



WAITROSE
& PARTNERS

FOOD
AND
DRINK
REPORT
2018-19

THE ERA OF THE
MINDFUL CONSUMER

THE MINDFUL CONSUMER

Our wellbeing and that of our environment have a huge influence on the way we shop today. It's redefining how we live, according to the latest research from Waitrose & Partners



'Being mindful of how we live and eat has become a priority in today's world'

ROB COLLINS
Partner & Managing Director,
Waitrose & Partners

A CONSUMER REVOLUTION is quietly taking place. You won't see people shouting about it in the shopping aisles, but it's happening nonetheless. As we become increasingly mindful of our own health, the wellbeing of our family and that of the planet, we're reshaping how we shop, cook and eat. Welcome to the era of the mindful consumer.

The driving force behind this movement, as our research uncovered, is a desire to look after ourselves and our environment. Just how much this consciousness is taking hold was borne out by the incredible reaction to the final episode of BBC One's Blue Planet II, a rallying call to tackle the plastic waste in our oceans. The mindful movement marks a subtle shift in how we live, based on the acknowledgement that our natural resources are precious.

We also worry about our personal resources, such as time – or rather the lack of it. Nearly 70% of us feel that the pressures of modern life have increased over the past five years. Close to half are working longer hours, and around four in 10 regularly check work emails in personal time. We manage the relentless pace by taking care of ourselves as best we can, eating more nutritious, less heavy foods, and making an effort to stay hydrated.

At Waitrose & Partners, we're helping customers in every way we can. We're facilitating the move towards healthier, lighter evening meals with our Beautifully Simple range of ingredients, and we're reducing plastic waste, focusing on removing single-use plastic from packaging across our ranges. There's more to come: we're constantly improving our ranges to cater for all dietary needs and preferences as increasing numbers of people adopt flexitarian, vegetarian and vegan diets.

But despite the general move towards lighter eating during the week, the traditional weekend meal remains sacrosanct. Our research has identified that our love of the Sunday roast remains strong. It's as if modern-day pressures and uncertainties have only reinforced just how much we love this comforting British institution, and we're here to help celebrate it.

I hope you enjoy the Waitrose & Partners Food and Drink Report 2018-19.

THIS YEAR'S SOCIAL MEDIA HEADLINERS

Among the most-liked photos from Waitrose & Partners' Instagram feed were...

1. Fluffy jacket potatoes
2. Sticky garlic and chilli prawns
3. Strawberry and rose layer cake



THE FACTS & FIGURES

Waitrose & Partners carried out extensive research into the top food and drink trends in 2018.

We conducted OnePoll consumer research on a wide range of topics with 2,000 people of all ages – not exclusively Waitrose & Partners customers. This was supported by focus groups in which people were asked in-depth questions about their shopping, cooking and eating habits. Some of the focus group participants share their views with us in this report.

Our research supports insights from our own food, drink and retail partners. It is backed up with sales data from millions of purchases throughout the year.

ALL FIGURES ARE COMPARED WITH THE SAME PERIOD THE PREVIOUS YEAR, UNLESS OTHERWISE STATED.

FOR FURTHER INFORMATION, PLEASE CONTACT THE WAITROSE & PARTNERS PRESS OFFICE ON **01344 825 080**.

GOING UP

WHAT LED THE WAY IN 2018

JACKFRUIT

Grown in South East Asia, Brazil and Africa, this sweet but sour fruit (pictured below) is now found in burgers and tacos. It's also a popular vegetarian substitute for pulled pork.

MISO

Sales of white miso paste are up 28%, as it's increasingly used in non-japanese dishes (miso-glazed parsnips, for instance) to add a distinctive savoury taste.

TURNIPS

An upturn for the turnip: the humble vegetable is appearing in everything from gratin to vegetarian meatballs and mash.

CRISPY CHICKEN SKIN

Delicious to dip, or when served as a canapé. People have also been whipping it into butter and crumbling it over seafood.

MODERN MEXICAN

Fresh, zingy Mexican food has rocketed in popularity. The taco is the new sandwich, don't you know.

SOURDOUGH

Boosted by the ever-growing popularity of brunch, sales of sourdough loaves have soared by a third.

AQUAFABA

The viscous quality of chickpea water makes it an excellent egg replacement in vegan meringues or mousse. It's now mainstream enough to have made it into the Scrabble dictionary (22 points).

APPLE CIDER VINEGAR

Once the preserve of salad dressings, the purported health benefits and trend for fermented foods have seen sales rise 60% this year.

HERBS IN PUDDINGS

Fancy some lemon thyme mousse? Or tonka bean and thyme panna cotta? Pass the spoon, please.

KEFIR

This naturally fermented drink, similar to yogurt, has long been consumed in mainland Europe. UK sales have almost tripled this year.



