

Produce, Provenance & Sourcing

BMGM4005

Week 8: Food Purchasing Trends

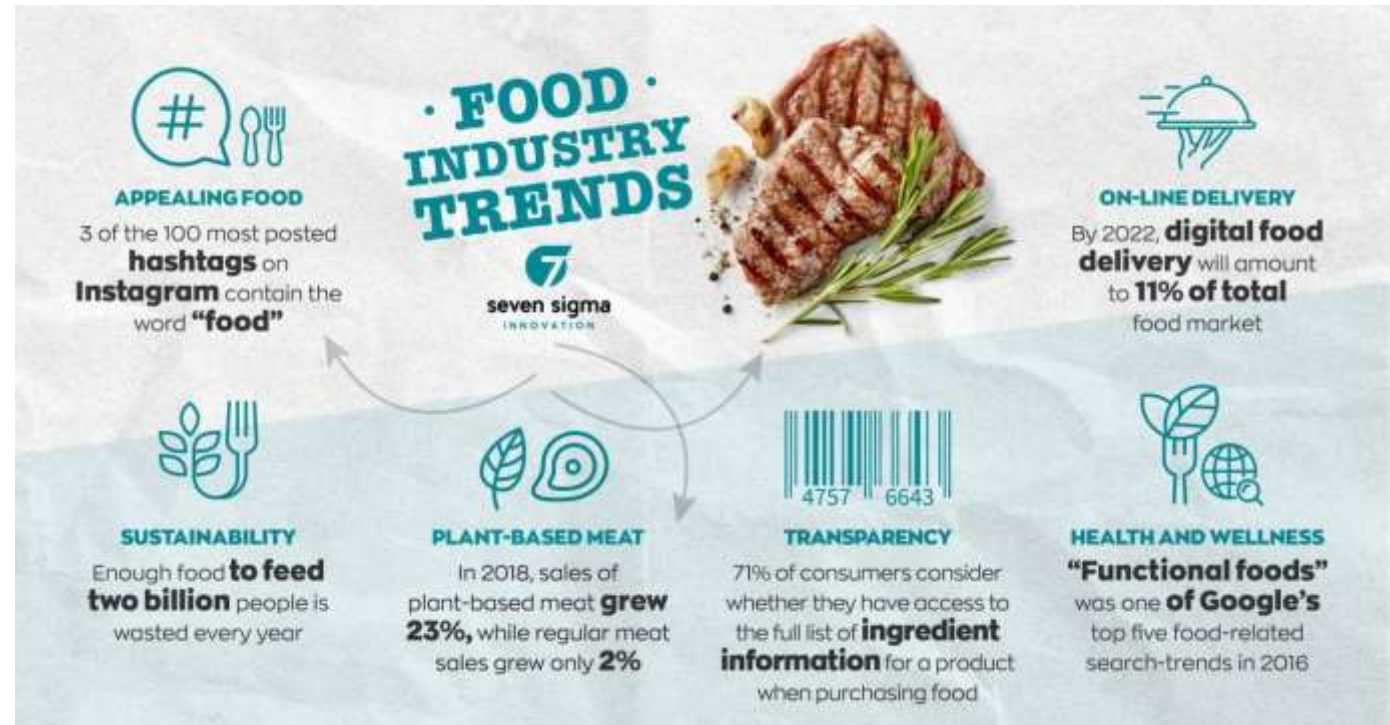
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Today:

1. Trends in food purchasing and their influence on menu compilation
2. Factors that drive purchasing decisions, including cost, sustainability, and seasonality

Trends in food Purchasing

- Sustainable practices
- Eat healthier foods
- Plant-based diets
- Wider use of automation



