

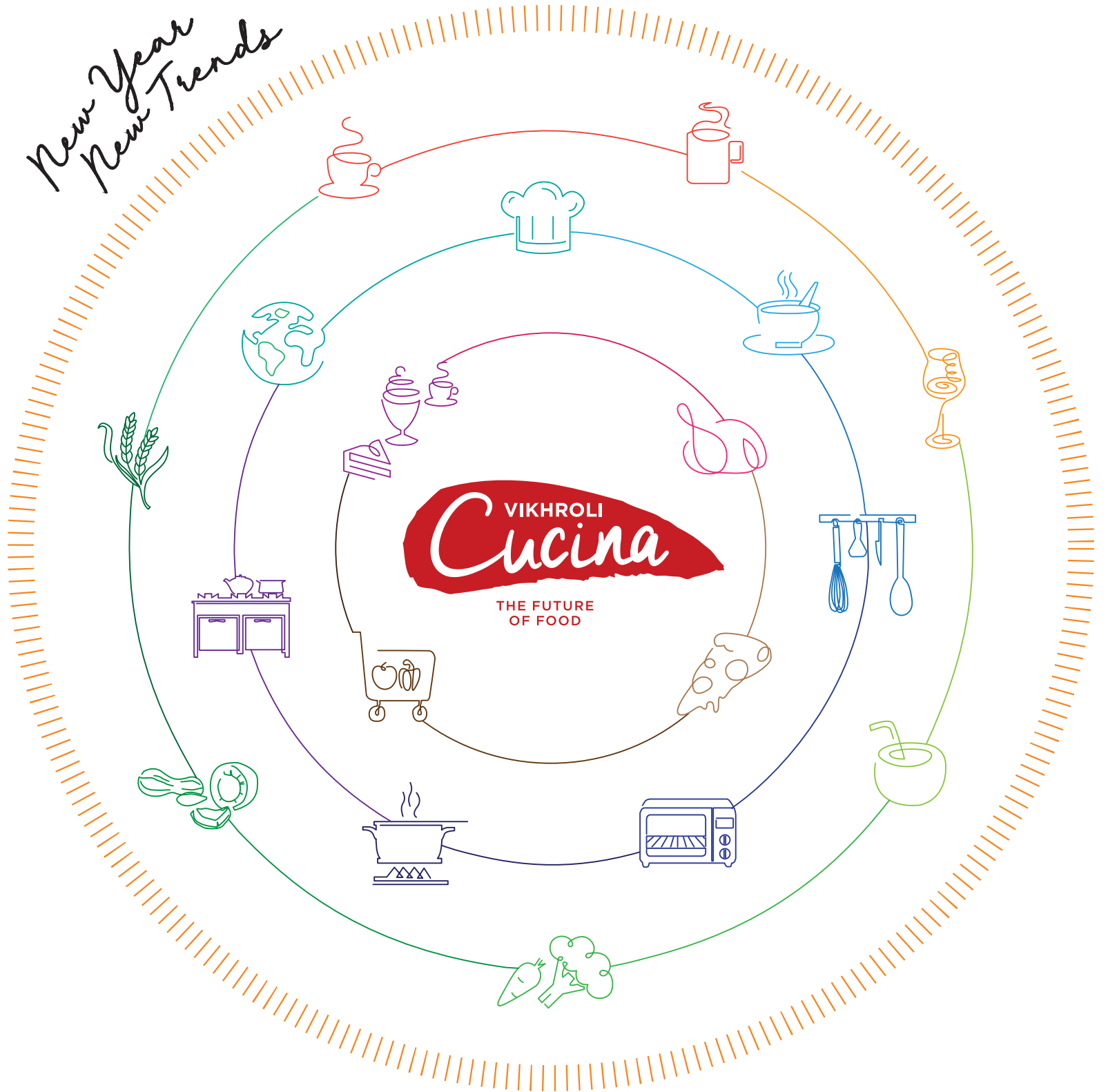


Godrej

FOOD TRENDS 2018

REPORT

New Year
New Trends





Introduction,

Food, as a category, is evolving and today, our consumers are really passionate, well-informed and discerning. We at Godrej have been a part of the food ecosystem through many of our businesses namely: Godrej Nature's Basket, Godrej Tyson Foods Ltd., Godrej Appliances, Godrej Interio and Cartini.

Over the years, we have been engaging not only with our direct consumers but even with other key stakeholders such as Chefs, Food Writers and influencers through "Vikhroli Cucina". This gives us an opportunity to gather constructive feedback and constantly find new meaning and purpose to bring excitement in the category.

Many of you suggested that we come out with a compilation of the latest happenings in the food industry, the trends and the flavours of the season. So we reached out to India's leading and finest experts in the food space including your favourite chefs and influencers for their outlook and opinions on the subject. It was such a pleasure!

The "Godrej Food Trends report" is our attempt to bring together these views and predictions of thought leaders from the food industry and present it to you in a simple format.

No matter if the trend turns out to be a winner or remains a dark horse, we are confident that it will give us food lovers, a reason to have more conversations and celebrate an industry that deserves the best!

With Gastronomic regards,



Sujit Patil

VP & Head Corporate Brand and Communications
Godrej Industries Limited & Associate Companies

 @SujitPatil

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Survey design

Rushina Munshaw Ghildiyal

Research and data analysis

A Perfect Bite Consulting LLP

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<https://twitter.com/VikhroliCucina>

Instagram

<https://www.instagram.com/vikhrolicucina/>



About the Report

Food is at its most exciting in India just now! In fact I sometimes feel I can barely keep pace! Which is why I love trend forecasts. They make such a fantastic resource, offering data that allows us to foresee industry trends and plan ahead.

It has been an insightful journey, collecting and collating valuable insights from over fifty carefully chosen individuals whose opinions and actions define and shape the way we eat and drink. Today, thought leaders from across the industry includes Food professionals, Chefs, Producers, Retailers, Caterers, Health Professionals, Nutritionists, Home Chefs, Media Professionals, Writers, Bloggers, Mixologists, Sommeliers and more. A full list of respondents is available on the following page, and you will also find some candid responses interspersed throughout this report. The top volume responses were compiled and analysed into a list of accurate trend patterns and the most significant trends were defined based on their impact on consumers, producers, manufacturers, and retailers across India. We then shortlisted the most significant trends to illustrate interesting shifts in behaviour in 2018. All I can say is 2018 promises to be phenomenal!

