

Crowd-Pleasing Menu Trends for Spring

Presented by:

Illinois Restaurant Association, Sysco, Southland Development Authority and the Cook County Small Business Source

Thursday, March 9, 2023



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Welcome

ILLINOIS



RESTAURANT
ASSOCIATION

IllinoisRestaurants.org

Cook County
**SMALL
BUSINESS
SOURCE**



Providing Access, Fostering Growth

CookCountySmallBiz.org



Southland
Development Authority

Driving Growth in Greater Chicago

(708) 400-7063

outreach@southlanddevelopment.org



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ILLINOIS
RESTAURANT
ASSOCIATION

Sysco



Southland
Development Authority
Driving Growth in Greater Chicago



Cook County
**SMALL
BUSINESS
SOURCE**
Providing Access, Fostering Growth

The Cook County Small Business Source strives to support, grow and elevate small businesses by providing no-cost **business advising**, **resources** and access to **events**.

This program directly connects small business owners with expert guidance and support to take businesses to the next level.

Cook County established the award-winning program to ensure that businesses emerge from COVID-19 intact and positioned for growth.

Impact

10,000+

Small businesses reached

\$17Mill

In grants distributed to businesses
with 20 employees or less

2,700+

Businesses supported through
direct assistance

66%

businesses owned
by people of color

55%

businesses owned
by women

76%

microbusinesses
(with 5 or less employees)



Overview of Services



Business Advising

One-on-one, expert business advising provides small business owners with the advice and assistance they need.



Resources

A resource library and a network of over 30 partners are available to help grow and scale small businesses.



Events

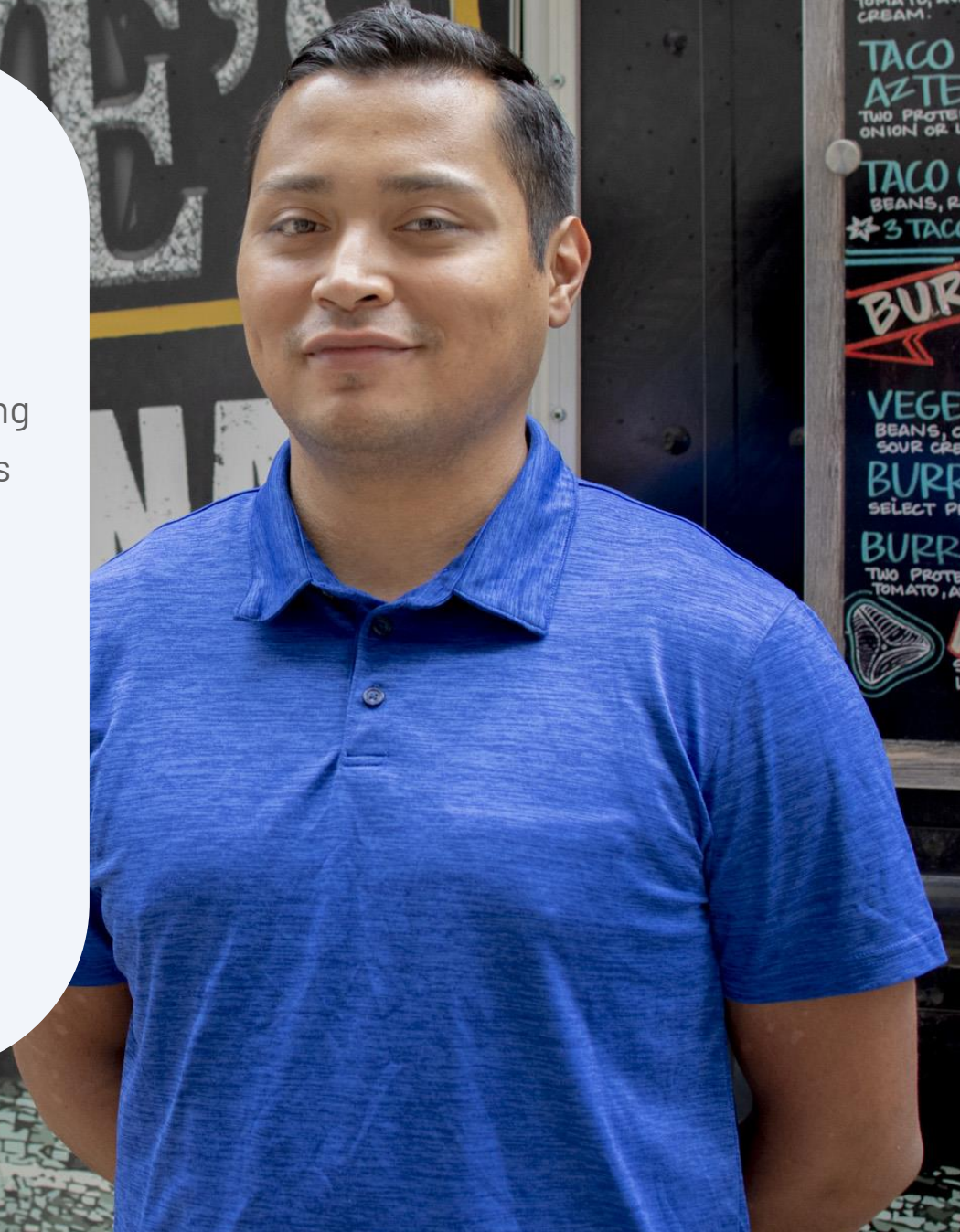
Events connect small business owners with a community of advisors who provide in depth knowledge on topics important to small businesses.

