



THE juice

Fresh Trends Report 2024

OLIVER KAY



Direct Seafoods
A Passion For Fish

Campbell
BROTHERS

INTRODUCTION

Fresh Trends Report 2024

The UK eating out market continues to face significant cost pressures in 2024, including food price inflation and the cost of living crisis, but despite these financial pressures we have seen consumers adapt and adjust.

Consumers are continuing to understand the significance of their dining experiences - for the convenience and time-saving aspect of eating out, the desire for social interactions and creating memorable moments with friends and family, or simply a way to treat themselves amidst the financial constraints. Eating out remains an essential part of their lifestyle and, even in uncertain times, consumers have high expectations.

As specialist suppliers to tens of thousands of hospitality businesses across the full breadth of the industry - from Michelin starred restaurants, mainstream and branded restaurants, to pubs and bars, hotels, education, healthcare, leisure and public sector catering – we are well-versed in meeting the needs of a range of customers.

Combining the insight of experienced greengrocers, fishmongers and butchers in each business, and working alongside chefs, managers and menu planners, we can help you to identify opportunities for growth whilst keeping consumers engaged and excited.

In this report we delve into the trends across the fresh categories, with support from our industry partners, providing valuable insights into how you can meet the needs of today's consumers.



Our **specialist** businesses include;



Delivering the best quality meat to chefs throughout Britain, prepared by skilled butchers and delivered to your kitchen the next day



Supplying fresh and frozen fish and seafood from a network of regional depots staffed by skilled fishmongers



MSC UK Foodservice Wholesaler of the Year 2023



Fresh food suppliers, sourcing quality fresh ingredients including fruit and vegetables, from UK and global producers, as well as dairy and dry store ingredients





FOOD FOR THOUGHT

- ★ Over 3 in 4 UK consumers find appeal in dishes that use British produce¹
- ★ British produce is perceived as higher quality in the eyes of consumers, with 76% finding it appealing¹
- ★ Half of respondents agree that they would be willing to pay more for a dish if it used ingredients with British provenance²
- ★ 2 in 3 consumers think it is important that the food they eat out-of-home is healthy¹
- ★ When eating out, 48% of people are interested in eating more foods that are beneficial for physical health, 37% are interested in mental health and 33% are interested in mood²
- ★ 44% of consumers opt for a dish containing vegetables when looking for a healthier option on a menu²
- ★ Rustic / vintage venues hold most appeal for older audiences with younger consumers wanting more playful and multi-sensory venues – reminders of childhood attracts all age groups with emotional appeal²
- ★ On average, UK consumers spent £97.16 per month on eating and drinking out, versus £96.38 in 2022³
- ★ When deciding where to eat out, value for money is the number one consideration, followed by quality and the occasion/people visiting with⁴
- ★ Value for money is not solely associated with price – something that is worth its cost and perceived as good quality fares considerably higher than offers and discounts⁴
- ★ 52% of UK consumers would like to reduce their intake of meat and animal products in the near future, with most in the 18-34 age category⁴

1 CGA Bidfood 2024 Trends Survey, sample size: 2003 | 2 CGA Bidfood 2024 Trends Survey, sample size: 1993 | 3 CGA BrandTrack October 2023 | 4 CGA Food Insights 2023

Our 2023 Heroes

Based on total weight volume sold in 2023.

A cut above

Best-selling meat in 2023



1. British sausages
2. Feather blade steak
3. Chicken thighs

Catch of the day

Best-selling fish & seafood in 2023



1. Haddock
2. Cod
3. Salmon

Cream of the crops

Best-selling fresh produce in 2023



1. Cucumber
2. Banana
3. Little gem lettuce





2024

Key Trends



AUTHENTICITY

The pandemic sparked a growing trend among consumers to explore more adventurous and diverse culinary options when dining out. The desire for diverse global cuisines and unique dishes remains on the rise as consumers seek authentic culinary experiences without the need to travel. This demand for authenticity extends beyond simply wanting a different taste; consumers now prioritise the genuine representation of a dish's origin and as a result, 56% of consumers are willing to pay a premium for a dish that they perceive as more authentic *Bidfood Food & Drink Trends 2024*.



