



catchon

THE FIELD GUIDE TO FOODIES

MILLENNIAL

Future of Food | Fourth Edition

Written by Millennials, Edited by Boomers Xers



They are the most scrutinised generation of our time.

And with good reason. While much has been written about millennials, this edition of CatchOn's Future of Food series explores how this much-maligned demographic continues to change the world's culinary scene.

If there's one industry where their influence has had the biggest impact, it's arguably food. Spurred by technological advances and connectivity, millennials have disrupted how restaurants are designed and experienced, altered how and what we're eating and forced corporations and retailers to examine how they do business and create products.

Along the way, they've spawned a side industry of **delivery and cooking apps, meal prep services, farming collectives, food influencers and historians, artisanal food products, lab-engineered protein and 'nootropics.'**

They're eating consciously, mindfully and healthily, aware of how their choices impact their communities and the planet.

Millennial-aged chefs are also revolutionizing dining. No longer a fallback vocation for aimless youths, the profession has earned a cachet of 'cool'. Unshackled from the traditional dictates of cooking, they're multicultural, multidisciplinary and creating cuisines that reflect their hybrid identities and passions.

Now in their late teens to mid '30s, as millennials move into their prime earning and spending years, they're poised to become one of the largest generations in history. It's no wonder they're making us sit up and listen with a mix of exasperation and awe.

As historians and anthropologists look back on this period, this report aims to capture the zeitgeist of the time and identify the trends shaping the future of food.

TABLE OF CONTENTS

4

BABY DINERS

5

**WHO SAYS
FINE DINING
IS DEAD?**

7

**NEW
NOSTALGIA**

10

POTHEADS

11

**PLANTING
A FUTURE**

13

**FOOD IN
FASHION**

14

**DESIGNED
FOR FOOD**

15

**RESTAURANT
DESIGN IN
A SOCIAL
MEDIA AGE**

17

**DRINKING
GAMES**

18

**GOURMET
DELIVERY**

19

**THE FUTURE
SUPERMARKET**

21

**THE
MILLENNIAL
SNACK
DRAWER**

22

**THE NEXT
VANGUARDS**

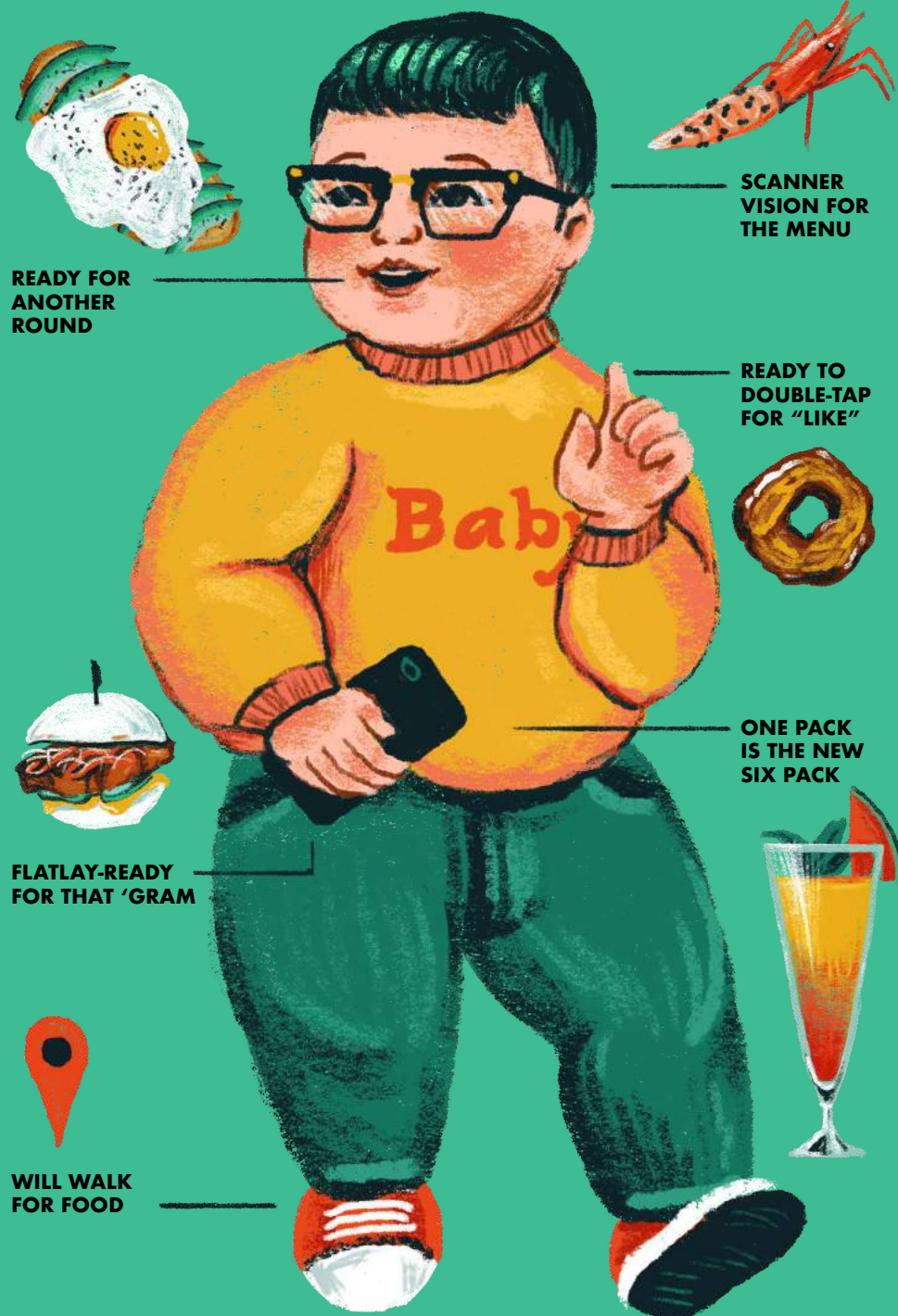
23

#SAYWUT?

24

CREDITS

BABY DINERS



It's the collective refrain you hear from culinary elitists, top chefs, pundits and naysayers: "Everyone's a food critic these days!"

