



ON-TREND SPECIALS 2022

**TREND REPORT
PUBLISHED
OCTOBER 2021**



M E N U

2021 / 2022

Feel good
menu



starters

For starters, explore the evolving global and local food trends 4-5

main course

Today's specials are all about:

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sides

On the side, we've trend-related interviews with

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Australian pâtissier and television presenter Adriano Zumbo	26-27



desserts

For dessert, savour consumer responses to our on-trend concepts 10-11, 23, 33

chef's tip

Get access to tasty menu ideas to delight consumers 14, 25, 34

make your selection, place your order and...

Enjoy
Bon appétit
吃好喝好
Smakelijk eten
Thưởng thức
Guten Appetit
Nikmati

COLOPHON

This menu has been cooked up by our FrieslandCampina Professionals with loving care.

All the items on our menu have been crafted to cater to upcoming trends.

If you would like to substitute any ingredients, or add your own twist, our chefs and bakers will happily accommodate your preferences.

As the icing on the cake, our team would love to tell you more about the source and sustainability of our ingredients.

Food ingredients solutions are our passion and profession.



Welcome to our

TREND RAPPORT

2021/2022

Society is opening up again with cautious optimism. Restaurants and bars are welcoming customers once more, friends and family are getting together (and hugging!) in larger groups, and festivals, football, the theatre and cinema are back on the agenda. But while some aspects of 'normal' life are gradually returning, some of the changes triggered by the global pandemic look set to stay. Like working from home, and with it increased in-home consumption taking luxury to new levels, intentions to live a healthier lifestyle, and concern for the people and planet around us.

This 2021-2022 Trend Report explores three new food trends that are wowing the world, provides insights into the food landscape for the years ahead and offers refreshing ideas for new on-trend consumer products.

Read all about these trends and how to address them with the market-winning propositions in this booklet. Enjoy!



Global trends

1

Global trend 1: **Being my better me**

Having seen in the pandemic how fragile life can be, consumers more actively have their ears tuned to that inner voice that advocates healthier choices. Trying to be the very best version of yourself is becoming an even bigger driver of consumer choices. Food supporting their endeavour is on the rise.

2

Global trend 2: **Lovely luxury experiences**

From fantastic fast food to superior products delivered fast, the definition of 'premium' is being raised several notches. Now more than ever, consumers want the luxuries that make life lovely wherever they are, and whenever they like! Special treats that were once available only by visiting a top restaurant now come as takeaways, food kits or even from food trucks. Home deliveries from suppliers focusing on local, fresh and the finest are raising the bar in terms of consumers' expectations. Accessible indulgence is the way forward for 2022.

3

Global trend 3: **Mindfulness on the menu**

Consumers want to be good to themselves, to the people around them and to the planet. That means cooking good food to take care of family and friends, exercising the power to influence the world around them by reducing waste (sharing bread anyone?), and cutting food miles by buying locally wherever possible.



Being my better me

The pandemic focused minds on the importance of good health, and increased interest in a lifestyle that could boost our wellbeing. As we adjust to the realisation that we will have to live with COVID-19 for the long term, consumers are keen to find ways to maintain the healthy habits they adopted during the lockdowns. And it's not just diet that is feeding the wellness trend. Healthy habits that consumers want to hang on to also encompass taking regular exercise, a better work/life balance, finding ways to reduce stress or get a better night's sleep. Governments and other organisations are also stressing the importance of a healthy lifestyle, and introducing initiatives such as the 'sugar tax', traffic light systems, and the Nutri-Score label.

Rather than adopting extreme diets with weight loss as the sole goal, it's all about incremental changes and products that support a step-by-step path to permanent changes nowadays. Consumers are looking to make lasting lifestyle choices in their own way and according to their own beliefs: whether that's a once a week meat-free pledge or a commitment to full-on veganism. It could be cake that -as well as tasting great - also happens to support gut health, or a low salt cheese in a folded flat-bread. In the quest to 'be the better version' of themselves, consumers see these new takes on their familiar foods as the way to ultimately make permanent lifestyle changes.

Small Steps



Microtrends to keep an eye on

Recipes tailored to fit dietary choices - such as gluten-free, no egg, no added sugar or lower fat options - are popular as are recipes complying with initiatives such as the 'sugar tax', the Nutri-Score label and other labeling systems. Immunity, good gut health, plant-based, vegan, clean(er) label, natural, and 'no artificial....', are all key concepts that consumers will rejoice in 2022.

New takes on familiar foods, reformulated to also boost health, will prove popular. And as our delicious concepts demonstrate, taking small steps to be the 'better me' doesn't mean compromising on organoleptic appeal. Delicious dishesbut with a healthy twist....you name it, we can help you cater to it.

With our portfolio of reduced sugar, healthier fat, less salt propositions, let's talk about boosting your Nutri-Score rating.