PROVENANCE ON A PLATE

Food provenance focuses on providing transparency and traceability, allowing consumers to make informed choices about the origin and quality of the food they consume. It involves showcasing the unique characteristics and cultural heritage associated with specific food products, highlighting their connection to regions or traditions. Provenance plays a significant role in food sustainability, as it encourages support for local producers, promotes responsible farming practices, and fosters a sense of appreciation for traditional food cultures.



MIND, MOOD & BODY

UK consumers are prioritising healthier lifestyle choices, both at home and when eating out. In recent years, consumers have become more aware of the calorie content of food and drinks, but we are now seeing a move away from solely focusing on calorie content and a growing interest in specific ingredients and nutrients. People are actively seeking to support their health and wellbeing through their dietary choices, considering not only physical health but also mental health and mood. Consequently, foods which may help support gut health, mood and provide a variety of vitamins and minerals are receiving increased attention from consumers of all ages.



VALUE FOR MONEY

Value is no longer solely attributed to the cost of a product. Consumers now carefully assess whether they are getting their money's worth and consider factors such as quality food, dining experience, ambience, and unique selling points. A product that is deemed worthwhile and of high quality holds a significantly higher value compared to offers and discounts *CGA Food Insights 2023*. From an operator perspective, maintaining margin whilst operating against headwinds can make perceived value difficult, but there are many things that can be done, within both the kitchen and dining environment, to add value without cost.

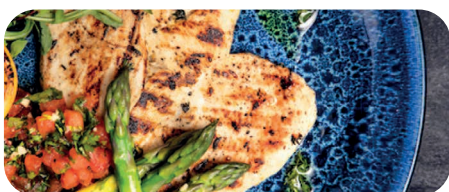
Read on for more information on each of the key trends and how you can bring them to life through your menus.



AUTHENTICITY

The desire for diverse global cuisines and unique dishes remains on the rise as consumers seek authentic culinary experiences without the need to travel.

Bidfood's Food & Drink Trends 2024 identified Flavours Less Travelled as a key trend for 2024, with Caribbean, Mexican, and Eastern European cuisines are stealing the spotlight and offering an escape from the ordinary. But ensuring the experience is authentic is the key to success.



56% of consumers agree that they would be willing to pay more for a dish they perceived as more authentic.

44% of consumers are interested in trying Caribbean cuisine.

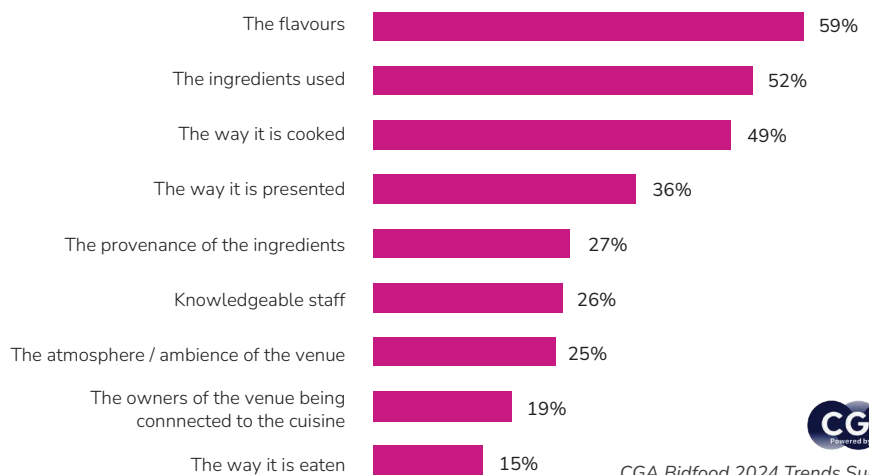
62% of consumers agree (45%) or strongly agree (17%) that the authenticity of a dish is important to them when eating in the Out-Of-Home.

Source: Bidfood Food & Drink Trends 2024

This demand for authenticity extends beyond simply wanting a different taste; consumers now prioritise the genuine representation of a dish's origin and this starts with utilising the right flavours and ingredients.

Flavour, ingredients and cooking techniques are key to making dishes authentic

Which of these features are important to the authenticity of an international dish?



CGA Bidfood 2024 Trends Survey, sample size: 2003



It's not just the different flavours and ingredients that excite consumers about cuisines, almost half of consumers are interested in the way a dish is cooked and international cuisines use a variety of specific cooking techniques to make their dish a speciality.