Oh, you bet your organic farm they are! Today's food critics are a generation of hyper aware, highly intelligent, and – most importantly – hungry food fetishists disguised as your average earbud-wearing, smartphone-addicted, college-bound (or not) 18-year-old.

There was a time when only seasoned gourmands were considered worthy food critics. Then camera-toting social media influencers arrived and ended the era of serious food writing as we know it.

Today's food experts may not have spent years dining out at the finest establishments (can they even afford to?), but they know how to navigate the flood of information available to them. What's more, they search for the obscure and bring these to light, whether it's ingredients, hidden outposts, backstreet haunts, or hipster stores catering to every culinary need.

Youngsters who are fattened on a steady diet of food data from birth have an almost encyclopedic (Wikipedic?) knowledge of gastronomy. They are plugged in, charged up and speaking out, at the ready to embrace the unfamiliar, endorse the innovative, and worship the diverse.

Call them what you want – **amateur historians, mavericks, disruptors** – but these 18-year-old critics are here to stay. And no, we can't swipe left if we don't like what they bring to the table.

WHO SAYS FINE DINING IS DEAD?

Ok, we're going out on a limb here: **Fine dining is here to stay.** And it's not being replaced by "fun" dining, despite the recent crop of rock star chefs serving up emoji-inspired menus or celebrity cooks doling out quirky, Instagram-friendly dishes.

So while older millennials (read: hipster restaurateurs and chefs) threw fine dining on its head, a recent survey conducted by CatchOn on college-age foodies indicated younger millennials **want** fine dining to stay, complete with all its traditional trappings. But with minor tweaks (we'll get to that later).

We polled 90 self-proclaimed foodies (aged between 19-24) worldwide about their first fine dining experience, their impressions, preferences and dislikes.

Here's what we found:

They aren't interested in...

- Kitchen tours, chef's tables or sycophantic interactions with the chef
- Impressive wine collections
- Long-winded meals beyond two hours
- Private rooms
- Healthy options (when you're in a fine dining establishment, it's time to indulge!)

They are interested in...

- Having a la carte options alongside the degustation menu
- Instagram-worthy design and dishes (no surprises there!)
- The restaurant's awards and accolades
- Cocktail experiences and wine pairings (are they old enough to drink?)
- Ingredients' provenance
- The restaurant's acoustics and noise level. (Do you hear that, designers?)





Our respondents said they're drawn to fine dining's "sense of occasion" and associate it with a treasured "tradition." In a time of uncertainty and disruption, fine dining's decorum and formality give them a sense of **security and continuity.**

This is not to say fine dining should be frozen in time and be a victim of its own stereotypes. Menus are getting lighter and more whimsical. Wait staff have loosened up their ties and are doing away with stiff service delivery. Prices are getting more accessible and meal durations are shorter to accommodate this concentration-challenged demographic.

So while fine dining is here to stay, it is subtly evolving. Throw out the table cloths but hang on to the silver.

#TB

- Wine pairing
- Caviar on blini
- Consommé
- Potatoes (Anna, Duchess, Dauphine, soufflé, etc.)
- French and Italian ingredients
- Seasonal Menus
- Chefs trained in France
- Dining for a special occasion
- Dégustation
- Old World/imported porcelain tableware

#YOLO

- Cocktail pairing
- Caviar on runny egg
- Dashi
- Carrots (aged, roasted, pickled, sorbet)
- Japanese ingredients
- Seasonal Menus
- Chefs trained in Scandinavia
- Dining for experience
- Omakase
- Chef and artist designed tableware

#FOMO

- Tea and juice pairing
- Caviar on fried chicken
- Superior Broth
- Tomatoes (tartare, water, candy, fruit)
- Local ingredients
- Seasonal Menus
- Chefs trained in Japan
- Dining for a special occasion
- Sequence
- Chef and artist designed tableware

*#TB=Throw back, #YOLO=You Only Live Once, #FOMO=Fear of Missing Out

NEW NOSTALGIA

BETTER HOMES

Over 250 Original Recipes



Longing to escape pressure-cooker lifestyles, **millennials are reliving the past**, rediscovering their childhood recipes and diving into their grandmothers' cookbooks.

These culinary blasts from the past are setting the scene for the future:

- Nonna's recipes are back in vogue. Massimo Bottura has said it, so it's official.
- A resurgence of "old-fashioned" comfort food and fun **childhood snacks**, from pies and prime ribs to meatloaf, casseroles and nuggets (with a modern, healthy twist, of course).
- Restaurants like Chez Ma Tante in Brooklyn are recreating Victorian dishes like kedgeree for the new age. Bouillon Pigalle in Paris, a modernized version of the 19th century "bouillons", serves **old-school** cuisine at cheerful prices for the common folk. With Paul Bocuse's passing (RIP), expect classics showing up on menus, from pithiviers to his famous *Soupe aux Truffes VGE* and extravagant desserts.
- **Old cooking techniques**, such as those from the Appalachian and Ozark regions, are being revived. It's all about foraging for ingredients such as ramps, creasy greens, black walnut beans, berries and mushrooms to produce dishes like leather britches and preserves.
- The **DIY movement** is in full swing, from yoghurt or cheese making to curing, smoking, pickling and fermenting.

LORD BALTIMORE CAKE

Bake two layers of your favorite white or yellow cake recipe. Cool thoroughly and follow the directions below for the frosting and filling.

1 cup sugar
1/2 cup water
1/3 cup light corn syrup
2 egg whites
1/4 teaspoon salt
1 teaspoon vanilla

1/4 cup dry macaroon crumbs
1/4 cup chopped walnuts
8 strawberries, sliced in half

Combine sugar, water and corn syrup in a saucepan; stir over low heat until sugar dissolves and comes to a boil. Continue cooking, without stirring, until the temperature reaches 240 degrees F on a candy thermometer. Remove the syrup from heat. Whip egg whites until frothy, add salt and continue whipping until stiff. Pour the sugar syrup into the egg whites in a fine stream, while continuing to whip until the mixture is a shiny and stands in peaks. Add vanilla to season. Put 1/3 of frosting into a bowl; stir in strawberries, nuts and macaroons. Spread the mixture onto one cake layer and top with the second layer. Spread the remaining frosting onto the sides of the cake.



