



insights lab
by EGG SOLDIERS

**UK HOSPITALITY
FOOD & DRINK TRENDS TO WATCH
2023/24**

UK FOOD & DRINK TREND INSIGHT

EGG SOLDIERS: INSIGHTS LAB

MEET THE UK HOSPITALITY TREND EXPERTS

Egg Soldiers' Insights Lab is a unique collective of chefs, product & recipe developers, trend experts, and industry implementation professionals with decades of experience at the highest level.

Our mission is to deliver an alternative to the trends & insights norm. An alternative that blends the best of the UK food & drink insights scene with expert industry knowledge from both hospitality and retail, delivering authoritative reports highly tuned to the individual needs of clients - the definition of bespoke.

Egg Soldiers' Insights Lab operates within the fast-paced world of F&B trend emergence, with our trusted methodology allowing for robust trend identification and validation. We then work with established consumer behavioural patterns and specific client requests to deliver immediately actionable business insights that make a real impact.

Stemming from our bespoke research and expert analysis, we provide detailed reports and immersive workshops to inspire NPD teams and drive innovation in your business.

**SCHEDULE A CALL
WITH US TODAY**

EGG SOLDIERS TRENDS & INSIGHTS TESTIMONIAL

"The team worked alongside us to build and research the key trends for our internal food and drink trend report, they have an incredible ability to spot emerging trends and tailor them to the 'So What' for putting products on the shelf."

Lizzie Conlon
Innovations Manager - Waitrose & Partners



Our 2023/24 Trends to Watch

1. **New Wave Asian Street Food**
2. **Fun Dining**
3. **Regenerate, Regenerate**
4. **Third Culture Kings**
5. **The Amazake Bakery**
6. **Zero-Waste Set Menu Magic**
7. **Food for Healing**
8. **Mouth-Numbing Mala**
9. **More Mexican Spirits**
10. **Tech for Better**

1.

NEW WAVE ASIAN STREET FOOD

Street food trends continue to shape foodie culture across the country, with modern food trucks, innovative pop-ups and on-the-go specials just some of the methods employed by chefs and restaurants to take advantage of booming consumer demand for convenient, flavourful, globally-inspired options.

Meanwhile, regional and lesser-known Asian dishes have been entering the UK mainstream to great success over the past few years, with more established cuisines, such as Thai and Japanese, boldly expanding to 'new wave' frontiers.



@mochikocincy



@chets_ldn

As we push further into 2023, innovators will find new opportunities within the broader reaches of Asian street food, from Vietnamese to Indonesian, harnessing authentic flavours and colourful combinations for either on-the-go or dine-out indulgence.

Innovator Examples

1



OKONOMIYAKI BEC YO+SHOKU, NYC

Okonomiyaki is a Japanese savoury pancake made with wheat flour cooked on a teppan (traditional iron griddle) and served with a variety of toppings.

Versatile, quick to make and with cheap base ingredients, okonomiyaki can be enjoyed on-the-go, or even at brunch, like Yo+Shoku's Okonomiyaki BEC – a layered pancake with yakisoba noodles, bacon, omelette, cheese and cabbage.

2



BEBEK GORENG BEBEK! BEBEK!, LONDON

Bebek Goreng is a twice-fried and smashed duck street food dish from Indonesia. A staple of traditional Javanese street stalls, it's often served with rice and green chilli sambal.

Flavourful and indulgent, Bebek Goreng is a hero dish of Bebek! Bebek!, a new street food kitchen from Luke Farrell in central London, where it's served with a green chilli sambal, turmeric rice and vegetable pickle.

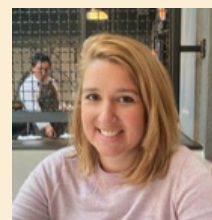
3



FUCHKA TONG, NYC

A classic Bangladeshi street food, Fuchka is a deep-fried pastry shell filled with a mixture of mashed potatoes, chickpeas, onions, cucumber, lime, coriander and green chillies in a chaat masala blend, with minced meat also common.

Tong, said to have been the USA's first fuchka food cart, has enjoyed a meteoric rise to fame, recently opening a first permanent location in Queens following rave reviews.