Business Advising

The Cook County Small Business Source's Business Advising program provides one-on-one assistance to small business owners to address their unique needs.

These sessions are conducted by Business Support Organizations (BSOs).

Sign up today at
cookcountysmallbiz.org



Cook County connects Small Business Owners with network of expert business advisors from the region:



Stay Connected

Sign up for news and updates at cookcountysmallbiz.org

Send us an email

info@cookcountysmallbiz.org

or

Contact Domini Brewton-Gamble, Small Business Program Manager

Cook County Bureau of Economic Development

domini.brewton-gamble@cookcountyil.gov

 @cookcountysource

 @cookcountysource

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 Cook County Small Business Source



Illinois Restaurant Association



IllinoisRestaurants.org



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Panelists



Todd Cohen
Manager, Business Specialists
Sysco



Ryan Nolan
Manager, Sales Strategy
Sysco



Chef Phu Lu
Culinary Specialist
Sysco

FOOD TRENDS *2023*



CONNECTING THE WORLD
TO SHARE FOOD
AND CARE FOR ONE ANOTHER



Todd Cohen – Manager, Business Specialists
Ryan Nolan – Manager, Sales Strategy
Chef Phu Lu – Culinary Specialist

AGENDA

State of the Industry – Todd Cohen

Datassential Trend Report – Ryan Nolan

Local Sourcing – Homegrown – Chef Phu Lu

Technology and Resources – Todd Cohen

Q & A



STATE OF THE RESTAURANT INDUSTRY

- **GROWTH WILL CONTINUE:** FOODSERVICE INDUSTRY SALES IS FORECASTED TO INCREASE BY 6.4% AND REACH \$997 BILLION IN 2023, DRIVEN IN PART BY HIGHER MENU PRICES AND CONTINUED CUSTOMER DEMAND
- **INDUSTRY HELP WANTED:** THE FOODSERVICE INDUSTRY WORKFORCE IS PROJECTED TO GROW BY 500,000 JOBS, FOR TOTAL INDUSTRY EMPLOYMENT OF 15.5M BY THE END OF 2023 AND SURPASSING PRE-PANDEMIC LEVELS
- **RISING COSTS CREATE CHALLENGES:** 92% OF OPERATORS SAY THE COST OF FOOD IS A SIGNIFICANT ISSUE FOR THEIR RESTAURANT
- **COMPETITION IS HEATING UP:** IN 2023, 47% OF OPERATORS EXPECT COMPETITION TO BE MORE INTENSE THAN LAST YEAR
- **CONSUMERS WANT RESTAURANT EXPERIENCES:** 84% OF CONSUMERS SAY GOING OUT TO A RESTAURANT WITH FAMILY AND FRIENDS IS A BETTER USE OF THEIR LEISURE TIME THAN COOKING AND CLEANING UP

The industry's “new normal” demands innovations



UNCOVER EMERGING FLAVORS AND
IDEATE WITH CONFIDENCE.

SOJU



*Third
fastest-
growing
spirit on
menus.*



SPICY
MAPLE

The next hot honey.

LONDON FOG



UBE

Obviously.

*Up 100% on
menus in the last
year alone.*



MANGONADA

*The fastest-growing item
on menus last year.*

RANCH WATER



*Also
obviously.*



BIRRIA



*Look for more
mushroom
snacks
and unique
varieties like
Lion's Mane
on menus.*



MUSHROOMS

*Keep an
eye out for
yuzu on more
chain menus.*

YUZU



10 FLAVORS & INGREDIENTS THAT WILL BE EVERYWHERE IN 2023

SALSA MACHA



*+339% on
menus in the
past 4 years.*

VERJUS



Chefs are rediscovering this ancient grape juice.

Dramatic color

BLACK TAHINI



WHITE COFFEE



There's always room for coffee innovation on menus and retail shelves.

SISIG

Driven by the growth of Filipino cuisines.



Growing in winter baked goods

CHESTNUT FLOUR



Trickling down from fine dining

PICKLED STRAWBERRIES



MSG



Many consumers understand it got a bad rap, and now chefs are calling it out on menus and in drinks.

