

RADISSON  
MEETINGS

# Future Food Trends

Development of future potential  
for the hotel industry

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# 1. Introduction



# 1.1 Background

Successful companies constantly evolve. The development of new technologies, changing social attitudes, demographic upheavals, sustainability, and the need for climate protection, as well as other economic realities are creating new requirements.

In the hotel industry in particular, it is vital at the moment, as a result of a host of changes, to monitor developments closely and find sustainable, innovative solutions. In addition, the priorities and needs of hotel guests are changing. Living and working environments are becoming transformed, individualization, and the search for value-based communities typically highlight the new sense of togetherness. In order to maintain a presence in the market in the long term, renewal and critical reflection on existing structures are required.

Social change is reflected, among other things, in changing food trends, resulting in new consumer requirements. Adapting to rapidly changing gastronomic trends in hotels while maximizing profits is one of the biggest challenges facing hoteliers today. It is often difficult to identify the key trends and evaluate which of them suit the relevant Food & Beverage (F&B) outlet and can be implemented. This white paper analyzes current trends in the F&B sector and forms clusters of current trend areas that will play a vital role in the future and change the F&B sector in the long term.



## 1.2 Guidance and method

The purpose of this white paper is to carry out the broad meta-analysis of various food trends from regional cuisine and personal eating habits to sustainability aspects in the F&B sector.

A literature search was carried out to identify the most relevant trends in gastronomy and predictions for future food trends for the hotel industry. For this research, German and English language works and sources from the years 2015 to 2023 were used with a view

to developing future potential for the hotel industry. Based on clusters formed with food trends rated as long-term, spheres of activity and future potential were then presented for the F&B sector in the hotel industry. This white paper is intended to provide support in the decision-making process when evaluating and classifying food trends, and to encourage innovative solutions.



## 1.3 Future Meeting Space innovation network

The white paper was created as part of the “Future Meeting Space” innovation network. The “Future Meeting Space” innovation network systematically preempts relevant trends in the events industry in order to pick up indications of future organizational, technological, and spatial requirements. The “Future Meeting Space” innovation network was launched in 2015 by the GCB German Convention Bureau e. V. in collaboration with the Fraunhofer Institute for Industrial Engineering IAO.

In collaboration with other partners, the innovation network not only highlights trends and opportunities, but also gives clear recommendations for action. In doing so, it wants to make a significant contribution to the further development of business events.

The Radisson Hotel Group is a long-standing partner of the “Future Meeting Space” innovation network. The idea for the white paper on future food trends was initiated by the Radisson Hotel Group based on the current changes it had noticed in the F&B sector of the hotel industry.



## 2. Trend areas



## 2.1 Circular economy

The circular economy is an economic system based on the reuse and regeneration of materials or products, particularly as a means of continuing production in a sustainable or environmentally friendly manner.

The circular economy is a production and consumption model where existing materials are shared, leased, reused, repaired, refurbished, and recycled for as long as possible. This helps extend products' lifecycle. In practical terms, this means reducing waste to a minimum. When a product reaches the end of its life, its materials will continue to be used in the economy whenever possible. They can be used over and over again, thus creating additional value. The circular economy is a departure from the traditional, linear economic model based on a take-make-consume-dispose pattern.

A circular economy for food imitates natural regeneration systems so that, instead of being waste, the food provides feedstock for another cycle. In a circular economy, organic resources, such as those from food by-products, are free of pollutants and can be harmlessly returned to the soil in the form of organic fertilizer. The aim is to actively support and regenerate natural systems, bring production closer to the point of consumption, and eliminate waste. Restaurateurs can, for example, grow their own

products, such as fruit and vegetables. There are already numerous best practice examples in the hotel industry for urban and indoor farming. Consumers' expectations are increasingly being focused on sustainability. For restaurateurs, this means that they need to rethink the entire F&B process – from the origin of the produce to disposal or recycling. Ingredients can be increasingly sourced locally to reduce waste and transport. Consumers also expect supply chain transparency. When choosing the food supply, it is therefore important to collaborate with green-minded partners who reflect their own values.