We can look forward to Indian Cuisine growing substantially across every category. Also, local flavours will drive the boom in regional cuisines even more, calling for the use of better and more indigenous ingredients. Adding more excitement to the table in 2018 will be experiential dining with pop-ups, inspired by locally sourced everything, artisanal and homemade local food coming into the limelight and homegrown twists to meals at restaurants. Of course, the fact that all of this is a click of a link away with smartphones and so Instagram friendly, makes everything that much more interesting! Personally, the part I am most excited about is that we will be embracing millets like never before!

The goal of the Godrej Food Trends Report 2018 is to share useful data with the larger food fraternity. We have enjoyed putting together this report and we hope you will find it insightful and useful too.



Rushina Munshaw Ghildiyal

Managing Director
A Perfect Bite Consulting



Our panel of Experts

Amal Farooque

Chef & Owner, SugarOverDose

Chef Amit Pamnani

Chefprenuer-Consultant

Amit Patnaik

Food Blogger, Yumminess

Anagha Rajadhyaksha

Co-Founder, PING Network (India Food Network)

Ananya Banerjee

Chef, Food Writer & Author of Planet Gastronomy

Anoothi Vishal

Columnist, Curator & Author of Mrs LC's Table

Antoine Lewis

Food Writer and Restaurant Critic

Chef Ajay Chopra

Celebrity Chef

Chef Ashish Bhasin

Executive Chef, Trident BKC

Atul Sikand

Administrator and Owner, Sikandalous Cuisine

Bhisham Mansukhani

Freelance Journalist

Disha Khurana

Food & Lifestyle Blogger

Gitika Saikia

Home Chef, Gitika's Pakghor

Ipshita Chakladar

Co-founder/Partner, The Hot Pink Cake Studio

Jasleen Marwah

Home Chef, Kashmiri Cuisine Specialist

Chef Kainaz Messman Harchandrai

Chef & Owner, Theobroma

Kalyan Karmakar

Food & Travel Writer & Author of The Travelling Belly

Keshav Prakash

Founder-Curator, The Vault

Ketan Pandit

Food Blogger at Chatore Diaries

Kunal Vijayakar

Host, The Foodie

L. Nitin Chordia

Chocolatier, Cocoatrait

Manushi Jain Baldawa

Director, Seeba Group of Companies

Chef Michael Swamy

Chef & Food Stylist

Mohit Balachandran

Country Head, SodaBottleOpenerWala

Monika Manchanda

Food Consultant & Blogger at Sin-a-mon Tales

Dr. Nandita Iyer

Food Blogger at Saffron Trail & Author of The Everyday Healthy Vegetarian cookbook

Nikhil Merchant

Food Consultant & Blogger, Nonchalant Gourmand

Chef Parvinder Singh Bali

Corporate Chef, L&D Oberoi Hotels

Pooja Khanna

Food Blogger at 2 Bliss of Baking

Prachi Joshi

Food and Travel Writer

Chef Rakhee Vaswani

Celebrity Chef, Founder, Palate Culinary Studio & Academy

Chef Ranveer Brar

Celebrity Chef

Rekha Kakkar

Food Consultant & Blogger at My Tasty Curry

Rhea Mitra-Dalal

Food Blogger, Owner Euphorhea Kitchen & Katy's Kitchen

Romi Purkayastha

Writer, Traveller, & Foodie at Follow The Eaten Path

Roxanne Bamboat

Travel and Food Blogger at The Tiny Taster

Ruchi Shrivastava

Owner, Greed Goddess Media

Ruth Dsouza Prabhu

Independent Features Journalist / F&B writer

Saeer Koranne-Khandekar

Food Writer, Consultant & Blogger at Myjhola

Saher Khanzada

Food Blogger at The Bombay Glutton

Sandeep Sreedharan

Chef & Owner, Esca Brahma

Shital Kakad

Home Chef, Food Blogger at Shital's Food Cottage

Simmi Sareen

Food Blogger at Bombay Foodie

Srikant Malladi

Head of Programming, Living Foodz

Suprio Bose

Founder, TheNomadFoodie.com & Mumbai Food Freak

Chef Thomas Zacharias

Chef Partner, The Bombay Canteen

Chef Varun Inamdar

Celebrity Chef

Chef Vicky Ratnani

Gourmand, Connoisseur, Celebrity Chef

Vinda David

Food Enthusiast & Growth Hacker at Saffron Stays

Vir Sanghvi

Food Critic and Journalist



Back-to-Roots

Local, ethnic, and forgotten indigenous Indian ingredients will inspire every aspect of food in 2018.



Personalized Experiences

Fueled by a demand for personalized experiences, more food businesses will offer their patrons products and services that can be customized for personal preferences.



Regional Flavours

A growing sense of pride in India's rich legacy of regional and cultural diversity will continue to fuel the demand for regional flavours.



Environmental Accountability

Growing awareness about the impact of personal food choices will drive greater demand for transparency and accountability from producers and suppliers.

TOP 10 *Predictions* for 2018



Mindful Eating

A better understanding of how food habits impact personal health and well-being will lead to greater demand for products and services that support mindful eating.



Indian Millets

Indigenous Indian millets are all set to be the 'hottest' ingredient on menus across all restaurant formats.



Buddha bowls

As an ultimate package of balanced nutrition, varied flavours, and Instagram-worthiness, Buddha Bowls are expected to be on everyone's menu in 2018.



Indian Street Food

Restaurants and home kitchens across the world will increasingly derive inspiration from local Indian street food for their dishes.



Local Sourcing

Many more food establishments, big and small, are expected to introduce menus that use local and seasonal ingredients than ever before.



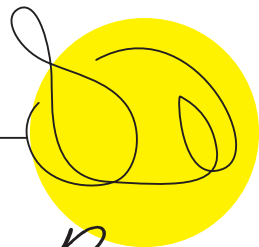
Concept Popups

2018 will see an explosion of popups by home cooks and Chefs for evaluating feasibility, and public response to new concepts and experiences.



