



FOOD FOR THOUGHT

2023 FOOD & DRINK TRENDS



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A New Year always brings with it the opportunity for **future gazing**. If the past few years have taught us anything it's that we can never really be sure what the future holds.

But what we can be sure of is there will continue to be a heap load of food and drink innovation.

As a bunch of foodies, we can never miss an opportunity to get our teeth into the latest food & drink trends – and serve them up in bite sized portions of insight.

From cooling cocktails to CBD infused trifle and flapjack crisps, go on tuck in – **you know you want to!**





NOVEL NOSTALGIA.

Consumers looking for retro food and drink is hardly a new trend. But as more uncertainty looms over the next 12 months, we're expecting people to look for the comfort and stability of well-loved classics and re-vamped childhood favourites.

That doesn't mean a pin needs to be put into innovation however. Brands can be creative when tapping into nostalgia. **Almost half of UK adults (46%) say that seeing a familiar dish with a global twist has encouraged them to explore that cuisine further*.**

There's a big opportunity to give these foods a gourmet and grown up makeover – think CBD-infused trifle, boozy slushies and peanut butter flavoured Old Fashioneds. **You heard it here first!**



FORAGED FOODS.

According to WPP's Equality Equation report, sustainability is an important issue for all consumer groups, particularly Minority Ethnic groups who responded strikingly higher to questions such as we 'actively choose to buy brands that have a social purpose and try to do good' (77% vs. 56% of white respondents)*. However, brands need to make it relevant and meaningful to consumers in order to engage them fully.

Other than the typical sustainability trends, what does this mean for the food industry? Well trends like foraged foods may sound niche, but it's the latest iteration of consumers looking for sustainable choices and embracing what the Earth has to give. **According to Bidfood's latest insight, 53% of adults find the idea of seeing foraged foods on menus appealing**.**

What's the benefit we hear you cry? Apart from being more sustainably sound, foraged foods often contain more nutrients as they're less exposed to harmful chemicals. They're also ideal for both the 'gram and your tastebuds as they're often brighter in colour and earthier in flavour too.

*WPP Equality Equation Report

**Bidfood 2023 Food & Drink Trends





FEED THE MIND AND SKIN.

Move over protein, functional foods in 2023 are expected to be much broader. Specifically, foods that are positive for the skin, e.g. collagen, and mental performance, e.g. B vitamins and magnesium, are set to be a big focus this year.

Having seen a huge uplift in searches for the likes of seaweed snack recipes (+245% increase YOY), Pinterest predicts this year the hottest superfoods will emerge from the sea*. With kelp likely to be the new kale as consumers discover it's packed with antioxidants and manganese and zinc, which help to protect the body from cardiovascular disease, cancer, and oxidative stress. Not to mention its eco-friendly farming practices.

Whether your functional food comes from the land or sea, research from Mintel suggests overwhelmed customers will want pared down information** so brands should look to simplify their messaging and dial up those selling points that matter most – like these functional benefits.