Kateline Porritt
Egg Soldiers
Head of Trends

KEEP IN MIND: HEALTH AND SKILL OF EAST ASIA

"Japanese fusion and influence is getting stronger for 'new' ingredients and flavours to western palates. This interest and adoption will likely spill over into similar cuisines such as Korean and Chinese – this is when we will see a double-downing on eastern medicinal eating and drinking.

"The skill aspect comes in because the processes used by these countries is a far cry from our heavily convenience-led techniques. Think beautifully crafted dim sum and fish preparation; hand-stretched noodles and artisanal pastries; and slow fermented and aged ingredients.

"As tech continues to drive convenience, we will see the concurrent trend of how to slow down and appreciate the balance."

2. FUN DINING

With the UK enduring times of change and uncertainty amid the worsening cost of living crisis, consumers are increasingly seeking affordable, comforting and nostalgic food experiences that soothe the soul.

In foodservice, a new wave of comfort-centric restaurants and pop-ups is gathering momentum across the UK as demand for creatively 'grown-up' spins on comforting classics grows. Innovators are boldly elevating time-honoured dishes, from fried chicken to potato smileys, with subtle nods to generation-specific childhoods.

'Fun Dining', to pinch Ynyshir chef Gareth Ward's slogan, is taking over.

@whyte_rushen



@seedlibraryshoreditch

Childhood classics with 'grown-up' elements directly appeal to nostalgia-seeking diners, with innovators taking old-school originals far beyond in terms of overall techniques and ingredients, yet still delivering the same comforting tastes and textures.

Momentum will continue to build in 2023, with conventional restaurant rulebooks increasingly tossed aside in favour of disruptively fun dishes and nostalgic menu development.

Innovator Examples

1



STRAWBERRY TRIFLE ICE CREAM SUNDAE HOT 4 U, LONDON

Hot 4 U is an example of a playfully-nostalgic food pop-up gone big, with the team launching their first restaurant, Papi, in 2023. Previous highlights from their menus include strawberry trifle ice cream sundae, featuring chunks of cake, BBQ strawberry jelly, tonka bean custard ice cream, sweetened cream and "a crown of the sweetest summer berries."

2



COD'S ROE & FRAZZLES NORMAN'S CAFE, LONDON

North London legend Norman's Cafe delivers classically nostalgic fare with high quality ingredients, with the team hitting the big time by focusing on comforting British 'caff' culture. Options range from fish pies and fry-ups, with snacks including whipped cod's roe with Frazzles for dipping (left).

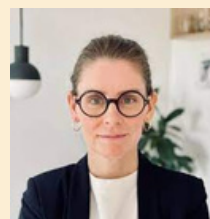
3



MILK ICE CREAM DESSERT CÚÁN GREENE(CHEF), NYC

Irish chef Cúán Greene developed this high-end dessert inspired by his childhood experiences eating ice creams, specifically flavours from chewing on the sticks once finished. The dish is built of milk ice cream, dried berries and shortcake, with horseradish and walnut oil added for a subtle flavour nod to ice cream sticks, all eaten with a birchwood spoon.

UK RESTAURANT ACTION POINT FOR 2023/24:



Gemma Jackson
Egg Soldiers
Head of Projects

"Think back to your childhood, consider the dishes and ingredients that bring you comfort. The chances are there's a huge audience of diners who feel the same way.

"If it's Crispy Pancakes, why not make your own? If it's a Fab ice lolly, why not take the concept apart and build a dessert using its familiar flavours?"

"There's personality in nostalgia, and with the shadow of the cost of living crisis looming over 2023, approachable yet creative comfort eats that connect on a personal level will increasingly resonate with diners."

3. REGENERATE, REGENERATE

Regenerative agriculture, a holistic and sustainable approach to farming driven by the principles of agroecology, is primed to be one of the most important and widespread transitions for the UK food industry in the coming years.

Centred around the constant restoration and maintenance of healthy soils and broader farm ecosystems, regenerative farming is said to deliver ranging benefits for both the environment and the food produced, with a growing number of forward-thinking farms and innovators around the world now adopting these methodologies to help drive modern agriculture's shift towards a sustainable future.

Regenerative farming practices have been shown to help produce better quality crops with greater resilience to pests and diseases, and improved yields, leading to the production of nutrient-dense foods rich in vitamins, minerals, and other essential nutrients.