Indoor farms are currently being integrated into many public areas of the hotel industry with a view to growing edible plants, such as mint, basil or lettuce and using them directly in adjacent restaurants. The benefits of the concept include transparency and authenticity.

Fig 1:  
Integration of an indoor  
farm in hotel.



The regional and local aspects of the products used endorse the credibility and authenticity of the hotels. The Radisson Hotel Group already collaborates with suppliers who use the circular economy to prevent food waste and develop recycling strategies aimed at reusing products and materials. Handling food responsibly in all areas of the food chain is the top priority for Radisson. Measures, such as actively avoiding food waste and reducing individual plastic packaging, are already being actively implemented. The Radisson Hotel Group is also an active partner of the company “To good to go,” which is committed to tackling food waste. Social change is reflected, among other things, in changing food trends, resulting in new consumer requirements. Adapting to rapidly changing gastronomic trends in hotels while maximizing profits is one of the biggest challenges facing hoteliers today. It is often difficult to identify the key trends and evaluate which of them suit the relevant Food & Beverage (F&B) outlet and can be implemented. This white paper analyzes current trends in the F&B sector and forms clusters of current trend areas that will play a vital role in the future and change the F&B sector in the long term.







## 2.2 Food technologies

Product innovations are a key factor in attracting consumer attention. To enable them to develop successful innovative products, food producers must closely monitor consumer trends. When considering key consumer trends, food innovations should primarily focus on enjoyment and health.

One of the current food technology trends is in-vitro meat, also known as cultured meat. Cultured meat is an innovative technology that makes it possible to produce meat from cells instead of animals. This offers a more sustainable alternative to traditional meat production and can play a vital role in tackling environmental issues, such as climate change and overexploitation of natural resources. Hotels can incorporate in-vitro meat into their menus to promote their sustainability efforts and offer their guests an eco-friendly meat option. Using in-vitro meat can also help reduce dependency on imported meat and boost the local economy.

3D printing of food is also attracting a great deal of attention. This is an advanced technology that makes it possible to produce food of various shapes and designs. This technology is best

known for printing meat substitute products. In order to imitate the “muscle element” in meat, protein sources such as soy, wheat, and chickpeas are used, along with coconut fat, cocoa butter, and canola oil for the “fat element”, and cranberry and beetroot juice for the “blood”. The components are manufactured in a very precise manner, layer by layer, producing a texture remarkably close to that of meat.

A 3D printer can print exact portions of food, which can help reduce food waste. In addition, 3D food printing can help provide a greater variety of food for guests with special dietary requirements.