SAVORY GRANOLA



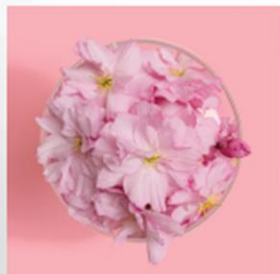
See it on breakfast menus and in savory bowls.

The path to legalization is driving new strains, flavors, and products.

NEXT-LEVEL CANNABIS



CHERRY BLOSSOM



Making its way from Japan (where it's called sakura) to the U.S.

PLUS 10 FLAVORS & INGREDIENTS TO HAVE ON YOUR RADAR BEFORE THEY HIT IT BIG

GENERATIONAL TREND

INTRODUCING GEN ALPHA

Is it too early to start caring about Gen Alpha? Is it ever too early to start thinking about what the future consumer will look like? In fact, Gen Alpha is already impacting household purchases, while a new generation of kid influencers are using social media to drive trends well beyond their immediate friends and family (Green Giant recently announced a partnership with Tariq the "Corn Kid"). The oldest members of this generation are also starting to hit their teenage years, when they begin to start making purchasing decisions for themselves and developing their own preferences.

So who is Gen Alpha? It goes without saying that they are more diverse than ever, while globally, much of this generation's growth will come from population centers like China, India, and Nigeria, according to Australia's McCrindle Research, which is credited with developing the "Gen Alpha" moniker. Their familiarity with technology is unparalleled, with many of them playing with iPads as babies, learning virtually during COVID, creating content for social media, and spending lots of time in virtual worlds like Roblox.

Gen Alpha is mostly comprised of the children of Millennials. They grew up with parents who were likely foodies and were concerned about options like clean ingredient lists and sustainable packaging. At the same time, their Millennial parents are raising them on the same nostalgic brands that they grew up with and reminisce about on social media.

There's a lot of uncertainty for Gen Alpha. As the first generation to be born completely in the 21st century, they didn't experience 9/11 or the 2008 recession, but they are already experiencing pandemics, possible new recessions, political conflicts, the climate crisis, and they'll be tasked with taking care of an aging population in the future.

It's impossible to fully know what Gen Alpha will look like, but a picture will start coming into focus in 2023. As you develop your long-term plans, consider what this future consumer group looks like. And stay tuned for Datassential's full Gen Alpha Keynote Report, launching in 2023.

35%

of restaurant operators say that Gen Alpha is already important to their business