4 key microtrends

Opting out

Eggless 'fried eggs' with a pesto-twist
Fabulous folded pizza based on a rich reduced salt cheese filling
Top score mousse

Immunity from the inside

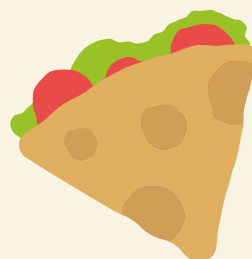
Traditional bundt cake with a gut-feeling twist

Plant forward

Vamp it up vegan topping

Coming clean

Wholesome burger
Next level cereal roll based on 'better for you' butter



Opting out

Recipes catering to the microtrend

Eggless 'fried eggs' with a pesto-twist

For consumers who want to avoid eggs, finding an alternative can be a challenge. This tasty twist on the traditional fried egg is a stunning dish that replicates the TikTok pesto eggs internet sensation - just minus the eggs! It's made with *Textrion PROGEL 800*, a whey protein concentrate prepared from milk that is specially designed to build texture in food applications, and *Kievit® Vana-Grasa 80C 058* fat powder for enriched mouthfeel, texture and taste. Give your consumers a tasty treat to remember.



Fabulous folded pizza based on a rich reduced salt* cheese filling

Say 'cheese'! This folded pizza combines a wholesome base made from flatbread dough with a satisfyingly indulgent rich reduced salt* cheese filling. With its excellent melting properties, our reduced salt* *Edam Intense BM3402* is perfect for cooking in a sandwich grill or oven. It's extra tasty, e-number free and suitable for vegetarians. Vary it with different healthier fillings to cater to consumer preferences.

* Compared to Basic Edam Rindless Cheese (BM 2016)

Opting out

*Recipes catering to the **Microtrend***



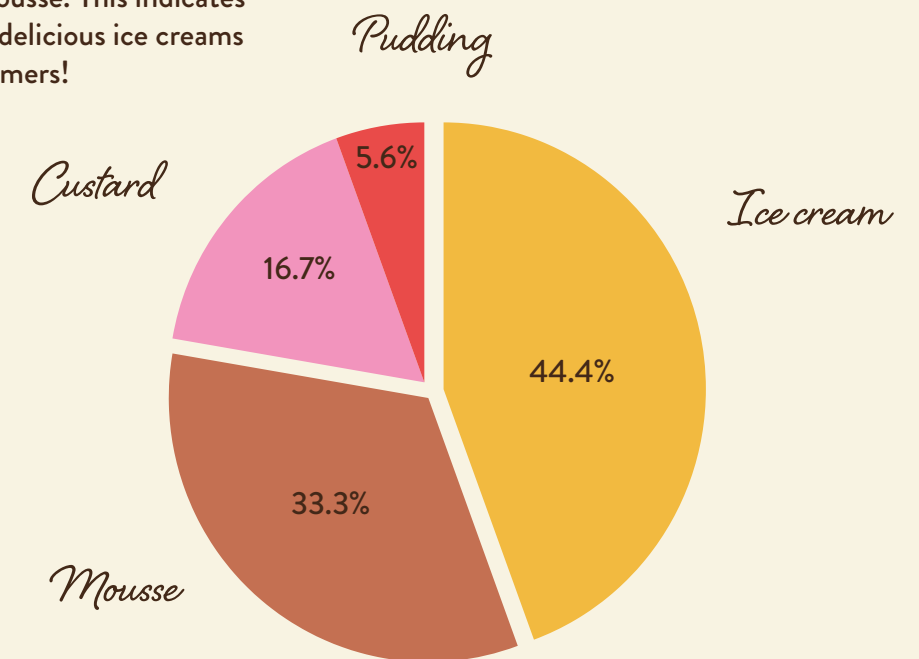
Top score mousse

With a Nutri-Score A rating, this ready-to-eat mousse earns top marks and is just as delicious as it looks. It provides the perfect combination of sugar, fat and calories to score the highest Nutri-Score you can get, but is also more-ishly airy. Thanks to our versatile and vegan Kievit® Vana-Monte V98 whipping agent, it's less sweet-tasting, and boasts a satisfyingly dark, intense, wet mouthfeel and solid structure. A delicious better-for-you treat!

How consumers feel about skinny desserts and desserts improvements in general

Ice cream and mousse are consumers' favourites for a skinny variant

Asked which dessert consumers would most like to buy in a skinny (healthier) version, 44.4% of consumers said ice cream and 33.3% opted for mousse. This indicates new opportunities for developing delicious ice creams and mousses to entice your consumers!



Low / No fat *Indulgence*
Low / No sugar *Healthy fat source*
Protein enriched *Vegan*
Fibre-enriched

Low/no sugar and fat are the most important aspects in healthier desserts

With so many wishes, what (health) aspects to focus on as a manufacturer? We asked consumers to rank aspects in terms of importance. The result? When choosing a dessert, the key attributes for consumers are low/no sugar and low/no fat.

"Too much sugar is not cool"

"Sugar is bad"

Going for growth

Innovation is in our DNA, but we also know that the ultimate test of any new concept is in its appeal to the end consumer. To test attractiveness, and whether more intense development is merited, we use **growth hacking** methods to help our customers to identify promising concepts at an early stage. Read more about our growth hacking research and our other services on page 40-41.

Immunity from the inside



Traditional bundt cake with a gut-feeling twist

This tasty bundt cake with a dense texture is made with powerful *Biotis™* GOS a galacto-oligosaccharide (GOS) rich ingredient. There is a growing body of evidence regarding the health benefits of prebiotic* GOS for adults. *Biotis™* GOS is a versatile ingredient with a clean sensory profile and slightly sweet flavour. This cake also contains *Kievit® Vana-Grasa 70M 064*, a fat powder that's free from palm oil, dairy and added sugar suitable for a diverse menu. And *Kievit® Vana-Sponge BV60* delivers perfect aeration, height and volume, ensuring structure and texture with evenly distributed bubbles. So good that your consumers will be queuing for a second slice!