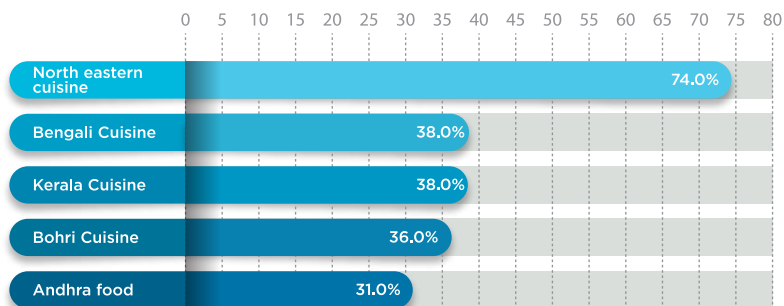
FOOD TRENDS

Every year we see a number of trends emerging across categories in the food industry, whether it's the latest cuisine that consumers are choosing when dining out or ingredients they are excited to cook with at home. It could be exotic ingredients, or trends in the restaurant scene such as molecular gastronomy. In this section, we share forecasts on the most popular trends that will influence the Indian food industry in 2018.



Regional Indian Cuisines

The meteoric rise of Indian cuisine across all categories has been unprecedented over the past few years! So much so, that quite a few Indian regional cuisines are now rubbing shoulders with other popular world cuisines. Indians also seem to finally be waking up to the lesser explored cuisines of the North East, and 2018 will see chefs and diners get excited about distinct flavours (74%) from that part of the country. Our experts felt that, among other regional Indian cuisine/flavours, Garhwali Cuisine (26%) and Coorg Cuisine (23%) will emerge strongly in 2018.



"I'm very excited that we've started looking beyond Mughlai and Punjabi food. India has such a treasure trove of regional cuisines and I predict a huge move towards people discovering them. From the South Indian coastal cuisines to the cuisines of Bengal, Bihar, Kashmir and the North East."



Kunal Vijayakar
Host, *The Foodie*

"People in India are starting to wake up to the amazing diversity of ingredients and cuisines that we have here in our country. North Eastern cuisine, Kerala cuisine and Garhwali are important cuisines which haven't seen the limelight yet."

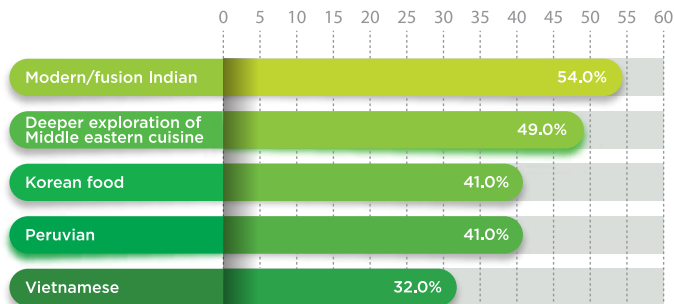


Chef Thomas Zacharias
Chef Partner, *The Bombay Canteen*



Global Cuisines

The popularity of any cuisine is reflected in a manner in which it proliferates into our daily lives - with its flavours cascading down from specialty restaurants, moving slowly through specialty stores, finally getting into the grocery sections of our local supermarkets. Italian, Chinese and even Thai cuisines all went through the same path until they became everyday food for us all. With more Indians eating out, and doing so a lot more often than before, the interest in exploring new cuisines has never been so exciting, and urgent. It is, therefore, no surprise that our experts predicted that modern/fusion Indian cuisines will be a rage both locally and globally in 2018. A deeper exploration of Mediterranean flavours will be seen while new flavours will come onto menus as we explore Korean, Peruvian and Vietnamese flavours more and more.



"Modern Indian food is always seen to be exciting and the category is still to find its form and there is a lot more to discover here. Korean and Middle Eastern food has a connect with Indian food and is easier to relate to."



Kalyan Karmakar
Food & Travel Writer & Author
of *The Travelling belly*



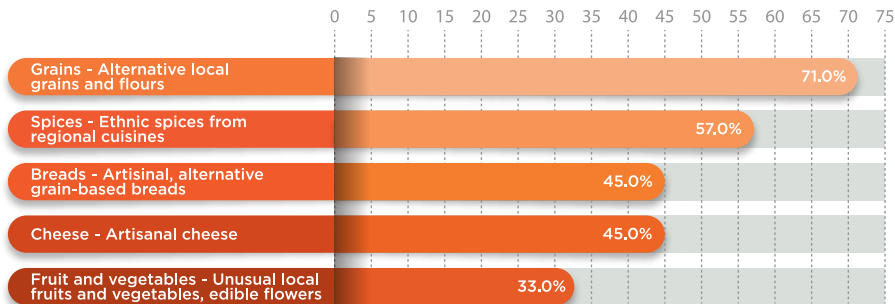
Drachi Joshi
Food and Travel Writer

"Though a few Middle Eastern foods have become popular in India, a deeper exploration is absolutely worthwhile. It's a rich and varied cuisine and we need to know about it beyond hummus and falafel. Peruvian cuisine is already trending globally, though it's not seen the same popularity as yet, in India. Similarly, in the Asian segment, Korean cuisine is quite under-represented compared to Japanese, Thai, Vietnamese etc."



Shopping Categories

As we travel, explore and learn, we adapt our diets and food consumption needs and desires. A substantial number of respondents felt that in 2018 there will be a greater demand for alternative, ethnic, and artisanal produce fuelled by a greater awareness of the health and lifestyle benefits of promoting local. The categories they selected also mirrored the overall trend of a desire to move towards more local, ethnic and healthy eating options. **Grains, specifically millets and flours thereof (71%)** will be in focus. **Spices (57%)** have always flavoured our food but will come into their own as a way to interpret and express in new ways for chefs and cooks. They also felt that artisanal bread will be much sought after, as home bakers and health-conscious consumers look for better alternatives to match their lifestyles.



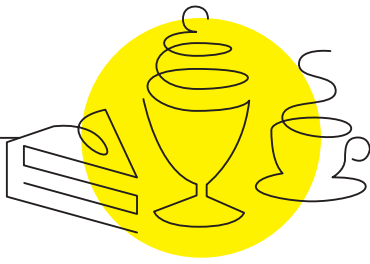
"Grains and spices and even local vegetables are more easily accessible thanks to farmer's markets and fledgling online-led models like "I Say Organic" and "Original Indian Table". It is a question of availability."