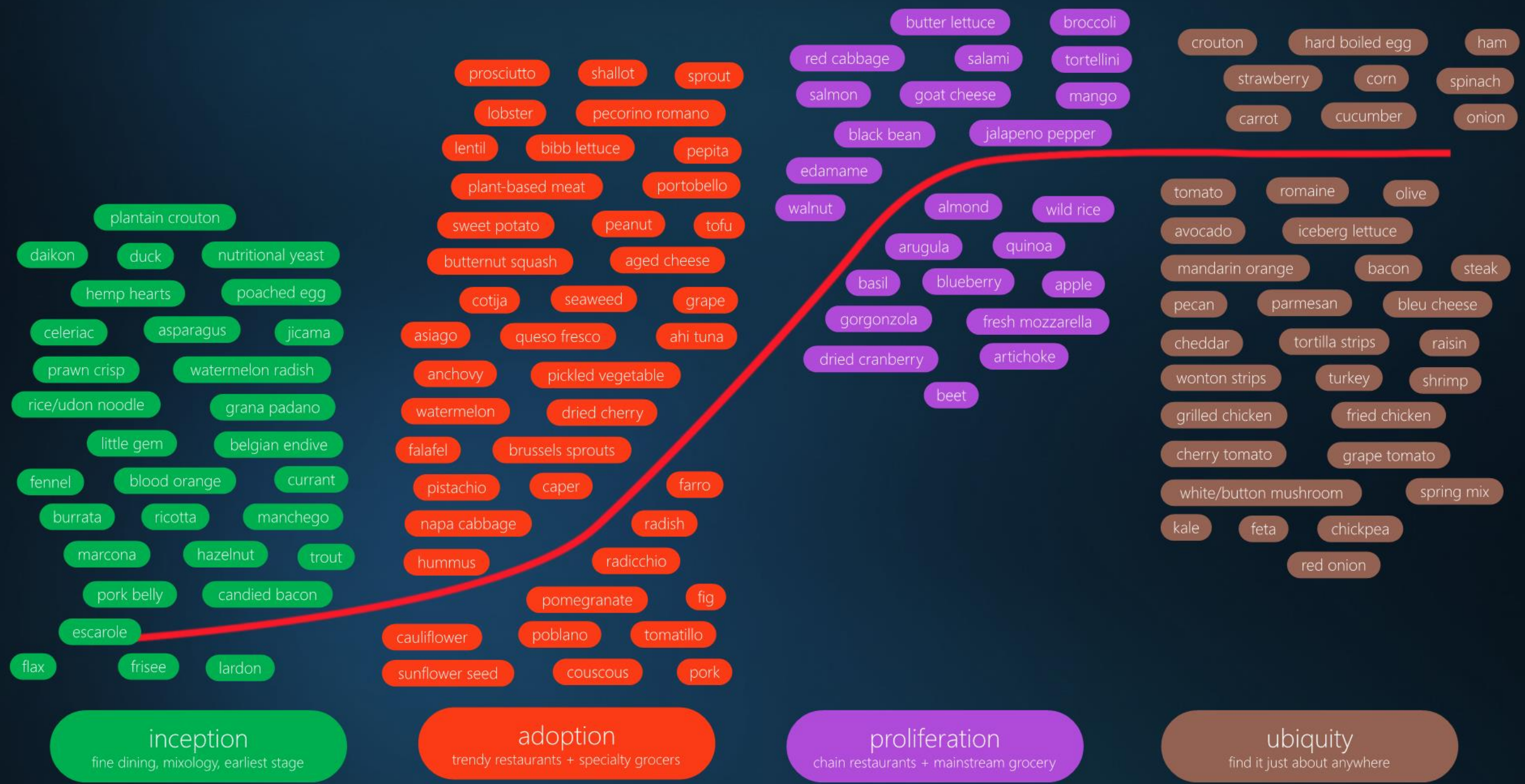
BORN BETWEEN **2010-2024**

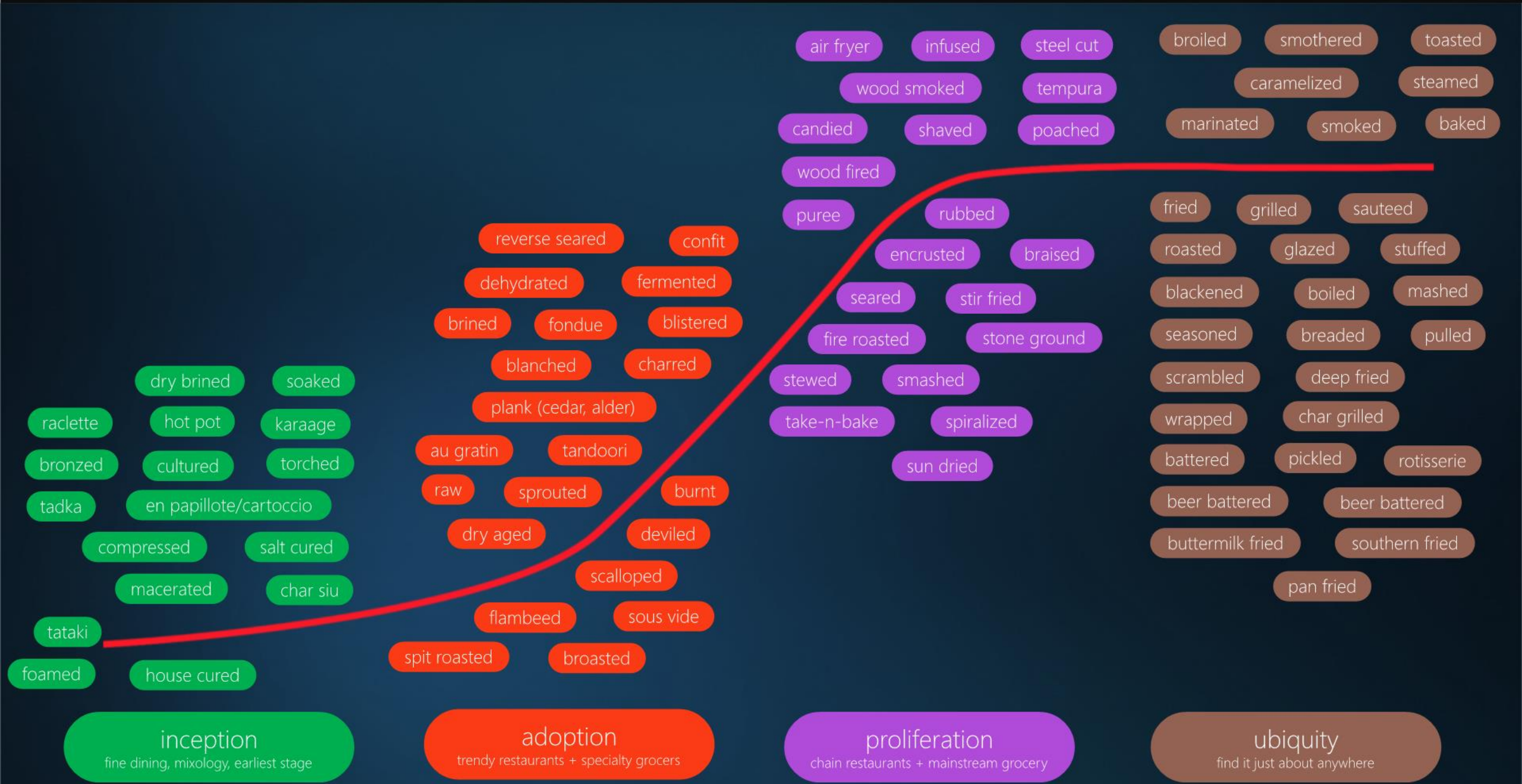
GEN ALPHA IS EXPECTED TO NUMBER NEARLY
TWO BILLION
PEOPLE BY 2025

THE OLDEST MEMBERS OF GEN ALPHA ARE
JUST HITTING THEIR TEENAGE YEARS