Recipes catering to the Microtrend

Plant forward

Vamp it up vegan topping

This dreamy, creamy topping is indulgence itself with a vegan label that everyone will love..., even not vegans. It features *Kievit® Vana-Monte V98*, just one ingredient in our broader vegan portfolio including fat powders and liquid toppings. This whipping agent engages the senses with a clean taste, excellent flavour release plus outstanding performance, increased convenience, perfect aeration, and high overrun. It provides stunning looks combined with a clean and spotless taste and creamy mouthfeel. It's so versatile, and gluten-free too! So elevate the vegan experience and serve your consumers with this delicious, sweet treat including a vegan topping.



* ISAPP (International Scientific Association for Probiotics and Prebiotics); Gibson et al., 2017; substrates that are selectively utilised by host microorganisms conferring a health benefit.

Coming clean

Recipes catering to the Microtrend

Wholesome burger

Vegetarian, flexitarians and meat-eaters alike will love this clean label burger with *Mozzarella BM3547*. This Mozzarella is a tasty alternative with a salt content of 1gram/100gram (*BM3547*) versus its traditional counterpart at 1.3gr/100gr (*BM3505*), and is suitable for deep or pan frying. The brioche bread is made with *Kievit® Vana-Lata BB75B* which contributes to an enhanced sensorial buttery taste. The high butter content of *Kievit® Vana-Lata BB75B* supports all-natural labelling and it boasts excellent dough properties. Finally, our liquid *Safedor* glaze adds an attractive golden finish that lasts for the entire product shelf life.



Next level cereal roll based on 'better for you' butter

This cereal roll is packed with flavour and reassuringly recognisable ingredients, like butter made solely from cream. The bun is made with our clean label *Traditionally Churned Lactic Butter* - with no additives or preservatives - and wholegrains to add a healthy slant. Your consumers can enjoy a delicious full mouthfeel. Add the distinctive nutty flavour of *Maasdam® BM 2312* made with unique cultures for a temptingly good sandwich.

teaser

MENU

Inspired by our trends and food concepts?
We have lots in store for you with three
mailings making their way to you inbox soon:

watch out for our three mailings

By downloading our Trend Report 2021-2022 you also signed up
for three emails focusing on specific trends for your menu:

- 1 The vegan menu
- 2 The baddies out-goodies in menu
- 3 The clean label menu



unlock a treasure trove of information in each email, including:

Indulgent new recipes

Ingredients and products that bring smiles to your consumers

More market data

Exciting tutorials to make market-winning propositions

Access to turnkey formulations

Stay tuned!



Top score mousse

Trend Interview with Bart de Gans

Dutch pâtissier and chocolatier

Bart de Gans is a pastry chef and chocolatier and the founder of Perfri. Perfri helps companies in the food sector to develop new products of distinction and shares knowledge via masterclasses, guest lectures, presentations and other projects. We caught up with Bart to ask him for his thoughts on the latest trends in the food industry.



Bart, can you tell us a little bit about what inspires you to get out of bed each morning?

If there is one main driver to my day it's that I like being involved in creating a better world. I trained with some of the best pastry chefs in the world and I value so much the time they gave me. I spend around 40% of my time now educating students and it's incredibly rewarding to see them learn how to laminate a dough or perfect a puff pastry. I also give back by sharing my knowledge with local bakers who would like to build up their business in different European countries.

What new trends and experiences are you personally seeing in the food industry?

One trend is that consumers want more luxury. The pandemic definitely made consumers think a lot about food. Pastry and chocolates are inherently indulgent. They are the treats we all turn to when we need a lift



However the first couple of weeks in lockdown were tough for bakers like me who had to close down. But soon I realised there was nothing to stop me from baking! I started making pralines for Mother's Day. That ended up with a new restaurant serving seven courses of desserts exclusively. We had a waiting list of 5,000 people so consumers definitely wanted something comforting. We also launched a desserts delivery service when restaurants had to close during the lockdown. So I think one trend for sure is premiumisation and easy access to it.

Healthy aspects of food are also a big concern for people...just not all the time! I see a lot of people who eat really well during the week and then go crazy at the weekend. Or they'll have a couple of days a week eating vegan or gluten-free. I personally know someone who is committed to a lactose-free diet ... apart from when it comes to that delicious ice cream dessert! But that's OK. It's all about choice.

I am also a big fan of artisan methods but with an innovative twist. I make desserts but I still include unusual pairings that include savoury ingredients, like seaweed for example. I am inspired by traditional pastry but I also love to innovate and add an element of surprise, especially from different countries and cultures I have experienced. I feel the trend is that consumers want foods that feel like a familiar treat, but with a surprising twist.

In addition, I think consumers today are looking for their food to be a whole experience. It's not just about flavours and textures: it's about creating an inspiring ambience, telling a story, and standing out with different takes on traditions.

Sustainability is a hot topic right now. What part does it play in the food industry in your view?

I am passionate about using local ingredients and reviving old craftsmanship ways of doing things. Last year actually had some positive effects in that sense. People are definitely thinking more about where their food comes from and what impact it has on the world. They want to understand the whole food story. Local artisan bakers did very well in the pandemic and their customers loved that they were using locally sourced ingredients and traditional methods.



I think people are also very aware about cutting waste these days. People understand that we can't continue to live as we do now so they are getting more inventive and creative in using up leftovers.