Anoothi Vishal

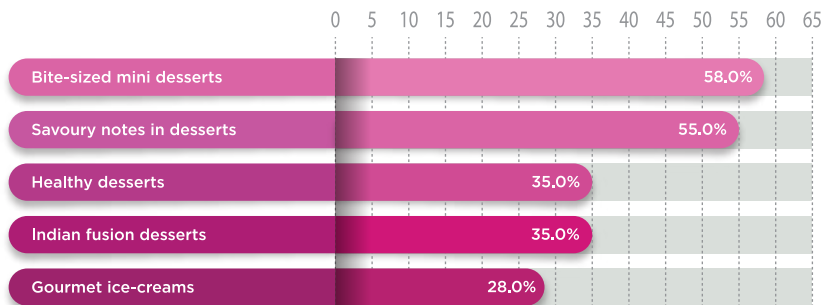
Columnist, Curator & Author of Mrs LC's Table





Trends in Desserts

We all appreciate a little sweet treat after a meal and in India, meetha is a whole other story. And we have shown our preferences. Even with consumers increasingly making better-for-you food and beverage choices, they are not ready to 'desert' desserts! Our expert panel believes that smaller bite-sized portions will be the preferred solution to this dichotomy in 2018. They are also very excited about savoury notes in desserts, especially those that help take away the "extreme hit of sweet", with over 55% of them expecting the trend to grow in 2018.



"When I was in Hong Kong and New York recently, charcoal desserts were a big game. This could become popular in India too. Imagine a 'charcoal rasgulla' where we challenge the normal realms of Indian desserts and start pushing the boundaries without taking off at a tangent!"



Chef Varun Inamdar
Celebrity Chef





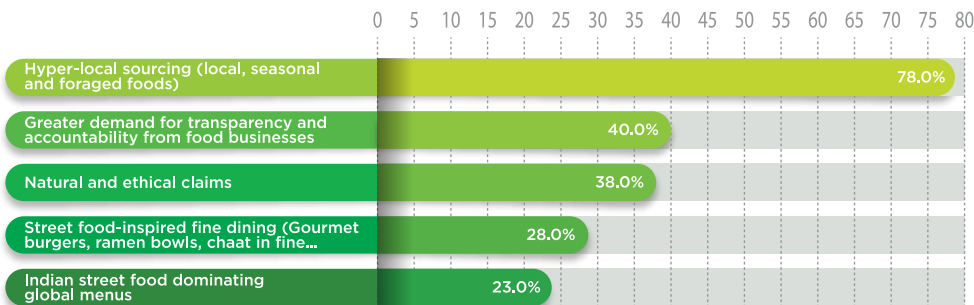
RESTAURANT TRENDS

Every year, we see certain ideas becoming more prominent than others within the Indian restaurant industry. These ideas are usually a reflection of the economic environment, business priorities, and constantly evolving expectations and tastes of the diners. Among other things, they define where food comes from (eg. local/organic/slow produce), how it is prepared (eg. molecular gastronomy), or how it is served (eg. amuse bouche). These trends are typically not specific to a region, cuisine or even a particular setting, but tend to find a comfortable place for themselves across all demographics. Here are forecasts for 2018.



Global Trends

Every year, a few food trends emerge around ingredients, cuisines, or dishes at the global level. They also sometimes make an impact on the local food industry. Our expert panel was asked to identify their top three global food trends for 2018. A large majority felt that **hyper-local sourcing of local, seasonal, and foraged foods (78%)** will continue to be a driving force on menus across the world. A substantial number expect that this will also translate into **greater demand for transparency and accountability (40%)** from food businesses in the form of information about the sourcing and origins, distance foods travel, processing it has undergone, and to verify this they will want appropriate **natural and ethical claims (38%)** on labels.



"The bread case is an example. After the controversy erupted, we saw a marked increase in commercially available sourdough and naturally leavened breads as well as in classes for learning these. The conscious eater is investing more time reading labels. Similarly, we are more interested than ever before in knowing where our rice was grown, how far our lettuce has traveled to reach our tables, and whether our chicken is pumped with antibiotics and steroids or not!"



Sae Koranne-Khandekar
Food Writer, Consultant & Blogger at Myjkhola

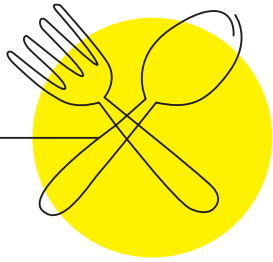


"I will pick hyper-local sourcing as a vital trend; something that's a need of the hour all over the world. A lot of chefs are looking at locally available produce and cooking with it; whether chefs cooking Indian food in London or Scandinavian cooks using foraged ingredients or someone like Gaggan Anand using Thai ingredients to influence Indian food. It is going to be more locally sourced and locally thought."



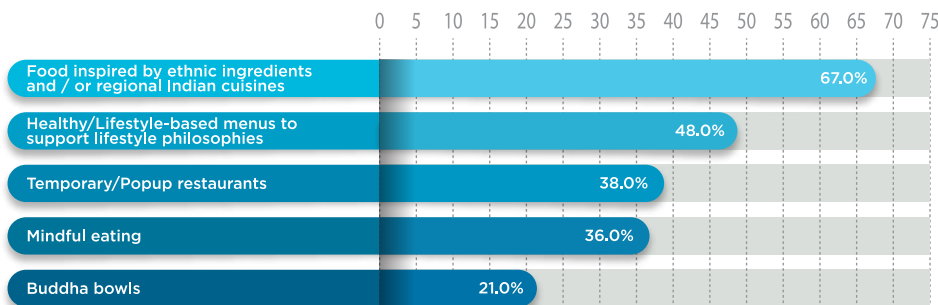
Chef Ajay Chopra
Celebrity Chef





Trends in The Indian Food Industry

Global trends tend to inspire local restaurant trends as well. We asked our experts to select the three most popular global trends of 2017 that they expected to become big on Indian restaurant menus in 2018. They reported that food inspired by **ethnic ingredients (67%)**, and **health inspired menus (48%)** that support alternative lifestyle and demands for mindful eating, will overshadow all other trends in 2018. They also felt that **experiential dining or pop-ups (38%)** will offer a perfect way for producers to experiment with these categories and gauge what consumers like.



