




Onward & Upward

2020 Recap + 2021 Predictions





We never want to hear the words “unprecedented” or “pivot” again. 2020 was a year that changed everything, across the world.

Some of its battles are not yet over , but there seems to be a light at the end of the tunnel. While 2021 may see some past normalcy coming back, there are still changes ahead...



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2020 Timeline

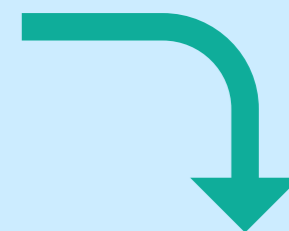


2020 Timeline

In order to look forward, we must look back...

January 2020

- + U.S. restaurants and sommeliers grapple with imposition of wine tariffs on wines and spirits from European Union nations.
- + The first Coronavirus case is reported in the U.S.



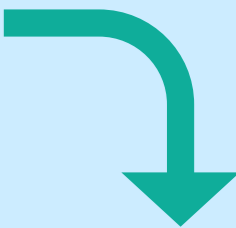
February 2020

- + The Coronavirus begins to make headlines in the foodservice industry as it fuels prejudices and discrimination affecting the Asian-American community.



March 2020

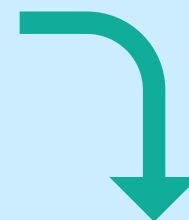
- + In the beginning of March, large events and food festivals announce plans to cancel or postpone due to COVID-19.
- + A nationwide shutdown forces restaurants, bars, and other U.S. dining establishments to close completely or to only offer takeout, delivery, and/or drive-thru services.
- + Businesses within the industry are forced to lay off thousands of workers as they attempt to stay afloat.





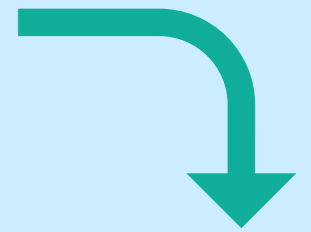
April 2020

- + With little to no financial aid for small and independent restaurants, the industry continues to struggle to survive. Some businesses turn to GoFundMe and other fundraising platforms for assistance.
- + The supply chain continues to struggle as restaurants across the world begin to close due to financial strain leading many farmers to destroy product or find new channels for their product such as grocery stores and food banks.
- + Pivots of every kind are seen throughout the industry including hosting online events, creating makeshift markets within unused dining spaces, developing meal kits, bottled cocktails, special multi-course takeout menus, and more.
- + The Independent Restaurant Coalition (IRC) continues their advocacy work on behalf of the foodservice industry in an effort to save independent restaurants and the over 11 million Americans they employ.



May 2020

- + Cities and states across the country struggle to determine when, how, and if to reopen, leaving the foodservice industry largely without guidance or funds to begin safely serving customers.
- + As the foodservice industry begins to reopen for outdoor (and, in some states, indoor) dining, restaurants and bars are forced to get creative as they fight to attract customers while implementing social distancing and other safety protocols.

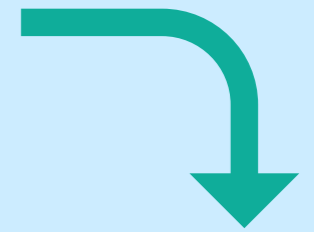


June 2020

- + The death of George Floyd sparks a racial justice movement across the United States and forces industries, including foodservice, to acknowledge the need for systemic change.
 - + Members of the foodservice industry – from restaurants to media – come forward with their experiences of racial discrimination, injustice, and details of toxic work environments, inciting a new reckoning within the industry.

July 2020

- + Uber acquires Postmates, limiting the number of delivery app options, which further impacts restaurants as they continue to face challenges amidst the pandemic.
- + Restaurant workers across the country struggle to deal with patrons that refuse to obey regulations such as mask-wearing.

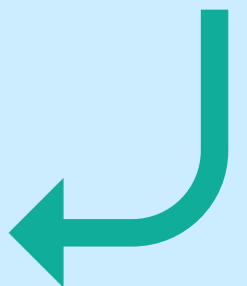


August 2020

- + Small and independent restaurants continue to shutter due to lack of government funding and the continued rise in COVID-19 cases across the United States.

September 2020

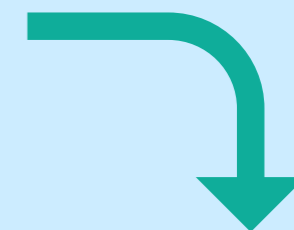
- + As winter looms, restaurants call for government guidance and additional funding for tools to assist with cold-weather dining.
- + The foodservice industry on the West Coast faces California wildfires and the resulting effects on air quality. While some restaurants were caught in the fire, others had to close due to smoke.





October 2020

- + Restaurants continue to gear up for colder weather by investing in heaters, tents, blankets, firepits, yurts, igloos, and other tools.
- + The foodservice industry continues to face the challenge of convincing customers to dine out at restaurants.



November 2020

- + Restaurants and bars across the country close on Election Day to give their teams the opportunity to vote and, in some cases, provide meals for poll workers and those waiting in long poll lines.
- + Foodservice businesses encourage diners to opt for Thanksgiving takeout services and to think ahead for December holiday meal-planning.



December 2020

- + Many restaurants and other foodservice businesses prepare to go into “winter hibernation,” closing for the coldest winter months with plans to re-open in the spring.
- + As COVID-19 cases continue to rise across the U.S., well into the second surge, many cities halt or severely limit indoor dining once again, leaving restaurants to struggle financially during the holiday season. Coupled with their lack of revenue from private events and holiday party buy-outs seen in normal years, this is especially challenging.
- + Another stimulus bill is passed and while it includes an extension of the Paycheck Protection Program, it provides little financial support for independent restaurants in the midst of a challenging winter.
- + Restaurants continue to fight for the Restaurants Act and the passing of an industry-specific relief package in Congress.