From a consumer standpoint, the combination of health and taste benefits from nutrient-dense food options and clear sustainability credentials from its production makes regenerative farming an extremely attractive proposition, with demand for meat, dairy and vegetables from regenerative producers only expected to increase in the next few years.

Innovator Examples

1



BIG JO BAKERY LONDON

The popular London restaurant bakery has been a staunch advocate of regenerative food systems and ethical farming for years. A key supplier for them is Wildfarmed, which works with over 50 farmers to produce regeneratively farmed wheat, with Big Jo showcasing goods made with Wildfarmed grains, from breads to pastries.

2



HONEST BURGERS LONDON

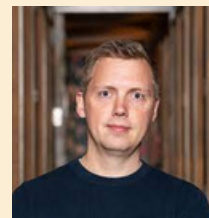
Burger chain Honest Burgers made waves on the UK hospitality scene last year by announcing it had overhauled its supply chain through the development of a regenerative farming programme, with the aim of reducing its carbon footprint and addressing the environmental impact of eating beef.

3



M RESTAURANTS LONDON

London-based group M Restaurants developed a regenerative meat-focused set menu in collaboration with British supplier The Ethical Butcher, which is the founder of 'Regenuary'. It included two dishes featuring beef reared on regenerative farms: the Ethical Beef Yakitori with tare and a yuzu koshu emulsion, and Ethical Steak Frites with Parisien green sauce.



Stefan Cosser
Egg Soldiers
Co-founder

UK RESTAURANT ACTION POINT FOR 2023/24:

"Consumers are becoming more aware of the environmental impact of traditional agricultural methods, with regenerative farming widely deemed a sustainable and healthy alternative to standard farming practices.

"If switching to regenerative ingredients, consider hosting workshops and/or events to help educate your consumers as to the benefits, using social media to help spread awareness, increase understanding and encourage adoption."



@yangbanla

4. THIRD CULTURE KINGS

From Wafu Italian and Korean-American creativity, to Filipino-British bakeries and travel-inspired pan-African spins; third culture cuisine examples are emerging all across the global foodservice scene, from fast-casual comfort food to the echelons of fine dining.

At the heart of this movement is a new generation of chefs developing bold new dishes and flavour combinations, breaking the shackles of traditional cuisine constructs to unleash new genres driven by unexpected synergies of food cultures.

And while this might just sound like 'fusion cooking', the reality is more an evolution of culinary authenticity, driven by unique definitions of food nostalgia among innovators, with a hungry audience of consumers seeking disruptive, flavour-led eating experiences primed to make third-culture cuisines a standout food & drink trend for 2023 (and beyond).

Innovator Examples

1



APU NENA BUENOS AIRES

At this Asian tapas restaurant in the Argentine capital, chef Christina Sunae channels her Filipino grandmother's cooking in dishes, paired with her partner Flor Ravioli's Spanish influence. Dishes include Adobo Taquitos with Filipino pork adobo, tomato jam, jalapeños, toasted coconut and fresh shiso; and whole grilled squid with achiote oil, grilled peaches, banana ketchup and huacatay leaves (left).

2



TATALE LONDON

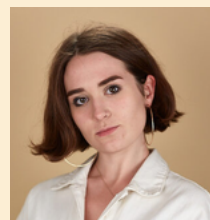
At Tatala in Southwark, Ghanaian-British chef Akwasi Brenya-Mensa offers a range of 'contemporary pan-African' dishes influenced by his childhood in London, as well as his travels across Europe and Africa. Dishes have included a Horlicks-inspired chocolate mousse, coconut yoghurt and malt dessert; chichinga buttermilk fried chicken wings; and even a plantain cheesecake (left).

3



TRAM TRAM'S KITCHEN PENNSYLVANIA

The brainchild of Vietnamese-born Priscilla Trâm, a lawyer-cum-chef based in Paris; Tram Tram's is a pioneer of Vietnamese-meets-French. Trâm's third-culture creativity is delivering dishes such as Vietnamese beef tartare served on a roasted marrow bone (pictured); chicken wings with nuoc mam lime caramel; and pandan roulé with coconut icing and matcha Chantilly cream.