What would be your industry insider top tip for our readers?

That knowledge is power. You have to know what your customers want, and fulfil those desires. But never lose sight of your own identity. You have to understand what is trending in your market, follow the trends, of course, but always stay true to yourself. Excel at what you know best and add your own distinctive touch to the key trends in your market.

More about Bart de Gans

By his own admission, Bart de Gans was something of an 'enfant terrible' in school. He didn't have a plan for his life and his parents were despairing. But when he boarded a flight for the States, it was to become the start of a remarkable life journey too. His irrepressible optimism and sheer determination led him to the Hamptons, the favoured holiday destination of New York's rich and famous. In an environment where only the very finest will do, he mastered his craft in patisserie and chocolate making. Now he's a member of the Dutch Patisserie Team, winner of the Best Dutch Praline 2012 and sits on the panel of several international industry competitions.

*Croffle, a waffle
croissant combo*



Lovely luxury experiences

During the pandemic, eating in became the new dining out as lockdowns forced restaurants, bakeries and other HoReCa to close their doors. Consumers welcomed high-end restaurants offering home deliveries, and queued as award-winning establishments served up premium dishes from on-street food trucks. Moreover, with (new) supermarkets and rapid delivery services bringing fine, fresh food to the door in minutes, 24/7 luxury on tap got just an app away. This raised the bar in both foodservice and in-home consumption. Consumers now look for easy accessible premium food experiences.

The trend for new luxury experiences means multisensory adventures, blending and blurring categories and rewriting the rules on texture and taste combinations. Consumers want surprising pairings that tease their taste buds, like our waffle croissant combo that's been christened a croffle, or a pizza topping baked on a croissant crust. Consumers seek surprising new experiences as well as over-the-top and luxury versions of the foods they love.

This trend for intense indulgence and novel pairings will take premiumisation to a whole new level. As we start to pull out of the pandemic, consumers feel they now deserve the very best – and we agree!

*Novel
pairings*

*Intense
indulgence*



Microtrends to keep an eye on

The global trend for lovely luxury experiences will see more intense versions of familiar favourites dominate. Crazy combinations and extremes of indulgence will satisfy the huge appetite for ultra-premiumisation on a plate. Think of a sensually indulgent all-dairy chocolate mousse or a dreamily creamy pastry over coffee with friends and family. And to feed consumers' appetite in 2022 for superior versions of established favourites, try fabulous fries loaded with a full-flavoured ready-to-use cheesy sauce topping.

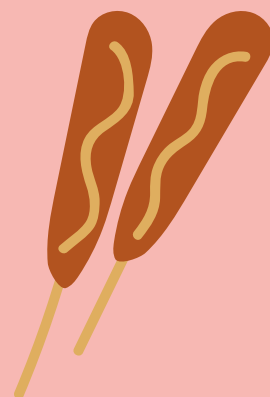
2 key microtrends

Ultimate indulgence

Must-try cheese-topped loaded fries
Melt-in-the-mouth mousse made in heaven
Premium Portuguese-style fluffy pastel de nata

Hybrid happiness

Crispily clever croffle
Croissant crust pizza paradise
Mozzarella 'corn dogs'



Ultimate indulgence

Recipes catering to the microtrend

Must-try cheese-topped loaded fries

Cheese Please! Nothing adds richness to a dish like a delicious cheesy topping. This *Ready-to-Use Cheese Sauce UHT* made with *Emmental* elevates fries into the ultimate feel-good experience. Want a pale or a deeper yellow colour, a thicker or thinner consistency? No problem: it can be tweaked to your consumers' preferences. Top French fries and other potato dishes, add oomph to vegetables or take nachos up a notch, and serve your consumers an unforgettable experience.



Melt-in-the-mouth mousse made in heaven

This premium *Ready-To-Use dairy chocolate mousse* is the ultimate on every level! Airy? Of course! Indulgent mouthfeel? Definitely! This ready-to-serve dessert uses cream to give it structure. It's made with premium ingredients like dairy cream and real Belgian chocolate. Its excellent bubble structure lasts to the final mouthful. Plus it promises easy handling and industrial scale packaging and production possibilities. And personalising this mousse with your own on-trend enrichments couldn't be easier.

Ultimate indulgence

Premium Portuguese-style fluffy pastel de nata

No trip to Portugal is complete without seeking out the locals' favourite pastel de nata pastry. At its best, this traditional treat is a sublime symphony of crispy puff pastry baked to perfection, and a creamy, custardy filling. This ultimate treat is a beautifully satisfying indulgence using the finest versions of familiar ingredients and recipes passed down through generations. Featuring our *Anhydrous Milk Fat MP35* for outstanding plasticity and an airy, crispy consistency. The result is a heavenly indulgent product that is perfectly in tune with the premiumisation trend.



