

# KAGOME

## Consumer, Food, Flavor, and Industry Trends Q4 2021



## Q4 Fall Flavor Favorites Return

Technomic Industry Insights  
October 2021

Sept. 22 marked the start of sweater weather as well as the return of fall flavor favorites on food and beverage menus across the country. Recent LTOs showcase familiar darlings such as pumpkin, apple and squash applied in both traditional and nontraditional ways.

Nearly half (44%) of consumers deem pumpkin to be an appealing flavor.\* The popular Autumn flavor is used heavily in beverages, but increased applications in veggie sushi rolls (+5%) and eggplant dishes (+20%)\*\* indicate that some operators are thinking outside of the cup.

Another flavor finding the spotlight is apple, appealing to 68% of consumers.\* Recent buzz-worthy LTOs include Starbucks' Apple Crisp Macchiato (featuring caramelized spiced apple drizzle), and Krispy Kreme's Apple Cider Glazed Doughnut (featuring an apple cider glaze made with real cider). Squash, commonly featured in soups during the fall, appeals to 37% of consumers,\* and is making an increased appearance in ravioli (+3%) in the form of butternut squash filling, and as a topping on veggie/garden pizzas (+5%).\*\*



image source: Shutterstock

### Appetizer

#### **Apple and Butternut Squash Soup at Iron Hill Brewery & Restaurant**

Autumn-spiced crema

### Entree

#### **Fall Harvest Salad at MOD Pizza**

Romaine, spinach, sherry Dijon vinaigrette, Gorgonzola, diced cucumbers, roasted red peppers, apple-farro blend, apple cider glaze and cranberry-seed mix

### Dessert

#### **Inside Out Apple Pie Ice Cream at Baskin-Robbins**

We're bringing the orchard to you with a scoop of swirled apple- and vanilla-flavored ice creams. Featuring hearty chunks of apple, pie crust pieces and a cinnamon brown sugar ribbon

### Side

#### **Pumpkin Chocolate Loaf at The Coffee Bean & Tea Leaf**

Pumpkin and fall spices swirled with chocolate and baked into a delicious loaf

### Nonalcoholic Beverage

#### **Maple Vanilla Latte at Scooter's Coffee**

Paired with our signature espresso, hot textured milk, subtle ginger and sweet vanilla, this is a favorite among our fall cast of flavors

### Adult Beverage

#### **Frozen Pumpkin at P.J. Whelihan's Pub & Restaurant**

White rum, ice cream mix and pumpkin spice syrup, topped with whipped cream and cinnamon

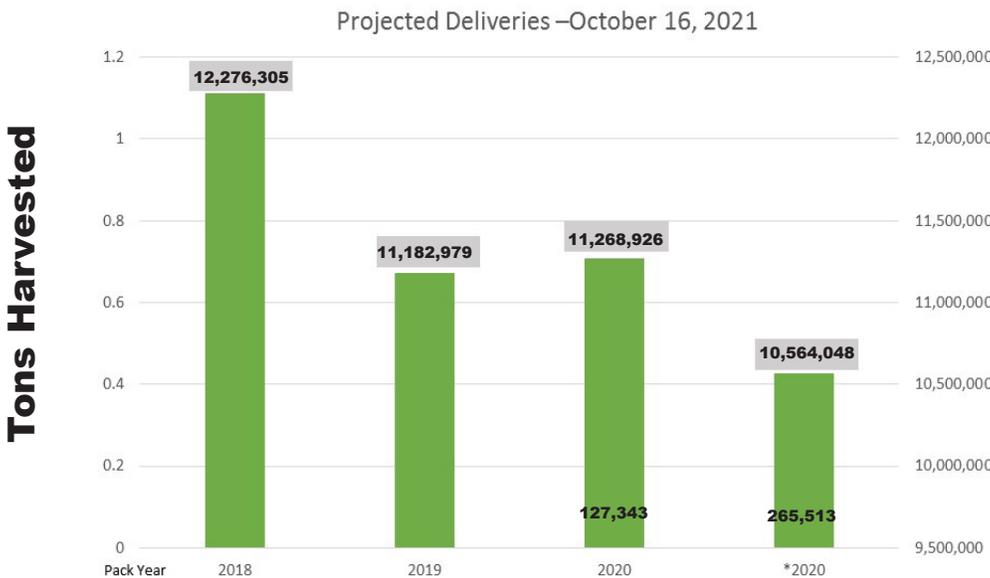
## The California Tomato Harvest Update



image source: Shutterstock

The tomato harvest in California is nearly finished with one, possibly two weeks before the pack is complete.