## 2.3 Food and health

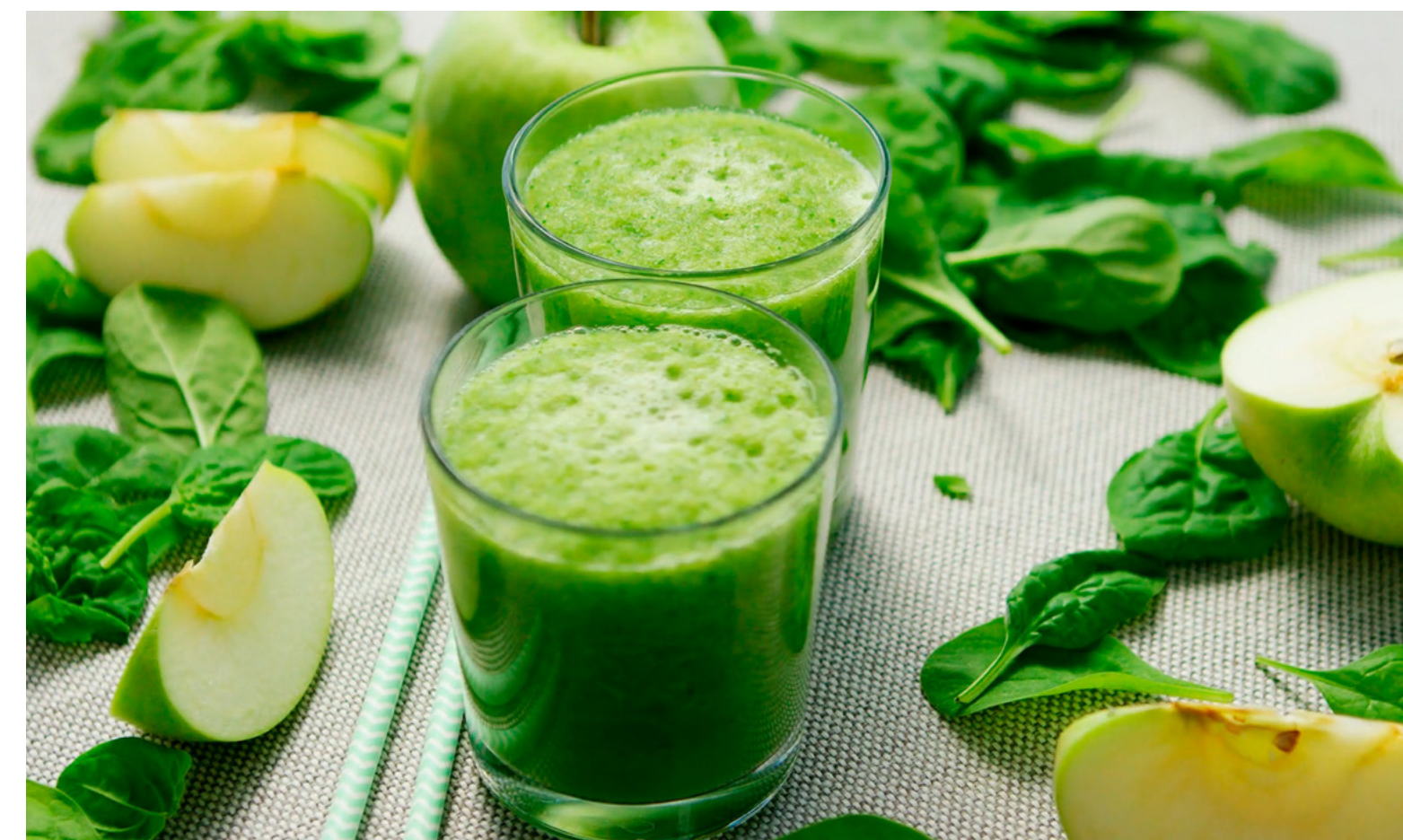
Improving or maintaining their own physical and mental health is becoming an increasingly important priority for people around the world. The growing awareness of vitamins and minerals in food and their freshness and naturalness is creating a demand for healthy and health-promoting food that is as free as possible from additives and sugar.

The dietary supplements market is booming. Protein-rich foods are considered to be particularly good for people's health and are attracting ever-growing attention in the food industry. The consumption of fruit and vegetables is increasing.

Consumers are increasingly concerned about the environmental, ethical, and health issues associated with consuming meat and other animal products. The meat and dairy industries produce a large ecological footprint due to their high level of CO2 emissions. There is growing research being carried out into the effects of consuming animal products on the human body. This has established that excessive consumption of animal products can be harmful to health. In addition to animal welfare, sustainability, social pressure and financial reasons, concern for their own health is an increasingly important motivation for people. Young adults in particular are changing their consumer behavior due to these aspects – from plant-forward to plant-based.

On the supply side, the restaurant sector, retail and manufacturing companies in the food industry are expanding their offerings of meat-free and plant-based products to meet changing consumer tastes. Plant-based alternatives to animal products offer a more sustainable option for hotels to enhance their menus. The Radisson Hotel Group already offers a large selection of vegetarian options in their F&B sector. This offering will be expanded in the future. The aim is to establish a menu with 70 percent vegetarian and 40 percent plant-based dishes in hotels in Central Europe.