"There are two things happening globally and also being reflected in our country. People are looking for genuine well-being through food, and by that, I don't mean just fitness, but overall well-being! And because well-being means a happy place to be in the head, they are seeking mindful eating and a spiritual connection. So, the biggest change happening across the world is that we have started believing in the intangible, which is essentially beyond health and fitness - a happiness of body, mind and soul! That's why, people are rediscovering local food, ingredients, and hyper-localising to find themselves in food."



*Chef Ranveer Brar
Celebrity Chef*





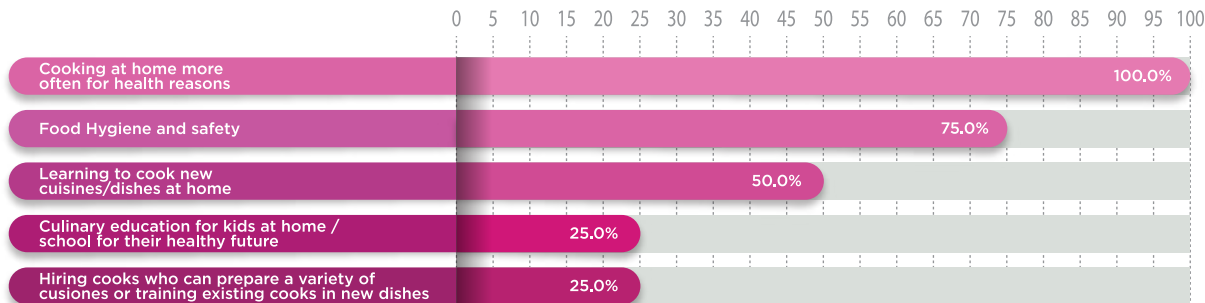
TRENDS IN THE HOME KITCHEN

Online ordering, digital payments, fast fashion, global exposure, and Instagram have changed the way we dress, exercise, talk, build, decorate, and eat. For people watching dedicated food and travel channels, following food shows like Masterchef and Iron Chef on TV, accessing recipes on YouTube channels, and sharing foodie inspiration on social media platforms like Facebook, Twitter, and Instagram, food is the new cool! And not just when one dines out, but also in their own homes. From kitchen decor to appliances, where we shop and what we cook and eat, appearances matter and influence our food choices. In this section, our experts pick the key trends that will affect the home kitchen in 2018.



Eating at Home

Lives are getting busier, there is more disposable income, we have access to a world of information thanks to the internet. We asked our experts to identify their top three trends that they expect will influence eating at home in 2018. And the message is clear. Eating at home is primarily driven by health, food hygiene and safety concerns. **Cooking at home to eat more mindfully (100 %)** is going to be the most important focus of 2018. Consumers are likely to balance growing health awareness and experimentation by opting to cook at home for health reasons and learning to cook new cuisines at home. With **food hygiene and safety coming in a close second (75%)**, healthy and fresh food at home is a growing requirement with an emphasis on eating healthy. We are also excited to see an emerging trend of bringing health awareness to children through culinary education at home or school.

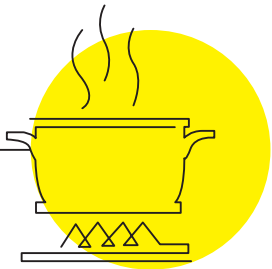


"Indians now go to restaurants more for the experience than the food. But the food we cook and eat at home now is more varied and adventurous than at any time in our history."



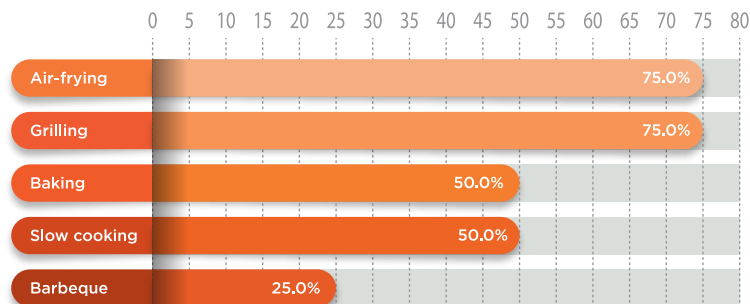
Vir Sanghvi
Food Critic and Journalist





Cooking at Home

Indians are experiencing a huge lifestyle and mindset change, and this is clearly visible in how we cook, with new, healthier ways of cooking being adapted regularly. Our experts seem to agree, and forecast that healthy cooking methods such as air-frying (75%), grilling (75%), baking (50%) and slow cooking (50%) will be most popular trends in the coming year.

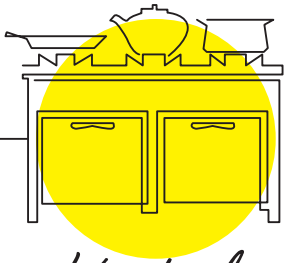


"From my perspective, home cooking is going to get a lot simpler. Everyone wants to eat healthier, so they are cooking at home more and using healthier cooking methods. We all want to connect and food is a great connector. It's easier to cook anything today with access to everything from exotic to local ingredients. We will see a lot of diversity in home cooking in 2018. I also see a lot of travel related food being cooked - World food as well as local regional cuisines."



Nikhil Merchant

Food Consultant & Blogger,
Nonchalant Gourmand



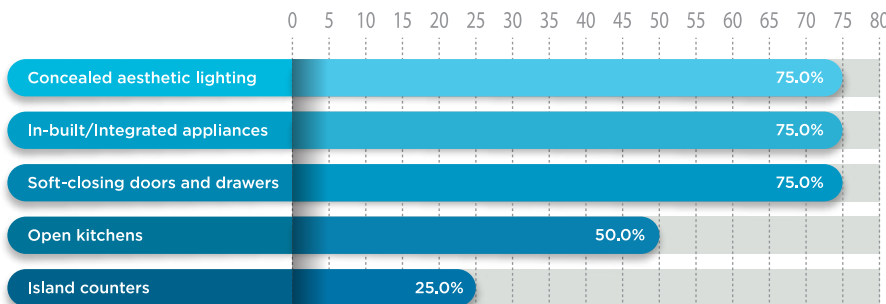
Kitchen Design

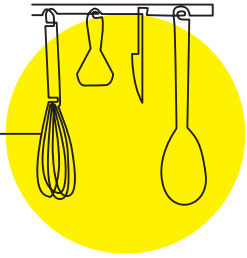
Home kitchens reflect the changing desire and expectations of its occupants. The design of the kitchen provides a window to the home owner's approach to food and cooking. Weighing in on kitchen design trends for 2018, our experts believe that the kitchen will no longer be the invisible space, but grow in prominence as a space that will be the pride of the home! Aesthetics, functionality and convenience will come together making the Kitchen a pivot for family and social activities with greater investments into concealed lighting and inbuilt integrated appliances.