Recipe catering to the Microtrend

Hybrid happiness



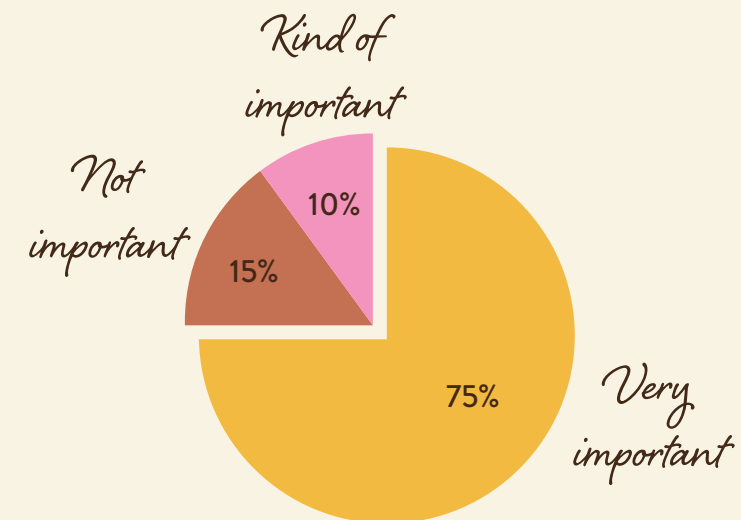
Crispily clever croffle

Is it a waffle? Is it a croissant? This clever combination brings together the best of both: in a croffle. After all, why give your consumers one when you can give them both? Croissant dough, made with our *Texturised Butter MP31* that delivers perfection as standard, is rolled out and baked in a waffle maker rather than a traditional oven. The result is the ultimate crispy pastry with a surprising blending of textures. The true magic comes in the choice of toppings, whether savoury or sweet, paired with the simplicity of the buttery pastry. It's a triumph of textures and surprising take on the all-time favourite croissant.

How consumers feel about a croffle and new food experiences in general

A stunning 85% want 'new food experiences'!

A massive 75% of consumers told us that 'new food experiences' are very important to them. And another 10% states that being surprised is moderately important. Consumers are "passionate about extraordinary food combinations" – which poses a huge opportunity for manufacturers.



Delicious taste
Shape **Great appearance**
Fluffiness
Possibility for many toppings
Not too fat
Crispiness

Taste and texture are key in creating a fine croffle

The sensory attribute rated most highly in the croffle concept is: delicious taste. Yes, it's taste, taste, taste - as an overwhelming 76.5% of consumers stated. But crispiness and fluffiness (35.3% each) are also important if you want to create a croffle experience that your consumers will not forget.

Surprising pairings and tickling the senses are crucial for success

We asked "What makes a new food experience for you?" Post-pandemic, 'multi-sensory experiences' and 'new food combinations never seen before' are more important to consumers than a different and exciting environment. Focus on outstanding food, easily accessible and you are set up for success!

If my senses are touched in many ways

47%

If is a new combined product I've never seen before

41.2%

If I consume it in a new exciting environment

11.8%

Hybrid happiness

Recipes catering to
the **Microtrend**

Croissant crust pizza paradise

Upgrade the traditional pizza with an innovative crispier, crunchier layered croissant base. It's made with our *Texturised Butter Lamin MP33* – the perfect ingredient for a firm yet elastic dough that spells smoother production processes. Top with the mild and milky flavour of *Mozzarella BM3505*. This cheese's stringy stretchiness is the ideal topping to satisfy consumer desire for a premium product.



Mozzarella 'corn dogs'

What a novel way to enjoy mozzarella – on a stick! Traditionally used to top pizza, here it's the star of its own show. Eaten around the world, 'corn dogs' are currently a particularly popular street food in South Korea. Each country has its own take on this delicacy: in America, the mozzarella is prepared in pancake batter, while in Europe, our mild and milky *Mozzarella BM3505* is deep-fried in breadcrumbs. Finish with a sauce and give your consumers a savoury lollipop to savour.



teaser MENU

If our exciting new food concepts have whetted your appetite for more, look for our 'premiumisation menu' mailing, heading your way soon.

watch your inbox

By downloading our Trend Report 2021-2022 you also signed up for our mailing around the following topic:

- 4 The premiumisation menu



Tap into a wealth of information including:

- Premium new formulations
- Ingredients and products to wow your consumers
- Deeper market insights
- Market-topping propositions
- Exclusive access to ready-to-go recipes



Look out for
more ideas!

Trend interview with Adriano Zumbo

Australian pâtissier and television presenter

Adriano Zumbo opened his first patisserie in 2007 before rising to prominence with frequent appearances on MasterChef Australia and as host of the Netflix show Sugar Rush. Adriano is also a research and development consultant in the food industry. We had a fascinating chat with Adriano in which he shared his insights into what's trending.

Adriano, how do you see 'healthier indulgence' in your daily job?

Many consumers today want options such as gluten-free, dairy-free, low or no (added) sugar, or low fat in products that had traditionally had a 'bad for you' tag attached to them. As chefs and creatives, our challenge is to look at classic formulations and find ways to remove or replace certain ingredients without losing the product's tantalising taste texture and appearance.

The key to delivering healthier indulgence is understanding ingredients. When you know what something does and its effects, you can start to alter your recipes successfully and maintain the ultimate quality.

It's not a simple story of halving the sugar content of a chocolate cake by switching the sucrose for a natural sugar replacement. You have to understand that some alternatives may be good in small amounts, but in larger

amounts can actually be worse than sugar. The flavour profiles of some sweeteners can be a real challenge.

There is some great development in the fats sector with low calorie, high oleic fats being created. There are new flours too, to create formulas for gluten-free alternatives.

Healthier indulgence is here to stay. The challenge is to find ingredients that compete on price and functionality while providing the health benefits consumers are looking for.

What is the future of 'better for you' options in food & beverages according to you?