Sustainability

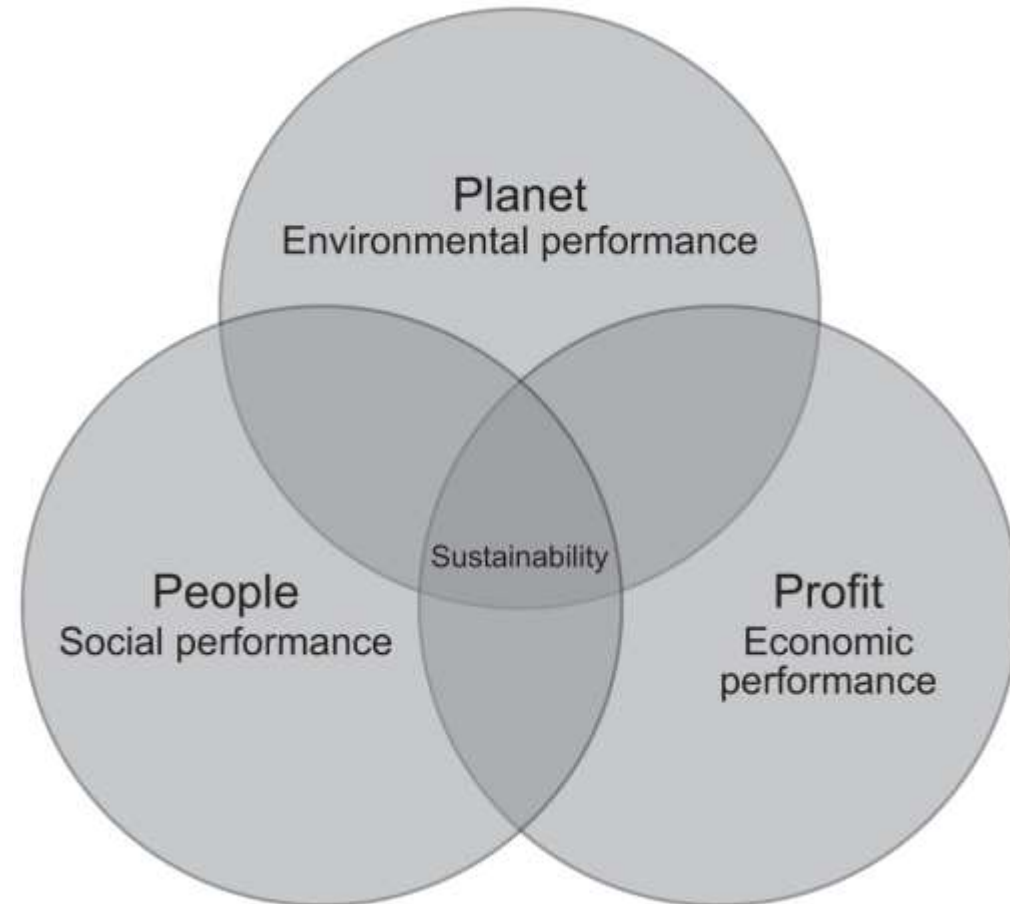
- Recap - What is sustainability?



Triple Bottom Line

3Ps

- People
- Planet
- Profit



Plant Based Food

Plant-based or plant-forward eating patterns focus on foods primarily from plants. This includes not only fruits and vegetables, but also nuts, seeds, oils, whole grains, legumes, and beans (McManus, 2021).

McPlant



McPlant®

1798 kJ | 429 kcal



A vegan burger made with a juicy plant-based patty co-developed with Beyond Meat® featuring vegan sandwich sauce, ketchup, mustard, onion, pickles, lettuce, tomato, and a vegan alternative to cheese in a sesame seed bun. Vegan certified.

(McDonald, 2023)

Plant-based Pork

Water, Soy Protein Concentrate,
Coconut Oil, Sunflower Oil, Natural
Flavors, 2% Or Less Of:
Methylcellulose, Cultured Dextrose,
Food Starch Modified, Salt, Soy
Leghemoglobin, Mixed Tocopherols
(Antioxidant), Soy Protein Isolate

(Impossible, 2023)



How Taco Bell's CEO Keeps Gen Z Obsessed | WSJ



Taco Bell Activity

- Research Taco Bell in the UK and find out how well it is doing?
- How is it perceived in the UK?
- Are there any criticisms and if so, what are they?
- Have you ever experienced a Taco Bell? If so, what do you think?
- Do you have any suggestions about how Taco Bell could improve in the UK and if so, why?

Coffee Beans



Fair Trade



Activity - Discussion

- Is Fairtrade important in your restaurant?



Where to Find Top Food Trends in 2026? Head to the Winter FancyFaire!