Lucy Hawthorne
Egg Soldiers
Creative Lead &
Development
Manager

UK RESTAURANT ACTION POINT FOR 2023/24:

"The third-culture cuisine arena isn't a closed door, so consider your own origins or, indeed, those of chefs on your books.

"Nostalgic, comforting flavours, dishes and ingredients can serve as a canvas for culinary innovation here, with playfulness and bold flavour pairings resonating with experience-hunting diners.

"Could there be an opportunity for an original, third-culture interpretation inspired by your personal experiences?"

The Amazake Bakery

NO. 5

Amazake is a sweet, ever-so-slightly sour, traditional Japanese drink made from koji-fermented rice.

Koji has taken the wider food development world by storm the past couple of years, with the versatile fungus able to impart bold, umami flavours and deliver broad textural benefits.

This past year, a number of chefs and innovators have been exploring a range of culinary applications for amazake, with desserts and baked goods standing out.

Imparting floral, umami and sweet flavours and moist textures to a myriad of options, from breads and muffins to cakes and pastries; amazake (which is vegan) can also act as a low GI sweetener, is rich in antioxidants, and is high in vitamins and minerals.

As we progress into 2023, we expect amazake usage among bakers to increase as awareness of its wide-ranging benefits grows, with rice puddings, soft serve and a plethora of other desserts also set to enjoy amazake-infused riffs.



Innovator Examples

1



AMAZAKE AND PUMPKIN PANETTONE @CHEFMARCOFONSECA

Chef Marco Fonseca's festive innovation is driven by creamed millet-based amazake, which he blends into the dough as a natural sweetener, with the roasted pumpkin said to deliver moreish nuttiness.

2



AMAZAKE SOURDOUGH @RIVER_RUN_FERMENTS

Irish fermentary River Run Ferments' Teri Ann Fox recently showcased an oat amazake sourdough made with whole grain and emmer wheat.

Rolled with butter, turbinado sugar, cinnamon and cardamom, then baked and drizzled with oat-fava miso icing; Fox says oat-based amazake "gives the effect of an enriched dough that is totally plant based, and adds to the overall flavour profile."

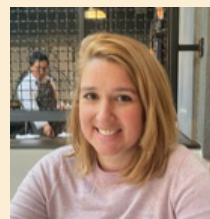
3



AMAZAKE CROISSANT @SUI.LOSANGELES

This LA bakery specialises in fresh croissants and bake-at-home kits, with the pictured examples made with caramelized koji amazake which "adds a depth of flavor and richness." The amazake is said to be subtle in taste and "a perfect addition" for enhancing classic butter croissants.

AMAZAKE: BROADER APPLICATIONS?



Kateline Porritt
Egg Soldiers
Head of Trends

"A non-polarising flavour, a plethora of health benefits, dairy free and flexible usage - any product developer's dream product! I'm excited to see what other innovations can come from it: perhaps iced drinks, or a decaf hot drink that's not a chai latte.

"Historically, cold 'milky' type drinks aren't always easily adopted in the UK and drinks with a savoury edge tend to follow the same pattern - some novelty hype at the start but a dwindling in interest over time as we revert to our staple favourites.

"That being said, we've had a burst of bone broths, kefir and kombucha over the last few years and another option (perhaps a more drinkable one) could push our palates over into a more accepting space."

6.

ZERO-WASTE SET MENU MAGIC

Upcycling and zero-waste strategies have been growing in popularity at the higher end of UK foodservice for a few years, driven in London by the likes of Humble Chicken, Fallow and Apricity, with restaurants creatively utilising a plethora of otherwise-wasted ingredients in dishes to save on food costs and reduce the environmental impact of their respective operations.

And, with insights agency IGD recently revealing that 89% of British diners will look to save money amid the ongoing cost-of-living crisis by dining out differently, including skipping a starter (45%), choosing a cheaper main course (44%) and forgoing a dessert (43%); we expect zero-waste strategies to be embraced by a wider array of savvy operators to develop cost-effective, full-experience set menu offerings in 2023/24.

This will enable restaurants to align with the clear consumer move towards affordability; embody clear sustainability values via closed-loop thinking; and deliver multi-course dining experiences to diners without breaking the bank.



