

Produce, Provenance & Sourcing

BMGM4005

Week 7: Food Purchasing Trends

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

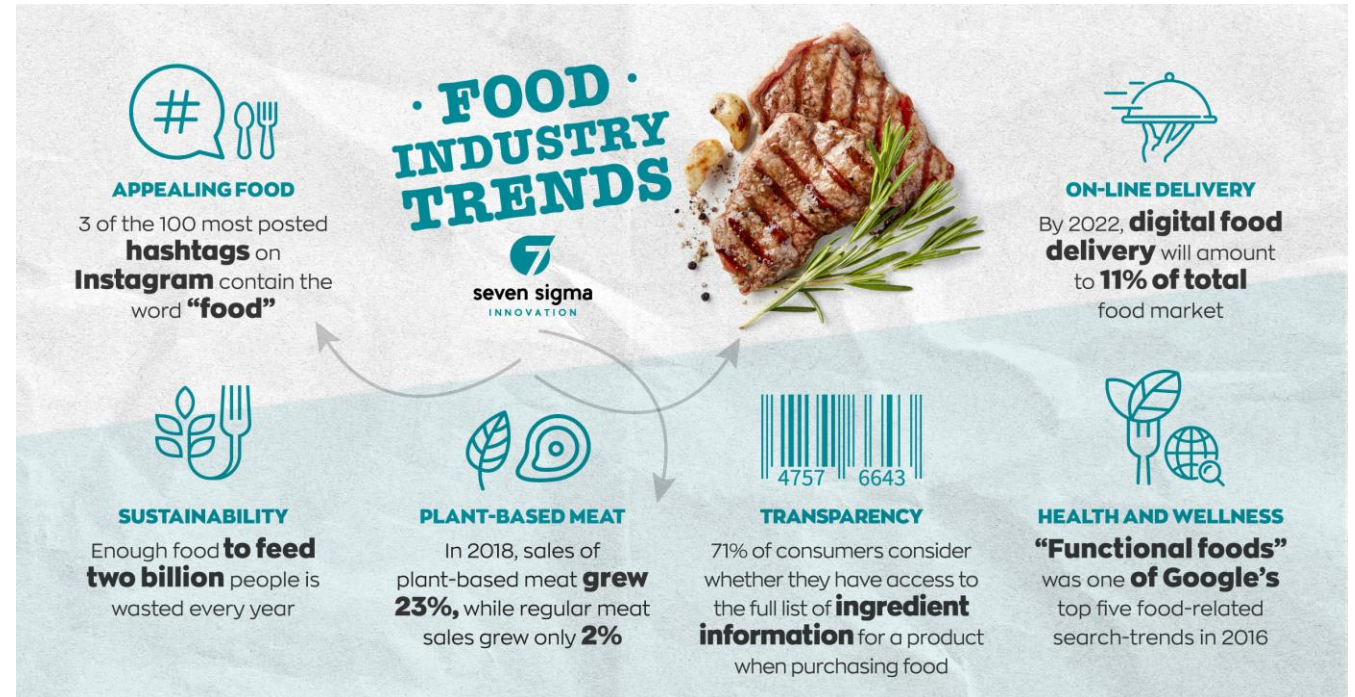
What have we discussed last week?