2020 Trend Recap





2020 Trend Recap

Surprisingly, some of the items predicted in late 2019 for the year ahead – before even hints of the pandemic hit the U.S. – were still spot-on. Some were even perfectly suited and amplified during the struggles of 2020.

Some of the most notable 2020 food & foodservice trend predictions were...

- + CBD
- + Plant-based protein like Impossible Burgers
- + Kombucha and low- or no-alcohol drinks
- + Mood-boosting and energy-enhancing adaptogens
 - + Indulgent alcohol
 - + Ghost kitchens and delivery
- + Grocery store upgrades, such as delivery and pick-up
 - + Alternative milks and butters



2020 Trend Recap

Additionally, some of the produce predictions that didn't get the chance to shine, could be worth keeping eyes peeled for in 2021, such as...

- + Cabbage as the new kale
- + White eggplants
- + Timut pepper
- + African star apples
- + Ube (purple yam)



2021 Predictions



2021 Predictions

The New York Times | [How Will We Eat in 2021? 11 Predictions to Chew On](#)

After such a rough year, frivolous food and “breakout” cuisines may not have the starring role in the predictions that they used to. Some items that do stand out include the continued celebration of home cooking via chef and restaurant meal kits, vegetables in general (!!!), and lots of varied beverage predictions.



2021 Predictions

Forbes | [Food Trends Forecast 2021: Being Healthy In A Post Covid-19 World](#)

Statistics show that the tables may be turning after a mad year during which we may have reached for comfort before health. Consumers are dieting, looking at healthfulness in their food, and monitoring how they eat. Due to this, more plant-based diets and smarter snacking, among other items, are poised to be things we see a lot of in 2021.



2021 Predictions

Forbes | [A Grocery Revival? Top Food and Beverage Trends for 2021](#)

The pandemic forced many grocery stores to pivot quickly and add pick-up and delivery services. With practice under their belts and with consumers enjoying the convenience, these new ways to shop are not foreseen to be going anywhere. It's even predicted that grocery stores may begin to pivot, much like restaurants did, toward ghost kitchens with a rise of direct-to-consumer grocery platforms.



2021 Predictions

Food & Wine | [These Will Be the Biggest Food Trends of 2021, According to Chefs](#)

As one of the hardest-hit industries, restaurants that have survived are still looking ahead. Many ideas are in line with other predictors such as plant-based meals, hyper-regional cooking, and delivery. Additional notes include keeping an eye on the environment and that fine dining may make a comeback, but will look different than before.



2021 Predictions

The Takeout | [What Will Be the Hottest Food Trend of 2021? Chefs and Dieticians Have Some Guesses](#)

The Takeout explores others' lists and confirms what many are saying – that plant-based eating, home cooking, and plant-alternative substitutes with a strong focus on the environment and sustainability will be increasingly important.



2021 Predictions

Today Show | [These Will Be the Biggest Healthy Food Trends in 2021, According to a Dietician](#)

Diving deeper into health, Today Show's RDN Frances Largeman-Roth calls out some predictions we love to see, like eating for immunity, postbiotics (you read that right), and kelp, just to name a few.



2021 Predictions

Whole Foods Market Blog | [The Next Big Things: Top 10 Food Trends for 2021](#)

The grocer's blog mirrors some of the news media's predictions of well-being, less waste, and kombucha while adding items like epic breakfast, new baby food ideas, and fruit and veggie jerky to the mix.



2021 Predictions

Delish | [The 15 Food Trends You're Going To See Everywhere in 2021](#)

Lifestyle site Delish delivers some specific food trends including pasta, plant-based, and even fast foods, but also calls out some of the pandemic-style trends that will likely live on, like at-home cooking, pickling, fermenting, and bartending, as well as virtual cooking classes and an eye on the environment through food packaging.



2021 Predictions

Pure Wow | [7 Food Trends That Will Reign Supreme in 2021](#)

Spice is the new umami, and the air fryer is the home chef's best friend, says Pure Wow. Also, more good news confirming that plant-based diets and eco-friendly eating are on the rise for the new year.

Summary





Summary

Some stand-outs from multiple resources underscore the UN's celebration - that fruits and vegetables should be the shining stars of every kitchen and plate in 2021.

Also, while we're all excited to leave 2020 in the dust, many of the habits and new loves we've discovered during the pandemic like delivery, meal kits, baking, pickling, preserving, and all other forms of home cooking will likely stick around....



Summary

Trends

- + Meal kits from chefs (NYT, Forbes, F&W)
- + Drinks from cans (NYT, WFMB)
- + Food for the bedroom (NYT)
- + Homegrown tastes (NYT, F&W)
- + Waste reducing (NYT, Forbes, WFMB)
- + Delivery, evolved (NYT, Forbes, Delish)
- + Lockdown habits that linger, like home cooking/preserving/bread making (NYT, Delish)
- + Continued reduction of human interaction (Forbes)
- + Home cooking (NYT, Forbes, Today)

Other

- + Cause of the year: Hunger (NYT)
- + A grocery renaissance (Forbes)
- + Fewer restaurants (Forbes)
- + The environment (F&W, Takeout, Today, Delish)
- + Epic breakfasts (WFMB, Delish)

Foods

- + Kombucha (NYT, WFMB, PW)
- + All vegetables (NYT, Forbes, F&W, Takeout, Delish)
- + Postbiotics (Today)
- + Microgreens (Today)
- + Kelp (Today)
- + Elevated condiments (Today)
- + Fruit and vegetable jerky (WFMB)

Thank you!



**For more insights and
information please contact our
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