- Bookstores such as Archestratus are popping up. Specialising in new and vintage cookbooks, the range covers the highbrow and highfalutin to the outright kitsch.
- Ceramic makers are firing up vintage-designed serving ware and cookware. There's a rising demand for must-have mid-century vintage cookware such as Dansk Kobenstyle and sturdy, hand-made kitchen accessories, **made to last a lifetime**.
- Companies like Goldbely, built on the promise of delivering iconic, regional food to those craving home-style meals, are expanding.
- Tailor-made **nostalgia** features heavily in Heston Blumenthal's future dishes, which rely on a guest's food memories to create a highly personal *Ratatouille*-style moment.
- Tiny, new-fangled kitchen gadgets which promise to do 100 things may have been all the rage, but there's a newfound interest in **Grandma's single-use vintage kitchen tools**, whether for their history, design or ability to last several lifetimes.
- Bread making, that most **tactile** of pleasures, will be everyone's go-to activity for the sheer gratification of all that kneading, punching, rising and baking. Some may even go the way of Roland Feuillas, dubbed "humanist/peasant baker", who plants the ancient seeds that provide the grains for his famous bread. A whiff of its baking aroma reassures everyone that all is well in the world.



POTHEADS

Got you with that heading? Lest you think we're referring to reefer bars, hash brownies or Cheeba Chews – though edible cannabis is definitely a trend – this chapter is dishing on the rise of **one-pot meals**.

All-in-one meals speak to millennials' need for **comfort, convenience and communal experiences**. They also fit within the millennial lifestyle where traditional meal times aren't fixed and the lines between work and play are blurred. They fit into the "I-can-do-everything-all-at-once" mentality – work anywhere at anytime, shop on the go, hold a job and run my side business, build a global network and a personal brand – all while making a pozole.

The New York Times brought this long-simmering trend to a boil with their fawning endorsement of the kitchen gadget **Instant Pot**, calling the phenomenon a "new religion." It's a trend we don't see subsiding any time soon.

Expect all kinds of **stews, soups, savoury porridges, tagines, curries, biryanis, paellas, chili con carne, and seafood bouillabaisse** in homes and gracing menus. Whether dining solo or with friends, one large pot souped up with a heady mix of ingredients does the trick. Throw in a loaf of crusty bread and a fine bottle of Pinot and you're good to go.



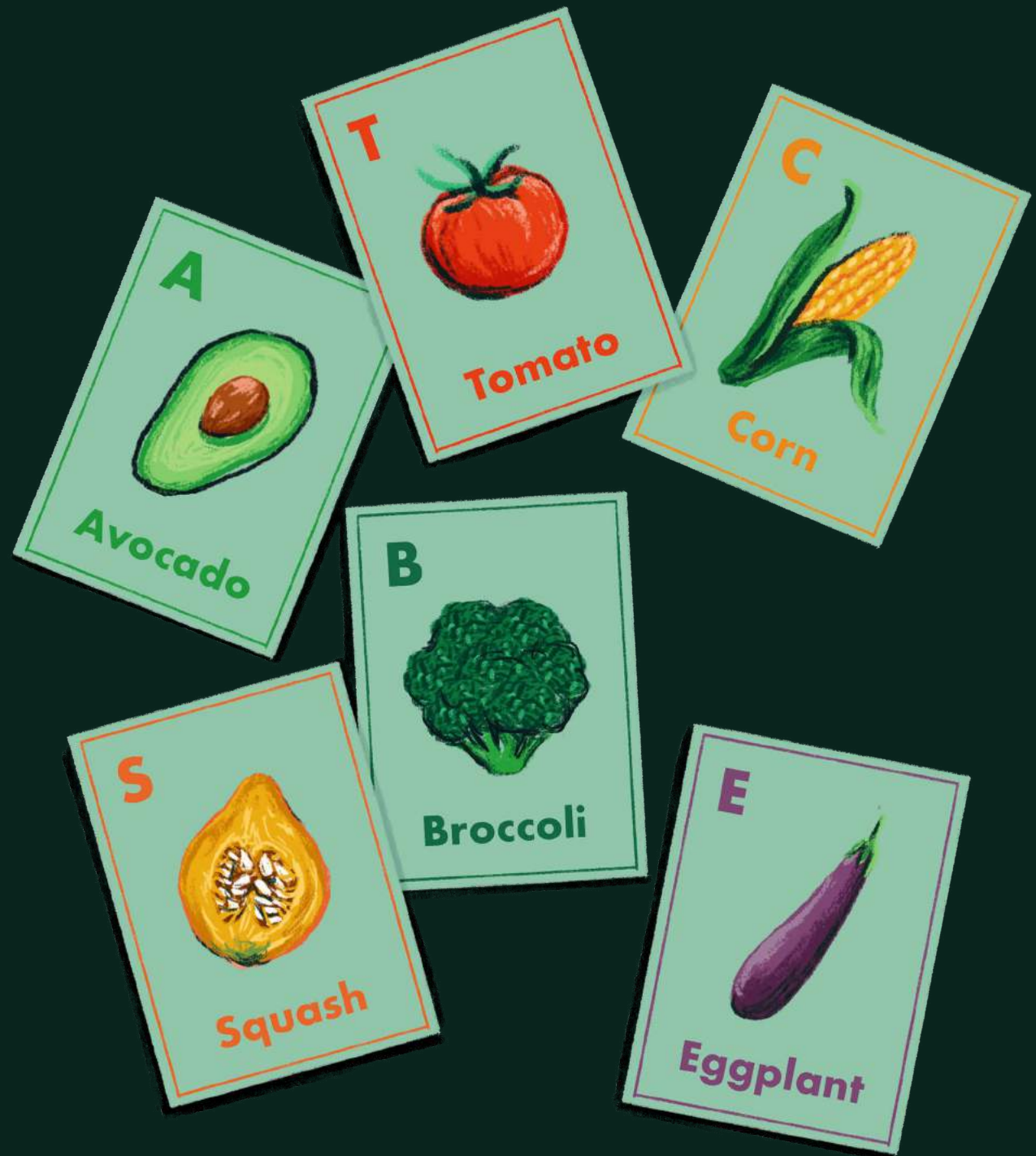
PLANTING A FUTURE

There is no group quite as concerned about the food they consume than the millennial generation.

