



TREVORS
Foodservice

TREVORS FOODSERVICE 25/26 TRENDS



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WHATS NEW?

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NEW PROTEIN



61%

of people are baking at least once a month. Additionally, home baking lines have risen in sales by 7.4% (Intel)



81%

of people are cooking at home daily to save costs and make more health conscious decisions. (Elwan, 2024)



83%

of people are drinking at least one coffee at home compared to a previous 34% (BeverageIndustry, 2024)



37%

of people are taking up mixology at home and crafting their own cocktails

JOMO RECCOMENDATION

More diverse high quality offerings on menus

In order to get consumers out to eat at restaurants, caterers must offer diverse options that are tricky to cook at home whilst maintaining quality that is hard to replicate.

New and exciting coffee flavours

In order to get consumers to purchase coffees, caterers must offer new flavours that consumers are unable to make at home.

Deals and discounts on cocktails

The hospitality industry should offer cheaper pricing on cocktails as well as deals (e.g 2 for 1) to make it affordable for consumers.

Matcha market is expected to have a 13.5% CAGR (compound annual growth rate) by 2031





FUSION

Fusion cuisine is a cuisine that combines different culinary elements from across the globe to create dishes! As **consumers increasingly seek bold and diverse flavors**, they're exploring new taste experiences with global influences.

Flavors like jerk, teriyaki, kimchi, and more are gaining popularity, inspiring creative twists on classic favorites such as noodles, tacos, sushi, sandwiches, and salads. People are now **more eager than ever** to discover fusion-inspired versions of the dishes they love.

42%
of consumers
find British
fusion food
exciting

FUSION INSIGHT LED



Asian inspired
flavourings are the
most favoured fusion
cuisine amongst
consumers

44%
of consumers who
haven't already are
interested in trying
Caribbean food.

Consumers have
a new strong
interest in Indian-
Mexican
crossovers



FUSION RECCOMENDATION

02

Menu changes

Swap out some of your traditional dishes for foods that incorporate fusion flavours to gain new customers! Or add to them with unexpected, tasty, fusion twists

Expanding seasonings range

As a hospitality business, expanding your range of seasonings to create new, exciting dishes will surely keep you on trend in 2025. Experimenting with these on your food offerings such as jerk loaded fries, teriyaki chicken and tacos will enhance your menu.





SLIM AND TRIM

Consumers buying habits are evolving and we are seeing customers opt for healthier options when dining out and food shopping.

Consumers are seeking foods that contain fewer and healthier ingredients with reports stating that over 30% of consumers are seeking lower sugar levels when buying food and drinks.

There is a growing interest in products that support both physical and mental well being whilst still being indulgent.

