

2025 CULINARY & COCKTAIL TREND FORECAST

CULINARY TRENDS

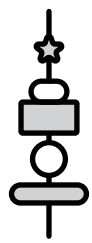
INGREDIENTS TO WATCH

TAKES ON TAHINI
CHILI CRUNCH FUSIONS
BLACK LIMES



STAR OF THE SHOW

SALTED EGG YOLK



ELEVATED SNACKING

NEW TAKES ON TAPAS &
SHAREABLE BOARDS



THE NEW ERA OF SWEETS

FROM HERBAL & SAVORY TO FLORAL & SPICY,
USING ALTERNATIVE SUGARS & FLAVORED HONEYES

DISHES THAT SOOTHE THE SOUL

KOREAN COMFORT FOODS
CONTINUE TO INFLUENCE MENUS



SOUTHEAST ASIA ON A PLATE

FILIPINO
BURMESE
INDONESIAN



GET SMART ON OIL

UNDERSTANDING THE DIVERSE QUALITIES
AND USE CASES FOR
DIFFERENT OILS

BEVERAGE TRENDS

INGREDIENTS TO WATCH

SUPER JUICE
VEGAN CLARIFIED &
FERMENTED MILKS
FREEZE-DRIED FRUIT &
VEGGIE POWDERS



TRANSFORMATIVE TECHNIQUES

SOUS VIDE PREP
FORCED CARBONATION
CLARIFIED CITRUS



SPICED FRUIT LEATHER GETS GARNISHED

REIMAGINING THE CLASSICS

MARTINI
MIDORI SOUR
CARAJILLO
HIGHBALL VARIATIONS



NOT SO BASIC BASES

AMARI, SHERRY, MEZCAL



WINE TRENDS

EXPERIENTIAL SIPS
CHILLABLE REDS

CHEERS TO ZERO

EMBRACING
NON-ALCOHOL
CULTURE



ADDITIVES WITH INTENTION FUNCTIONAL TEAS & COFFEES

ASHWAGANDHA, REISHI, DAMIANA

EXPERIENCE TRENDS

EMBRACING NEWSTALGIA



SOUND IMMERSION



KIMPTON