- Animal-based meat concern
- Eggs
- Cow & CO2
- Foie Gras



Trends in food Purchasing

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



Sustainability

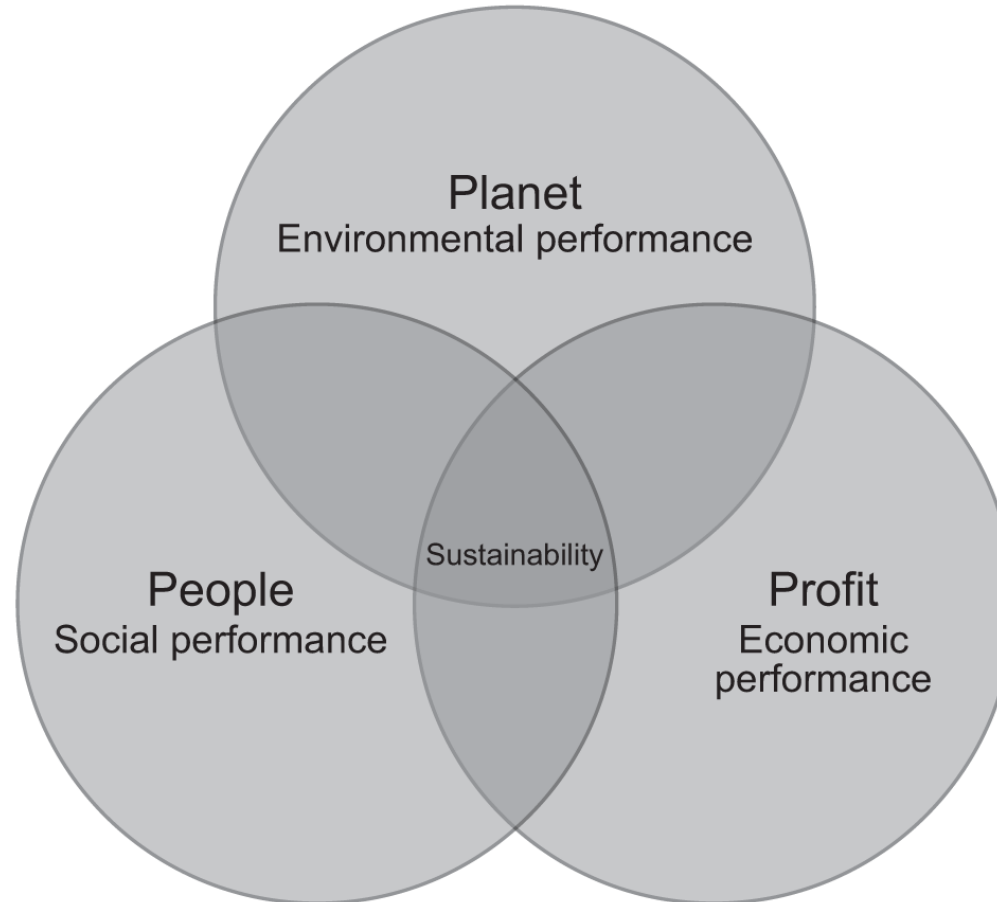
- Recap - What is sustainability?



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)



Coffee Bean





FAIRTRADE

Activity - Discussion

- Is fairtrade important in your restaurant?