Key put offs for consumers not wanting to try new cuisines are lack of knowledge, preference to eating familiar foods and an unwillingness to spend on the unknown. This preference for recognised foods has also increased demand for British fusion which is all about mixing up different cultural influences with more familiar formats. This opens up new taste profiles to audiences who have been reticent to try something new through fear of the risk they might not like it.



Cuisine	Traditional dishes	Key ingredients
Caribbean	Caribbean cuisine offers a wider range of dishes to try such as goat curry, rice and peas, plantain fries, ackee and saltfish, and jerk chicken, as well as grilled fish and seafood dishes.	<ul style="list-style-type: none"> Sos Ti-Malis sauce Recado Rojo sauce Kuchela Pigeon peas Kidney beans Pinto beans Garlic Thyme Nutmeg Cumin Fenugreek Cumin Coriander
Mexican	Mexican cuisine offers a wide variety of tacos, corn-based dishes, slow cooked meats and unique desserts. Think mole poblano (dishes prepared with a savoury chilli and chocolate sauce) or tacos.	<ul style="list-style-type: none"> Corn Tomatoes Avocado Pinto beans Limes Chillies Coriander Cheese
Eastern Europe	Polish, Hungarian and Romanian cuisines are the most popular cuisines that people are interested in trying from Eastern Europe. These use a variety of techniques, vegetables, herbs, pickles and spices to cook meats such as pork, beef, chicken and smoked sausages.	<ul style="list-style-type: none"> Sauerkraut Beetroot Pickled ingredients Sour cream Kohlrabi Mushrooms Sausages Marjoram Dill Parsley Polenta Eggs Tomatoes

Our team at Oliver Kay can source the best herbs, spices, marinades and vegetables to enhance the authenticity of your dish from scotch bonnets and birds eye chillies, to pak choi and chilled essentials.

How to leverage this trend:

- 
Ensure you have the best ingredients. Showcasing the unique characteristics and cultural heritage associated with specific food products needs high quality ingredients.
- 
Add them to specials. A good way to trial new flavours with your consumers is by utilising theme days, adding dishes as specials, or trying them as smaller side dishes.
- 
Atmosphere management. Authenticity can also extend to atmosphere management, setting the scene with the right entertainment and decor.
- 
Mix it up. British fusion provides opportunities to be innovative with highly saturated cuisines such as Chinese and Indian. Think pies with an international twist, Sunday roast with Asian influences, and ice cream with alternative flavour profiles.

Recipe Inspiration

Cuban Beef Picadillo

A mix of spices, olives and raisins give this beef dish a warming, unique taste. Typically served on flatbread or it can be paired with a side of your choice.



Scan here for the recipe



PROVENANCE ON A PLATE

Food provenance focuses on providing transparency and traceability, allowing consumers to make informed choices about the food they consume.



76% of UK consumers currently find dishes and ingredients that have provenance within the UK appealing*.

50% of people say they want to support local economies.

46% of these people say they appreciate the heritage associated with these dishes and ingredients.

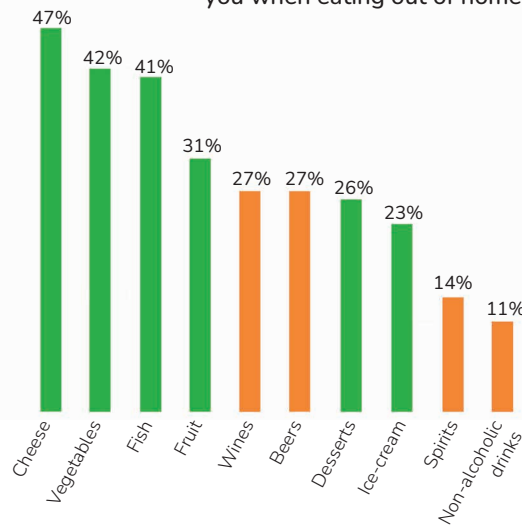
Source: Bidfood Food & Drink Trends 2024 & *Mintel Attitudes towards Healthy Eating, UK, 2023

Why is food provenance important?

Food provenance is about knowing where and how a food product is produced or grown.

It includes information on location, farming practices, processing techniques, and certifications or labels. Provenance plays a significant role in food sustainability, as it encourages support for local producers, promotes responsible farming practices, and fosters a sense of appreciation for traditional food cultures.

In which of these food and drink categories is provenance important to you when eating out of home?