These options have a lower environmental impact and help reduce dependency on animal products. Hotels can incorporate these options into their menus to promote their sustainability efforts and offer their guests a green option. Using plant-based alternatives can also improve the diners' health, as they are often rich in nutrients and lower in saturated fats. However,



**70%**

Vegetarian options on menu



**40%**

Plant-based dishes in hotels in Central Europe

since many vegan substitute products from the retail trade are highly processed finished products that have very high sugar, salt, and fat content, there is a need to put the focus back on natural, unprocessed foods. This is a great opportunity for the restaurant sector to create innovative, plant-based dishes and drinks for their guests, which are also healthy.

## 2.4 Individual eating



In addition to the increasing demand for vegan alternative products, society in general is characterized by more individual consumption patterns. Whether vegan, vegetarian, flexitarian, gluten-free or clean eating, the gamut of food trends and eating habits has been steadily increasing for years, resulting in controversial discussions about what the “right diet” is.

Because of the constant availability of food, the products that people choose or their eating behavior tendencies are equated with personal values and identity. Consequently, value-based communities with the same preferences and consumer interests are formed on the basis of nutritional attitudes. In this context, food conveys a sense of belonging and attachment. In addition, there is the growing suggestion that the right eating behavior will lead to greater life satisfaction. As a result, lifestyle trends such as “Hygge” and “Lagom” were equated with a slower and more conscious diet, which can help achieve a happy life.

The megatrends of digitalization and globalization are having a significant impact on individual eating habits. This is because food culture not only reflects food, i.e. what we eat, but also with whom and when. These factors are closely connected with culture and tradition. As a result of the new momentum in society relating to the formation of a global generation, the boundaries of food culture are becoming increasingly blurred. Different culturally influenced diets clash and multiply preferences and needs for products and gastronomic offerings in western society.

Digitalization is also leading to a diverse and more individual focus

on food. Thanks to social networks and other media in particular, nutritional styles can reach out to a larger audience and provide a platform for discussions and exchanging views on different eating habits and food trends. Social media allow people to present their own identity. Self-expression and the presentation of one’s own personality play a major role in the stage production of food. This development poses new challenges for restaurateurs because the focus is not only on the taste experience, but also on the food’s appearance, especially among younger generations. According to an in-house study by Maru/Matchbox, around 69 percent of today’s 18 to 34 year olds take a photo of their meal before eating it. In general, they prefer food that reflects their individuality and offers a high level of creativity and uniqueness.

These social developments offer the chance to adapt the restaurant sector to the needs of the younger generations and to integrate “Instagrammable” offers into the interior design and the conception of new dishes. In general, the individual taste preferences in society mean that a wide range of products must be offered in order to meet different needs. To ensure the uncomplicated implementation of a diverse, consumer-friendly offering, the development of modular, changeable menus with different product components can support individual preferences and food cultures.



## 2.5 Social impact and food

Sustainability not only plays a major role as part of the circular economy and ensuring zero-waste products, but also affects ecological, social, and economic sustainability in a holistic context. Social impact is becoming a quality criterion for evaluating food.

The coronavirus pandemic in particular has brought to the fore values that are instrumental in purchasing decisions, such as transparency about the origin and processing of food, as well as sustainability and quality. In the case of sustainability, it is not only defined by the CO2 emissions discharged during production and due to distances covered. There is also a focus on the working conditions in the countries of origin, e.g. the areas where the products are grown and taken from or animal ethical aspects.

Ethical values must be integrated into the corporate culture and production process in the long term in order to meet the increasing social pressure. Measuring social responsibility in companies is primarily associated with the term “Corporate Social Responsibility”, or CSR for short. This describes the social responsibility that companies have in terms of sustainable management and the holistic positive impact on society and the environment. Although the integration of values of economic, green, and social sustainability is currently not subject to any fundamental guidelines, initiatives such as the introduction of the CSR value illustrate the importance of

companies’ new, sustainable social and political orientation. Especially for younger generations, tackling environmental protection and critically reflecting on previous concepts plays a major role in all areas of life, which also includes traveling and using hotels and their F&B offerings. The hotel sector of the future will need to have a major rethink so that it can continue to appeal to young target groups in the long term. In terms of the hotel industry, it is important to consider the following consumer groups with a view to developing a holistically sustainable concept:

- **Guests:** promoting holistically sustainable stays and offering them options and experiences that involve them doing something “good”;
- **Employees:** focusing on well-being, satisfaction, and motivation, ensuring fair working conditions, providing support and further training opportunities, as well as diversity;



- **Partners:** making conscious choices, forming fair and transparent supply chains, checking cash flow (giving something back to the local community);
- **Local communities:** creating jobs and meeting places

The restaurant aspect of the hotel industry plays a particularly important role in terms of ensuring a focus on sustainability. This is down to the fact that not only purchasing behavior is increasingly influenced by sustainable aspects, but also the choice of restaurant. According to some survey results, 40 percent of respondents sometimes, often or always include the sustainability aspect of the potential restaurant in their decision when they want to eat out.

There are various concepts and different trends around when it comes to offering gastronomy with economic, green, and social sustainability. For example, the focus can be on consistently offering regional cuisine using seasonal products and on cooperation with regional partners, or else on animal welfare and fair trade. Slow food concepts and food concepts for reducing food waste also address the issue of social impact. They appeal to different sections of society, depending on the concept's focus. Overall, however, studies show that every type of concept that strives for social, green, and economic sustainability is perceived as very positive by consumers.



## 2.6 Food experience



In addition to innovative products using new technologies, sustainable and health-promoting dishes, and production based on the circular economy, food trends also include the overall experience as well as the taste.

Eating food is, first and foremost, not only about the actual “consumption” but also about the food “experience.” The focus of the customers’ interest is the story behind the products, the production process, gastronomy, and the restaurateurs involved. Storytelling becomes a vital component in the development of a gastronomic concept.

There is a long tradition of eating as an experience. For generations, eating together with family or friends has been linked to rituals and is closely related to pure consumption of food. Eating meals together strengthens interpersonal relationships and reinforces them in experiences and activities related to eating. Human company is a basic need. Especially since the coronavirus pandemic, it has become clear how important social interaction is and also the feeling of closeness for social interaction. With the aim of strengthening the sense of community and bringing people into contact with each other, new concepts for interior design and the presentation of the production process involved in dishes are currently being developed. Some restaurants are replacing small groups of tables with large, communal tables. Some locations offer

new booking options: “Book your seat” instead of “Book your table.”

Furthermore, location is playing an increasingly important role in the restaurant business. Younger consumer groups in particular expect authentic, unique locations offering unexpected experiences that fit the overall concept and tell a story about the dishes on offer. Therefore, “secret” restaurants or bars are steadily growing in popularity, for instance, in hidden houses in the city, inns in barns, in the middle of the farm where the produce was processed, or other unusual locations. The manner in which the food is prepared also adapts to the need for authenticity and transparency. Old techniques such as cooking over an open fire or preparing dishes in front of customers are becoming increasingly important.

The high level of interest in the production process and background information about products is leading not only restaurants to rethink how they present the methods they use to prepare and cook dishes, but also the retail sector.

Many producers respond with new offerings to present their craft (showrooms in bakeries, etc.) and clearly convey the quality of their products. One of the ways in which this can be achieved is to have open days on farms with integrated cooking workshops, in the form of weekly markets or other combinations made up of urban products and salesrooms. What is important is to develop concepts that promote a holistic experience enjoyed by all the senses. The story behind the food will shape the overall experience in the future and will have a lasting impact on consumer behavior. Therefore, restaurants need to be open and present concepts to convey their own personal story and the origin of their products to be able to link food and emotions.

Some restaurants are currently offering “Book your seat” instead of “Book your table” options. This not only has economic advantages as it ensures a higher occupancy rate, but it also strengthens inter-personal encounters and informal interaction with others.



Fig 4: Communal table with different groups of people.

# 3. Future potential





## 3.1 Future potential

The development of future potential for the F&B sector in the hotel industry is based on the trend areas described, which were first defined through researching the relevant literature. These six areas (Circular Economy, Food Technologies, Food & Health, Individual Eating, Social Impact & Food, Food Experience) lay the foundations for the other concepts available.