*Pinterest Predicts 2023

**Mintel Global Food and Drink Trends 2023

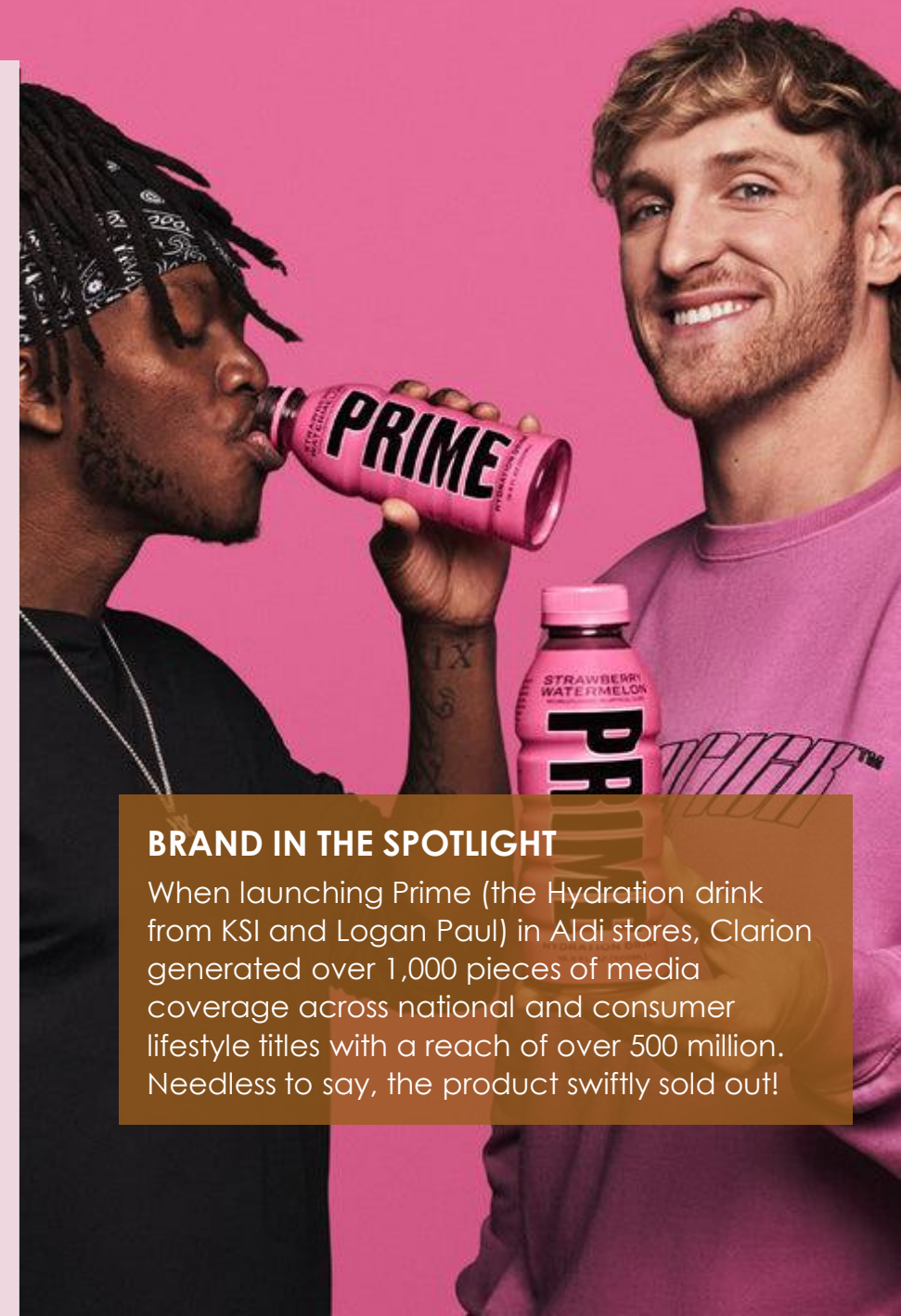
INFLUENCERS INFLUENCING.

Still think influencers are a fad and not convinced of their worth? Then read on... because they're here to stay.

Social media has turned into a source of shopping and dining inspiration. You need only look at the enormous 35 billion views of **#TikTokMadeMeBuyIt**. Plus, the addition of the 'latest to go viral' section on Amazon, which features all trending TikTok products – a tactic which physical stores are now starting to jump on too.

At the heart of these viral sensations are influencers – now celebrities in their own right. Celebrity endorsement is nothing new, but where celebrities used to endorse ready-built brands, now they are becoming involved in the development and marketing of products, especially in the drinks category.

In 2023 we expect to see more influencers taking a leaf out of Ryan Reynolds' (Aviation Gin) and Diddy's (Ciroc) book and launching their own brands. Whether they'll be as huge as KSI and Logan Paul's Prime Drinks remains to be seen, but for the next big food and drink brands, look to social and the influencers that continue to not just create awareness, but drive footfall too.



BRAND IN THE SPOTLIGHT

When launching Prime (the Hydration drink from KSI and Logan Paul) in Aldi stores, Clarion generated over 1,000 pieces of media coverage across national and consumer lifestyle titles with a reach of over 500 million. Needless to say, the product swiftly sold out!

TRY BEFORE YOU BUY.

Cost of living is driving different shopper behaviour.

First, they're not buying in bulk, in fact, they're doing just the opposite. Kantar reports a 45% increase in adults shopping everyday* so brands should consider waving goodbye to the bulk buy.

Second, more consumers are more willing to shop around and try new brands that might stretch their budgets further.

Third, consumers want assurance, especially for more expensive purchases that they are worth the money. Smart brands will harness the power of influencers (65% of TikTok users say they always rely on online reviews and creator recommendations to decide what to buy online**) and experiential to demonstrate their laser focus on amazing value.