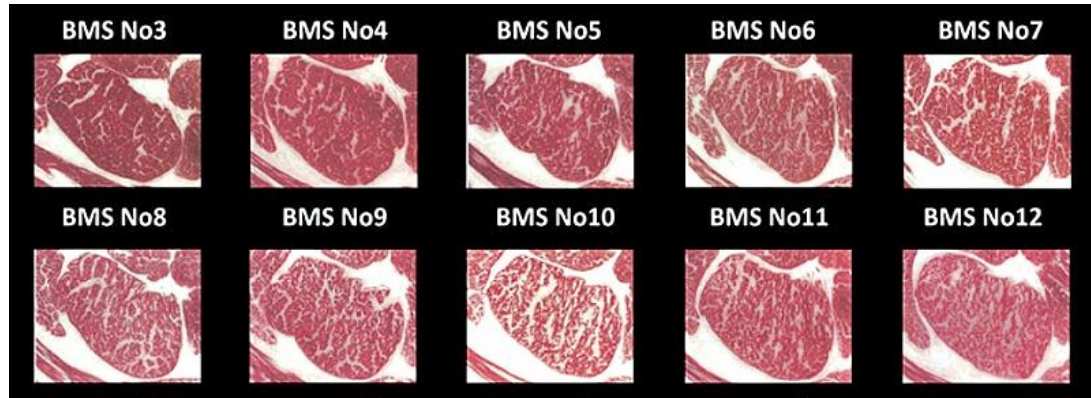
Factors of cost and seasonality

Beef

- Grading



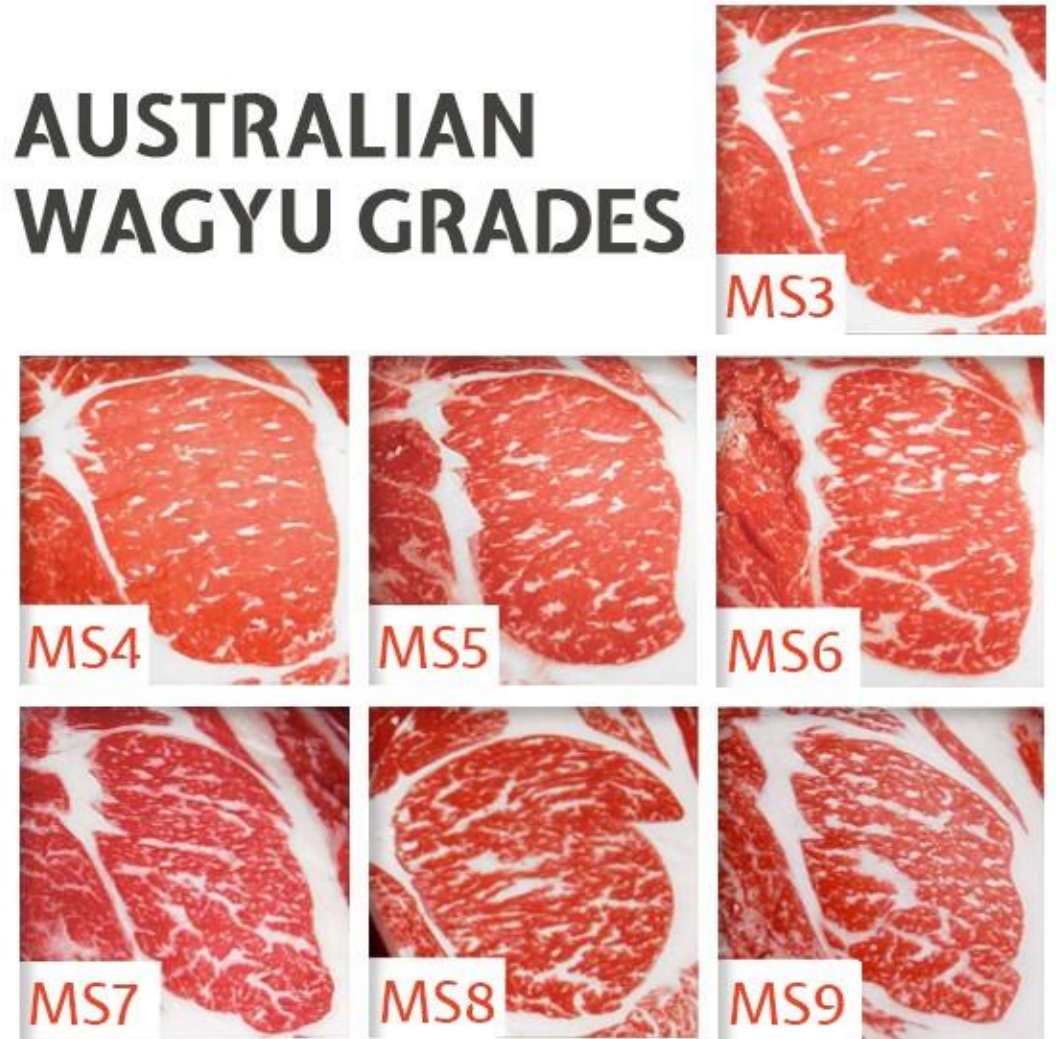
Beef Marbling Scale



USDA MEAT GRADES



AUSTRALIAN WAGYU GRADES



Activity – Discussion

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



Seasonality

- Fresher
- Tastier
- More Nutritious
- Cheaper



A woman with dark hair tied back is shown in profile, smiling and eating from a white bowl filled with a colorful salad. She is holding a fork with a piece of salad. The background is a bright, out-of-focus indoor setting.

BENEFITS **OF** **SEASONAL** **AND** **LOCAL** **FOODS**

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.

Cost Effective - Example

Pre-Made Food

What is pre-made food?





KITCHEN
NIGHTMARES



Activity - Discussion

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



Ice

Ordering or homemade?

- Efficiency
- Staffing
- Cost Effective



Big Rocks



Cool Balls

Perfectly spherical and crystal clear, Cool Balls create enchanting effects through light and colour, elevating a simple drink into an artful experience. Ice Balls are the ideal accessory to turn any drink into a real statement: the perfect way to enhance your drinking experience or to impress your guests.

Key factors in Purchasing

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



Activity -Brainstorming

- What is corruption in purchasing and sourcing?



List of Reference

Impossible. (2023) *IMPOSSIBLE PORK MADE FROM PLANTS*. Available at: <https://impossiblefoods.com/products/pork> (Accessed: 11 Sep 2023).

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McDonald. (2023) *McPlant*. Available at: <https://www.mcdonalds.com/gb/en-gb/product/vegan-mcplant.html> (Accessed: 11 Sep 2023).

Schuetzendorf, F. (2023) *Top 10 Trends in the Food and Beverage Industry*. Available at: <https://hospitalityinsights.ehl.edu/food-and-beverage-industry-trends> (Accessed: 11 Sep 2023).