CGA Bidfood 2024 Trends Survey, sample size: 1990

Consumers benefit from this information as it helps them make informed decisions about the quality, safety, and sustainability of the food they buy, and promotes transparency and traceability in the food supply chain.

24% of consumers consider regional provenance of ingredients, such as Aberdeen Angus beef, Whitby scampi and Stilton cheese, essential in their decision making process when eating out CGA Bidfood 2024 Trends Survey, sample size: 953 -1033.

Farm to Fork

Farm to fork, also known as farm to table or farm to plate, is about sourcing food directly from local farmers or producers with minimal processing and handling. The principal goal is to promote transparency, traceability, and a closer connection between consumers and the sources of their food. This can help reduce food miles, grow your ingredient provenance and showcase you as local experts.

Our three specialist businesses work with trusted, approved suppliers to source a variety of local, UK, EU and accredited range of products.

Campbell Brothers source meat from around the UK and Ireland – locally wherever possible such as haggis and black pudding sourced from suppliers just a few miles from our Bonnyrigg site, in order to support local businesses.

Direct Seafoods have 8 depots across the UK with local expertise to deliver the freshest and most sustainably caught fish into kitchens daily. Our seasonality chart showcases the best months for each species and where it has been caught.

Oliver Kay have established relationships with growers and suppliers from the UK and all over the world, offering a wide and innovative product range delivered right to your door, through BRC accredited national warehousing and distribution facilities. Our seasonality reports help you to choose produce that is in season locally and overseas to get it when at its best.

Animal welfare is paramount, so we will only work with suppliers who work in an ethical way and treat the animals with respect and care, in a stress-free environment. We work with producers who share our standards of welfare and whom we can build long-term partnerships with, in order to offer consistency in product and price.

Recipe Inspiration

Roast partridge, savoy cabbage, bacon and chestnuts, celeriac fondant and puree with a red wine sauce

A classic combination featuring game. This dish utilises fantastic seasonal UK produce with partridge – a game bird with a stronger flavour than pheasant, that pairs well with hearty flavours.



Scan here for the recipe

How to leverage this trend:

● **Accreditation schemes.** Recognised logos or accreditations, such as Marine Stewardship Council (MSC), offer a simple means of assuring customers of the quality, sustainability, and origin of the products. There are also local and regional food quality, award and assurance schemes around the UK, which can help to promote menus to customers looking to support local food producers when they eat out.

● **Showcase where your products are from.** Choose local where it makes sense - cheese from local farms, British meat, and UK-grown vegetables help support farmers and build a domestic food network of suppliers.

● **Use seasonality to your advantage.** Seasonality is much more important for sustainability than locality. It's not just lower price and better taste, it also means:

- **Lower inputs** - Products grown in season (for example, British strawberries during the summer months) require fewer inputs like energy, water and fertiliser than when grown out of season.
- **Varied diet throughout the year** - By only growing what is in season, the available produce varies throughout the year and tends to complement the weather conditions – e.g. salads during the summer months, with potatoes and root vegetables perfect for winter stews and casseroles during the colder months.
- **Strengthens economies** - There are often surpluses associated with seasonal produce. These can be sold to strengthen the economy, or preserved (by freezing, or producing jams and chutneys) for use out of season.

● **Don't forget your support acts.** Putting provenance across all menus, including breakfast and pudding menus, is just as important as doing it for your main dishes. Continue the story across websites and other communication routes to add to your story and increase transparency and trust around your offer.





MIND, MOOD AND BODY

A healthy, balanced diet is important for health and wellbeing and as consumers become more aware of this, we are seeing a rise in more mindful choices when eating out. The Mind, Mood and Body trend is all about making informed food and drink choices to give our bodies the nutrients they need, a concept which will continue to resonate with UK consumers in 2024.



2 in 3 UK adults believe that it's important that the food they eat out-of-home is healthy*.

48% of people are interested in eating more foods that are beneficial for their physical health*.

37% and 33% of people are interested in eating more foods that are beneficial for their mental health and their mood, respectively*.

Source: Bidfood Food & Drink Trends 2024 & *Mintel Attitudes towards Healthy Eating, UK, 2023

Consumers are increasingly interested in ingredients and nutrients that support their health and wellbeing. The top four appealing factors when choosing food and drinks are helping to support **energy levels, mood, gut health and digestion** and a **lower sugar content**.

Lower calorie options are ranked fifth in consumer preferences.