Their brand of healthy eating and concern for environmental issues has sparked a plant-based revolution. There are now **more plant-based alternatives to meat than ever before**. Even more impressive, these meat-masquerading substitutes look, taste and appear like the real deal. In response, chefs, farmers, educators, policy makers, start-ups and food giants are working together to secure a future where there is sufficient access to nutritious food.



- **Food giants** Cargill, Tyson and Unilever, along with startups like Impossible Foods and Beyond Meat, have invested heavily in creating plant-based protein alternatives. Expect supermarkets with dedicated aisles for meat-resembling products.
- While it may sound far-fetched to have vegetables as carbs, jackfruit steak, tuna tomatoes or meatless burgers that 'bleed', these items will feature heavily in menus in years to come. Where beef was once king at fast-food chains, look out for more companies **expanding a serious vegetarian line**, such as UK's Veggie Pret and new veggie chains taking the lead like Amy's Drive-Thru and Plant Power Fast Food.
- Culinary schools will **expand** their vegetarian and plant-based programs while backyard restaurant gardens will sprout up and take root (puns intended).
- Farmer-chef collaborations will reach a new high, with **chefs becoming farmers and vice versa**, resulting in restaurants bringing the table to the farm.
- No longer afterthoughts or side dishes, vegetables will take their richly-deserved place on **centre stage**.
- Lists such as Plant Forward Global 50, which honours industry stalwarts and innovators who have taken steps to introduce plant-centric menus, will become as celebrated as *The Michelin Guide* and *The World's 50 Best Restaurants* list.
- Imagine a world where pesticide-free fruits and vegetables are produced **in cities** and grown within former shipping containers using renewable energy. Sounds like a pipe dream, right? But due to a growing number of millennial engineers and agronomers, such as Agricoool, which sells strawberries in the middle of Paris, these "mini farms of the future" could soon be found in major cities all over the world.





FOOD IN FASHION

Once upon a time cafés and food courts were hidden away in a store's basements. Not anymore. Food is bringing foot traffic back to beleaguered retailers. It has become the proverbial carrot to lure shoppers away from their computer screens.

Tiffany's recent launch of its branded cafe had us thinking, "Finally, it's possible to have Breakfast (and lunch) at Tiffany's!" Fashion and beauty brands are serving up food concepts as an extension of the brand experience. In Florence, Gucci launched Osteria, its new fine-dining restaurant with chef Massimo Bottura. Ralph Lauren expanded its café in Hong Kong, Prada fashioned its own Pasticceria Marchesi in Milan, and L'Occitane has partnered with French pastry chef Pierre Hermé to open "86Champs" in Paris.

That these concepts are given prime locations within retail spaces is a sign of food's lucrative and compelling proposition to increase a brand's relevance and engagement.

But perhaps the best way to explain fashion's current fascination with food is to go back to its role as a mirror of our times. With people photographing their dishes ad nauseam, chefs lionised as celebrities, and restaurants topping bucket lists today, food quite literally is in fashion.

We can expect to see more of these unions taking place in the coming years. Expect **food extensions** (Dolce & Gabbana launched a limited edition pasta line last year), **food motifs and graphics on clothing** and merchandise, and **mass market food brands collaborating with high street fashion.**

DESIGNED FOR FOOD

Back in the day, being a chef started with a stint in a kitchen or culinary school. Today's **chefs are polymaths**, reaching across the disciplines of science, physics, architecture, and metallurgy to create dishes that enhance the **interaction and experience between plated food, vessel and diner.**

Putting this into context, molecular gastronomy was born in the era of millennials. After all, Ferran Adrià started his career in the early '80s. Though pundits are quick to say that molecular gastronomy is a thing of the past, Adrià created a new language for food that forever altered how chefs approach their craft.

Design technology isn't only about enhancing food's sensorial experience. It is also being applied to address global issues like poverty, sustainability and waste.



Food mimicry with lab-grown meat, algae harvesting and 3D food printing. These are just some of the areas IKEA's Space 10 innovation lab is exploring. Its other project includes "Meatballs on Demand," imagining meatballs made from artificially-grown animal flesh and crispy insect protein.



Universities are engaging chefs as lecturers to teach the principles of food physics and chemistry to their design students.



Architecture and design tools, theories, and software are helping render pastry into impossible shapes. Take Foodini, the 3D food printer, using real food to extrude lacey guacamole and sculptured butter.



Innovation in food packaging designed to minimise waste and the use of plastics. Going forward we can expect new biodegradable materials and edible utensils.



We're seeing a genre of "food designers" who use food as a medium for immersive multi-sensorial, thought-provoking experiences and performance art. Consider Bompas & Parr, Marije Vogelzang, Francesca Zampollo, Sonja Stummerer & Martin Hablesreiter (of *Honey & Bunny*), Anna Marconi (Taste of Runway), Gretchen Roehrs and Katia Gruijters from the Netherlands who are all taking the study of food beyond its material context.