"Spending time in the kitchen has now emerged as a popular hobby, celebrated by both the genders. Given the high amount of leisure time spent here, people will invest money in making kitchens look good, cosy and efficient. Lighting and decor will play an important role too."



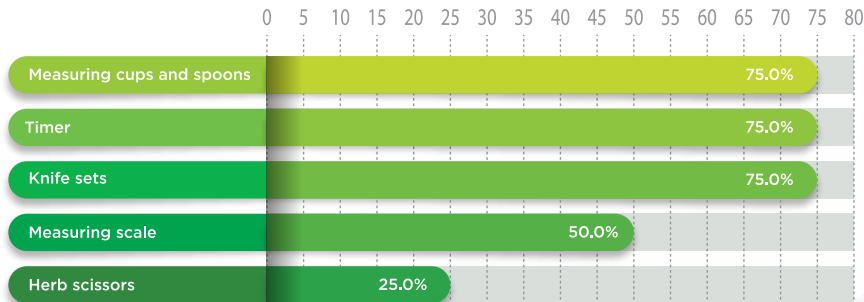
Vinda David
Food Enthusiast & Growth Hacker at Saffron Stays





Kitchen Tools

Chef Masaharu Morimoto once said that "A kitchen without a knife, is not a kitchen". Like knives, there are many tools that are intrinsic to a home kitchen. As the trend for trying new and world cuisine at home grows, influenced by popular culture and social media, consumers will warm up to investing in the right tools to make the task precise and easier. Measuring cups, scales, timers feed in to the need for precision, whereas knives and scissors are becoming integral to getting the right cuts.

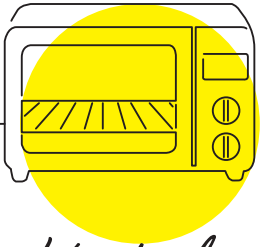


"Unlike the old saying "a bad workman always blames his tools", tools are definitely important, but technique comes first. Tools allow you to increase efficiency, quality and productivity. Hence the output or result will definitely make the difference. A good set of sharp knives and a sharpening steel or stone are tools without which you cannot survive. You can fillet a fish with a normal knife but what a special knife like a filleting or deboning knife is designed to do with your food will amaze you. I think Indians are realising this and tools are becoming very important in the Indian kitchen."



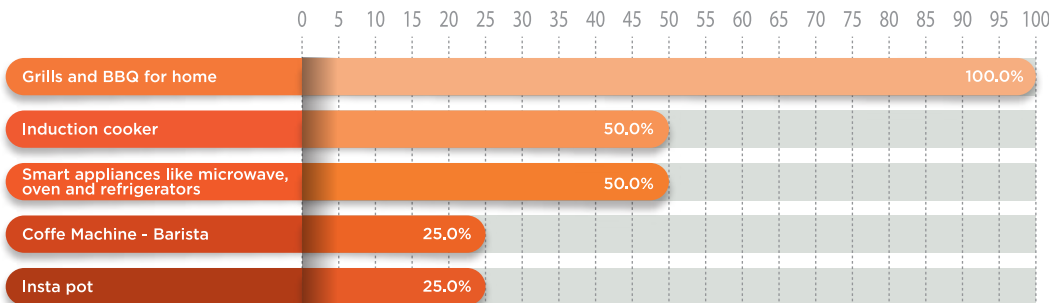
Chef Vicky Ratnani
Gourmand, Connoisseur, Celebrity Chef





Kitchen Gadgets

Gas stoves, refrigerators, ovens, microwaves - every new gadget that came into the mainstream, changed our kitchens, as new technology radically modernized cooking and dining in the home. India and specifically Indian kitchens are experiencing a huge lifestyle and mindset change. Our experts predict that, while demand for gadgets like grills and BBQs (100%) will ride on the overall trend towards better health and lifestyle choices, an emerging demand for smart appliances (50%) will be driven by the coolness, flexibility and convenience they offer.



"Gadgets have been important throughout history, changing the way we cook. I am seeing a happy jugalbandi of the modern and traditional gadgets in Indian kitchens. Air-fryers and grills are becoming popular even as we rediscover the mortar pestle and traditional cookware."



Rushina Munshaw Ghildiyal
Managing Director
A Perfect Bite Consulting





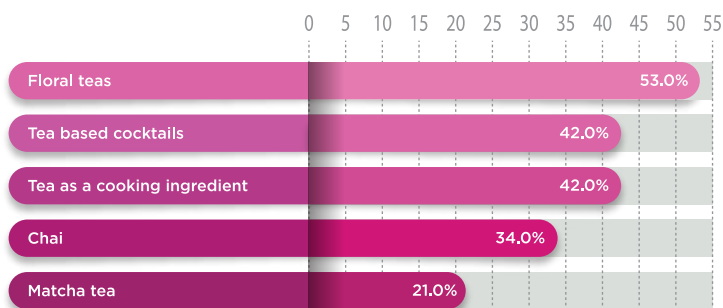
BEVERAGE TRENDS

The beverages category contributes a large percentage of the total food and beverage market in India. Over the last few years the market has made way for many products. And this is an area of great growth in years to come. From non-alcoholic juices and drinks, health beverages, to huge growth in the tea and coffee sectors, and a booming alcohol industry, the category has seen exponential growth across the board. Today, consumers can choose beverages of almost every flavour, colour, ingredient, health and nutritional value. In this section, we predict beverage trends in 2018.



Tea Trends

The tea industry has evolved from home-brewed chai to gourmet lifestyle options like white tea, single estate teas, flavoured teas and floral blends. Our panel of experts forecast that alternate forms of tea will gain more prominence in 2018 with a desire for healthy and flavourful alternatives. Although there appears to be considerable excitement around the potential of **floral teas (53%)** to tantalize the taste buds of the traditional chai drinking population, there appears to be a consensus that **infusion of tea flavour in food (42%)** and in **cocktails (42%)** will be one of the most exciting innovations with tea in 2018.