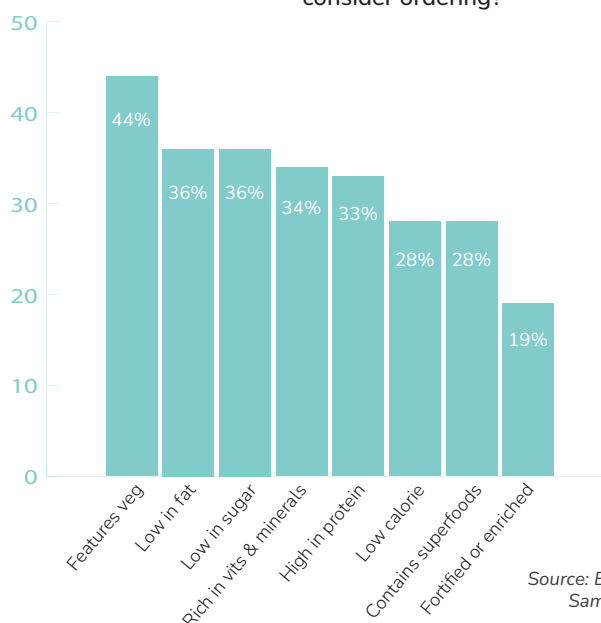
People are actively seeking to support their health and wellbeing through their dietary choices, considering not only physical health but also mental health and mood.

Consequently, foods which may help support gut health, mood and provide a variety of vitamins and minerals are receiving increased attention from consumers of all ages.

Consumers are interested in food and drink that helps to support their health and wellbeing this year, with 44% of consumers opting for a dish containing vegetables if they're looking for a healthier option on a menu.

Top 8 most wanted health benefits

If you were seeking a dish that had health benefits, which of these would you consider ordering?



Source: Bidfood & CGA Research 2024
Sample 2,003 UK consumers who eat out of home

Protein remains important to consumers when choosing dishes, with plant-based sources offering additional nutrients such as fibre, vitamins and minerals.



Focus on fish

The NHS states a healthy diet should include at least two portions of fish a week, including one of oily fish. That's because fish and shellfish are good sources of many vitamins and minerals. Oily fish - such as salmon and sardines - are a great source of Omega-3 fatty acids, a type of unsaturated fat. Omega-3s are often referred to as "essential fats" because they are important for our health, however our body cannot produce them in sufficient quantities, therefore we must get them from food. These important fats help to keep our heart healthy.

Direct Seafoods passionately believe in promoting the most sustainable products available to us to ensure there are enough fish to eat now and in the future. We work closely with our fish and seafood suppliers, and are proud to have been awarded the 2023 MSC UK Foodservice Wholesaler of the Year award. To find out more about the health benefits of fish, [click here](#).





Beans, beans the musical fruit...

From the humble baked haricot bean, to the red lentil dal, to Mexican frijoles charros with pinto beans, legumes are an integral part of many cuisines, vegetarian and vegan diets. They are considered beneficial in our diet as they are a source of protein, contain a variety of vitamins and minerals and are an excellent source of dietary fibre, which can help support a healthy gut. Plus, an 80g portion counts as one of your 5-a-day!



Your Oliver Kay account manager can provide you with a broad range of pulses and dried beans to add authenticity and protein to your dishes.

How to leverage this trend:

-  **Eat the rainbow.** Focusing on a variety of fruits, vegetables, wholegrains, nuts, seeds, etc. is an easy yet impactful way to help increase the nutrient content of menu options, with different colours and textures adding visual appeal.
-  **Consider upsell opportunities by focusing on the most in-demand macronutrients** offering add-ons or premiumised menu options with added protein, lower sugar alternatives or 5-a-day choices.
-  **Keep it simple.** Protein is currently a growing focus area for consumers, and don't be afraid to lean away from the typical protein sources of chicken and red meat. Plant-based options such as beans, lentils and chickpeas are choices that have widespread appeal, and a surprising level of protein per 100g.
-  **Help educate consumers to make more informed choices.** Making menus healthier, balanced and providing nutrition information where possible (and appropriate) all helps. If you are considering making any specific nutrition or health claims, make sure you consult a dietitian or nutritionist first.





VALUE FOR MONEY

When deciding where to eat out, value for money is chosen as the number 1 factor by 60% of respondents *CGA Food Insights 2023*. But what does value for money actually mean?