TREND #1

THE WAR ON PLASTIC

IT WAS THE SCENE that changed everything: albatross parents unwittingly feeding their chicks plastic in the final episode of BBC One's Blue Planet II. Our research found that 88% of those who watched the programme have altered their behaviour as a result.

Since the episode aired at the end of 2017, our customer services team has seen an 800% increase in questions about plastic. A new era of environmentalism has taken hold, and attitudes towards single-use bags, disposable plastic straws and packaging will never be the same.

Our research revealed that more than 60% of people use reusable water bottles more often than they did in 2017 – and this figure rises to over 70% among those aged 18-24. From the Houses of Parliament, which announced a ban on single-use plastics in May, to Love Island – the TV show's legendary bottles became summer's hottest accessory – refillable bottles are becoming commonplace. Sales of Waitrose & Partners bottles are up 24% and, according to our research, 60% of us now more regularly hand over a reusable cup when buying a takeaway coffee since watching Blue Planet.

Customers are increasingly purchasing unpackaged fruit and vegetables in our stores, too. For example, sales of loose pears are growing at 30 times the rate of bagged pears, and we expect this trend to continue.

'We've seen a big shift in consumer behaviour,' says Natalie Mitchell, Head of Brand Development & Product Innovation at Waitrose & Partners. 'Previously, customers wanted to know that we were taking care of things, but now they get actively involved.'

The facts about plastic pollution are as shocking as they are disheartening. Around one million disposable carrier bags are used every minute around the globe and, left unchecked, the plastic in our oceans will outweigh fish by 2050, according to the World Economic Forum.

At Waitrose & Partners, we've already taken action – with more to come. We will be the first nationwide supermarket to replace plastic bags for loose fruit and veg with a home compostable alternative. We'll also remove 5p single-use plastic carrier bags. Both changes will take place in all shops by spring 2019 and are predicted to save 134 million plastic bags (the equivalent of 500 tonnes of plastic) a year.

Since 2009, we've cut our packaging by nearly 50%, and by the end of this year we'll have stopped using black plastic packaging for all fruit and vegetables. In September, we stopped selling disposable plastic drinking straws, replacing them with paper or reusable alternatives. Disposable takeaway coffee cups have been removed from in-store coffee stations, too – saving more than 52 million cups a year. It's a cause we can all get behind.

'PREVIOUSLY, CUSTOMERS WANTED TO KNOW WE WERE TAKING CARE OF THINGS, BUT NOW THEY GET ACTIVELY INVOLVED'

QUOTES AND STATS

88%

OF US HAVE CHANGED HOW WE USE PLASTICS AFTER VIEWING THE FINAL EPISODE OF **BLUE PLANET**



DRASTICALLY CHANGED
44%

SOMEWHAT CHANGED
44%

DIDN'T CHANGE
12%



WE RECEIVED 30,000 QUESTIONS AND POSTS ABOUT PLASTIC ON @WAITROSE TWITTER IN THE SIX MONTHS AFTER THE FINAL EPISODE OF BLUE PLANET II – A 16-FOLD INCREASE ON LAST YEAR.

'We've seen a real turning point in attitudes towards plastics and packaging waste. There's been a significant and genuine change in behaviour.'

TOR HARRIS
Partner & Head of Corporate Social Responsibility

'Refillable water bottles are everywhere – you see people with them in meetings, on trains or walking down the street. Whether it's about caring for the environment or staying hydrated, the result is the same. It feels good and does you good.'

MOIRA HOWIE
Partner & Nutrition & Health Manager

TREND #2 THE NEW YORK DAY

LIFE IS GETTING BUSIER, and many people are now adopting what's known – in a nod to the city that never sleeps – as the 'New York day'. That is, we're getting up earlier to make better use of our time.

Six in 10 of us rise early to create some 'me time' or do chores. There's been a surge in people exercising before work, and in the popularity of early-morning slots for waitrose.com deliveries.

All of this extra activity at the start of the day may be due to the fact that, once we get to the office, work takes over. In our research we found nearly 70% of people feel more pressured than they did five years ago. Almost half of us are working longer hours, and 54% have less 'me time'.

This also has an impact on the rest of our day: 15% of early risers now have an extra breakfast to get through those longer mornings, while almost a third are eating dinner earlier.

And after that early start and a busy working day, it's surely no surprise that half of us now go to bed earlier than we used to.

'Simple food is the perfect antidote to a busy life. We're seeing demand for easy recipes with great ingredients, whether for a filling breakfast or a no-fuss dinner.'