49%
of consumers
are opting for
healthier foods

SLIM AND TRIM RECCOMENDATION

03

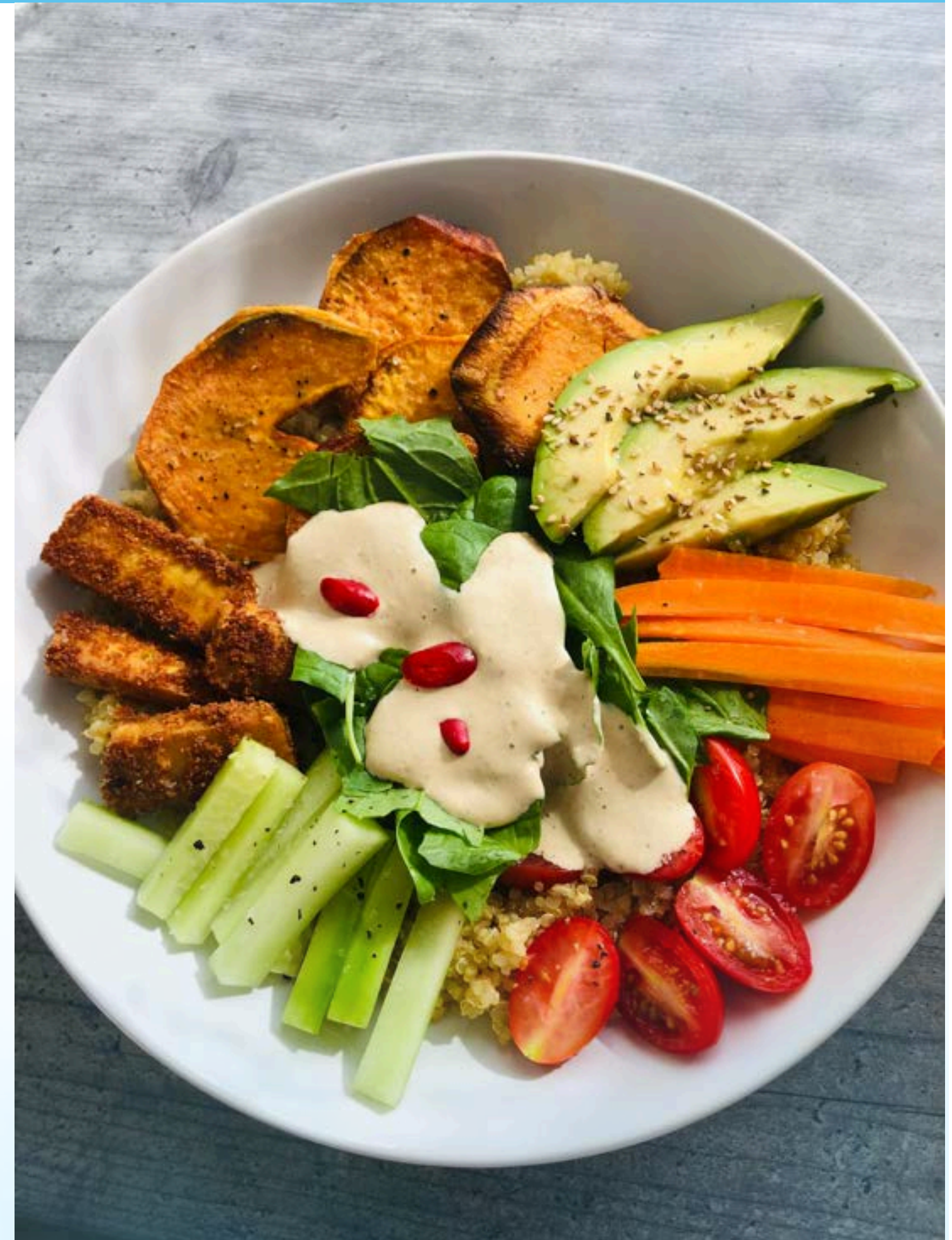
Menu changes

Adding in menu changes that offer healthier alternatives will influence customers out to eat. Additionally, including nutritional information on your menu or subsectioning it to clearly display healthier options will entice health conscious customers to visit your business.

Expanding range

Health-conscious diners are constantly looking for meals that not only taste great but also provide nutritional benefits. Superfoods such as quinoa, kale, chia seeds, and turmeric are seen as nutrient-dense and offer a range of health benefits, from boosting immunity to improving digestion.

Bone broth, for example, is gaining popularity for its high collagen content, promoting gut health, joint repair, and even healthy skin. It's a perfect fit for both comfort food lovers and those seeking wellness-based meals.



PURE AND CLEAN

Consumers are turning to foods deemed as “pure and clean”. They are typically avoiding processed foods packed with chemicals and opting for well known, “clean” ingredients.

Some of these foods include:

- Nuts
- Fruits and vegetables
- Red meats
- Whole foods



PURE AND CLEAN INSIGHT LED



46%

of Gen z buy
products that are
labelled as natural
without any
additional
preservatives

90%

of consumers state
that their diet is very
important

79%

of Gen z consumers
consider processed
foods as very unhealthy.

04



PURE AND CLEAN RECCOMENDATION

04

Stock a new range of snacks

Stock a range of snacks and drinks that have less ingredients in and champion healthy lifestyles. Adding these to your shop menu or serving with part of a meal deal will ensure that you are keeping up with changing trends.

Sourcing and serving high quality meats

As consumers become more discerning about the quality and sourcing of their food, there is growing demand for meat that is not only clean but also responsibly sourced. Offering and advertising cuts of high- quality grass fed beef, pasture raised lamb and other meats that align with the demands of the “clean” eating trend will certainly gain you customers in 2025/26.





SWEET TREATS

Although consumers are turning to clean and healthy eating, the desire for a sweet treat is still stronger than ever.

Over **50%** of consumers order desserts when they are out including

- Doughnuts
- Cupcakes
- Tarts
- Brownies
- Cheesecakes
- Cookies
- Truffles

SWEET TREATS INSIGHT LED



UK

ice cream market
was valued at 1.8
million pound at
the end of 2024.