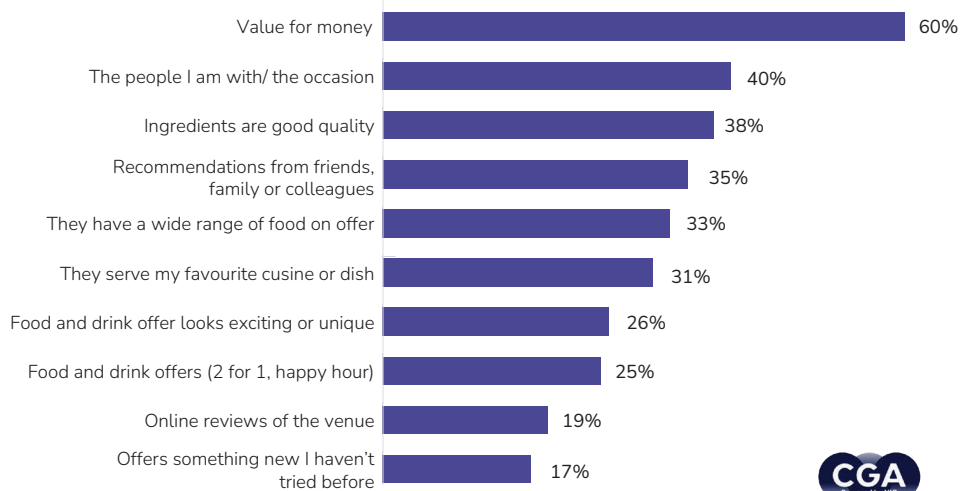
Value of money is not solely associated with price – something that is worth its cost and perceived as good quality fair considerably higher than offers and discounts.

The On Premise remains the most important spending priority for consumers, even when facing a decline in disposable income*.

With a squeezed disposable income, value for money is number one consideration followed by quality and the occasion/people visiting with.

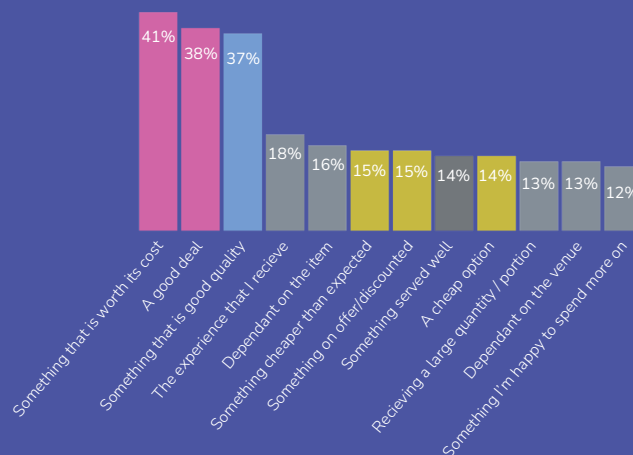
Source: *CGA Food Insights 2023* & * *CGA Cost of Living Consumer Pulse (1,000 UK&I Consumers) October 2023*

When deciding to eat out, which of the following factors do you consider? Top 10



Value is no longer solely attributed to the cost of a product as consumers now carefully assess whether they are getting their money's worth and consider factors such as quality food, dining experience, ambience, and unique selling points.

Based on what I spend when I eat and drink out, value for money is...



Alongside this, 54% of businesses surveyed raised prices by less than food/drink cost increases, versus 33% who raised prices by more than the increase. This leaves a confusing landscape for the consumer to determine what is worth their money *CGA Business Confidence Survey October 2023*, in association with Fourth.

We need to look for value in the whole experience, and one way consumers are changing their approach to dining is by picking brands that align with their values, not only their budget.

The mindful consumer

Consumers are becoming more and more aware of their impact on the environment, and how their food and drink choices influence this. 61% of fish eaters consider it important that the fish or seafood they eat out is sustainable, and more importantly 51% would pay more to know this Bidfood Food & Drink Trends 2023.

Outside of environmental impacts, consumers want to know they are investing in companies that align with their sustainability goals. Some examples of what you can do to add value include:

- Add value to your menu with ethically sourced ingredients, showcasing your commitment to sustainable supply
- Provide compostable takeaway packaging so customers can take leftovers home.
- Donate leftover food to local initiatives. There are great companies who support redistribution of short-dated products.
- Offer volunteering days for your staff to work on community initiatives.