The poster features a dark background with a starry pattern. On the left, the SFA logo (Specialty Food Association, EST. 1949) is displayed next to the 'Winter FancyFaire' text. Below this, the title 'Transforming Trends' is written in large white letters, followed by a horizontal line and the subtitle 'How the Specialty Food Association is leading the food industry trade show season in 2026'. On the right, a photograph shows a top-down view of a wooden table filled with various food items, including salads, breads, and dips, with several hands reaching in to serve or eat.

sfa
SPECIALTY FOOD ASSOCIATION
EST. 1949

Winter
Fancy
Faire

Transforming Trends

How the Specialty Food
Association is leading the
food industry trade show
season in 2026

2026 Food Trends Activity

- Have you noticed any of the trends mentioned in the previous video in your placement and/or when going out to eat?
- If so, which ones?
- Do any of the trends resonate with you?
- Are there any other food trends that you have noticed?
- What are they?
- Are there any trends that you foresee in the future?
- What are they and what are the reason/s?

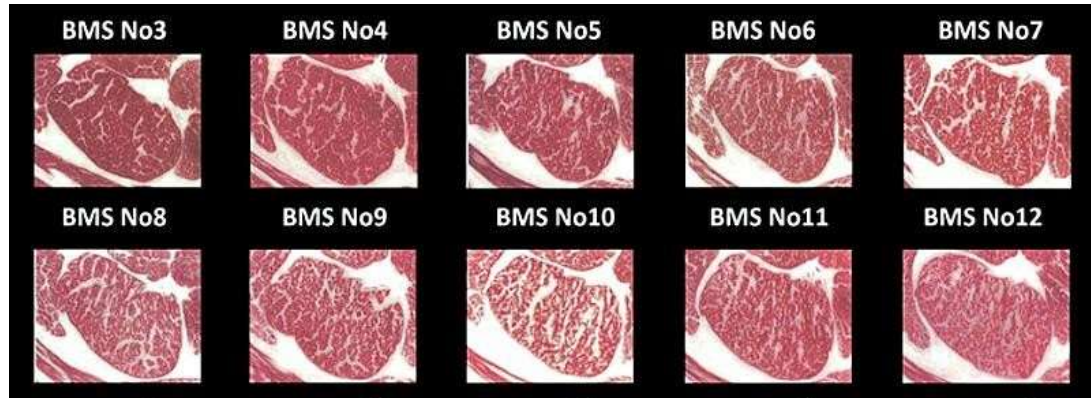
Factors of cost and seasonality

Beef

- Grading



Beef Marbling Scale



AUSTRALIAN WAGYU GRADES



USDA MEAT GRADES



Activity – Discussion

- Why we have to know the difference of the meat?



Seasonality

- Fresher
- Tastier
- More Nutritious
- Cheaper



Rachel Green on Seasonal Food



Farm to Table - Musashi by Aman



The Edomae sushi tradition

Native to Tokyo, Edomae, literally translates as 'in front of Edo,' referring to the location of Tokyo Bay, once home to an abundance of seafood. Edomae sushi is associated with the great care that goes into preserving the fish. Sushi masters use techniques such as 'zuke', (immersing in soy sauce) and 'shime' (curing with salt and vinegar) to prepare it for sushi making.

Omakase dining

Meaning 'I will leave it to you', Omakase is the Japanese tradition of entrusting your order to the chef, giving them full creative freedom over your meal. Successful omakase experiences depend on a skilled chef with a breadth of ingredients and wide-ranging knowledge. Master Chef Musashi travels to the Tokyo fish market early each morning, to select the freshest seasonal fish and seafood, pairing it with his self-grown 'shari' (sushi rice) to craft his omakase menus.

Pre-Made Food

What is pre-made food?



Signs You're Eating Pre-Made Food At A Restaurant



Activity - Discussion

Do you think pre-made food is acceptable at restaurants?



Robotic Kitchen Cooks Food In 4 Minutes Or Less



Ice

Ordering or homemade?

- Efficiency
- Staffing
- Cost Effective



Key factors in Purchasing

- Cost versus Quality
- Market Positioning
- **Corruption**



Activity -Brainstorming

- What is corruption in purchasing and sourcing?



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Creed Foodservice Market Trends 2026





List of Reference

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