

savona
FOODSERVICE

2024/25 TRENDS



TOP 10 FOOD & BEVERAGE TRENDS 2024-25

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Chat AI



1. HARNESSING AI

The future is **NOW** and there's no need to be scared.

It's an exciting time to think about how we can harness the power of AI in conjunction with the wisdom of human intelligence.

To (amongst other things) speed up scientific breakthroughs, reduce costs and inefficiencies in the food system, improve consumer experience and drive creativity.

2. PILLARS OF PROTEIN

Plant based is now **MAINSTREAM**.

Plant based is arguably experiencing a plateau; but focus is now on the other key pillars of alternative protein:

Cultivated (aka lab made), fermentation (both biomass and precision), and molecular farming (growing protein in plants).



3. AWESOME AMBIENT

The ambient aisle is going through a **REVOLUTION!**

Tins and jars are going gourmet, meal solutions are getting a global makeover, instant noodles and pasta are being reimagined. Breakfast pasta anyone?

Rice dishes come biting at their heels - and last but not least, there's powdered... everything!

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4. SIMPLE GOURMET

Meals that guarantee **SATISFACTION** and **DELICIOUSNESS**.

With consumers watching the pennies, chefs respond to the call with gourmet takes on the most simple of dishes.

Think chicken, chips, burgers, hot dogs, chicken wings and steak frites done to perfection. They may look simple, but they're prepared with Michelin-grade craft and care.



5. UMAMI 3.0

Cooks are getting **CREATIVE** and **BOLD**.

Umami is one of the core fifth tastes including sweet, sour, bitter, and salty. Meaning “essence of deliciousness” in Japanese, its taste is often described as the meaty, savoury deliciousness that deepens flavour.

We can't get enough of all things umami! For instance use animal fat to give rich, round umami mouthfeel, add unexpected umami ingredients like olive, black garlic or tomato to desserts, and wash it all down with super savoury cocktails.



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6. RETRO THROWBACK

Everything old is **NEW!**

Unabashedly retro dishes from the 50s through to the 80s are back in vogue!

From appetisers (prawn cocktails, gilda skewers) to mains (poached fish in butter sauce, meatloaf) to dessert (trifle, roulades). All served on vintage crockery of course, and paired with classic tipples like dirty martinis and sherry cocktails.



7. REGENERATE LAND & SEA

Prioritise the **PLANET.**

Regenerative farming practises are vital to protecting our soil and crops.

So too are sustainable aquaculture practices to protect our underwater ecosystems.

8. SMART PLANTS

There's **POWER** in plants!

Some start-ups and scientists are turning plants into 'protein factories' through molecular farming, and others are using gene-editing technology to give plants different advantages to enhance the flavour or nutritional content of crops, or reduce undesirable traits. Both approaches have the potential to revolutionise the quality, availability, and sustainability of our food supply.

9. HACK MY HEALTH

One size does not **FIT ALL**.

People are leveraging the power of genetics, biology, neuroscience and nutrition to 'hack' their unique biology - not just to live longer, but also live better.

For some it's about simple day-to-day choices like changes to diet, meditation and breathwork to feel better as we age; others think further outside the box, looking to digi-health and beyond to slow down the ageing process or even reverse it.



10. ULTRA PROCESSED IMPACT

You **ARE** what you **EAT**.


The debate around 'ultra processed' food continues, as we better understand the links between what we eat now and our long-term health down the road.

There's a lot yet to unpack about the definition of ultra-processed, and why these foods are so prevalent, but in the meantime, "You Are What You Eat" is an ever more relevant mantra.





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