"Focus on health, lifestyle, cleansing and well-being is a core trend which is expanding at a strong pace. While there are fresh-pressed juices for cleansing and vegan milks to aid your diet, teas are therapeutically and psychologically known to 'cleanse, detox, reduce weight, etc.' - the magic words in the health industry."

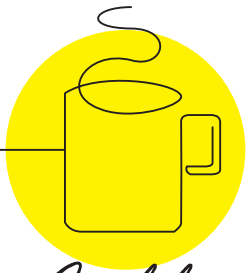


Chef Rakhee Vaswani
Celebrity Chef, Founder, Palate
Culinary Studio & Academy

"I have been cooking with tea for ages now, it's nice to see the trend catching up. Tea as an ingredient lends a great versatility to dishes and drinks."



Chef Michael Swamy
Chef & Food Stylist



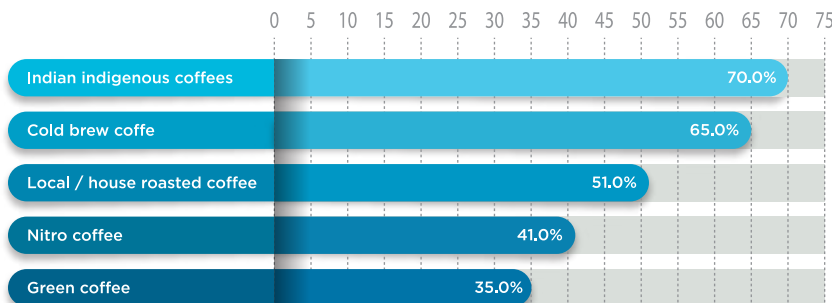
Coffee Trends

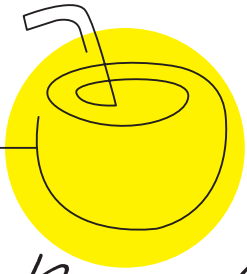
Coffee as a concept has seen tremendous growth in India. Popular home-grown chains like Cafe Coffee Day and international ones like Starbucks have been constantly pulling out all stops to package the entire coffee experience as more than just a refreshment break. In keeping with the overall trend of promoting regional and local artisanal flavours, a sizeable proportion of our experts predict that 2018 will be an exceptional year for **Indian indigenous coffees (70%)** and **local/house roasted coffees (51%)**. Cool concepts like **cold brew coffee (65%)** and **nitro coffee (41%)** are also expected to make their mark, especially with the youth, and more so during the hot summers.

"Today's establishments are proud to wear this effort on their sleeves and make it a point to seek out Indian indigenous products (and coffee being a simple addition) to add to their menus and 'be one with the times'"



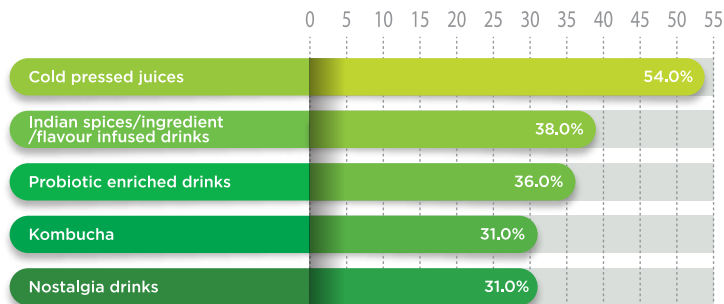
*Nikhil Merchant
Food Consultant & Blogger,
Nonchalant Gourmand*





Non-Alcoholic Beverages

When we asked our experts to identify three non-alcoholic beverage concepts that will have strong relevance in 2018, we didn't expect the jury to be so divided. So even though a significant number felt that the demand for **cold pressed juices (54%)**, and **probiotic enriched drinks (36%)** will mostly be driven by their perceived health benefits, a smaller group predicted that **drinks infused with Indian spices, local ingredients and ethnic flavours (36%)** will grow in demand in the coming year.



"Going with the trend of ethnic food, I feel ethnic beverages like sattu, bel sharbat, kaanji will stand tall in the coming year."



Suprio Bose
Founder, TheNomadFoodie.com & Mumbai Food Freak

"Drinks fortified with berries, nuts and greens - healthy labels sell, as do cold pressed juices for the same reason. You get a meal in a bottle with all the nutrition packed in!"



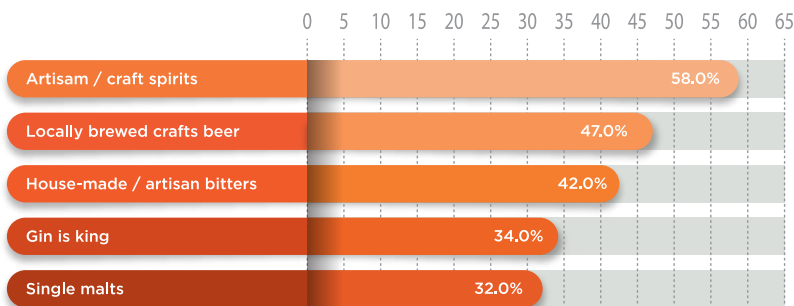
Atul Sikand
Administrator and Owner, Sikandalous Cuisine





Alcoholic Beverages

When asked to select their top predictions for alcoholic beverages, our experts showed a clear inclination towards **locally brewed (58%)**, **artisanal (47%)** and **house (42%)** beers and spirits. They believe that this trend is partly driven by restaurants and bars under increasing pressure to stand out and offer interesting and unusual beverage experiences to their patrons. In addition, the patrons themselves are demanding international quality experience at home, and are willing to pay for it. Our experts also felt that old workhorses like gin (34%) and single malts (32%) would continue to be relevant, even so with a younger audience than before.



"Artisanal and craft spirits have been gaining traction internationally and have rarely filtered through to India because of huge import costs, but thanks to duty free and companies like Vault, Indians have had the chance to taste and know some of the leading cult brands in this growing niche. In India too, when it comes to whisky, gin and rum, certain local artisanal brands have emerged and are gaining popularity. This demand is only likely to soar further as tipplers discover their flavours and notably better quality compared to the industrial choices they currently have to endure."