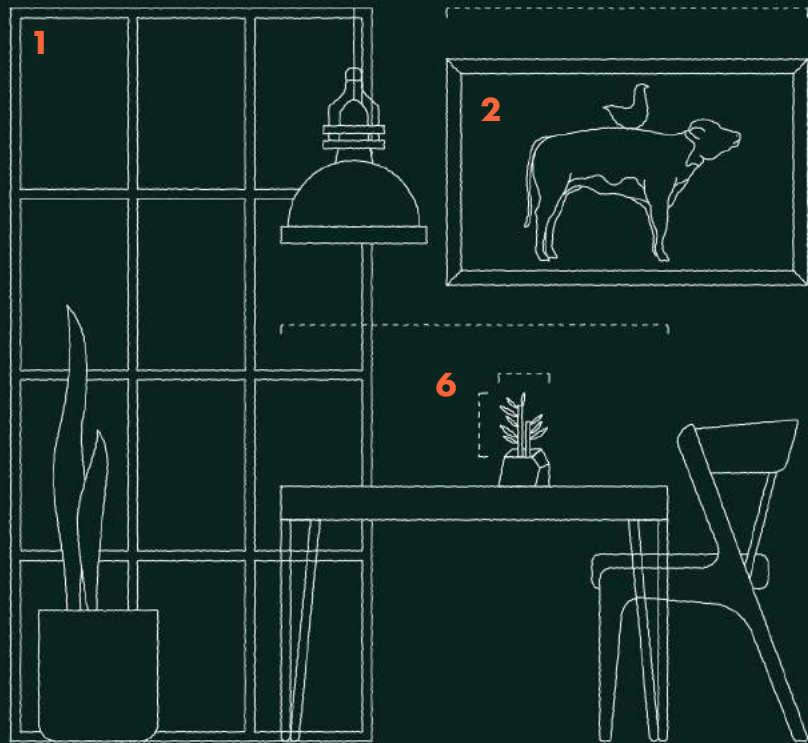
RESTAURANT DESIGN IN A SOCIAL MEDIA AGE

Before Instagram, restaurateurs worked to create an air of mystery. The hidden cocktail bar located behind a hotdog stand was intriguing because it captured an in-the-know exclusivity. Today, that's all changed.

Dishes are reduced to memes. Dining experiences are trivialised and flattened to fit within a single square frame. Responding to this new order, restaurants are trading **depth for Instagram-worthiness.**



The following plan highlights the minimum construction and design elements required by social media users. Your restaurant will be inspected and appraised by KOLS and bloggers. Design standards should be maintained to retain an acceptable level of 'likes' and 'follows'.



1. Lighting – Avoid spot lights and dim lighting as it produces shadows. Position tables near windows if available.

2. Hero Object – Having a key graphic, installation or custom product identifies the restaurant and completes the food-as-props aesthetic. Think graphic wall or custom lighting fixture.

6. Scale – The focus of attention conforms to the focus of the lens. When considering design in the Instagram age, think small. Unique details and gestures emphasise craft.

7. Floor – Most restaurant photographs are shot looking downward which means the floor becomes the primary canvas.



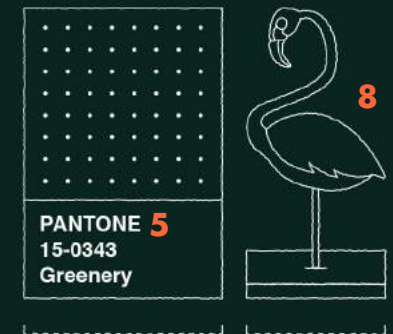
3. Bathroom – The go-to backdrop for selfies. Like a photo booth, there is only room for one subject. And since it's personal and private, it should also be well lit.

8. Catch the Kitsch – Play up kitsch themes to give the restaurant a so-hip-it-hurts hook.



4. Signage – While obvious, this remains the most powerful form of branding. Unique signage is its own visual hashtag that can authenticate the experience.

9. Patterns – Whether on floors, walls, tables, menus or linens, graphic patterns offer the perfect backdrop to feign creativity.



5. Colour – Bold and broad uses of colour blocking provide an interesting point of photographic inspiration.

10. "Tablescaping" – Consider a curated selection of tableware, linens and surface finishing. It becomes a tableau for more storytelling.

DRINKING GAMES

Pundits have suggested millennials are a generation of **contradictions**. You only need to look at their views on alcohol to know this is true. While younger millennials entering legal drinking age are discovering the joys of booze, older millennials are over it. It's just **not cool to get drunk** and be hungover anymore. In a global survey commissioned by Heineken, 75% of respondents limit the amount of alcohol they consume while 97% believe that drinking excessively is not conducive to meeting a potential partner. Interestingly, one in three (36%) admit they have suffered 'social shaming' by appearing drunk in a photo posted on social media.

And while millennials claim to be a health-conscious demographic, they've developed a taste for sophisticated flavours and an appreciation for craft beer and spirits.



SOBER LUSH

Non-alcoholic beers, wines and spirits are refined to showcase complex qualities without altering your state of mind. Seedlip, the first non-alcoholic distilled spirit often compared to gin, is a good example.



BITTER LOVE

There is a growing appreciation for herbaceous, bitter spirits, evidenced in the recently-launched Italian aperitif, Italicus, made with bergamot. These aromatic and nuanced drinks are prompting youngsters to drink thoughtfully and – shocking as it may seem – engage in conversation!



MOCK UP!

"Mocktails" used to imply blandness and a lack of complexity. But restaurants and bartenders are discovering new ways to create drinks using seasonal juices, teas and extractions that are just as sophisticated and beautifully presented as their alcoholic counterparts.



BOXY IS BEAUTIFUL

Boxed wines and canned cocktails aren't embarrassing. They make sense to an eco-conscious generation on the move and in the know.



SEASONED DRINKING

Mixology has earned the same elite status as gastronomy. Bartenders like Vijay Mudaliar from Singapore's Native bar, look to the farm and garden as inspiration for cocktails, sparking a root-to-flower, farm-to-bar movement.



BUSY FIZZY

Carbonated beverage selections will continue to expand beyond soda and wine. Anything can be carbonated, from coffee, tea and juice to naturally-fermented drinks such as kombucha, which is turned into gut-friendly beers.

GOURMET DELIVERY



ROASTED SHRIMP
ON QUINOA

\$19.90

ADD TO CART

Thank the food gods!

Not that long ago, food delivery choices were limited to soggy pizza, noodles and fried everything. Millennials rejoiced when new delivery players Deliveroo, Foodora, Uber Eats and Delivery Hero drove into town. Suddenly, food was available from upmarket – even Michelin-starred – eateries, the same establishments that once would have turned up their noses at the idea of their food being (*shudder*) packaged in take-away containers and eaten offsite.

That must-have dish, the hyped #pokebowl, or still juicy #koreanslider from the “fully booked” restaurant could now be enjoyed from the comforts of home.

Delivery apps further **upped the convenience factor**. You Browse. Choose. Order. Pay. *Ta-da!* Food at your door in 30 minutes or less. Eat. Rate. Interact. Repeat.

The future, though, combines epicurean knowhow with efficient systems. First Maple married Deliveroo, then David Chang’s failed delivery-only Ando restaurant got hitched to Uber Eats. Which means... what

exactly? A win-win deal for diners.