The conceived future potential provides initial ideas and food for thought in terms of redesigning gastronomic concepts on the basis of future trend developments. Changing requirements and consumer needs require the development and implementation of new innovative concepts for the F&B sector, offering new synergies between experience, sustainability, health, and new technologies.





## 3.1.1 Urban farming table

The growing movement in support of local farmers and ingredients has become a means of attracting customers. Concepts like The Wholesome Table, Green Pastures, and Earth Kitchen have built their brand on the farm-to-table promise.

Customers want transparency about the production process and the origin of the products. The idea behind the farm-to-table concept allows customers to understand where the food comes from. Ingredients and raw materials are sourced directly from local farmers, bypassing global supply chains involving multiple stakeholder groups. This not only has a positive impact on the gastronomic image and on acquiring new customers, but also on climate protection through reduced transport routes and food security thanks to the support of local, independent businesses.

Farm-to-table concepts could be expanded further and modified in the future. This is because customers are looking for local, authentic dining experiences based on traditional cooking methods and identity-forming stories in a unique environment. It is therefore conceivable for temporary dinner evenings to be arranged in the future directly in the courtyards of regional companies, or else to integrate urban farming spatially into existing restaurants. All in all, new synergies are required between the natural and built environment with alternative interfaces between product cultivation, processing, and the experience of enjoying the end products.

## 3.1.2 Global chef cooperations

As a result of globalization, combined with cultural openness, people's fondness for traveling and their curiosity about other traditions, the food culture in gastronomy is changing.

Five-course menus are becoming sharing plates of meze served at the big table, while cardamom and hummus appear next to herb quark and rosemary on the supermarket shelves. New culinary sensations from the Levant (Israel, Syria, Jordan, and Lebanon) are dominating the gastronomic landscape in urban centers, offering a new variety of pulses and spices, and linking experience with authenticity and new discoveries. Asian and Latin American cuisine also complements the fare offered in traditional restaurants and pizzerias.

With a view to increasing diversity and combining dining with unique experiences, the development of a "Global Chef Cooperation Network" should be considered. Work & Travel networks are already being developed between restaurants and restaurateurs who want to enrich their knowledge and experience and supplement traditional, home-based cuisine

with international cooking methods, spices, and products. Regular cooperation with other chefs at a global level could help give customers temporarily an insight into other international cuisines and broaden their "travel experience." This will allow international restaurants with guest chefs to expand their gastronomic offering and increase the variety. In addition, local restaurateurs have the opportunity to learn new recipes and preparation methods through visiting other restaurants. This approach is particularly important in a "life-long-learning" society and, in addition to providing continuous training, it also increases tolerance toward other cultures and a new sense of community as a global community.





### 3.1.3 Multi experience shows

Eating out conveys much more than just consuming food. Guests are demanding an all-inclusive “emotional experience.”

In order to broaden the experience of eating out, linking different multi-sensory experiences can help. One option is to link the actual food offering with DIY workshops and cooking sessions. Do-It-Yourself in your own kitchen has become a new trend. Cooking and baking instructions typically abound on the social networks, as well as a presentation of the specially prepared meals. The desire of people to participate in and arrange further personal training can offer the F&B sector an opportunity to capture new restaurant visitors by offering different workshops and to tie them into gastronomy in the long term by continuously offering new workshop formats.

Another concept idea for enhancing the multi-sensory experience is to combine lectures, keynotes or TED Talks on specific topics while enjoying a meal together.

At joint theme evenings or using “Knowledge for Lunch” formats, new knowledge can be acquired in an easy and accessible manner, and be discussed and reinforced during the meal together. If relevant speakers attend this meal shared together, questions can be answered, and ideas can be further developed in an informal setting. It is then also conceivable to link gastronomic offerings spatially with other functional modules: For instance, temporary pop-up events could also take place in bookstores as part of book launches, or at florists or in art galleries in connection with workshops or expert talks. There is a whole range of combinations, which not only opens up new opportunities for local retailers, but also for restaurants.

## 3.2.1 Vegan translation



The diversity in food culture has increased significantly in recent years. In particular, vegan, vegetarian or flexitarian nutrition is becoming increasingly important, creating the basis for developing new substitute products.