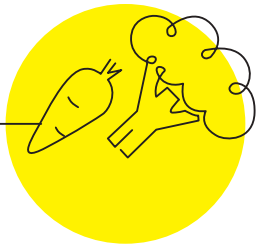
Bhisam Mansukhani
Freelance Journalist





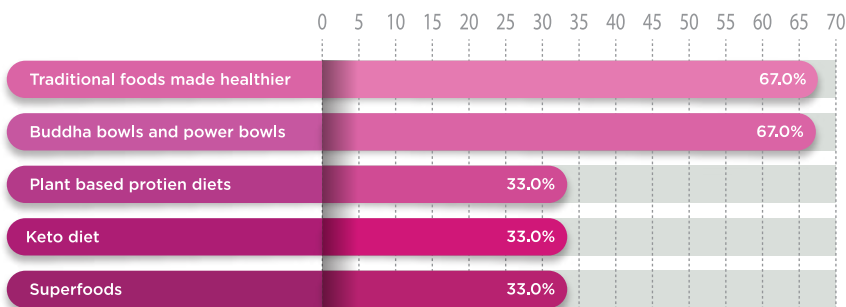
HEALTH AND NUTRITION TRENDS

A healthy diet, regular consumption of nutritious foods and exercise are recognized as the optimal way to avoid weight gain as well as prevent and deal with lifestyle diseases like obesity, heart disease, diabetes, and more along with the alternatives required to reverse the effects. As people get more health conscious, it will affect menus at home and outside. In this section, we hope to forecast what the health and nutrition trends will be in 2018.



Healthy Eating and Diets

Many health and diet trends emerge each year in our constant attempt to eat healthier. An equal majority (67%) have voted that health is best served through traditional food made healthier, as well as heralded the growing popularity of Buddha bowls, packing a wholesome punch of balance and flavour in a limited portion, one pot meal. Plant based proteins and vegetable substitute to carbs (e.g cauliflower rice, zucchini spaghetti) are beginning to make their presence felt.



"We are increasingly being 'cuisine mindful'! By that I mean, we want to make conscious choices that just do not follow a trend but respect the environment, the people and the history of the dish or cuisine. Therefore, the desire to know one's own culinary history lead to more wider questions that impact a globalised lifestyle."



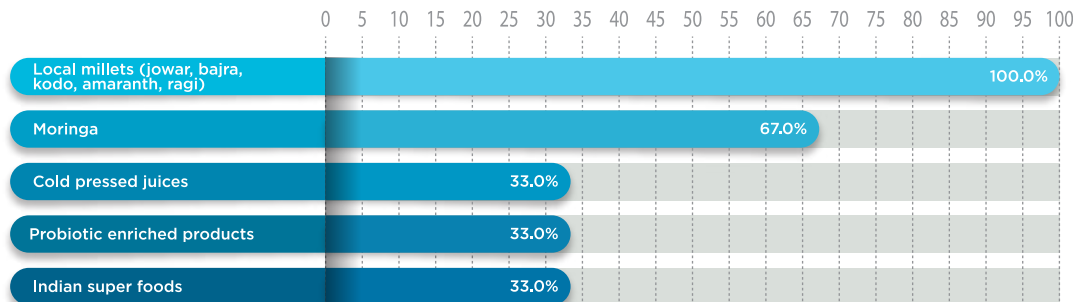
Srikant Maladi
Head of Programming, Living Foods





Healthy Ingredients

Turmeric-infused 'golden lattes', low-carb foods like 'zoodles' (zucchini noodles) and cauliflower rice, sweet potato toast; many ingredients become popular and form trends of their own. Our expert panel has forecast that **local millets (100%)** will be the rage in 2018, in keeping with the rediscovery of our roots, as well as a healthier alternative. Moringa, turmeric and wheat grass are set to be rediscovered as superfoods as we learn to appreciate our food heritage.

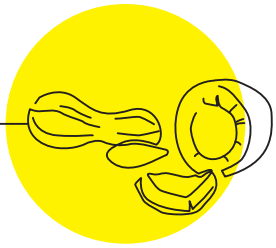


"Millets are very versatile, be it as rice substitute in Indian cuisine, or in global recipes like salads, soups, appetizers and even desserts. They just work in everything and are definitely cheaper than quinoa, khus khus or any other grains. There are at least 4-5 varieties now available in almost every supermarket. Initiatives by government of Karnataka like organizing very large scale festival around millets, promoting organic farming of millets, and roping in chefs also goes a long way in making millets more acceptable to our population."



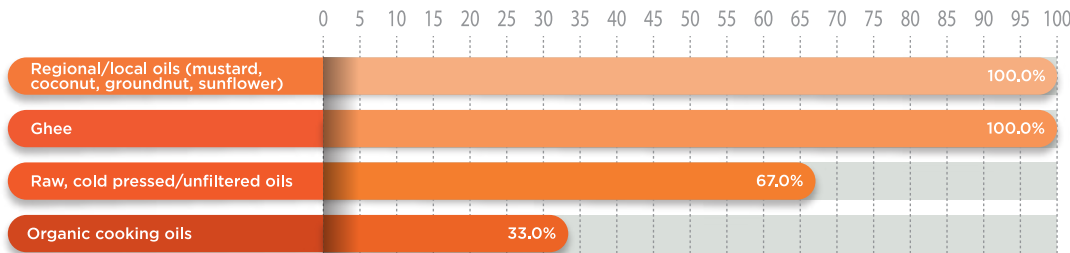
Dr. Nandita Iyer

Food Blogger at Saffron Trail & Author of
The Everyday Healthy Vegetarian cookbook



Cooking Mediums

Olive oil is best, traditional fats are best, flavoured oils are all the rage! While the cooking medium is one of the most critical components of cooking, trends keep changing. In keeping with the trend of going back to roots, our expert panel predicts a return to our traditional regional oils and ghee, in their raw and unfiltered forms. Health is an underlying theme in choice of cooking mediums here, taking forward the philosophy of eat what you grew up eating.



"Health benefits of cold press / raw oils seems to have caught on too - now north India knows that for centuries virgin coconut oil was made and consumed in parts of south India!"



Atul Sikand
Administrator and Owner,
Sikandalous Cuisine





THE FUTURE
OF FOOD

Season 4
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