We are seeing dramatic changes in food experiences. The biggest shift is the increased demand for plant-based and flexitarian options which is spawning a lot of new food brands, dining experiences and creativity. There is a perception that vegan is better for you and for the planet, though this is not always the case. There is still a long way to go in terms of taste and texture, but the rapid pace of development means we should see some massive breakthroughs in the next five years as food technology companies push the boundaries of what's achievable.

Secondly, the pandemic has fuelled consumer interest in improved lifestyle and immunity. As a result, there has been growing interest in natural ingredients. At the same time, there has been an acceleration in functional ingredients such as botanicals, probiotics, postbiotics, adaptogens, vitamins, and



aquaculture style ingredients in the past 12 months. And they are starting to appear in products that they would not typically be connected with as manufacturers and chefs change recipes to achieve a 'better-for-you' label. Like biscuits and cookies with a probiotic boost.

Do you see other developments in food experiences aside from health or 'better for you'?

A further trend for the future is 'world mash-ups': the cross-breeding of different global cuisines. The Koreans in particular have a thriving creative scene in this respect.

Furthermore, lockdown restrictions changed how consumers experience brands. Drive thru, pick-up, kerbside collection, delivery in minutes and food lockers are all changing the service experience. Restaurant visits will gain more of a luxury experience tag and feel like something of a mini break where cherished memories are made! DIY kits and social media demonstrations are two further novel ways for consumers to connect with brands and experience foods in a different way.

What is the role of sustainability in food and beverages?

The role of sustainability is hugely important, and one that many consumers and producers are rightly prioritising.

Governments and forward-thinking companies that are in touch with what is happening are



starting to phase out single-use plastics and adapting their values and goals. Companies are increasingly finding uses for waste and excess ingredients from other processes. I also see an increase in consumers refilling their own containers with products that can survive the process, including ice cream, chocolates, confectionary and pasta. Once the preserve of boutique outlets, this trend is now also expanding to major retailers.

There has been a massive rise in sustainable start-up companies creating products make a difference and challenging the norms of global food manufacturers.

What would be your industry insider top tip for our readers?

Stay true to your own imagination. Don't change for the sake of it, change because you want to make a difference or a better product. Pursue your own unique adventures and ideas that evolve with innovation, flexibility and open-mindedness. And don't be a slave to technology!

More about Adriano Zumbo

Pâtissier and television presenter Adriano Zumbo is known by many different nicknames in his native Australia, including Pâtissier of Pain, The Dark Lord of the Pastry Kitchen, Lord Voldecake, and the Sweet Assassin (his Instagram account is @thesweetassassin). He has also been called Australia's answer to Willy Wonka. Zumbo started his career by supplying homemade tarts, muffins, brownies and banana bread to local cafés in Sydney and began his apprenticeship at 15. He is known globally for his signature macarons and for setting a croquembouche and his macaroon 'Tower of Terror' as Masterchef challenges. Zumbo has also had three best-selling books published.



less waste honey
toast bread



Mindfulness on the menu

Now that societies are opening up again and the vaccination roll-out programme is providing greater protection, sharing food with friends and family is an important way of resetting and nurturing mental balance after a long period of enforced absence from loved ones. Comforting staples like a social sharing bread work wonders for the body and soul.

But it is about more... consumers have developed a stronger social conscience. They want to care for the people around them....plus they want to nurture and preserve our precious planet. They love to feed friends with locally grown produce, like a home-grown zucchini cake. Finding inventive ways to incorporate leftovers into soups, sauces, curries and marinades is another feel-good approach that is kind to the planet as well as the people around you.

In 2022, it is a holistic approach that will define food choices as we gradually pull out of the global pandemic . “You are what you eat” is a concept that dates back to 1826 and the French author Anthelme Brillat-Savarin’s work *Physiologie du Gout, ou Méditations de Gastronomie Transcendante*, in which he wrote: “Tell me what you eat and I will tell you what you are.” Eating well means feeling well....and that’s a crucial message for 2022.

Intense
indulgence



Microtrends to keep an eye on

As social lives gradually resume, consumers want foods that are good for the planet plus a great way to care for and feel close to people. Consumers' environmental conscience means they're keen to protect the planet by enjoying feel-good foods that reduce food miles and that reduce waste.

Local suppliers are stepping up and more and more consumers are growing things at home. Is there any better feeling than harvesting your own food from even the smallest of kitchen gardens - complete with composting box and wormery, of course? Home-grown is here to stay! Besides reducing food miles, less waste is high on the agenda with consumers making the most of their store cupboard with leftovers.

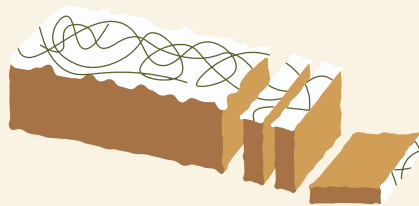
2 key microtrends

All-encompassing goodness

Social sharing bread
Love it local zucchini cake

For the love of leftovers

Brilliant banana custard
No-waste indulgent honey toast bread



Recipes catering to
the microtrend

All-encompassing goodness

Social sharing bread

This sharing bread, perfect for enjoying together in a group, is protein-enriched and contains olive-oil based *Kievit® Vana-Grasa 80B 198* with mono-unsaturated fats. We added the goodness of dairy proteins in form of *Excellion® Calcium Caseinate I* and *Nutri Whey™ 800 I*. The olive oil gives it a lovely Mediterranean flavour. *Safedor* lends the bread an attractive golden and glossy glaze, and because the seed topping stays stuck to the bread, it's cost-effective too.