There are several reasons for adopting a plant-based diet, which include climate protection, animal welfare or personal health. Looking at traditional European cuisine, the following can be observed. Classic meat-free or vegan dishes are hard to find. Many recipes are dominated by meat and dairy products. The trend therefore is toward converting classic dishes from home and childhood into alternative vegan or vegetarian interpretations. This thought can also provide an opportunity for the gastronomic sector to let “old classics” appear in a new light and thus act in a more health-promoting and climate-friendly way.

dish, increasing attention is being focused on the supposed “supporting characters”. Vegetables and fruit, as well as pulses and nuts are becoming the new food heroes, providing a source for innovative, culinary ideas with a high degree of creativity.



In addition, the need – especially from young urban generations – for plant-based food is leading to a rethink in terms of the prioritization of the product range in dishes. Whereas originally meat was the star of the show in a

## 3.2.2 Food for future

Food and sustainability go hand in hand. Due to transport routes and processing methods, as well as homogeneous cultivation structures in the products' countries of origin, food culture has a strong impact on environmental pollution and contributes significantly to climate change and the extinction of species.

With the aim of preserving the basis of life for future generations, a holistic rethink of the gastronomic sector is therefore necessary. This not only applies to the use of regional and seasonal products and the support of local agriculture, but also to the packaging of to-go products, the use of food waste, the interior design of gastronomic premises, and the use of clean energy sources. Sustainable concepts include complex interrelationships, which are sometimes crucial in determining the choice of restaurant, especially among younger generations.

An important aspect of implementing sustainable concepts is not only the consideration of holistic strategies, but also how to present the concept to the outside world. This is because to be able

to gain a better understanding as a customer of the complexity of sustainability and the line of argument supporting the decision in favor of certain procedures, clear external communication is required. What is more decisive than the development of a perfect "Food for Future" plan is transparent and open communication, and the opportunity for customers to actively contribute opportunities for improvement. This can be easily implemented via social networks, while also promoting the development of an active community around the F&B sector.





### 3.2.3 Holy health

Health describes a megatrend that will leave a lasting impression on many trend areas of the 21st century, in the same way as food trends.

This means that a healthy lifestyle is being increasingly equated with a “healthy environment”. This social revamping influences food production and nutritional styles. To promote and maintain their own health, those enjoying gastronomic offerings expect higher food quality. Whereas a few years ago value for money played a major role in the gastronomic sector, nowa-days the relationship between health and sustainability is more important. It is not just the taste experience that matters, but the long-term health benefits of certain foods as well. Consumers are therefore increasingly finding out about the exact ingredients, minerals and vitamins contained in dishes.

To ensure that the use of healthy foods is conveyed in a transparent manner, detailed information about ingredients, allergens, and nutrients in menus can promote a consumer-friendly approach and make a positive contribution to healthy lifestyles. In the future, it may also be possible to display the ingredients using digital apps (“ingredients based on food photos”), but restaurants still provide a vital source of information in terms of highlighting what healthy, balanced eating is, and of responding to individual queries if necessary. This requires new skills from employees in the area of healthy nutrition and different nutritional styles.

## 3.3.1 Metaverse and food

The gastronomic experience currently takes place mainly in physical space. Eating out and the associated social interaction provide the basis for emotional, unique experiences.

Nevertheless, the gastronomic sector will also be affected by technological and digital developments in the future. In particular, VR and AR innovations will complement gastronomic offerings and add new business models. Although the operation of augmented reality worlds like the metaverse cannot completely replace an analog restaurant visit, the virtual worlds will create new opportunities for interacting with guests and enjoying new experiences. For instance, it is conceivable that the next generation of guests in the metaverse will enter a restaurant, choose a table, order food, and ultimately pay there via Google or Apple Pay or using cryptocurrencies. The process is similar to that used in video games in the gaming industry. The virtual experience can then be linked to the real delivery of food, thereby offering customers not only virtual but also physical added value. The new relationship between the metaverse and gastronomy could also strengthen the “ghost

kitchen” concept. The emergence of ghost kitchens increased especially during the coronavirus pandemic. These are small catering locations that do not have a dining area for guests or service staff, but rather prepare food in a small space and distribute the dishes to their customers via delivery services. The biggest challenge facing ghost kitchens is the lack of contact with the end customer and the reduced emotional bond. The metaverse could act as a link to increase the interaction between ghost kitchens and customers. It could provide a platform that makes it possible to show consumers how their dish is prepared and display avatars to answer questions.

