



**30 TRENDY BUZZWORDS:
A MIDYEAR REPORT FROM BAUM+WHITEMAN
INTERNATIONAL RESTAURANT CONSULTANTS**

Here's a summary of food-related buzzwords whose profiles are rising during the first half of 2017. Need more information? Call Michael Whiteman at 718 622 0200. If you've got additions to this list, please send them on.

June 28th 2017

Marshmallows

Blended burgers to reduce meat content

Cotton candy on desserts

Syringes for injecting flavor (into sushi, frozen desserts, fried snacks)

Thai rolled ice cream

Potentially silly one-item specialty restaurants:

- Avocado
- Marshmallow
- Cream cheese
- Ice tea
- Raw cookie dough (expanding but for how long?)

Bubble waffle ice cream cones

Modern Indian fast-casual dining

Charred bitter flavor profiles

Honeycomb

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Alcohol-infused desserts

Labne

New life for churros

Plant/vegetable "butchers"

Globalized ice cream flavors

Sushi burgers in rice cakes

Frozecco and Frosé

Seaweed

Jackfruit

"Up-cycling" -- making food from kitchen discards

Philippine cuisine

Purple yams (ube)

"Plant-based" everything (we're waiting for cruelty-free harvesting)

Hemp

"Goth foods" turned black using activated charcoal