*Kantar 2023 Media Trends & Predictions

**TikTok, What's Next? 2023 Trend Report UK



BRAND IN THE SPOTLIGHT

To help launch the L'OR Barista Sublime Coffee Machine, L'OR Coffee opened its first ever immersive retail space – L'Art Du Café. As well as being open to the public, we organised ticketed masterclasses, a reader event with the Evening Standard, and hosted an array of journalists and influencers to spread the word fast.



VIRTUAL FOOD DRIVING REAL LIFE EXPERIENCE.

With 3.2 billion people worldwide gaming and gaming production costs skyrocketing*, creative agencies and brands are leaning into the biggest and most visually striking games to reach new audiences.

As with a lot of things at Clarion, we get hungry just thinking about well just about anything, so for us it seems logical that it'll only be a matter of time before food and drink brands spend more on the virtual world – and that this will in turn drive real life experiences and purchasing behaviours.



*Kantar 2023 Media Trends & Predictions

CHOCOLATE MAKING WAY FOR BOOZE.

Off-fixture displays containing alcoholic drinks have surged by 57% year on year this month as restrictions on high in fat, salt or sugar (HFSS) products has created more space across stores*.

The figure recorded by goods transportation company CHEP found that across the UK's 7,000 supermarkets, there is now an estimated 70,000 off-fixture alcohol displays including wine, beer and spirits.

This follows on from restrictions which came into play on 1 October 2022 that saw HFSS products restricted from gondola ends, store entrances and checkouts in a bid to reduce obesity levels across the UK.

As a result of this, confectionery is increasingly moving to in-fixture displays, however it has only seen a 42% reduction due to placing off-fixture displays in permitted locations and brands reformulating many of their products to comply with HFSS regulations.

*Institute of Alcohol Studies, October 2022





#TOKTAILS.

A legacy of the pandemic is the rise of at-home mixology – somewhat surprisingly a huge 37% of people are making more cocktails at home than they did in 2020 (!!)*

With more at-home entertaining anticipated as people cut back on expensive nights out, expect not just bartenders but at-home mixologists to turn to TikTok for inspiration. Increasingly, #drinkfluencers are finding #drinkspo on #drinktoko. It's where the drink hacks, tutorials and trends are bubbling up first.

So whatever the #TokTail of the week/month/year is, brands and bartenders are going to want to keep a close eye on the channel in 2023.





COOLING COCKTAILS & MOCKTAILS.

The Met Office is predicting 2023 will be the hottest on record* so consumers will look to those refreshing thirst-quenching flavoured drinks. From yuzu and matcha inspired by the East, to watermelon, botanicals and cucumber.

This will apply to cocktails and mocktails as consumers embrace a new way of thinking about alcohol, drinking on their own terms. Sometimes people want an alcoholic drink, sometimes they don't, sometimes they just want a little bit – it's not that complicated. **UK Gen Z and millennials are most likely to be 'blenders', switching between NoLo and full strength on the same occasion**.**

We'll see consumers demanding cooling cocktails, mocktails, and low ABV options for all. **Now that's refreshing.**

*Met Office, 20 December 2022

**Bacardi Cocktail Trends Report 2023



POPULARISATION OF PAPER BOTTLES.

'2023 will see brands continuing to drive consumer change rather than waiting for people to catch up' predicts Mintel.

One area where brands can make a difference is one of the industry's biggest headaches: packaging.

For the drinks industry, producers are starting to wise up when it comes to glass bottles and their environmental impact. In 2022 several distilleries gave eco-conscious spirit lovers even more reason to say cheers by launching paper bottles for their liquids. Typically made of recycled paper, they have a significantly lower carbon footprint compared to their glass equivalents.

We predict more brands will look to sustainable packaging – and take this even further with sustainable serves in 2023.

*Mintel: Food and drink trends to watch in 2023



BRAND IN THE SPOTLIGHT

To launch the first-ever paper bottle from Greenall's, Clarion teamed up with celebrated cocktail mixologist and Channel 4 Sunday Brunch presenter Pritesh Mody to create a bespoke sustainable cocktail with unusual (but delicious!) seasonal and store cupboard ingredients such as marmalade, vinegar and teabags – Brunch Shrub Collins! The result: a gin-pressive amount of national consumer and trade media attention with a reach of over 12million!



GET IN TOUCH

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