ALISON OAKERVEE
Partner & Food Editor

25% OF US EXERCISE MORE IN THE MORNINGS THAN WE USED TO, RISING TO 40% AMONG 18-24 YEAR-OLDS

60% OF US GET UP EARLIER THAN WE USED TO

54% OF PEOPLE FEEL THAT THEY NOW HAVE LESS 'ME TIME'

34% AGREE THAT LIFE IS LESS ROUTINE-DRIVEN THAN PREVIOUSLY

'I get up at 5am, shower, wash my hair... I'm in work by 6.20am. If there's something I need to do, I just get up and go.'

JOANNA, one of our survey respondents

QUOTES AND STATS

60%

OF US ARE NOW MORE LIKELY TO USE A REFILLABLE WATER BOTTLE*

67%
OF WOMEN

54%
OF MEN

74%
OF WELSH

58%
OF NORTHERN IRISH

100%
OF LOVE ISLAND CONTESTANTS



66%

OF 18-24 YEAR-OLDS ARE NOW MORE LIKELY TO OPT FOR A REUSABLE COFFEE CUP WHEN OUT – AND 56% OF 35-44 YEAR-OLDS



*since watching Blue Planet

TREND #3

THE NEW VEGETARIAN REVOLUTION

ONE IN EIGHT BRITS – or almost 13% of the population – is now vegetarian or vegan, with a further 21% identifying as ‘flexitarian’, according to our research. This means that a third of us now have meat-free or meat-reduced diets. In many cases, these are lifestyle choices that have been adopted over the past five years, reflecting the new mindfulness with which people are living their lives.

But attitudes about what it means to be vegetarian or vegan are changing, too, with some people taking an increasingly pragmatic approach. There was a time when choosing a plant-based diet was about taking an ethical stand based on unwavering principles. For many, this distinction between vegetarians and meat-eaters still exists – but for others, the lines have blurred. Not only does one Briton in five identify as ‘flexitarian’ (semi-vegetarian), but half of all those who say they’re vegetarian or vegan also eat meat ‘at weekends’, ‘occasionally’ or ‘on special occasions’. ‘Vegetarianism has grown and evolved – people dip in and out of it,’ says Jonathan Moore, Waitrose & Partners’ Executive Chef.

People are looking for meat-free inspiration throughout the week. Our ‘midweek meals’ recipes in Waitrose & Partners’ Weekend newspaper now include at least two vegetarian dishes. Searches for vegan and veggie barbecue recipes on waitrose.com rose by 350% over the summer, with beetroot burgers and celeriac steaks topping the bill. This year, Waitrose & Partners launched vegan sections in 134 stores. Our Cookery Schools ran twice as many vegetarian cooking courses as in previous years, with new courses including the Vegan Christmas Dinner.

Choosing a no- or low-meat lifestyle doesn’t mean missing out on time-honoured kitchen rituals. Today, we prepare and cook vegetables with the same care and attention we pay to meat and fish. Plant-based dining is reaching new heights, and not just in our homes and shops: for the first time, this year’s The Good Food Guide by Waitrose & Partners is highlighting restaurants with specifically vegan menus.

‘This year, we’ve seen vegan food go mainstream. Whether cooking at home, buying prepared food or trying the many newly vegan-friendly restaurants, people are discovering that it tastes amazing.’

NATALIE MITCHELL
Partner & Head of Brand Development

PEOPLE ARE ON THE LOOKOUT FOR SOMETHING NEW OR DIFFERENT WHEN IT COMES TO VEGETABLES, WITH THE EMPHASIS ON FLAVOUR AND TEXTURE

QUOTES AND STATS



Mushroom and Gruyère burger with sweetcorn salsa

60% OF VEGANS AND 40% OF VEGETARIANS HAVE ADOPTED THE LIFESTYLE OVER THE PAST FIVE YEARS

WHY HAVE YOU BECOME VEGETARIAN OR VEGAN?*

- 55% ANIMAL-WELFARE CONCERNS
- 45% IT'S HEALTHIER FOR ME
- 38% ENVIRONMENTAL CONCERNS
- 33% I DON'T LIKE MEAT
- 24% THE FOOD TASTES BETTER
- 2% IT'S FASHIONABLE

DO YOU EVER MISS EATING ANY OF THE FOLLOWING?*

- 41% SUNDAY ROAST
- 32% BACON SANDWICH
- 29% SAUSAGES
- 18% BURGERS
- 12% CHICKEN
- 11% PORK SCRATCHINGS

* Respondents could choose more than one option

‘More restaurants are offering plant-based dishes. This is the first year we’ve highlighted vegan menus in The Good Food Guide – we’ve got an impressive 107.’

AMBER DALTON
Partner & Editor of The Good Food Guide

‘Because vegetables are taking centre stage, they need to have the wow factor. We’re seeing soaring demand for interesting flavours and textures, so we’re constantly trying to find the next big ingredient.’

