

Flavor and Ingredient Innovation on the Menu - US - 2022

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This report looks at the following areas:

- Factors that encourage restaurant visitation
- Labor and ingredient shortages and their effect on menus
- Consumer interest and experience with trending flavors and ingredients
- Factors that encourage or deter new flavor trial on the menu

The restaurant industry is recovering after being one of the hardest hit industries from the pandemic; yet persisting challenges remain, and recovery will look different for each restaurant segment type.

Consumer inflation is skyrocketing in AFH food, due in part to the crippling supply and labor shortages the industry is facing. Economic factors, like inflation, will put an emphasis on value and make consumers hesitant to risk a poor purchasing decision.

Operators will need to strike a balance between streamlining ingredients and maintaining an alluring menu through flavor and ingredient innovation. Special sauces are a powerful driver to entice consumers into visiting a restaurant; 40% of consumers indicated that a unique sauce would motivate them to visit a restaurant. Successful menu innovation surrounding sauces is a value-added, customizable solution that can deliver bold flavors on simplified, streamlined menus.



“Restaurant sales increased in 2021; however, the foodservice industry is still facing hurdles on the road to recovery.”

– Anna Fabbri, Flavor and Ingredient Trends Analyst

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