

# Trending Flavors and Ingredients on the Menu: Incl Impact of COVID-19 - US - October 2020

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## This report looks at the following areas:

- The impact of COVID-19 and recession on the foodservice industry
- Ideal menu positions for innovation
- Consumer interest and experience in trending flavors and ingredients
- A look at trending flavors by restaurant segment

The foodservice industry has been one of the most significantly impacted by COVID-19 and the subsequent fallout. Operator innovation has been forced to primarily focus on adapting business and service models to keep traffic flowing. Consumer priorities have shifted and diners are making individual decisions to conservatively return to on-premise dining, takeout and delivery, in terms of both health and spending. Operators that turned to menu trimming and menu innovation with a focus on value, safety and wellness have dominated. Yet consumers will still be drawn to new experiences and adventures through flavors, especially as other means of indulgence like travel remain limited. The right menu innovation can help drive traffic and average ticket, whether it's for on-premise or delivery. This Report explores consumer experience and interest in the flavors and ingredients that will keep menus exciting and diners engaged.



“The foodservice industry is undoubtedly one of the hardest hit by the COVID-19 pandemic, and operators have rearranged business models, menu offerings and demonstrated unmatched agility to continue servicing customers.”

– Alyssa Hangartner, Flavor and Ingredient Trends Analyst

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