ANDREW ALLCHURCH
Partner & Head of Fresh Produce Buying

IN MAY, WAITROSE & PARTNERS LAUNCHED THE FIRST DEDICATED VEGAN SECTION IN A SUPERMARKET. THE VEGAN AND VEGETARIAN RANGE HAS ALSO GROWN BY **60%**

TREND #4

AVOIDING THE ‘FOOD HANGOVER’

A FASTER PACE OF LIFE has resulted in a change in our relationship with food. Quantity is out and quality is in. For decades ‘feeling full’ after a meal was an aspiration, particularly in the post-war years. But today, 60% of people find this attitude outdated. They don’t want to feel sluggish and would rather eat smarter to feel healthier.

Views of healthy recipes on waitrose.com have risen by 158%, and visits to our online BMI calculator have increased by 104%. Meanwhile, searches for advice and products including the word ‘healthy’ have risen by 87%.

‘Customers tell us the most useful things we can do to help them with good choices are making healthy food convenient and easy, and providing recipe ideas,’ says Jane Orchard, Partner & Manager, Store Innovation. So this year, Waitrose & Partners launched a range of three-step recipes called Beautifully Simple. Almost 90% of shoppers who bought recipe ingredients returned for more.

Consuming lighter meals means drinking less alcohol, too, with nearly half of shoppers avoiding it entirely on weekdays. But we’re keeping our fluids up – around two thirds of us say staying hydrated is more important than ever before.

Our research found that 60% of respondents resist the urge to eat on the run; they’re now more likely to sit down to enjoy their meals mindfully. For instance, breakfast is becoming an event again, rather than a ‘grab-and-go’ meal. Sales of low-sugar granola and muesli ranges are up by 27% this year.

33.5%

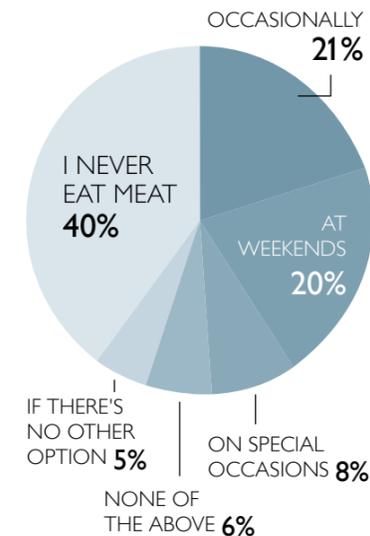
OF THE POPULATION ARE CUTTING DOWN ON – OR CUTTING OUT – MEAT

21% ARE FLEXITARIAN

9.5% ARE VEGETARIAN

3% ARE VEGAN

MORE THAN HALF OF THOSE DESCRIBING THEMSELVES AS ‘VEGETARIAN OR VEGAN’ DO SOMETIMES EAT MEAT...



25% OF OUR ‘MILKS’ RANGE IS NOW MADE UP OF NON-DAIRY OPTIONS

THE BIGGEST AREAS OF GROWTH ARE:

- +116% OAT MILK
- +60% COCONUT MILK
- +26% ALMOND MILK



QUOTES AND STATS

29% OF US EAT LIGHTER MEALS IN THE EVENING TO AVOID A ‘FOOD HANGOVER’

65% SAY THAT STAYING HYDRATED IS MORE IMPORTANT TO THEM THAN IT USED TO BE

47% AVOID ALCOHOL DURING THE WEEK, RISING TO 55% AMONG 18-24 YEAR-OLDS

‘More of us are now recognising the importance of eating mindfully. It’s about enjoying food rather than just refuelling; eating more slowly to aid digestion, and taking time to recharge mental batteries.’

MOIRA HOWIE
Partner & Nutrition & Health Manager

WHAT WE'RE DRINKING

Adventure was the byword for 2018, with an eagerness to try something new – both at home and at the bar



'People are ready to discover the new, the interesting and the different'

PIERPAOLO PETRASSI MW
Partner & Head of Beers, Wines, Spirits & Soft Drinks

PIERPAOLO'S DRINKS TREND #1 EMBRACING THE NEW

IT'S AN EXCITING time to explore the drinks aisle or to try a new bar. There's a real spirit of invention, with unusual or brand new products coming to the fore. We're bolder with our choices and don't feel the need to conform to a certain way of enjoying our favourite tipples.

Ice lollies made from Provençal rosé are just one example of this trend for discovery. The 'frosé' ice popsicle embodies the sense of fun that shoppers are craving, and proved a huge hit in Waitrose & Partners stores over the summer. Consumers are certainly ready to experiment. Pedrino – a blend of Pedro Ximénez sherry, bitter tonic

water and all-natural citrus botanicals – has proved a popular new apéritif.