@silolondon

Innovator Examples

1



MANTECA LONDON

Manteca's pig skin ragù (pictured) – a zero-waste, small plate showstopper on its opening menu in London's Shoreditch. By fermenting otherwise-wasted Parmesan rinds with koji, the versatile rice-based mould, the team developed "an intense parmesan-and-soy-sauce-like seasoning", elevating bite-sized bowls of rich, gelatinous pork skin ragù, eagerly devoured by diners via deep-fried pork skin puffs.

2



SPRING LONDON

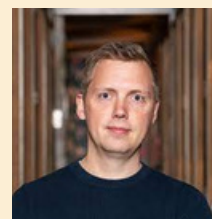
Australian chef Skye Gyngell's Spring restaurant offers a zero-waste, three-course menu called Scratch, with aim to "provide a delicious, nutritious meal using ingredients that are often overlooked for a fair and reasonable price." Coming in at £30-per-head, a recent iteration comprised Cime di rapa stalk and taleggio panzerotti with tomato end and chilli jam; Beef kofta with beetroot & beet leaf salad and a roast tomato dressing; and Lemon curd cake with blackcurrant ice cream.

3



SILLO LONDON

Led by zero-waste wizard, Douglas McMaster; Silo is an eternal spring of upcycling innovation and sustainable supply chain strategies. Take its award-winning dessert, the Siloaf Ice Cream Sandwich, which comprises ice cream made from the buttermilk left over from its in-house butter production, a wafer made using surplus bran from its bread-making, and a salted caramel-esque syrup made from two day-soaked, otherwise-wasted bread.



Stefan Cossier
Egg Soldiers
Co-founder

SUSTAINABLE MENUS, IN MORE WAYS THAN ONE

"While it's true to say traditional 'fixed-price' menus in the casual dining space aren't necessarily money-makers due to their price points, with the same said for higher-end restaurant versions; the emerging opportunity with affordable set menus across the UK restaurant industry lies with booming consumer desire for sustainability within food, specifically food waste strategies.

"As the cost of living crisis continues, restaurants should look to wrap creative, food waste-centric starters and desserts around re-engineered mains, delivering cost-effective, experience-led menus for cash-conscious diners while improving restaurant sustainability credentials, increasing the value of lead ingredients, and fundamentally streamlining costs."

7.

FOOD FOR HEALING



We've been through a lot these past few years, with Covid-19 (and ensuing lockdowns), worsening environmental challenges, shocking conflicts on the global scene, and the ongoing economic crisis all, it seems, existing exclusively to drive us all apart.

However, as is human nature in times of crisis, an unconquerable sense of community keeps us from the pit of despair, with food to continue playing a central role in keeping UK diners mentally (and physically) happy and healthy.

And so, in 2023/24, we expect increased focus on community-orientated eating occasions, with a broader range of globally-inspired lunch and supper clubs entering the spotlight, driven by Gen Z's boundary-breaking culinary and cross-cultural appetites, and powered by the necessities of sustainable food futures.

Innovator Examples

1



HONEYSUCKLE PROJECTS PHILADELPHIA

African-American food project Honeysuckle is all about "community, lineage and nourishment", offering an ever-changing menu that "explores the continuing narrative of the Black existence through food and storytelling."

Positivity is always on the menu, with recent options including PB&J served on toasted, homemade Sonora white bread with hand-milled peanut butter, apple butter, and freshly sliced apples.

2



DELLI LONDON

DELLI, a fast-growing food app, allows restaurants to release new dish drops or pop-ups at a specific time in limited quantities - great for managing food waste, delivery and cash flow.

Community is at the heart of the endeavour, with a recent three-pronged pop-up featuring writer Bre Graham serving up comforting dishes from her debut cookbook; a Tunisian family-style dinner from Lamiri Harissa; and a porchetta roast dinner from Madame Pigg's Adam Hardiman.

3



THE LITTLE SRI LANKAN MANCHESTER

This Sri Lankan supper club regularly hosts events around Manchester, offering dishes driven by authentic family recipes. Small but popular, The Little Sri Lankan has quietly been appearing in the mainstream press of late, with its complex Lamprais curries, mutton pancake rolls, and Watalappam desserts fast capturing the hearts of the community.