Love it local zucchini cake

If last year's situation had one positive outcome, it was to focus minds on locally sourced ingredients. Farm shops gained new popularity, more locally grown veg boxes got delivered and consumers started their own kitchen gardens, however small. Shopping local is a trend that's here to stay. Zucchini are easy to grow and a perfect ingredient for a wholesome and homestyle cake, like this one made with *Kievit® Vana-Crema 77D*, a high oleic sunflower oil that adds the creamy texture your grandma would be proud of. Why not top it with *Kievit® Vana-Monte DP580* for high foam firmness and a creamy mouthfeel? This ingredient has a high overrun is perfectly rewhippable after 24 hours. No waste there!

For the love of leftovers

Recipes catering to the microtrend

Brilliant banana custard



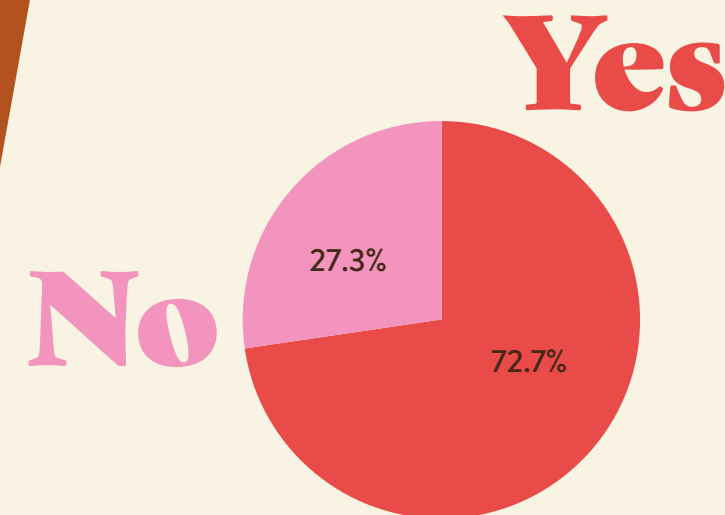
“Waste not, want not” is the mantra for 2022 – one of the positives takeaways of consumers’ newly-gained habits. Banana bread and carrot cake are two popular ways of using up leftovers, but this banana custard is something else. Using overripe fruit, this lovely, bubbly banana custard is big on indulgence, and low on waste. It is based on Kievit® Vana-Monte DP94 providing high overrun for great aeration and a maximal creamy, melting experience with minimal whipping agent. It can be customised with raisins or sprinkled with cinnamon – or perhaps topped with a compote of fruits that are past their fresh best to really hone in on the less-waste culture. Or top it with cream, and maybe add a drop of rum for a boozy banana dessert. A true treat to dish up for family and friends!

Less-waste indulgent honey toast bread

In the spirit of letting nothing be discarded, here’s a fantastic idea to use up nearly stale toast bread. This gooey, chewy multi-sensory sensation is a triumph of taste over waste. This indulgently tasty treat can be enjoyed hot or cold and contains naturally recognisable and fully traceable ingredients. Like our *Traditionally Churned Lactic Butter* that adds an attractive golden colour, a caramelised buttery smell and a satisfying texture reminiscent of childhood baking days.



How consumers feel about leftovers in combination with indulgence

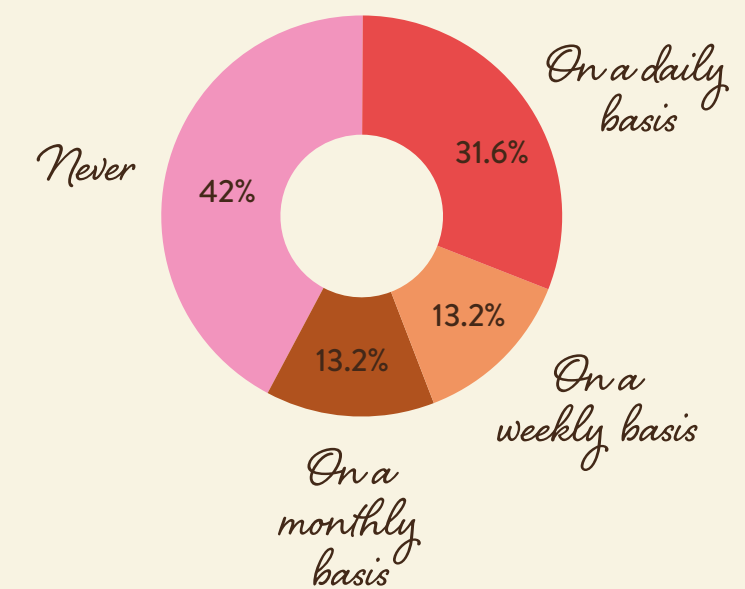


Over 70% feel that leftovers are the perfect base for super indulgent food!

Over 72% of consumers believe they can make a super-indulgent meal out of leftovers. There is thus a great opportunity to serve consumers who embrace the less-waste culture with concepts that elevate leftovers into something new and wonderful.

60% use leftovers to make delicious dishes - of which 32% even on a daily basis!

We asked consumers about working with leftovers in their kitchen: just under 60% regularly use leftovers, and over 30% do so on a daily basis.