We're also seeing brewers launch increasingly interesting and off-the-wall flavours in their craft beers and lagers. People are definitely ready to embrace the new, which means we'll be seeing more of this bravery on our shelves.



PIERPAOLO'S DRINKS TREND #2 RAISING A GLASS TO ORGANIC WINE

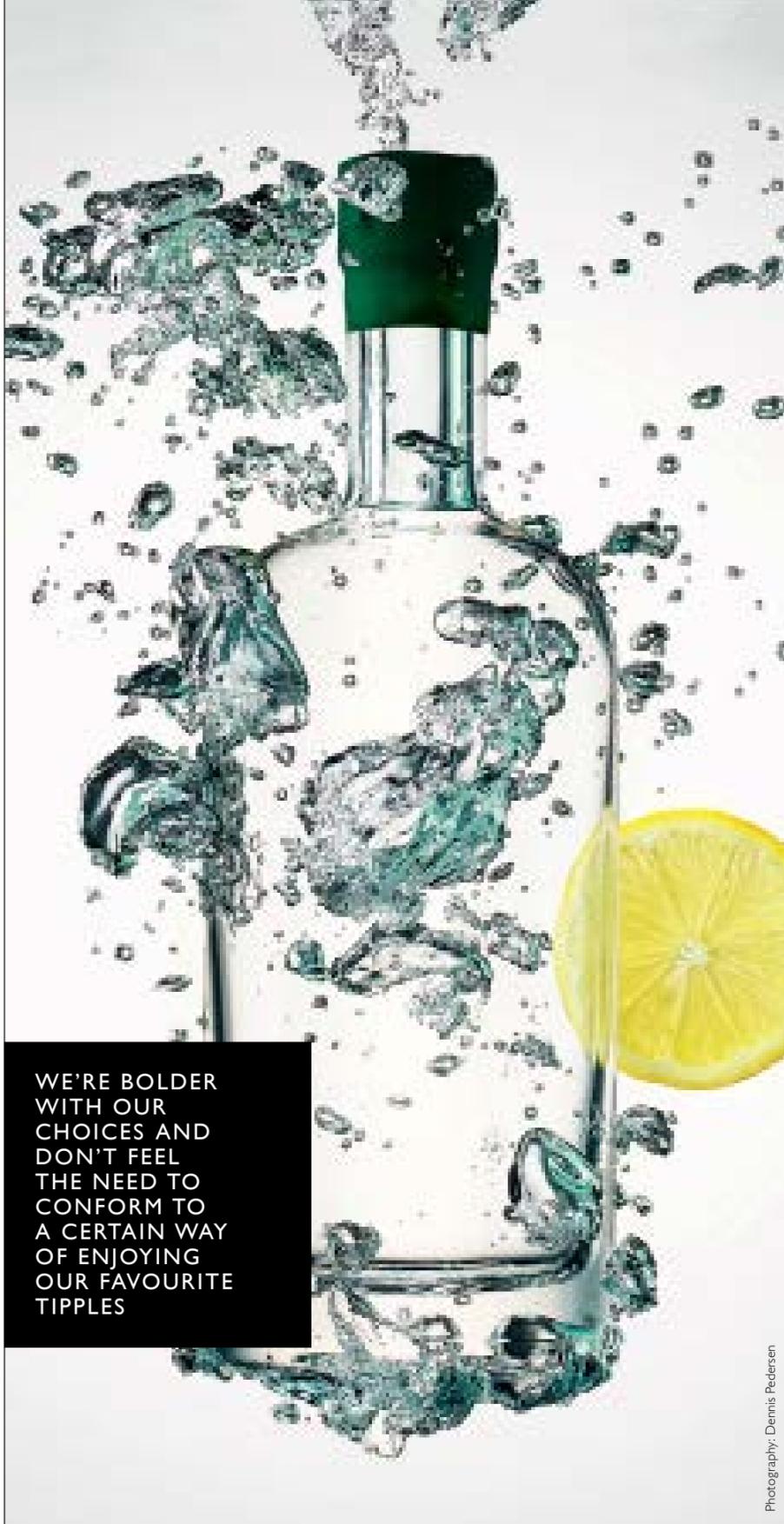
SALES OF ORGANIC wine have increased by 53% year-on-year. The Waitrose & Partners range now includes 54 wines from 18 different regions, and is set to grow further.

A few years ago, if you were offered an organic version of a drink, you'd expect an element of compromise. Maybe you'd find the taste a bit rustic, or the price would make you think twice. This is no longer the case. It's now impossible to taste two wines and say 'this one's organic and this one isn't'. People are

buying organic wines because they're good.