Delivery-only restaurants (like Ando), whose expertise lies in preparing food, are partnering with delivery-only companies, whose expertise lies in logistics and tech-savvy efficiency. Introduce a famous chef into the mix and we see a future where food delivery services will extend to startups, popups and trial kitchens (hello Delivery Editions HK). It could also mean better packaging, reduced waste, seasonal and regional choices, healthier meals, scheduled delivery and party trays, all created from one central space.

With the global food delivery revenue forecast at upwards of \$121 billion in 2018, the possibilities are endless.

Which begs the question: Will the future of gourmet delivery include driverless cars whizzing by with just-baked pizzas ready to be taken out of their slots? We haven’t gone that far into *Black Mirror* territory yet, but who knows?

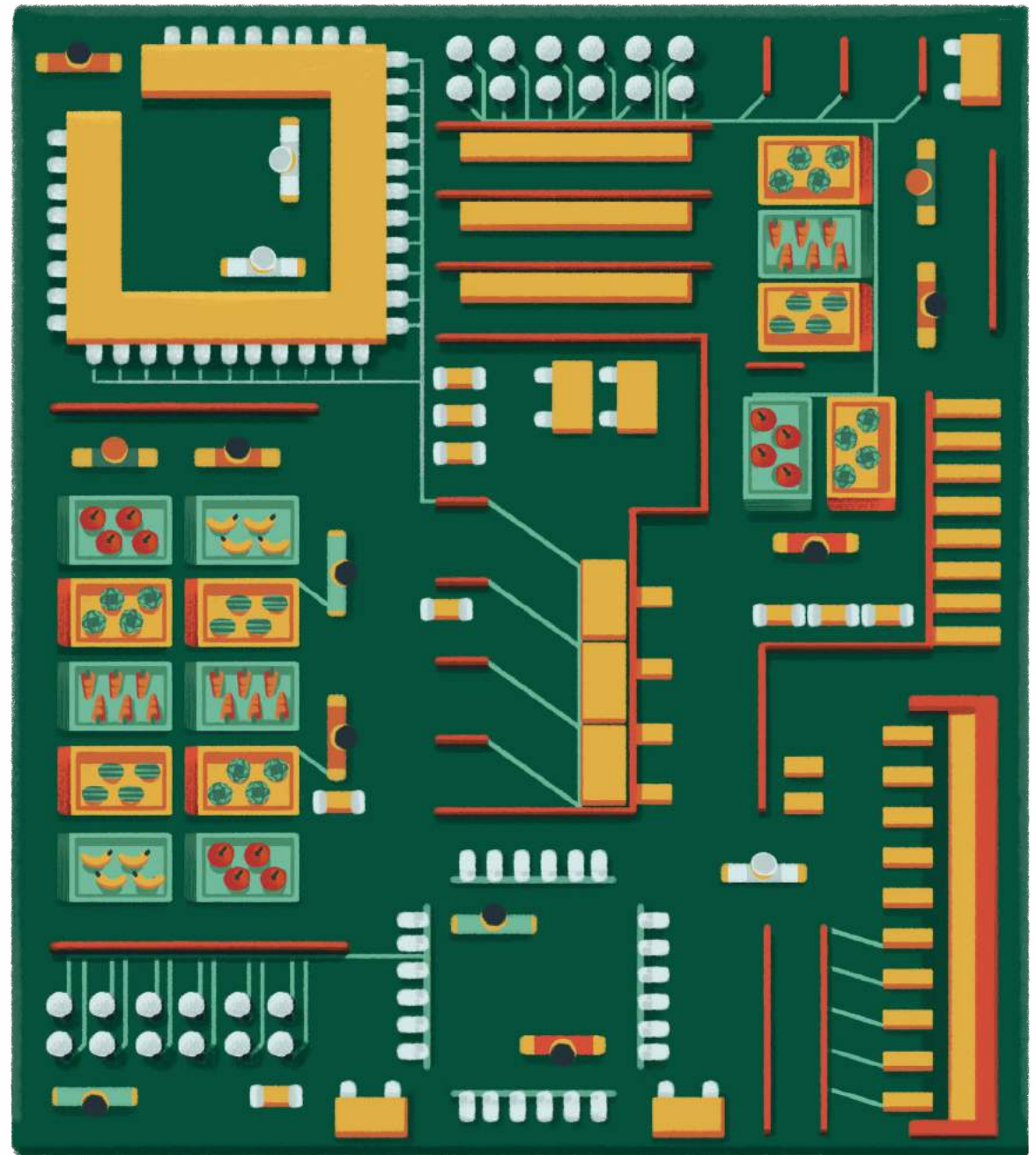
Until then, we’re going to check our phones to see if the piping hot #pho we ordered from that Bib Gourmand place is on its way.

THE FUTURE SUPERMARKET

Headlines announcing the opening of Amazon Go, the world's first **checkout-free supermarket**, brought visions of a sterile, robot-manned, eerily hushed warehouse with people quickly coming in, picking up their groceries, and walking out.

However, the reality is less fantasy and more functional. The future supermarket will be tech-driven, seamless and omni-channel. That's a fact. Just don't be spooked by the Big Brother vibes.

- With millennial food-buying habits driving a huge part of this industry, most stores will be online and offer a range of ordering, pick-up and delivery options.
- Larger chains will adopt the scan, bag and go technology, install rapid checkout lanes and use a mix of AI, scanners, sensors, cameras and data algorithms to enhance customer convenience.
- The supermarket of the future will feature shelf-stacking and cleaning robots, perhaps even robot concierges.
- Beacon technology will be used to communicate with tech-savvy shoppers (in other words, all millennials!).
- Not only will there be no need for a trolley, basket or cart (BYO reusable bag or bust), you can buy anything you want without even bringing cash. Just don't forget your smartphone.



The future supermarket will also be **engaging, people-oriented and firmly fixed** (yes, bricks and mortar is here to stay). **Contradictory? Not really. More like collaborative.** As technology makes inroads into the traditional grocery-buying experience, there is a growing countermovement to humanize and actually enjoy it.

