

FOOD in the NOW

Shamla Moodley



FOOD TRENDS

BAKERY TRENDS

GLOBAL BAKERY HEADLINES

BUSINESS SUSTAINABILITY

FOOD IN MEDIA

**360 degree
approach**



**Food
packaging**

Food waste



- **Healthy Ageing**
- **Power to the Plants**
- **Digestive Health**
- **I Feel Good**

SNACKIFICATION

ONLINE DEALS!
Save 10%
Use code #120046

TECHNOLOGY



- **Discover**
- **Explore**
- **Uncover**
- **Unveil**
- **Unravel**

Flavours and Textures



FOOD TRENDS – INNOVATIVE INGREDIENTS

ACTIVATED CHARCOAL



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FOOD TRENDS – INNOVATIVE INGREDIENTS

DULSE SEAWEED

Seaweed recipes: Dulse bread



Dulse bread Photo: PETER DENCH

CANNABIS



TRITORDEUM



BAKERY TRENDS



BAKERY TRENDS – BAKERY WITH AUTHENTICITY – HISTORY REPEATING

ARTISAN BREADS

- Artisan breads keep rising in popularity
- Challenge to produce ‘individual’ bakes
- Slow carb baking



A REVOLUTION IN HEALTHY BAKING

www.modernbaker.com

BAKERY TRENDS – BAKERY WITH ENRICHMENT

POWER PROTEIN



- Consumers embrace foods enriched with plant-based proteins
- Hybrid products perceived as nutritious

COLOURFUL BREADS



- Products with vegetables tap into interest for positive nutrition
- Brightly coloured veggies provides overall flavour boost

GLUTEN AVOIDANCE

- The gluten-free trend is expected to continue beyond 2019



- Removing gluten causes formulation challenges
- Pulse flours are an attractive alternative



BAKERY TRENDS – TIDE OF WASTE

- Rise of the ethical consumer
- Consumer preference for clean label vs shelf life
- Commercial/Production efficiency

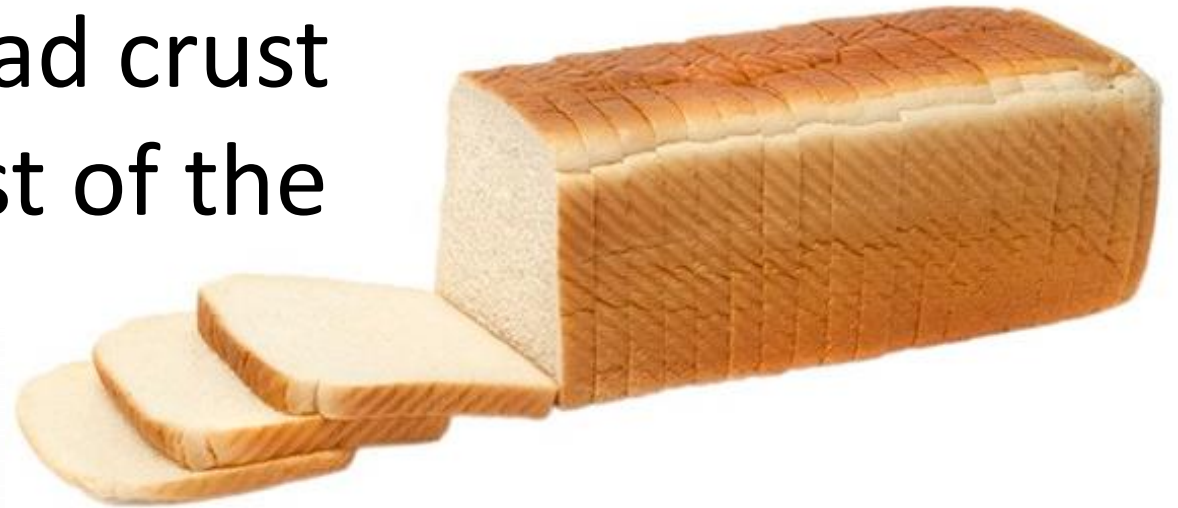
BAKERY NEWS





U.S. firm creates vaccine to treat celiac disease

Crust of the matter: The bread crust is better-for-you than the rest of the bread, say scientists





Bakery company fined
£159,080 after exposing
workers to flour dust

Bakery helps victims of sex
trafficking move forward





Naturally gluten-free: Veripan launches “breakthrough” all-in-one bakery solution

Middle Eastern bakery to help refugees start new lives in south-east Queensland



The Abboud Bakery aims to help refugees with the opportunity to work at the bakery while sharing Middle Eastern food to Brisbane.



#FibreFebruary is a consumer campaign to raise awareness of the benefits of fibre among UK consumers.

Italy enforces fresh bread labelling



Want to stay young? Study says eat bread....

Researchers recommend that older Americans should not cut bread from their diets as they contain essential nutrients necessary for healthy aging.

A new study published in the journal *Nutrients* has confirmed bread and cereals contain nutrients essential for health and functionality.

<https://www.mdpi.com/2072-6643/10/5/534/htm>



BUSINESS SUSTAINABILITY

Sustainability

A close-up photograph of a computer keyboard. A green key with the word 'Sustainability' in white text is being pressed by a finger. Other visible keys include 'ctrl', 'alt', and a key with a tilde and curly braces. An orange semi-transparent banner is overlaid on the top left of the image, containing the text 'BUSINESS SUSTAINABILITY' in white, bold, uppercase letters.

BUSINESS SUSTAINABILITY

Straws ban tops annual ranking for the first time



Palm Oil making headlines



Grant to develop kelp-based additive for bread

FOOD IN THE MEDIA



TOP FOOD SEARCHES: GOOGLE 2018

1. Unicorn cake
2. Romaine lettuce
3. CBD gummies
4. Keto pancakes
5. Keto cheesecake
6. Necco wafers
7. Keto cookies
8. Keto chili
9. Keto brownies
10. Gochujang sauce (spicy Korean paste)

KEY DIFFERENCES BETWEEN KETO, ATKINS AND PALEO		
SIMPLIFIED		
KETO	ATKINS	PALEO
+LOW CARB +HIGH FAT +ADEQUATE PROTEIN	+LOW CARB +HIGH FAT +HIGH PROTEIN	+LOW CARB +MODERATE FAT +MOD PROTEIN
GOAL: INDUCE KETOSIS LONG-TERM	GOAL: SHORT TERM KETOSIS THEN CARB REINTRODUCTION	GOAL: EAT HEALTHY- HUNTER /GATHERER STYLE
STAY IN KETOSIS	KETOSIS IN PHASE 1	NO KETOSIS

INFLUENCE OF SOCIAL MEDIA

- Obsession with food photography alters the food industry
- Over 208 million # food Instagram posts
- Food Porn visual presentation of food to arouse desire
- 2019 Facebook Trends Report: not all bread is bad

In the spirit of burning calories.....



I have just burned 1000 calories in 30 minutes!



OMW – how?



I forgot to take my
brownies out of the oven!