Gastronomy concepts are also currently being developed that see the metaverse as their main location. Flyfish Club is one of the first restaurants in the metaverse that can only be used with the purchase of NFTs. The concept is based on an exclusive club membership with access to different rooms depending on membership status. The Flyfish Club will open in the first half of 2023 and is considered a showcase example of a new dimension in gastronomy and the virtual world. The development illustrates the high potential offered by AR and VR innovations for the emergence of new business areas with a receptiveness to and interest in the virtual world and new technologies.





## 3.3.2 Tech a chance!

In addition to the creation of the metaverse, other innovations in the technology sector will also have a lasting impact on the gastronomic sector in the future.

Technology solutions usually aim to improve work processes through increased automation or data processing, or to enhance the customer experience in all areas of the customer journey.

The use of new technologies can also actively win over new customers. According to survey results, 71 percent of those surveyed are very interested in new technology trends, 29 percent believe that businesses operating digitally can also create a better gastronomic experience. Digitalization fundamentally affects all areas of the guest journey, whether it involves online reservations and the provision of digital menus or cashless, contactless payment.

As a result of new data acquisition opportunities, work processes between restaurateurs, delivery services, product manufacturers, farmers, etc. can also be uninterruptedly improved and food waste reduced in the future. Live tracking of the preparation of the dish that has been ordered is also a plausible option for shortening waiting times. All in all, new technologies in all gastronomic areas offer numerous opportunities for improving and resolving current issues. This makes it absolutely necessary then to examine current developments.



# 4. Recap



## 4 Recap

Food consumption trends are influenced by social, economic, political, and technological changes. The food industry is very competitive and, therefore, has to adapt quickly to ever-changing consumer preferences. Based on the extensive literature research conducted, it was possible to establish different trend areas. These formed the basis for the development of future potential for the F&B sector.

The future potential includes the following areas of action:

- **Storytelling (Urban Farming Table, Global Chef Cooperation, Multi-Experience Shows)**
- **Green Gourmet (Vegan Translation, Food for Future, Holy Health)**
- **Gastrowerse (Metaverse and Food, Tech a Chance!)**

There is currently great potential, especially in the area of new technologies. The industry is also evolving at an increasing pace. Restaurateurs are sometimes skeptical about the use of technologies, and the scope of the options they offer is often not sufficiently exploited. In view of current developments, it is absolutely necessary to carry out intensive observation and test innovations and current research, which includes in the field of food development.

The emotional experience is the top priority for many restaurant guests. Above all, it is important to increase the authenticity of the experience and create uniqueness. Holistic concepts and individual storytelling beyond the actual product can fascinate guests in the long term and help develop a community, making them loyal to the restaurant and enhancing its reputation. Enhancing the “emotional experience” will remain the most important factor in customer loyalty in the future and should therefore be further expanded and reinvented over and over again in a variety of ways.

In particular, the role of event organizers will become important and require new skill sets. To enhance the “emotional experience”, a precise analysis must be carried out of the target groups and their needs, as well as of how to implement the F&B offering in a



holistic manner in connection with the location and the event format. Planning an all-inclusive, consumer-friendly, unique event requires collaboration with all parties, especially the gastronomic sector. The reason for this is that devising a bespoke menu for the event can make a lasting contribution to its ultimate success.

This white paper is intended to generate ideas and suggestions for the gastronomy of the future and to encourage people to try them out and critically question old concepts. This is because, despite the challenges posed by the coronavirus pandemic, the politically uncertain global situation combined with supply bottlenecks and the energy crisis, as well as the growing shortage of skilled workers, there is great potential for the further development of gastronomic concepts resulting in the emergence of a sustainable industry.



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