Apple crumble
is the UK'S
FAVOURITE
dessert

UK

dessert market is
expected to grow by
over 60 billion by
2030



SWEET TREATS RECCOMENDATION

05

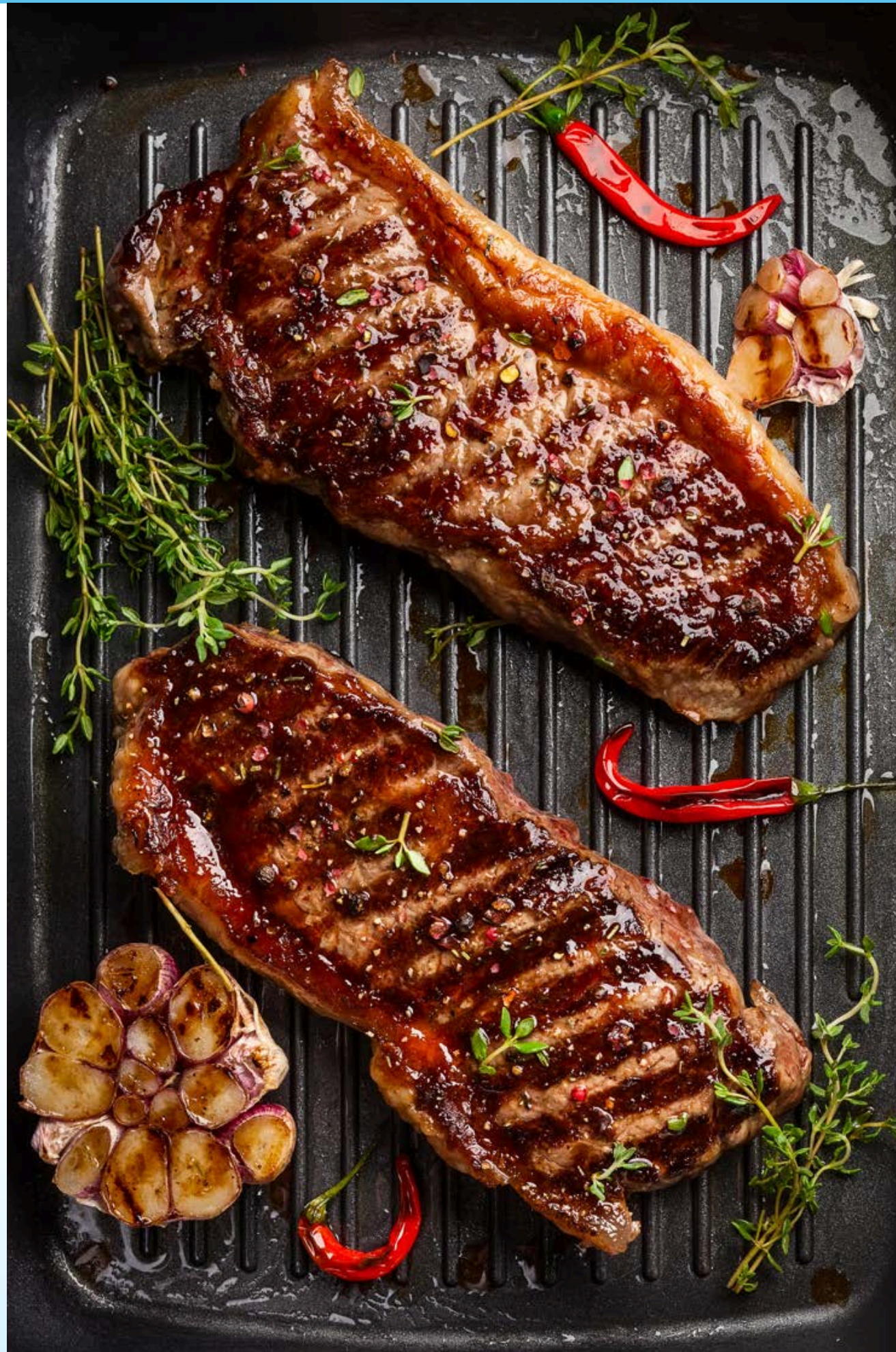
More dessert options

Strategically expanding your dessert menu in a growing market will entice customers to order more. By offering a wider variety of tempting options, you can encourage them to opt for a three-course meal instead of just two, boosting your overall profits.

Ice cream focused desserts

As ice cream continues to grow in popularity, introducing new flavors like caramel or honeycomb to your traditional desserts will give them an exciting twist. You can also create entirely new desserts centered around unique ice cream flavors, boosting interest in your dessert menu. For an extra touch, consider incorporating these flavors into drinks for an even more indulgent experience.





NEW PROTEIN

2025 is the year for protein focused meals. The demand for protein rich foods has significantly increased, with consumers leaning into a lifestyle that focuses on health and wellness.

Examples include

- Tofu
- Dairy foods
- Poultry
- Nuts and seeds
- Red meats
- Eggs
- Seafood
- Pulses (beans, lentils)
- Plant based protein (chickpeas, quorn)

NEW PROTEIN INSIGHT LED



Sales

of protein snacks, including bars and desserts, increased by 22.4% last year in the UK. This growth is expected to continue in 2025.

Protein supplements are expected to be the fastest growing market by end user from 2025 to 2030

UK's

daily average of protein intake is a 25% more than the recommended amount for both men and women.



NEW PROTEIN RECCOMENDATION

06

Option to add extra protein

Offering the option to add extra protein to meals and snack pots for an additional cost not only increases your profit margins but also provides customers with greater flexibility and customisation. This added value can attract health-conscious individuals and those with specific dietary needs, creating a unique selling point for your business. Moreover, by giving customers the opportunity to personalize their orders, you're more likely to build customer loyalty and enhance satisfaction, ultimately leading to repeat business and positive word-of-mouth referrals.

Protein menu offerings

Introducing a dedicated section for protein-packed fusion meals will refresh your menu and attract attention. By combining nutrition with exciting flavors, you'll appeal to health-conscious and adventurous eaters alike, boosting customer interest, increasing foot traffic, and driving sales.



TREVORS ARE HERE TO HELP

Here at Trevors, our team is well informed about the 2025 trends, **equipped to help you freshen up your menu and get ahead of the curve!**

We are constantly **expanding our product range** to keep up with evolving trends, ensuring we can offer tailored offerings to all sectors in the food and beverage industry.

If you are a current or new customer and would like some help, contact us today using the QR code below