As a specialist catering butcher, Campbell Brothers takes a 'nose-to-tail' approach across its product range. For example, trimming steaks to one customer's specifications before delivery creates offcuts which can be used to make mince for gourmet burgers or cubed beef to make a tasty filling for a steak pie. Customers benefit from the additional products made from the same animal, using cuts that might otherwise go to waste.



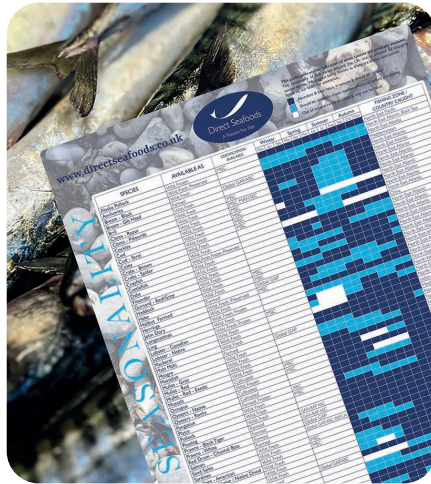
How to leverage this trend:

From an operator perspective, maintaining margin whilst operating against headwinds can make perceived value difficult, but there are many things that can be done within both the kitchen and dining environment to add value without cost.

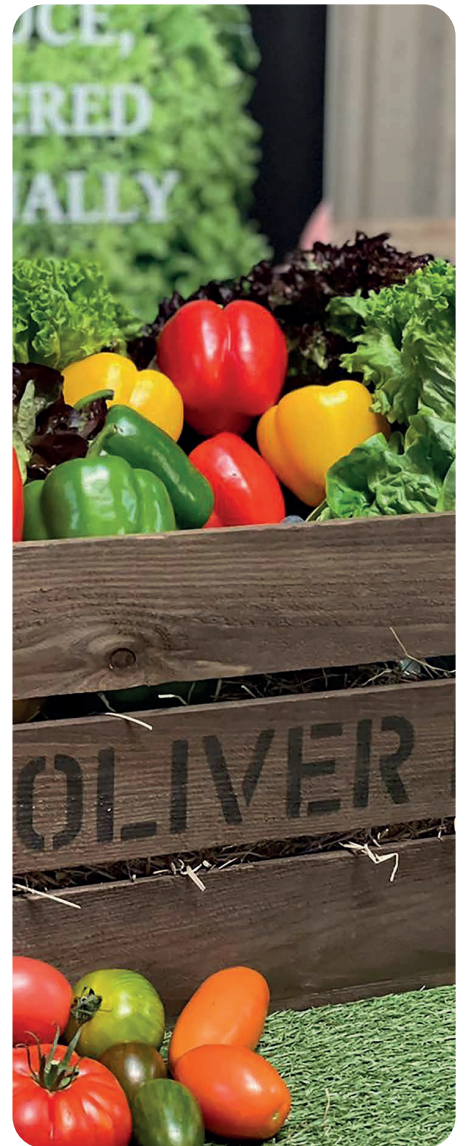
- 👉 **Customer service is key.** The experience favoured higher in consumer research as a value for money marker than the physical price of the item. Consider all aspects of the dining experience such as staff training, complaints handling, décor and atmosphere management, and make improvements where possible.
- 👉 **Showcase your brand story.** Make sure your customers know who you are and what you stand for. Do you donate leftovers to charity? Do you work with schools to promote healthy eating? This all adds value to your offering and makes customers feel good about spending with you.
- 👉 **Value your time.** For high volume products or products that need careful handling such as filleted fish and trimmed steaks, it can make sense to buy products with as much of the time-consuming prep already done. We work closely with chefs, managers and menu planners from around the country to prepare ingredients to the customer's specifications daily, maximising the yield from each product, significantly reducing food waste, while ensuring customers get full value for their fresh spend.
- 👉 **Plan your menu to make use of products in multiple places.** Careful menu planning helps to ensure operators get full value from the time and costs invested in prep. Use flexible menu descriptions, such as 'fish & chips made with freshly battered catch of the day'; 'Sunday roast with this week's chef-selected cut' and 'served with fresh, seasonal vegetables' to make the most of availability from suppliers. This will help reduce waste to maximise profits.
- 👉 **Educate customers to add value.** Let your customers know about the steps you are taking to prevent food being thrown away. Make it easy for them to personalise their dish and add ingredients they love. You can also educate customers with videos of your team preparing some of your favourite dishes, and sharing knowledge of filleting and meat cuts, adding value without cost.