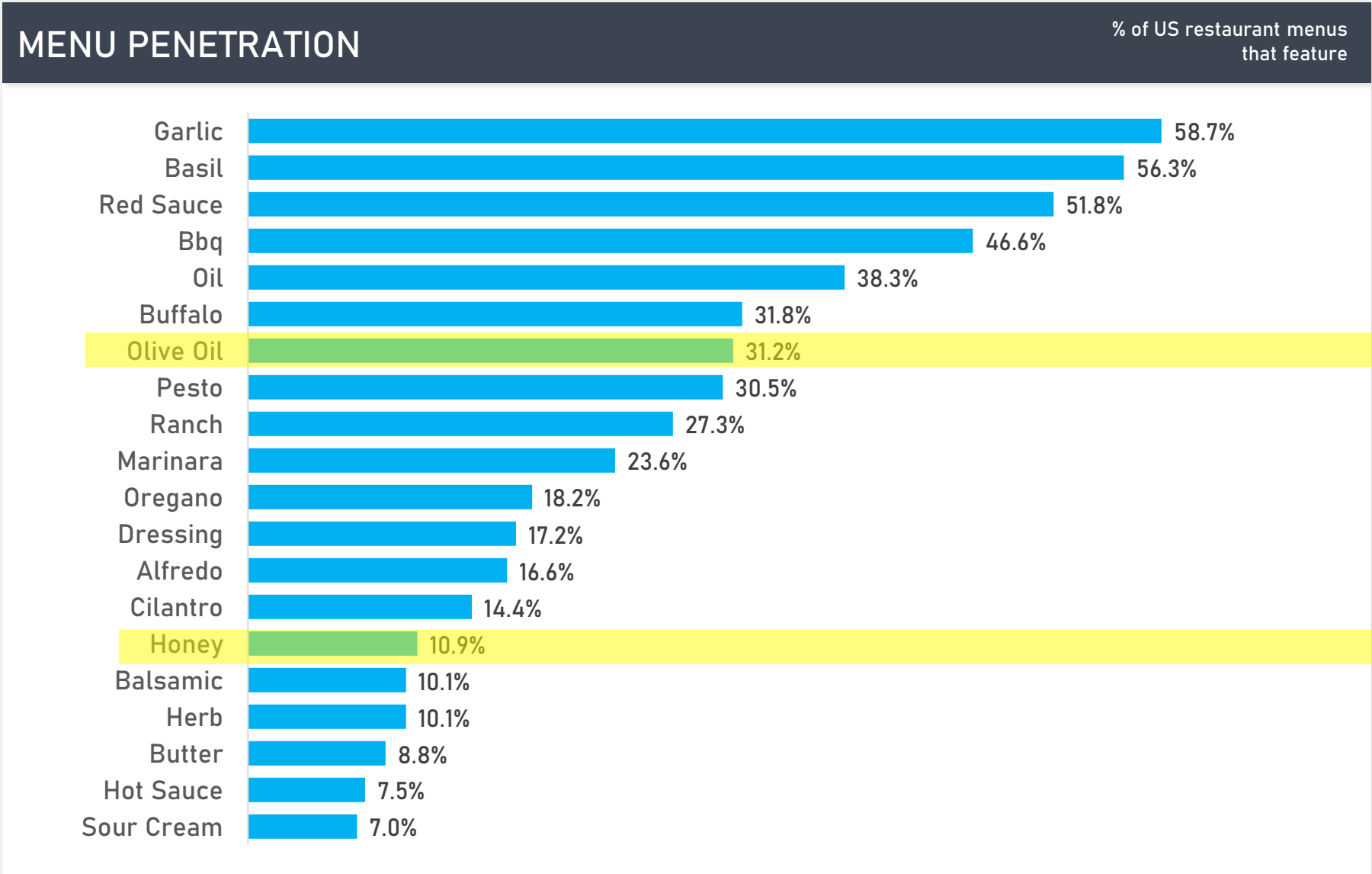






PIZZA SAUCES: PIZZA

instant chart



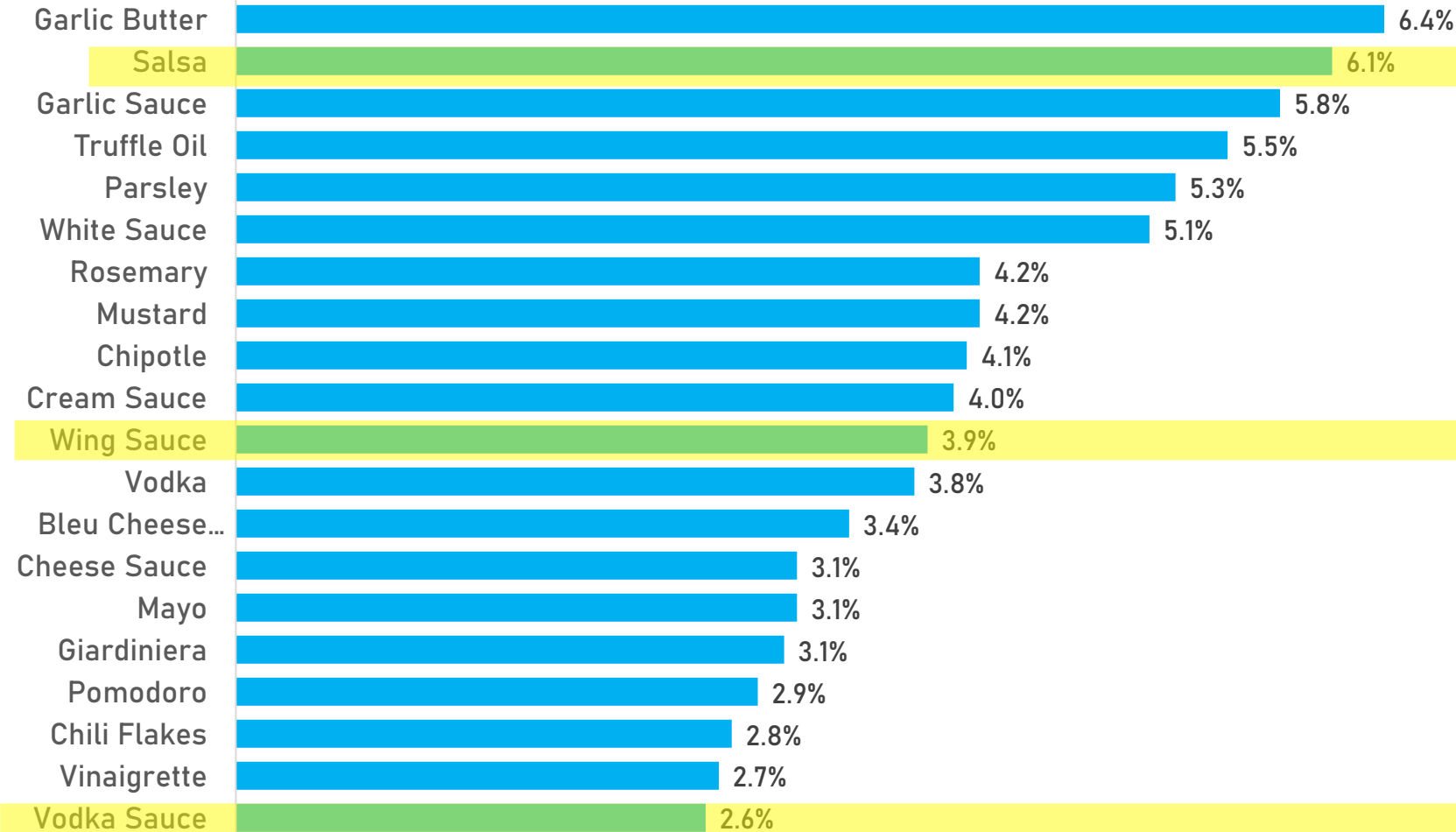
	Menu Penetration	4-Year Trend
Garlic	58.7%	-1%
Basil	56.3%	-2%
Red Sauce	51.8%	+4%
Bbq	46.6%	-1%
Oil	38.3%	0%
Buffalo	31.8%	+12%
Olive Oil	31.2%	-2%
Pesto	30.5%	-1%
Ranch	27.3%	+28%
Marinara	23.6%	+9%
Oregano	18.2%	-1%
Dressing	17.2%	+2%
Alfredo	16.6%	+9%
Cilantro	14.4%	-12%
Honey	10.9%	+90%
Balsamic	10.1%	+9%
Herb	10.1%	+3%
Butter	8.8%	+42%
Hot Sauce	7.5%	+6%
Sour Cream	7.0%	0%