Today, winemakers think about the degree to which they intervene in their vineyards more than they used to. If they can find a way to grow grapes organically, creating a product that's as good value and as good quality as non-organic wine – and in some cases even more flavoursome – then what's not to like?

From drinkers to vintners, it's time to give organic options serious consideration.



WE'RE BOLDER WITH OUR CHOICES AND DON'T FEEL THE NEED TO CONFORM TO A CERTAIN WAY OF ENJOYING OUR FAVOURITE TIPPLES

MIXING IT UP

UK COCKTAIL TRENDS

13% OF US OWN A SPIRITS MEASURE, SHOWING EITHER A RESPONSIBLE APPROACH TO MEASURING OUR DRINKS, OR A PROFESSIONAL APPROACH TO COCKTAIL MIXING – OR BOTH



ONE IN FIVE BRITS OWNS A COCKTAIL SHAKER AND ONE IN EIGHT HAS AN ICE BUCKET

BRITISH FAVOURITES

TO ORDER OUT:
PIÑA COLADA



TO MIX AT HOME:
MOJITO



COCKTAILS MADE AT HOME – BY AGE

18-24 YEAR-OLDS:
MOJITO

25-34 YEAR-OLDS:
PIÑA COLADA

35-44 YEAR-OLDS:
MOJITO

45-54 YEAR-OLDS:
MOJITO

55 YEARS AND OVER:
BLOODY MARY



GOING UP

2018'S TOP TIPPLES

MEZCAL

The 'parent spirit' to tequila. But while the latter is made specifically from blue agave from a few specific areas, mezcal is produced all over Mexico from many more types of agave. It's today's hip spirit.

designed to mix with soda water, so you get to control the quinine flavour of your G&T.

HALF BOTTLES

Ideal to enjoy midweek, small bottles of wine have seen a surge in popularity.

MOCKTAIL MAGIC

Soft drinks are having a moment, as well-known brands introduce more non-alcoholic options for mocktails.

FLAVOURED GINS

The nation's favourite spirit continues to thrive, with subtly flavoured gins including honey, pink grapefruit and Seville orange – along with a citrus sherbet gin from Heston Blumenthal.

GREEK WINE

Red wine made from the Greek Xinomavro grape lends itself to being slightly chilled. Low in tannins, it's soft, fruity and pairs well with rich food.

CLASSY CIDER

Cider's gone posh, with the introduction of 75cl bottles and production processes usually reserved for Champagne – such as underground ageing.

CANNED WINE

Look out in store for two new organic wines (a rosé and a Shiraz) from Château Maris in recyclable, easy-to-transport cans.

FRENCH AND ENGLISH FIZZ

The Champagne served at Harry and Meghan's nuptials, Pol Roger Réserve NV, saw an uplift in sales after the big event in May. English bubbly also did particularly well.

TONIC SYRUP

The next level of personalisation for cocktails, tonic syrup is

FROSÉ

...aka frozen rosé. Online searches for 'frosé' have increased seven-fold since July 2016, and visits to the frosé recipe page on waitrose.com have increased by 250% compared with this time last year.



drinkaware.co.uk
for the facts

THE GREAT BRITISH ROAST REVIEW

Eating lighter meals midweek is all well and good, but when it comes to the weekend, the Sunday roast still tops the menu. It seems we just can't get enough of this British institution

CHICKEN IS THE NATION'S FAVOURITE roast, followed by beef, then lamb. 'How to cook roast beef' is the most popular voice-searched term on our website. But our research also revealed that the meal's centrepiece is a secondary concern: Brits are twice as likely to choose roast potatoes as their favourite part of the meal than they are to say they like the meat the best.

Roasts are all about celebrating good food in the company of loved ones. In uncertain times, we retreat to life's certainties, and you can't get more classic and British than a roast. Almost one in three of us says the highlight of this meal is the chance to spend time with family. And this figure increases markedly as people get older.

According to our experts, there is also an element of 'cool, relaxed nostalgia' going on with the roast revival. This rose-tinted element is borne out in our research: 30% of people say their mum cooks the best roast, while only 18% say their partner does. And spare a thought for the nation's fathers: just 6% of people reckon that Dad's roasts are the finest.

Despite life's increasingly unsettled routines, lunchtime on Sunday remains the overwhelming favourite time for a roast. The meal is a chance to let go. A third of us say we eat more food when our family comes together for a roast, while 40% of us stay at the table longer on such occasions. Old hierarchies are lovingly and temporarily restored as soon as the gravy boat comes out: three in 10 people admit to reverting to their childhood roles when they sit down to a roast with family.

Despite regional differences in tastes – gravy is twice as popular in Wales as it is in East Anglia, for example – there are certain universal roast no-nos. Almost two thirds of people agree that chips should never be served with a roast, and 75% of us say that a roast just isn't a roast without gravy.