- Let's start big, shall we? As more shopping centres give flagship spaces to supermarkets versus retail stores, specialist shops with ultra-curated food products will spring up around it, creating a unique mini food city that will be a destination in itself.
- Now on to **smaller** things. Kiosks and regular pop-ups will appear at heavily foot-trafficked locations, bringing the grocery closer to its busier-than-ever, impulsive audience.
- Smaller **specialist shops** and convenience stores will continue to expand in urban centres, with demographic-specific offerings, and a whole lot of regionality and diversity on their shelves, we hope. No need to schlep over to specific neighbourhoods for that freshly ground spice mix fix.
- Dynamic, **convivial spaces** (with live music, even) in supermarkets such as restaurants and wine bars will expand and evolve, elevating the grocery into a food hub/grocerant. Shop, sip, sup and sway, all under one roof.
- Millennials love their F words. Fair trade. Fair labour. Food provenance. Fresh. Farmers. So yes, the supermarket will devote more and more shelf space to all things gluten-free, organic, sustainable, locally-sourced, GMO-free, Paleo, Keto, natural, healthy, minimally processed, carb and calorie-conscious.
- Some will have an in-house or outsourced farm. With real farmers. If you're too busy to go to the farm, the farmer will go to you.
- Everything should be **Instagrammable** nowadays, and that includes grocery stores. So a well-designed, environment-friendly one will win millennial brownie points.
- Speaking of brownies (not the "edible" kind), interactive experiences will be part of that "trip to the grocery store". Cooking lessons and

- demos, in-house bakeries, wine samplings, kid-friendly activities, all these will make shoppers "addicted" and come back for more.
- Last, but certainly not least, the future supermarket will **include farmers, butchers and artisan food maker collectives** (imagine being able to order honey directly from a bee-keeper). Whether this means having a curated box picked up or delivered (with a chef to cook for you!), you can be sure you're getting the best quality, locally-sourced ingredient from small batch producers who care about the environment and the nutrients in their products.



THE MILLENNIAL SNACK DRAWER

Among millennial foodies, a range of single origin vintage olive oil, tinned octopus from Japan or salts (how 2005!) is the equivalent of owning an obscure record or comic book collection. Artisanal, off-beat, single-product brands sourced from around the world inspire the millennial palate and stock their pantries. #nomz



SPICE

- **Lao Gan Ma**, chili sauce (China)
- **Mrs. So's XO Sauce**, dried seafood chili oil (Hong Kong)
- **Diemen Pepper**, black peppercorn (Tasmania)
- **Ego Sum**, olive oil (Spain)
- **Miracolo di San Gennaro**, jarred tomatoes (Italy)
- **Wijsman**, canned butter (Netherlands)
- **Crazy Korean Cooking**, gochugaru dried chili flakes (Korea)
- **Blis**, Hardwood Smoked Soy Sauce (USA)
- **Big Island Bees**, honey (USA)
- **SQIRL**, seasonal fruit jams (USA)

MUNCHIES

- **Chukar cherries**, dried Rainier and tart cherries (USA)
- **Kiva Confections**, premium chocolate "edibles" (USA)
- **José Gourmet**, sardines (Portugal)
- **The Golden Duck Co**, salted egg yolk fish skins and chips (Singapore)
- **KiKi** instant noodles (Taiwan)
- **Skyr**, yoghurt (Iceland)
- **OmNom**, chocolate malt balls (Iceland)
- **Chichashroom**, mushroom chicharron (Philippines)
- **Bear & Friends**, fruit gummies (Germany)
- **Black Pantry**, handmade marshmallows (Australia)

THIRST

- **Milkcadamia**, macadamia nut milk (Australia)
- **Guayaki**, yerba mate (USA)
- **Rachel's Ginger Beer** (USA)
- **Seedlip**, non-alcoholic distilled spirit (UK)
- **The London Essence**, artisanal tonic waters (UK)
- **Le Tribute**, tonic water (Spain)
- **Italicus Rosolio di Bergamotto**, bergamot liqueur (Italy)
- **Del Maguey**, mezcal (Mexico)
- **Ki No Bi**, gin (Japan)
- **Kozaemon**, junmai umeshu (Japan)

THE NEXT VANGUARDS

You may not have heard of them (yet), but these Savers, Makers and Hunters are shaking up the food world with their passion, skill and progressive sense of taste. Be in the know by following this group of trailblazers on Instagram. #Like4Like!

PLANET SAVERS

- Owen Taylor—seed keeper ([@seedkeeping](#))
- David Sivyler—famer, Feedback Organic Recovery ([@feedbackorganic](#))
- Peggy Chan—chef/founder, Grassroots Pantry ([@chefpeggychan](#))
- Matthew Nutter—chef/ owner of The Allotment Vegan Restaurant ([@plantfoodpowerchef](#))
- Selina Juul—founder, Stop Spild Af Mad (Stop Wasting Food Stop Wasting Food movement ([@selinajuul](#)))
- Guillaume Fourdinier & Gonzague Gru—cofounders, Agricoool ([@_agricool](#))
- Daniel Katz—founder, No Cow protein bars ([@nocowfounder](#))
- Margaret Coons—“vegan fromologist”/founder Nuts for Cheese ([@nutsforcheese](#))
- Ingrid Caldironi—founder Bulk Market ([@bulkmarketuk](#))