PIZZA SAUCES: PIZZA

instant chart

MENU PENETRATION

% of US restaurant menus
that feature



	Menu Penetration	4-Year Trend
Garlic Butter	6.4%	+43%
Salsa	6.1%	-18%
Garlic Sauce	5.8%	-9%
Truffle Oil	5.5%	+14%
Parsley	5.3%	-1%
White Sauce	5.1%	-7%
Rosemary	4.2%	-29%
Mustard	4.2%	+16%
Chipotle	4.1%	-9%
Cream Sauce	4.0%	+12%
Wing Sauce	3.9%	-10%
Vodka	3.8%	+66%
Bleu Cheese D...	3.4%	+4%
Cheese Sauce	3.1%	+2%
Mayo	3.1%	+7%
Giardiniera	3.1%	+13%
Pomodoro	2.9%	+2%
Chili Flakes	2.8%	+14%
Vinaigrette	2.7%	+18%
Vodka Sauce	2.6%	+84%



*Connecting local chefs
with our local community
of farmers and producers.*

Home Grown Parameters

When we say local, we mean local. Using a 300 mile radius from Sysco Chicago, we are continuously developing partnerships with some of the best known local farmers/producers and off the beaten path's "hidden gems". We are looking for farmers who either raise their own animals and products, or source themselves from other local farmers.

Our people

Our people involved in the Home Grown program are focused on keeping true to the "story" behind our local partners. Each individual has an understanding as to why these local farmers and producer's products are so unique and of the best quality. Being a resource to our chef's and operators to help them find and utilize the right product for their establishment, is our people's main focus.

Local vs Global Sourcing

Local Sourcing

Local sourcing intends to procure supplies within the country it is located.

Local sourcing allows for control and a shorter lead time of materials.

Quicker communication with the supplier as they are in the same country.

Offers sustainability in times of international political conflicts.

In local sourcing, there are limited available resources.

Global Sourcing

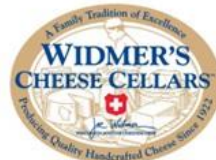
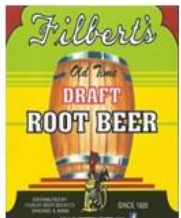
Global sourcing aims to procure suppliers in the international market to find the best prices.

Global sourcing is more cost-effective as you have a wide list of potential suppliers that provide materials for much lower prices.

Might take a long time to solve problems with their supplier as they have different time zones.

Political unrest can cause disruption to its supply chain.

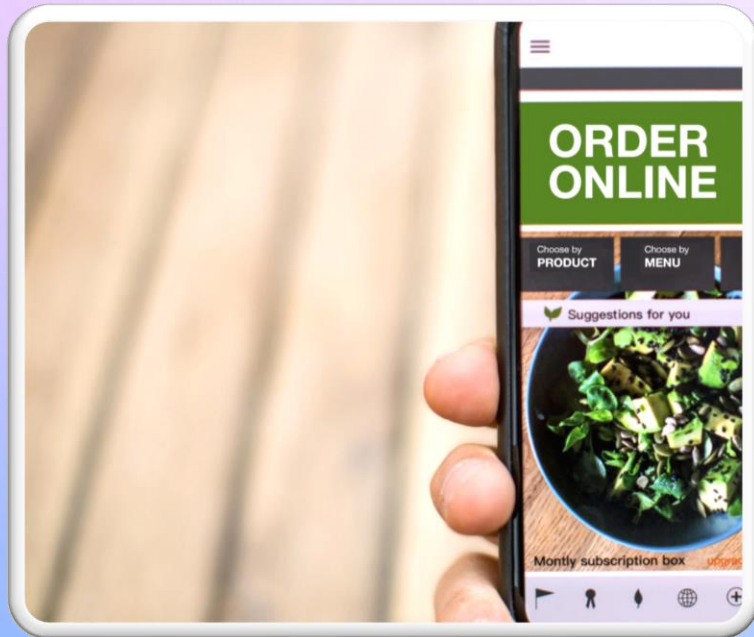
The availability of resources is much higher than local sourcing.



