

# Huhtamaki

## 2020 Q1 Trends Report



Food Waste | Ghost Kitchens | Ethnic Trends



## Food Waste

Emissions created by decaying food have become a major contributor to climate change, causing restaurants, schools and more to seek innovative ways to tackle food waste.

# Around the World

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**More than 40%**  
of all food produced is wasted,  
**equaling 1.3 billion tons**  
of edible product thrown away each year.

By 2025, that number  
is expected to grow to  
**2.2 billion tons.**



# Around the World

If food waste were a country, it would be **the 3rd largest emitter** of greenhouse gases.

These numbers don't include subsequent wasted resources, like



**water**

**&**



**human hours**

# In Restaurants

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Food waste costs the restaurant industry **hundreds of billions of dollars annually**, though reducing the amount of waste produced could help ensure profitability.

## What Restaurants Can Do:



Continuously  
assess inventory



Adjust  
portion sizes



Utilize  
products fully

# In Restaurants

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On average, for **every \$1** invested in kitchen waste reduction, **the business saves \$7** in operating costs.

## In Restaurants

In 2018,  the **James Beard Foundation** announced a multi-year **Waste Not initiative**, encouraging chefs and home cooks to adopt more full-use cooking methods.

## In Restaurants

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Food organization

**Consorzio del  
Prosciutto di Parma**

—launched—

**The Whole Leg**—

a training hub that teaches chefs how to fully utilize the company's prized ham.



— The —  
**Too Good  
To Go app**

connects customers with restaurants so they can purchase soon-to-be-tossed foods at low prices.



## In Supermarkets

**44%** of wasted foods are **“imperfect” fruits and veggies** overlooked by picky consumers.



Grocery chains are implementing campaigns aimed to help unshapely foods avoid the waste bin.

**Tesco: “Imperfectly Perfect” & Asda: “Wonky Veg”**

# In Schools

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**53,000 tons**  
of food are thrown  
away in school  
cafeterias annually,  
totaling as much as  
**\$1.7 billion**  
**in waste**  
each academic year.

Source:

[https://www.foodservicedirector.com/operations/schools-produce-530000-tons-food-waste-annually-new-study-estimates?utm\\_source=Marketo&utm\\_medium=email&utm\\_campaign=NL\\_FSD\\_Update\\_12-11-19&LID=10683225&mkt\\_tok=eyJpIjoiTm1KbU9EQTFOMlkzTVpKbSIsInQiOiJlUmdU9zdm1vWVGR1NGdEkyZ3k1TE1uR3d5ZT11eVhKblUzWlkwRTBLXC9rTWRBbnVrRnkNW16bGVidjpbDjTaUhuOXNmK0haampBRnlwdGJ4UW5Pa0dqS2hwcU5vajh5bWxCQVvUK09QWJNhtTGdJMXZkVv#VNVVJXC9Sa2FmRGNNIn0%3D](https://www.foodservicedirector.com/operations/schools-produce-530000-tons-food-waste-annually-new-study-estimates?utm_source=Marketo&utm_medium=email&utm_campaign=NL_FSD_Update_12-11-19&LID=10683225&mkt_tok=eyJpIjoiTm1KbU9EQTFOMlkzTVpKbSIsInQiOiJlUmdU9zdm1vWVGR1NGdEkyZ3k1TE1uR3d5ZT11eVhKblUzWlkwRTBLXC9rTWRBbnVrRnkNW16bGVidjpbDjTaUhuOXNmK0haampBRnlwdGJ4UW5Pa0dqS2hwcU5vajh5bWxCQVvUK09QWJNhtTGdJMXZkVv#VNVVJXC9Sa2FmRGNNIn0%3D)

# In Schools

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**The University of Michigan**  
is doing several things to reduce waste:



Collecting  
kitchen scraps  
for compost



Implementing  
Meatless Mondays  
to reduce its  
carbon footprint  
linked to red meat  
preparation



Distributing  
reusable  
water bottles  
to incoming  
freshmen  
each year

## In Schools

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**Tahoe Truckee Unified School District** composts its kitchen waste and sources produce from **Tahoe Food Hub**, an area nonprofit that connects farms with schools, grocers and restaurants to create a successful local food system.