CRAFT MAKERS

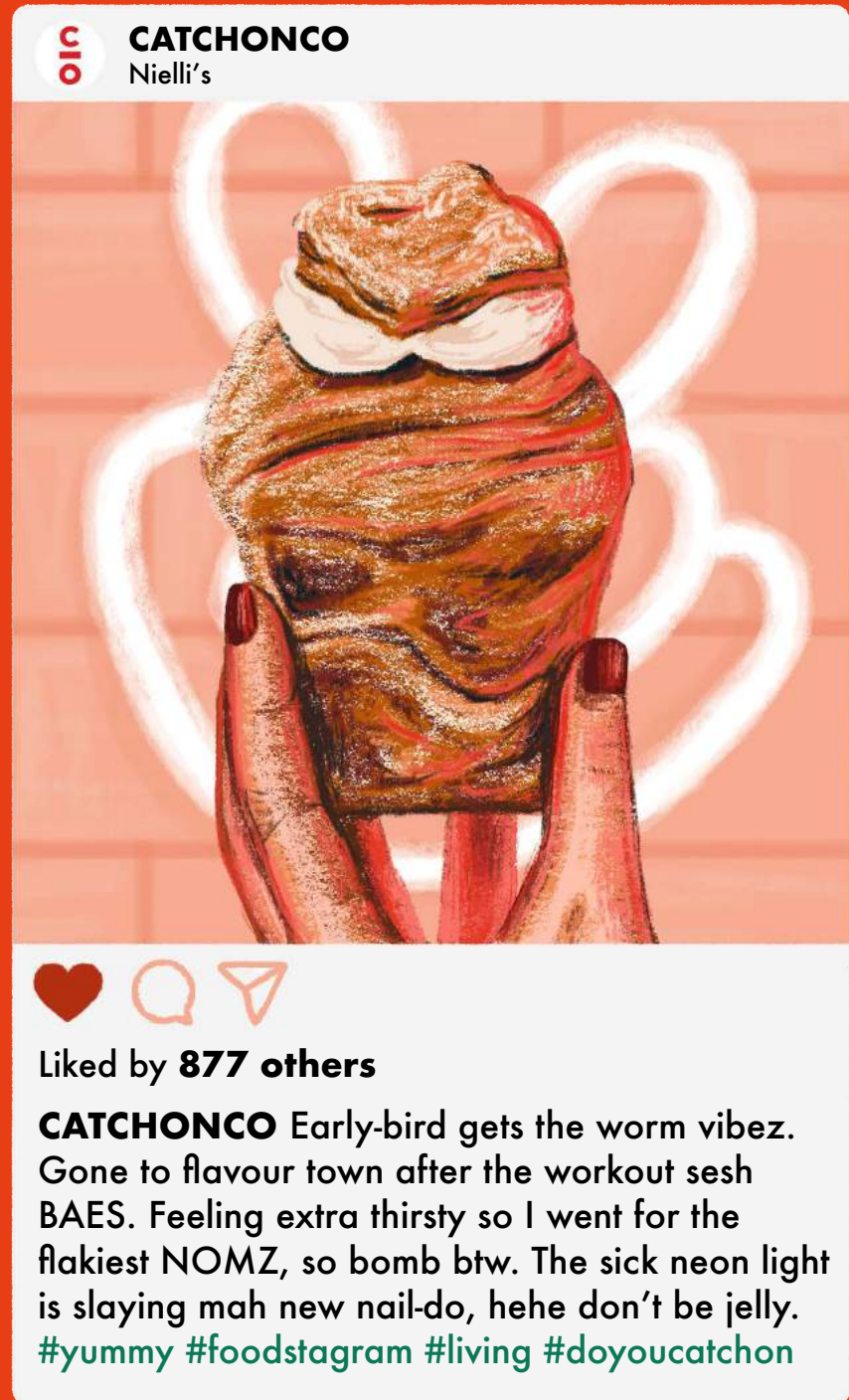
- Christina Liu—ceramicist ([@christinaliuc ceramics](#))
- Maxine Thompson – founder, Polka Pants ([@maxijazz](#))
- Nick Anger—bladesmith/founder Anger Knives ([@angerknives](#))
- Sarah Kersten—fermentation jar maker ([@_sarahkersten](#))
- Ruka Kikuchi—brass cutlery maker, Lue Brass ([@luebrass](#))
- Lee Kang Bin—latte artist ([@leekangbin91](#))
- Harriott Grace—father daughter homeware venture ([@herriottgrace](#))
- Margarida M. Fernandes—Portuguese designer and ceramicist ([@margarida_fabrica](#))
- Tortik Annushka—sibling wedding and celebration cake makers ([@tortikannuchka](#))

TASTE HUNTERS

- Yana Gilbuena—chef, founder SALO Series ([@saloseries](#))
- Flynn McGarry—chef, Gem restaurant and café ([@diningwithflynn](#))
- Rosio Sanchez—chef, Hija de Sanchez ([@sanchezrosio](#))
- Daniela Soto-Innes—chef, Cosme & Atla ([@danielasotoinnes](#))
- Garima Arora –chef, Restaurant Gaa ([@aroraragima](#))
- J. Kenji López-Alt—chef, author of The Food Lab ([@kenjilopezalt](#))
- Arielle Johnson—flavour scientist, MIT Media Lab Director’s Fellow ([@arielle_johnson](#))
- Poul Andrias Ziska—chef, Koks ([@poulandrias](#))
- Popeye The Foodie Dog—stray dog turned gourmand ([@popeyethefoodie](#))
- Grant Crilly—cofounder, ChefSteps ([@grantlecrilly](#))

#SAYWUT?

All aboard the Bae Train! Social media has produced a new language that further reinforces the millennial generation's 'otherness.' While a lexicon normally defines a culture, demographic or nationality, the new social media language crosses all boundaries and social strata. These descriptors are used universally, adapted quickly and applied to different examples. When it comes to food photos, for example, a simple "lit" or "bomb" captures the euphoric joy of the experience. And those **misspelled words?** **That's the millennials' way of subverting the stuffiness of traditional food criticism.** Whether or not you agree, understand that Julia Child's "lit af" beef bourguignon is a culinary mainstay. #chill



Translation: I finally woke up "early" for once. Rather than distract you with the nails and neon, the focus remains on the food!

catchon

CatchOn is a brand communications and PR consultancy based in Asia. While we're usually busy spicing up brands, cooking up creative ideas, stirring up media interest, or making the unsavoury palatable, we're always on the hunt for what's next. Food has long held our fascination because it intersects with virtually every aspect of living today. The fourth edition of "The Future of Food" is our way of sharing our interest in the growing global discourse.

#doyoucatchon @catchonco

With Special Thanks to: Claudia Gaudiello, Joseph Louli, Plus63 Design Co., Cécile Poignant, John Thurtle, Dawn Yu-Aquino.

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Wolf cooking appliances bring decades of innovation from professional kitchens to the home. Designed for highly precise and consistent results every time, Wolf products can be customized to suit any cuisine or cooking style, from steam convection ovens that offer perfect baking, roasting, steaming and even sous vide functions, to dual-stacked burners capable of the highest high-heat wok frying, the gentlest low simmer and everything in between.