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Pan fried mackerel fillets, BLT salad, heritage tomato, little gem, smoked bacon lardons, herb mayo dressing

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This dish is prepared solely with ingredients from

Campbell BROTHERS



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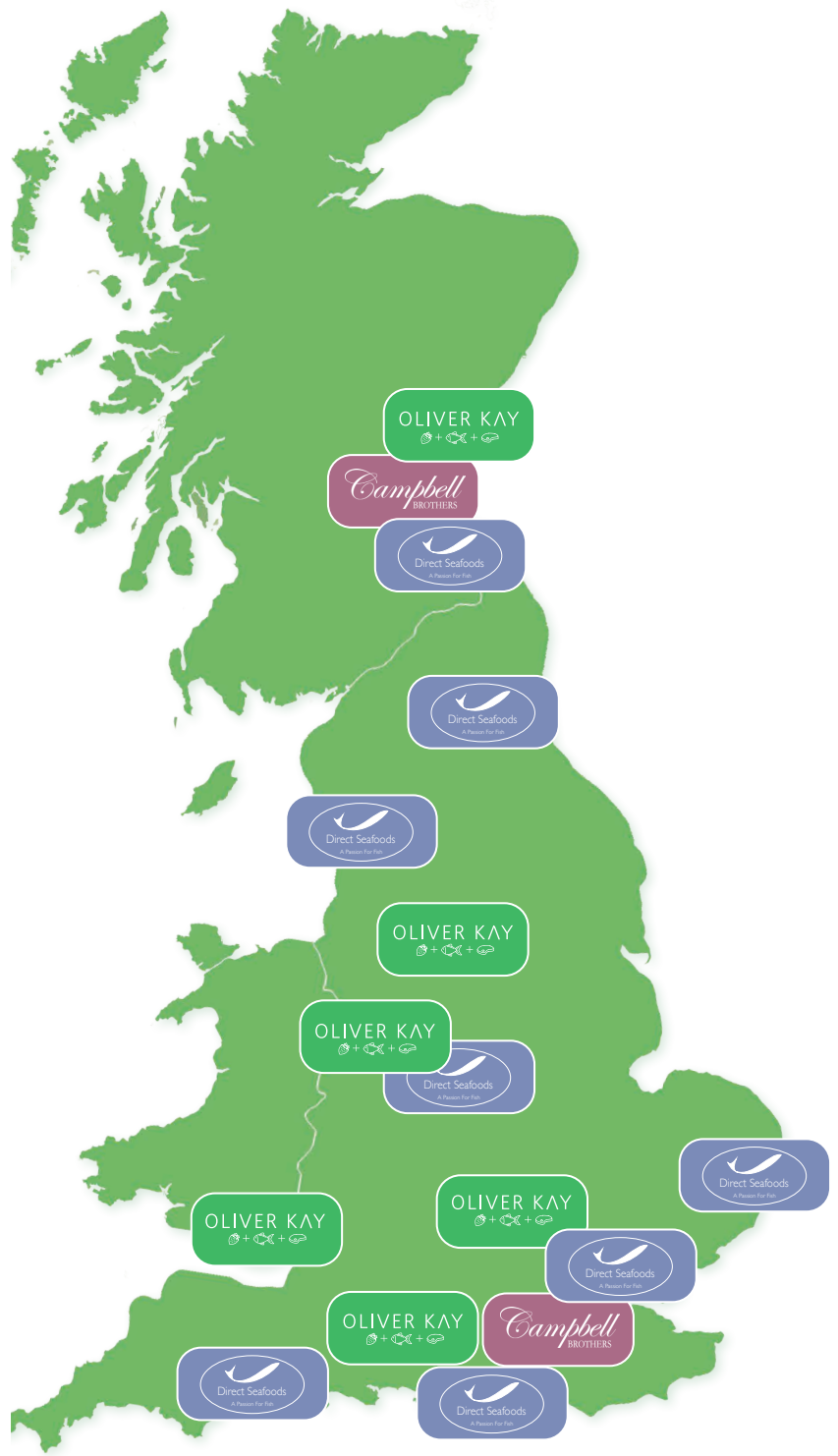
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