“I hate to throw away food. Such waste!”

teaser

MENU

What's on the menu this time?
Mindfulness, naturally!
We've two amazing on-trend menu emails
coming your way:

Be on the lookout for our two mailings

By downloading our Trend Report 2021-2022 you also signed up
for our mailings focusing on the following trends for your menu:

- 5 The less-waste menu
- 6 The loving-it-local menu



Deep dive the microtrends with:

- Recipes that turn nothing into something great
- Ingredients and products that elevate your consumers' leftovers
to new levels
- Consumer insights into the less-waste culture
- Videos that turn leftovers into market-winning propositions



*Watch out for
more inspiration!*

*Wholesome, homestyle
zucchini cake*





Mozzarella on a stick

Ingredients & products that perform

About our portfolio for professionals

FrieslandCampina Food & Beverages, Cheese and Butter & Milkpowder serve the world's premium brands with quality ingredients and products.

Food & Beverages

With a track record of over 125 years in game-changing innovation, our ingredients portfolio of among others whipping agents, fat powders, emulsifiers, whey proteins and caseinates adds the perfect texture, mouthfeel, aeration, stability and taste to baked goods, desserts, ice cream and more.



Cheese

Thanks to our many years of experience in the cheese market and focus on innovation, we offer a wide range of industrial cheeses that perfectly match any application including pizza and ready-meals. All our cheeses, including rindless Gouda, Edam and Emmental to light cheeses, Mimolette and Mozzarella, promise consistently high quality and reliable worldwide supply.

Butter & Milkpowder

FrieslandCampina also has a proud history of delivering high-quality milkfat and milk powder products for a wide variety of applications including butter. Close cooperation with our valued member dairy farms and an artisan-based production process ensure consistent quality and superior taste. Our milkfat products enrich the taste, texture, creaminess and functionality of end products which is sure to delight consumers around the world.

consistent quality
superior taste

Our high-performance ingredients and products are supported by unparalleled services, including access to innovation kitchens for inspiration and recipe development, research facilities for co-creation, unique sensory studies such as market landscaping and exclusive insights into the latest trends.

Our aim is to work together with you to find the best ingredient for your application.

Our credentials lie in the testimony paid by major global FMCGs as well as smaller local and regional brands and organisations that trust us time and again to take their products to new levels of performance and success.

A taste of the ingredients & products starring in this Trend Report:

Anhydrous Milk Fat MP35	Kievit® Vana-Monte DP580
Biotis™ GOS (galacto-oligosaccharides)	Maasdam® cheese BM2312
Excellion® Calcium Caseinate I	Mozzarella BM3505
Edam Intense BM3402	Mozzarella BM3547
Kievit® Vana-Crema 77D	Nutri™ Whey 800I
Kievit® Vana-Grasa 70M 064	Ready-to-use Cheese Sauce UHT
Kievit® Vana-Grasa 80B 198	Ready-To-Use Dairy Chocolate Mousse
Kievit® Vana-Grasa 80C 058	Safedor
Kievit® Vana-Lata BB75B	Texturion™ PROGEL 800
Kievit® Vana-Monte DP94	Texturised Butter Lamin MP33
Kievit® Vana-Monte V98	Texturised Butter MP31
Kievit® Vana-Sponge BV60	Traditionally Churned Lactic Butter

Kievit® Vana-Monte V98 *latest vegan innovation*

This innovative vegan whipping agent provides an elevated sensory experience for easy yet irresistibly indulgent cake toppings as well as ice cream and mousse applications and offers a lot of benefits:

- Excellent flavour release
- Spotless and creamy mouthfeel
- Vegan
- Gluten-free
- Easy to personalise
- Excellent aeration
- Acid-stable

Safedor *in the spotlight*

Safedor is a ready-to-use liquid glaze with a series of benefits:

- Lends the end product an attractive and lasting golden and glossy appearance
- Replaces egg
- Reduces bacteriological risk on an industrial scale
- Allows e-number-free labelling of the final product

Serving up success

About our services for professionals

Our passion is to enrich your consumers' lives. Our aim is to work together with you to deliver more smiles to the world through our indulgent food and beverages. Three steps lead up to a successful new product launch. Enjoy our services in each step for a richer development process!



Our growth hacking support

Rapidly boost your brand using the power of social media to gauge consumer reaction to your new product prototypes.

Our growth hacking tools and expertise explore the things your consumers love and loathe, their barriers to purchase, and the price they are willing to pay for specific functionalities and benefits.

Reach out to discuss the feasibility of growth hacking for your prototype.

Key benefits of growth hacking:

- Shape better products and unlock (future) growth potential
- Fine-tune formulations to consumer preferences
- Testing exclusive to you, your product and your potential consumers
- Peer-to-peer collaboration
- Quickly gain invaluable feedback and insights
- Discover new product ideas and even business models
- Discover data-driven (launch) strategies
- Embrace a growth mentality

Featured:

Concept attractiveness based on growth hacking methods



Reach out to us



TO CREATE ON-TREND RECIPES TOGETHER!

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Potential consumer benefits are not to be considered as health claims. They should be considered as potential leads that might be developed into health claims compliant with the local legal requirements. The definition of a claim such as vegan, palm-free, butter, clean-label and how this claim applies to the end-product may vary depending on the country and/or market. As Food and Beverages manufacturers and customers, you should therefore consult the relevant regulatory authority to ensure compliance with claim and labelling requirements.