Toph Ford
Egg Soldiers
Co-founder

UK RESTAURANT ACTION POINT FOR 2023/24:

"As the world continues to come together, celebrating an ever-widening array of cultural and culinary identities across a plethora of eating occasions; UK restaurants should explore partnerships with community-orientated food leaders and pioneers to host regular events that showcase local artisans, producers and suppliers.

"Regular helpings of community positivity can only broaden your fanbase, not to mention your restaurant horizons, with pop-ups and workshops valuable revenue streams amid the challenges of the cost-of-living crisis."

8.

MOUTH-NUMBING MALA

A SIGNATURE FLAVOUR OF SICHUAN CUISINE, MALA IS A TERM USED TO DESCRIBE THE SPICY, NUMBING SENSATION IN THE MOUTH FROM SICHUAN PEPPERCORNS.

POWERFUL AND MEMORABLE, MALA IS NOW MAKING WAVES WELL BEYOND ITS CHINESE CUISINE ORIGINS, WITH EVER-RISING UK CONSUMER DEMAND FOR GLOBALLY-INSPIRED SPICE ELEMENTS DRIVING CHEFS TO EXPLORE BROAD DISH APPLICATIONS FOR THE UNIQUELY TONGUE-TINGLING, UMAMI-BOOSTING FLAVOUR SENSATION.

Innovator Examples

1



CHICKEN FRIED MUSHROOMS FACING HEAVEN, LONDON

Facing Heaven is a Sichuanese food concept from LA chef Julian Denis offering a range of dishes driven by mouth-numbing spice, such as the Chicken Fried Oyster Mushrooms with mala powder, served with ranch dipping sauce.

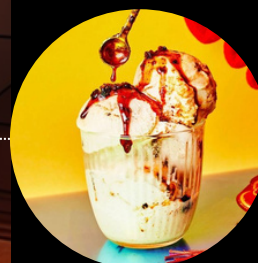
2



SICHUAN CLASSIC SICHUAN FRY, LONDON

Specialising in fried chicken coated with 'numbing and spicy sauces and oils', Sichuan Fry is the recently-launched sister brand to Dumpling Shack in the UK capital, with it's hero Sichuan Classic sando made up of a crispy chicken thigh, Sichuan sauce, mala honey sauce, smacked pickles and slaw.

3



DAN DAN ICE CREAM DEAR BELLA CREAMERY, CALIFORNIA

Dear Bella Creamery, a Taiwanese-American dairy-free ice cream shop, recently offered a Chinese New Year celebration kit that included a Dan Dan ice cream, made with Sichuan hot sauce brand Fly By Jing's chili crisp, which is described as 'hot, spicy, crispy, numbing and deliciously savoury'.



David Hughes
Egg Soldiers
Development Chef

DISH DEVELOPMENT: MALA SPICE

"Mouth-numbing mala can be a bold addition when elevating health-forward main courses.

"For example, a Sichuan-spiced grilled salmon fillet, served with spicy pickled radish for a crunchy, tangy textural element. And, to align with zero-waste strategies, upcycled vegetable rice, made with otherwise-wasted carrots, onions, broccoli and cauliflower pulsed in a food processor.

"A holy trinity of spice, health and sustainability in one flavour-forward dish."



We've been tracking the rise of Mexican spirits beyond tequila for a while now, and we were not surprised to see mezcal enter the fray over the past few years

Now, as we enter 2023 (and beyond), broadening UK consumer demand for authentic, high-ABV, premium Mexican spirits will give rise to Sotol, a distilled, 38% ABV spirit made from the Dasylirion plant rather than agave - a key differentiator from the norm.

Bright, grassy and with subtle pepper notes, sotol's complex flavour profile will be used to great effect by cocktail bars in the UK, with the agave-based Raicilla and Bacanora also benefitting from ever-rising interest in traditional Mexican spirit options.

9. More Mexican Spirits

Innovator Examples

1



SOTOL MODERN COCKTAIL KITCHEN ARIZONA

As you'd expect, this US craft cocktail bar serves a number of cocktails featuring sotol, including the 'Sotol So Good' (pictured), comprising sotol, coconut rum, pineapple, lime and orgeat, with butterfly pea giving it the distinctive purple hue.

2



DESERT DOOR TEXAS

Desert Door features a selection of cocktails at its distillery and taproom made with its own sotol, including its Sotol'd Old Fashioned (pictured), comprising oak-aged Texas sotol with the familiar - cane sugar, Angostura Bitters, orange peel and a Luxardo Cherry (with a spoonful of juice).