The week ending 10/2 is projected to be 735,482 tons bringing the total YTD number to 9,771,958. The week ending 10/9 is projected to be only 526,154 tons, which would bring YTD to nearly 10.3 million tons.



\*2021 YTD based on PTAB's projected deliveries for week ending October 16th

# KAGOME 50 Menu Trends To Watch



Image source: Shutterstock

## 1 **Acacia Honey**

Honey derived from nectar of the robinia pseudoacacia flower

## 2 **Aged Rice**

Rice aged in a silo, making the rice sweeter

## 3 **Antep Aci Dolma**

Turkish chile sweeter than most bell peppers with the heat of a jalapeno

## 4 **Appam**

South Indian pancake made with fermented rice batter and coconut milk

## 5 **Avocado Cocktails**

Specialty drinks highlighting the trendy ingredient

## 6 **Bacalao**

Dried and salted cod

## 7 **Barbajada**

Italian chocolate-espreso-cream sauce

## 8 **Black Barley**

Ethiopian-originated variety of barley

## 9 **Black Salsa**

Mexican salsa made with charred ingredients or black garlic

## 10 **Blitva**

Croatian Swiss chard dish

## 11 **Breakfast Ramen**

Traditional Japanese noodle soup with morning inspirations

## 12 **Chinese Five-Spice Cocktails**

Adult beverages featuring the spice blend

## 13 **Colatura**

Italian umami condiment made with anchovies and salt



Image source: Shutterstock

## 14 **Cruschi Peppers**

Southern Italian crunchy, fried sweet peppers

## 15 **Damiana**

An herb (or liqueur produced from the herb) that grows in Baja California

## 16 **Diktamo**

Greek amaro

## 17 **Eech**

Armenian tomato-pepper-bulgur side dish

## 18 **Erbette**

Mild, earthy Italian variety of chard with less bitterness

## 19 **Fassionola**

Fruit-flavored red syrup used in tropical drinks

## 20 **Frozen Sangria**

Frozen version of the Spanish red wine-based drink

## 21 **Galia Melon**

Sweet and aromatic hybrid melon



## 22 **Green Tahini**

Traditional Middle Eastern sesame-based sauce infused with herbs and/or chiles

## 23 **Hard Dough Bread**

Sweet Jamaican bread

## 24 **Havasu Pepper**

Santa Fe-type spicy chile

## 25 **Housemade Oatmeal Cream Pies**

Signature versions of the nostalgic oatmeal cookie-vanilla buttercream sandwich dessert

## 26 **Kashmiri Chile**

Northern Indian sweet chile with slight heat

## 27 **Kasundi**

Indian spiced ketchup

Source: Technomic Emerging Eats Q4 2021

# KAGOME 50 Menu Trends Continued

## **28 Kaya**

Malaysian coconut egg jam

## **29 Kefta Spice**

Middle Eastern spice blend of coriander, cumin, turmeric, allspice, cardamom and black peppercorns

## **30 Kiwi Berry**

Bite-sized fruit that taste like traditional kiwi

## **31 Kokum**

Indian souring agent, often used as a tamarind alternative

## **32 Lepinja**

Serbian pita-like flatbread

## **33 Lokum**

Turkish confections based on a gel of starch and sugar

## **34 Macadamia Milk**

Beverage made from the nut

## **35 Malagousia**

Greek white wine grape



image source: Shutterstock

## **36 Marie Rose Sauce**

British condiment blending tomatoes, mayo, Worcestershire sauce, lemon juice and black pepper



image source: Shutterstock

## **37 Matelote Sauce**

French seafood sauce made with wine and butter

## **38 Morita Chiles**

Smoked, dried versions of red jalapeno peppers

## **39 Non-Chicken**

### **Parmesan**

Traditional cheese and tomato dish swapping the poultry for other meats or seafood