One thing's for sure: our love of this meal is getting stronger. Plus, roasts are good value and great for leftovers to boot.

'By its nature, you'd rarely choose to cook a roast if you were cooking for one. So it will always be a sociable meal.'

ALISON OAKERVEE
Partner & Food Editor

'People are looking back to old-fashioned values and heritage recipes. It's about the kitchen being the centre of the home, and the meals that Granny used to make.'

JONATHAN MOORE
Partner & Executive Chef

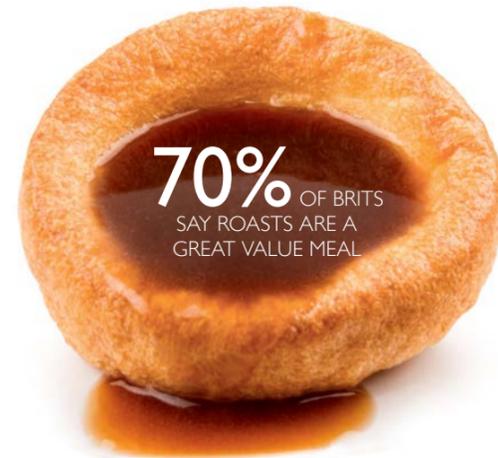
WHAT DO YOU LIKE MOST ABOUT A ROAST?



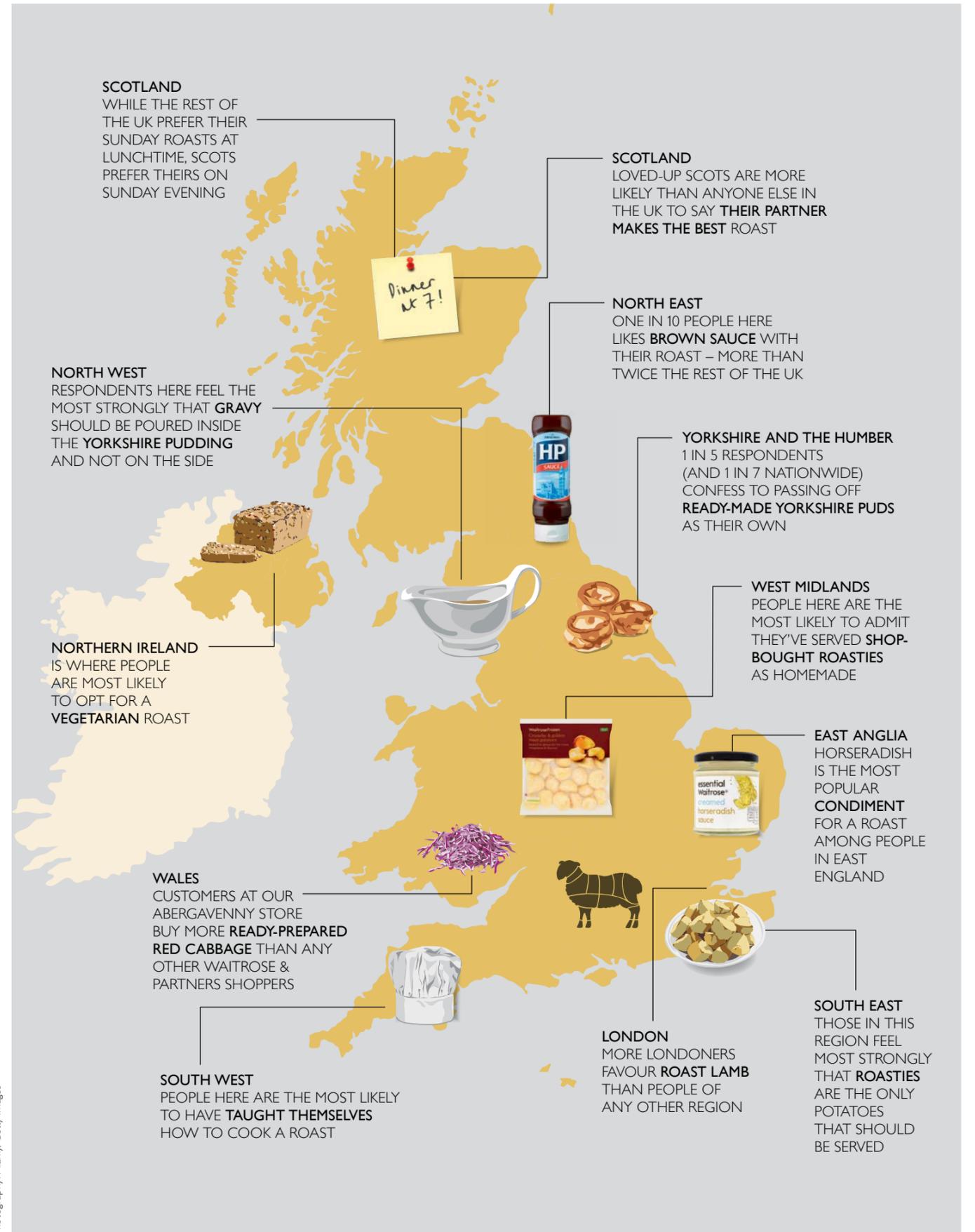
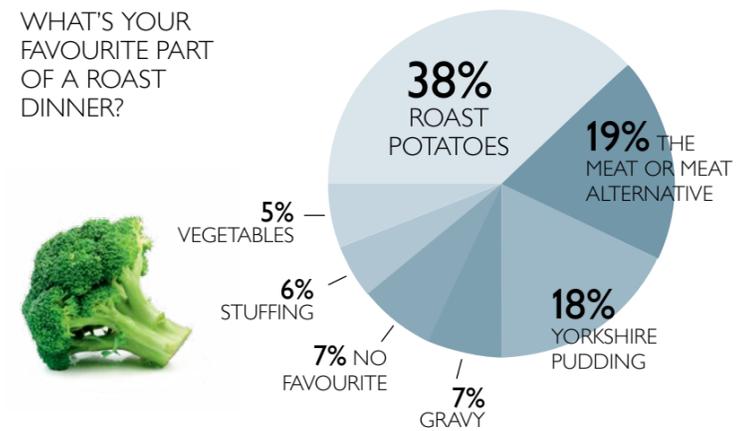
WHAT'S YOUR FAVOURITE ROAST?