3



INDO MISSOURI

Japanese-Southeast Asian bar Indo's Raicilla-based 'Ang Ka Stroll' cocktail was developed by beverage director Kira Webster with nostalgic childhood flavours in mind. Her house-made Coca-Cola Amaro features a mix of reduced Coca-Cola and tonic, with sugar, water, lactic acid, Szechuan peppercorn, mint, clove, lemongrass and orange peel.

SOTOL SUCCESS IN 2023?



Joe Payne
Egg Soldiers
Development Chef

"Mexican spirits have enjoyed a steady rate of growth in the UK over the past few years, driven by tequila and boosted by the emergence of mezcal, with the former recently becoming the second most valuable spirit category in the US. Sotol is now primed to lead the next Mexican spirit boom across the pond, and it's very much one to watch for UK bars in 2023 (and beyond).

"Sotol as a flavour profile has its own place between a mezcal and a tequila, being smokier than a regular tequila and more earthy than a typical mezcal - very useful in cocktail making when you require a grassy, slightly smoky hit without the potency of mezcal (which can hit as high as 55% ABV).

"With demand for authentic, distinctly-flavoured alcoholic options continuing to diversify in the UK, sotol could be a shrewd new addition to the spirits shelf."

10.

Tech for Better

The embracing of technology has become essential for UK foodservice operations over the past few years, particularly in reaching younger generations, with QR code menus, engaging phone apps and intuitive reservation systems just some of tech-based solutions now ubiquitous across hospitality.

It's clear that the restaurant tech revolution will continue unabated in 2023/24, with particular focus on AI-based integrations that streamline operational processes, improving speed and consistency, offsetting staff shortages, reducing long-term costs, and elevating the overall dining experience.

Innovator Examples

1



SPOTLESS BY NALA ILLINOIS

Spotless by Nala is a fully automated robotic dishwasher that uses high performance camera systems and machine learning to provide a complete dishwashing solution, from scrubbing to storage. Its vision systems can detect utensils, cookware, cutlery, dishware and glassware, remove leftovers, pre-cleaning and rinsing to industry hygiene standards.

2



PRECITASTE NYC

PreciTaste recently launched an AI hub featuring three smart software applications to support workers of mid-sized QSRs and fast casuals. 'The Prep Assistant' can predict demand and guides crews on how much to prep per day; The Planner Assistant uses quantity forecasts to produce an automated production schedule; and the Station Assistant uses demand prediction, inventory sensing and deep learning recommendations to provide constant guidance to each food station.

3



MISO ROBOTICS' 'CHIPPY' CALIFORNIA

Miso Robotics' Chippy is an automated tortilla-making robot designed and built for Chipotle in the US. Following a successful behind-closed-doors trial, it was moved to a Chipotle location in California last October, with customer and worker feedback to help the company decide on a national rollout. Chippy relies on AI to accurately replicate Chipotle's exact tortilla recipe, with corn masa flour, water, sunflower oil, salt and lime juice.



Toph Ford
Egg Soldiers
Co-founder

TECH-LED DISRUPTION: KEEP AN EYE ON WEB3

"Primed as the next generation of the internet, Web3 is a boundary-breaking tech concept that includes NFTs (non-fungible tokens), the Metaverse, DAOs (decentralised autonomous organisations), and blockchain technologies - with the food industry very much part of the conversation.

"It may seem complicated, but hospitality brands are already exploring ways of boosting revenues via the sale of unique NFT 'art pieces' which then enable holders-only memberships and even hidden menu perks designed to increase and ensure regular footfall.

"Keep a close eye on Web3 developments - we certainly will be!"

HUNGRY FOR MORE?



Egg Soldiers' Insights Lab is an essential tool for food & beverage professionals seeking inspiration and support for on-trend menu development:

- Clear, actionable insight & analysis on growth areas across UK retail and hospitality, tailor-made to suit your needs
- Driven by decades of experience working with leading F&B companies to develop successful products, menus and dishes
- From workshops to immersive sessions, our team is ready to support beyond the brief, delivering a new level of bespoke

**GET IN TOUCH WITH
US TODAY!**