## In Schools

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The ***Bright Green Future Grants Program*** in Austin, TX, funds gardens for schools, providing students the opportunity to learn about healthier foods and the environmental benefits of farm-to-table living.

## In Schools

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The **Boulder Valley School District** in Colorado buys milk in bulk instead of in individual cartons, creating only 3% milk waste compared to 30%–40% in other districts.

This also makes milk self-serve, per U.S. Department of Agriculture rules.



## Ghost Kitchens

As consumer preferences continue to shift to support a delivery-centric economy, front-of-house operations are beginning to fall by the wayside.

**Delivery spending** is growing 2-3x faster than on-site sales and is expected to outperform them in 2020.

## **Ghost kitchen:**

An off-site cooking facility that creates food solely for online ordering and delivery.

### **Ghost kitchens DO:**

- Have a name
- Have their own recipes & menus
- Allow for delivery orders

### **Ghost kitchens DO NOT:**

- Have a dining area
- Allow for takeout orders





**Zuul Kitchens**, a Lower Manhattan ghost kitchen company since Sept. 2019, is divided between six restaurant brands, \_\_\_\_\_ including \_\_\_\_\_ **Sweetgreen, Junzi** and **Stone Bridge Pizza**.

With the ghost kitchen's support, it is predicted these restaurants will require only 1–2 flagship locations to meet the area's demand.

**DoorDash Kitchens** allows the third-party food delivery company to have more control over its end product.



**Wendy's, Chick-fil-A, Famous Dave's and Nando's** are all incorporating off-site kitchen facilities into their near-term development plans.



Similar to ghost kitchens,

**Starbucks**

began utilizing a type of “third space” with the opening of an NYC location exclusively for mobile *app order pickup.*



## Ethnic Trends

Tastes and preferences continue to evolve just as quickly as our communities continue to do the same.

**30%** of customers say they typically eat **5-10 different** cuisines per month, according to DoorDash.

**33%** of customers say they want restaurants to serve more **ethnic items.**





Almost **1/4 of Gen Z** was born to immigrant parents, creating a demo of diners desiring menus that reflect the ***diverse flavors*** they were raised tasting.

# Tastes From Asia

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DoorDash  
customers ranked  
**Thai food** as the  
**best new cuisine**  
they tried in 2019.

# Tastes From Asia

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**The Lao Food Movement** is growing.

With bright, herbal notes, Lao cuisine is reminiscent of popular Thai flavors, minus the coconut milk and sweetness.

*Concepts to watch:*  
**Khe-Yo** in New York City &  
**Hanumanh** in Washington, D.C.





# Tastes From Asia

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Toronto-based marketing firm THP predicts

**Vietnamese cuisine** will go beyond the bánh mì in 2020.



Look out for street foods like ***bún bò Huế*** (a vermicelli noodle and beef soup) and ***ca phe trung***, or egg coffee (a drink including egg yolks and condensed milk).

# Tastes From the Middle East

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Middle Eastern cuisine combines flavors from areas like **Israel, Iran, Turkey** and even **Northern Africa**.



**The University of Kansas Dining Team** is using sabih (a traditional Middle Eastern street food) as inspiration for a new wrap on campus consisting of seared eggplant seasoned with coriander chutney, shredded lettuce, cucumbers, tomatoes, green onions and hard-cooked eggs – all drizzled with tahini.

# Tastes From the Middle East

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## **Jerusalem bagels**

(similar to the sesame seed-topped Turkish flatbread simit) are growing in popularity.



With a softer, more bread-like texture than typical bagels, they are popular for dipping in spreads like **olive oil** and **za'tar**.

*Concepts to watch: Breads Bagelry in Brooklyn & K'Far in Philadelphia*

# Tastes From the Middle East

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**Syrian foods** like **kibbeh** (fried meatballs/patties), **spinach cheese pies** and **booza** (stretchy ice cream) are on the rise as food trend expert Kara Nielsen notes:

*“We’re understanding the plight of refugees and have an interest in supporting them and gaining a deeper understanding of their food culture.”*



# Huhtamaki

As a foodservice provider, it's important to stay on top of the trends that are exciting employees and customers alike. From minimizing food waste and restaurant footprints to expanding ethnic cuisine offerings, there are plenty of ways to attract and retain both key groups.

Huhtamaki North America stays at the forefront of these trends to help your business navigate the ever-changing foodservice landscape.