## **40 Non-Chicken Vesuvio**

Traditional Italian dish swapping the poultry for other meats or seafood

## **41 Raki**

Turkish alcohol made of twice-distilled grapes and anise

## **42 Red Chimichurri**

Riff on the traditionally green Argentinian garlicky, parsley sauce with roasted red peppers

## **43 Rompope**

Mexican eggnog-like drink

## **44 Rose Milk**

Indian drink of milk, rose essence and sugar

## **45 Salt Water Cocktails**

Specialty drinks featuring salt water

## **46 Socca**

Crispy chickpea flour-based flatbread popular in Provence, France

## **47 Sunflower Seed**

**Dairy Milk and Butter** made from the seed



## **48 Sweet Drop Peppers**

Peruvian chiles with small teardrop shape

## **49 Trahana**

Eastern Mediterranean pebble-shaped grain product

## **50 Xtabentun**

Yucatan-produced anise liqueur made with anise seed and fermented honey

Source: Technomic Emerging Eats Q4 2021

# Labor Continues to be a Challenge for Restaurant Industry

The Labor Department released new data October 11th reporting that in August some 4.3 million people quit their jobs -about 2.96 percent of the workforce. About 892,000 of those workers who quit represent workers in restaurants, bars and hotels.

The high level of people quitting their jobs was probably due in large part to people leaving jobs to take other positions, although the data does not specify why people are quitting and where they are ending up.

Almost 2 in 5 workers (38 percent) who quit in August worked in retail or in restaurants and hotels. Quitting in manufacturing is not as high as in the low-pay service sectors, at 2.5 percent, but it has accelerated every bit as quickly as factories race to poach one another's workers and increase production as supply-chain issues reshuffle the global manufacturing landscape.

Nick Bunker, economist at the jobs site Indeed, said the numbers were a reflection of the options workers have in the current economic market, with job openings outnumbering unemployed workers and people re-evaluating what they want to do.

Excerpts from Washington Post Article: A record number of workers are quitting their jobs, empowered by new leverage By Eli Rosenberg, Abha Bhattarai and Andrew Van Dam

<https://www.washingtonpost.com/business/2021/10/12/jolts-workers-quitting-august-pandemic/>

Americans are quitting their jobs at the highest rates on record

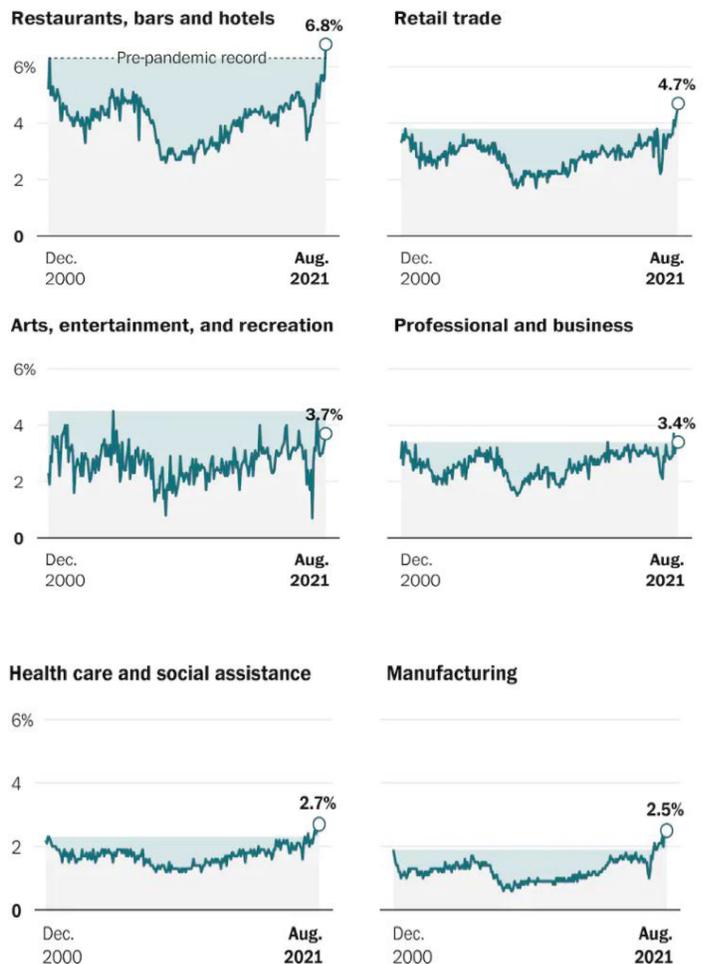
Rate at which employees are voluntarily quitting