#1 CHICKEN

- 2 BEEF
- 3 LAMB
- 4 PORK
- 5 TURKEY
- 6 GAMMON
- 7 NUT ROAST
- 8 DUCK



WHAT'S YOUR FAVOURITE PART OF A ROAST DINNER?



Photography: Alamy, Getty Images

FUTURE TRENDS

Look out for these five foodie fashions in 2019



1 PERSONALISED HEALTH

It sounds like something out of a sci-fi novel, but the mainstream use of artificial intelligence (AI) to improve our health and diet is just around the corner.

Thanks to algorithms, computer programmes, apps and voice-recognition technology, we'll soon be able to receive accurate, up-to-date and tailored advice on how best to look after ourselves.

Whether through our smartphones, laptops or Alexa-style devices, we'll be able to view personalised dietary tips and bespoke shopping lists. Access to phone-based GP services is growing in popularity, too. With NHS England publishing its code of conduct for the use of AI this year, a revolution in personalised dietary advice is on its way.

2 THE NEXT BIG SCOOP

Ice cream is having a moment. No longer the preserve of children's parties or a day at the beach, the popular dessert is entering a new era of Insta-friendly indulgence.

Taking their influences from street food in Thailand, Hong Kong and Taiwan, trendy new parlours are popping up in the UK and pushing ice cream to the next level of sensory experience. Bubblewrap Waffle and Pan-n-Ice (whose 'tacos' are below), are just two London producers experimenting with new textures, colours and flavours – with very tasty results.

And with supermarket ice cream sales smashing the £1bn mark this year, we think this fun trend is only just getting started.



3 WEST AFRICAN FOOD

From Ghana to Senegal and Nigeria to Mali, food from West Africa is set to become the next big thing. Brits love their spicy food, and the flavours from this part of the world are extremely special indeed. Whether it's tangy chicken yassa or tasty jollof rice, dishes are often cooked in one pot, so lend themselves to the trend for sharing. The vibrancy of the cuisine is astonishing.

4 LET'S GET BITTER

As a nation, we've long embraced sweet, sour and salty taste profiles. Now it looks as though their errant cousin – bitterness – is coming in from the cold. Already popular in drinks such as the negroni and Aperol spritz, bitter food is coming to a plate near you.

High-cocoa chocolate and kale are now part of the mainstream, while the trend for charring food over a naked flame is bringing a distinctive tang to restaurants. Our palates are about to take a further leap – forget social convention, it's time to get bitter!

5 COCKTAIL CHANGE-UPS

Some very different ingredients will be finding their way into our drinks next year. As palates and lifestyles change, and demand for alcohol-free options increases (almost a third of 16-25 year-olds now don't drink alcohol), mixologists are getting ever-more imaginative.

ALCOHOL-FREE 'SPIRITS' will provide even more complexity of flavour

SAVOURY NOTES
The likes of pickled onion and beetroot will tickle taste buds

AQUAFABA
Chickpea water to be used for vegan foam

KITCHEN TRIMMINGS
By including fruit rind and veg peel, cocktails will reduce waste

KOMBUCHA
We'll see this fermented drink make its way as a mixer