Local Sourcing Helps the Environment

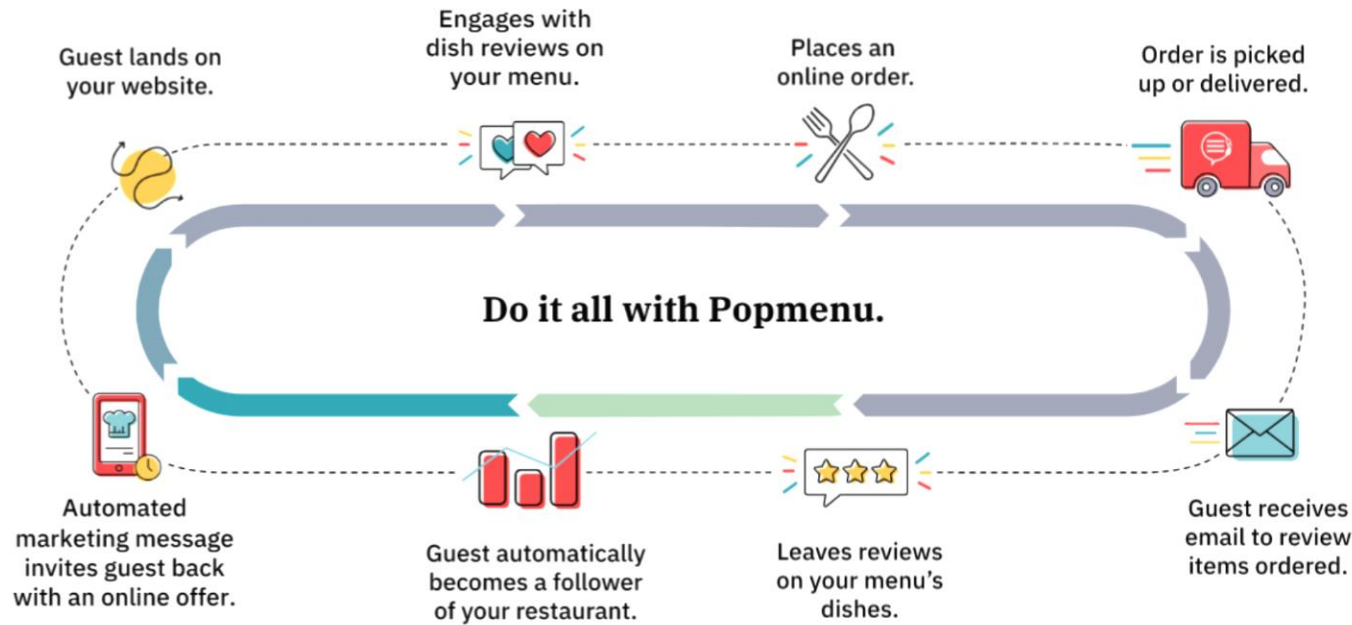
When you reduce shipping and storage, you also reduce the emission and carbon usage.

MENU PSYCHOLOGY (THE FOUR P'S)



- **PROFITABILITY** - THESE ARE TOUGH ECONOMIC TIMES. MAKE SURE ALL YOUR EFFORTS ARE FINANCIALLY SUSTAINABLE AND KEEP PROFIT TOP OF MIND.
- **PREPARATION** - MOST RESTAURANTS HAVE HAD TO CUT STAFF. MAKING SURE YOUR MENU IS LABOR AND TIME-SENSITIVE IS CRITICAL RIGHT NOW.
- **PORTABILITY** - TAKEOUT AND DELIVERY ARE VITAL AT THIS TIME, AND CONSUMERS HAVE HIGH EXPECTATIONS OF QUALITY AND PRESENTATION. CONTAINERS SHOULD KEEP THE FOOD PRESENTABLE AND DELICIOUS. AND IF AN ITEM DOESN'T TRAVEL WELL, DON'T PUT IT ON YOUR TO-GO MENU.
- **POPULARITY** - CONSUMERS WANT COMFORT FOOD AND FAMILIARITY. IF YOU'RE KNOWN FOR MEATBALLS, KEEP MEATBALLS ON THE MENU. OFFER THE THINGS PEOPLE LOVE ABOUT YOUR RESTAURANT.

7 restaurant technology trends to watch in 2023



- **ONLINE ORDERING SYSTEMS AND DELIVERY APPS**
- **CONTACTLESS PAYMENT**
- **ONLINE TABLE RESERVATION SYSTEM**
- **DIGITAL KITCHEN 'BOARDS'**
- **AUTOMATED INVENTORY MANAGEMENT SOFTWARE**
- **QR CODES**
- **FOOD DELIVERY TECH**



LABOR & HIRING SOLUTIONS TOOLKIT

Workplace Quality

Restaurants are known for high-stress shifts in hot kitchens and few employee benefits.



OPERATIONS

Maximizing Efficiencies in a Limited Labor Environment

Sysco's Cutting Edge Solutions innovation line makes proteins the central feature profits latest product launch.



OPERATIONS

Menu Engineering and Impact to Your P&L

Savings & solutions start with menu analysis.



OPERATIONS

A Happier, Healthier Kitchen

A new program is bringing positive change to restaurant kitchen culture.



Profitable Ideas: Menus & Marketing



Achieving Kid's Menus Success

Operators know that sometimes their biggest critics come in the smallest packages – kids!



Consumers Crave Choice

Build more inclusive menus to meet the dietary lifestyles of today's diner.



How to Best Package your Take-Out and Delivery

Let us help you make certain that your food arrives in the same condition as it leaves your restaurant.

THANK YOU FOR YOUR TIME TODAY!



Q & A



Thank You!