Note: seasonally adjusted  
Source: Bureau of Labor Statistics via FRED

## Many industries see employees quit at record rates

Rate at which employees are voluntarily quitting



Note: Seasonally adjusted  
Source: Bureau of Labor Statistics via FRED

THE WASHINGTON POST

# New POS Systems Want to Do it all for Restaurants

By Joe Guskowski



We have written quite a bit lately about the fragmented state of restaurant technology. There are lots of providers that do lots of different things, and it is largely on restaurants to cobble them together into a system that works.

That environment has given rise to a host of so-called all-in-one platforms that promise to streamline the process.

The most prominent of these, Toast, went public last week in an offering that valued it at around \$30 billion. Meanwhile, two other providers unveiled their own all-in-one systems. Here's a look:

**Presto Flex:** The company's new front-of-house ordering tablet can be used to enable pay-at-the-table or as a server handheld, ordering kiosk or drive-thru line buster. It is also voice-enabled, allowing guests or servers to place their order by simply saying it out loud. It integrates with Presto's QR code and payment products. Presto works with large chains.

**GoTab POS:** The cloud-based system allows servers or guests to initiate the ordering process and guests to pay at the table using their phones. It also integrates with GoTab's other products such as online ordering and delivery software. By capturing orders digitally, it eliminates some manual work for servers and gives the restaurant more data, which can then be used to power loyalty programs and promotions. GoTab works with large and medium-sized restaurants.

Grubhub is powering food ordering for D.C. football fans. The delivery provider is bringing its technology to the Washington Football Team's FedExField, allowing fans to order concessions through the Grubhub app or by scanning a QR code at their seat. The company has similar partnerships with more than 250 universities as well as at the new Resorts World Las Vegas complex.

Uber Eats made it easier for users to find nearby food. Customers for the first time can use the app's map function to search for restaurants. They can type in what they're looking for or use food emojis, and the map will show what's nearby and how far away each option is.

Philadelphia is considering a permanent cap on delivery fees. Council member Cherelle Parker has introduced legislation that would remove the end date from the city's 15% limit on what delivery companies can charge restaurants (10% for delivery and 5% for any other fees). If passed, Philly would join San Francisco and New York as the only U.S. cities to make their pandemic-era fee caps permanent. Delivery providers have sued both cities over those laws.



Deliverect, a company that connects restaurants to third-party delivery providers, released a bunch of new features. They are:

- An updated data dashboard with new insights such as the performance of individual menu items and locations.
- An enhanced pickup system that allows guests and delivery drivers to see the status of their order on a screen inside the restaurant.
- Dispatch software that gives restaurants more control over the delivery process for orders that come through their own channels.
- A 24/7 chat line that restaurants can use to communicate with Deliverect support staff.
- The Belgian company earlier this year raised \$65 million in a Series C funding round. It works with more than 13,000 restaurants in 30 markets worldwide.



Hungry, a marketplace for curated group food experiences, raised \$21 million. The company was founded in 2017 and offers chef-driven virtual and on-site catering programs and other events for businesses. The Series C round featured a host of celebrity backers including actress, writer and producer Issa Rae; “America’s Got Talent” host Terry Crews; NFL wide receiver DeAndre Hopkins; NBA star Lonzo Ball; and heavyweight boxing champion Deontay Wilder. Hungry is based in Washington, D.C., and currently operates in six cities.

# KAGOME



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World a More Delicious Place**

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