritif bars; more bars with wines by the glass, natural wines and larger selections by carafe; more vintage cocktails and the rise of vermouth. **RB**

■ A few bars are doing bottle- and barrel-aged cocktails already but this will catch on. And we'll see more bars distilling their own spirits, or working with distillers to create blends and drinks unique to them - whisky blenders Compass Box and Master of Malt are doing that already. And lesser-used spirits like grappa, rum agricole and genever will come to the forefront. **TS**



■ There will be a strong growth of cocktails inspired by food, matched with amuse-bouches, and containing savoury ingredients from vinegar to vegetables. And we can expect to see a lot more hot bar drinks being served, even in the middle of summer. **JDF**

## travel & food

■ New foodie frontiers include Peru, which appeared in The World's 50 Best Restaurants for the first time; people will explore **wild Peruvian foods** such as tubers, naval avocado and araza (an acidic fruit). **Estonia is next on the list** with its interpretation of Nordic cuisine; China and Russia are also on the radar – travellers will want to get involved with picking, plucking and cooking. **HH**

■ **South America** will become more popular – food and wine experiences in Argentina combined with activity-based holidays in the Patagonia region. Brazil will also feature more heavily in the run-up to the major sporting events in a few years. **ET**

■ **Secret restaurants and supper clubs** found via Facebook or more cryptic means will go global, spreading beyond their roots in London, New York and Buenos Aires, and become a key part of clued-up city breaks. **TH**

## nutrition, diet and health

■ In the next five to 10 years, we'll see a move to **personalised nutrition**, through genetic marking, to meet certain biological and physiological needs in different groups of people and populations. The elderly are going to be a big focus because of the ageing population. Foods that are rich in antioxidants, for example, will be created to help them. **JH**

■ **We'll eat many more plants** – a diet based more on grains, vegetables, berries, mushrooms and fruits. It's already happening in restaurants and becoming stronger as chefs are increasingly realising that vegetables can be the star, not just a garnish. **RR**



## weird science

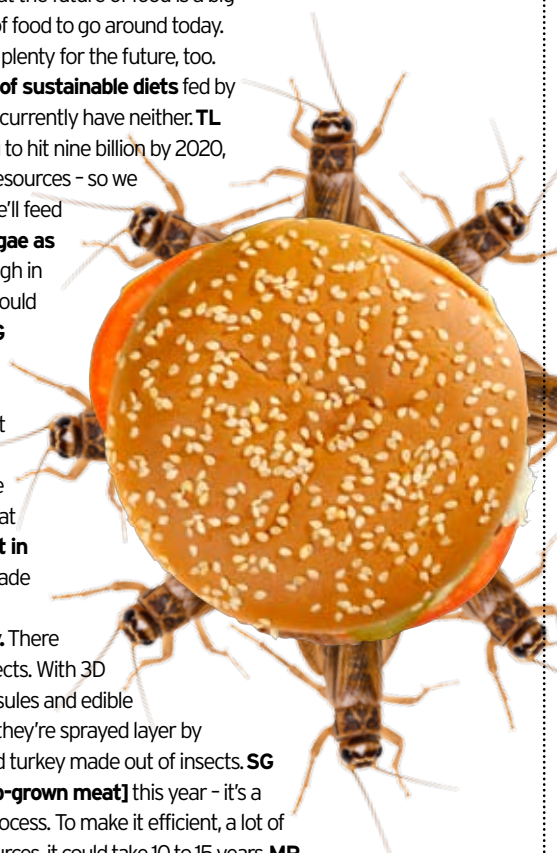
■ There is now wide agreement that the future of food is a big challenge. Actually, there is plenty of food to go around today. If we ate differently, there would be plenty for the future, too. We need to articulate a **better mix of sustainable diets** fed by sustainable food supply chains. We currently have neither. **TL**

■ The population is probably going to hit nine billion by 2020, which will put a massive strain on resources – so we need to look at new ideas of how we'll feed everyone. Work is being done on **algae as an edible substance** because it's high in energy and very harvestable – we could see algae burgers in a few years. **SG**

■ We're going to be eating lots of insect-based food in the future, due to price, availability and the fact that insects like crickets and worm lava (which taste like cheesy Wotsits) are protein-rich and fat-free. I expect that **insects will be a common element in our diet by 2017** – mostly in pre-made products like burgers. **MG**

■ **3D food printing is a possibility**. There are already 3D printers to build objects. With 3D food printing, you have protein capsules and edible substances as your cartridges and they're sprayed layer by layer. We could well see a 3D printed turkey made out of insects. **SG**

■ I plan to **build a burger [from lab-grown meat]** this year – it's a proof of concept, not an efficient process. To make it efficient, a lot of work is needed. With unlimited resources, it could take 10 to 15 years. **MP**



## growing food

■ With our increasingly warm climate, **farms will be growing lots of new things like peaches, kiwis and apricots** – things we'd previously considered Mediterranean. But also lots of nuts, like **hazelnuts, almonds and sweet chestnuts**, which will become more important in what we eat. **MD**

■ Local used to mean country-specific. In these turbulent economic times, consumers will turn their attention to brands that are region-specific, and to **hyper-local produce** that supports producers in their neighbourhood. **JW**

■ A growing number of **community-led projects** will try to build security through food schemes and sustainable farming. **KR**

■ **Farms are getting bigger and more industrial** in terms of volume, but not quality. As long as farmers get paid for volume, quantity will be the aim. **JS**

■ People with allotments will start growing things like **Szechuan peppers**, which are more interesting and rewarding than other veg. What's the point in growing baking potatoes when you're only saving 3p? **MD**